Project name:

Rebel

Author name and contact info:

Michael Boyle, mike@rebel.fun

I understand that I will be required to provide additional KYC information to the Optimism Foundation to receive this grant: [Yes/No]

Yes

L2 recipient address:

0xaeA7e85AD73B4e8Fa2c222Bd43F129008fb0C56A

Which Voting Cycle are you applying for?:

Cycle 8

Grant category:

Tooling

Is this proposal applicable to a specific committee?

Yes, Tooling committee

Project description (please explain how your project works):

Rebel is an Optimism-native web3 content publishing and community engagement platform. Creators and community managers build their own websites on Rebel and activate features like User Profiles, Forums, Blogs, Podcasts, Ranks, Events, Courses and more.

Features like Token Gating, Reputation Tokens, Push Messages, Newsletters and Contests help keep members engaged and increase the value participating in web3 projects, especially on Optimism.

Project links:

- Website: https://rebel.fun/
- Twitter: https://twitter.com/rebeldotfun
- Discord/Discourse/Community: Rebel
- Github: Rebel · GitHub

Additional team member info:

- ZAlexSnyder

Contributors / advisors:

- facesOfEth
- leann_abad

Please link to any previous projects the team has meaningfully contributed to:

- Dope Wars (https://dopewars.gg)
- Mad Realities (https://madrealities.xyz)
- Beers (https://beers.fun)

Relevant usage metrics:

Communities created: 16

Member user accounts created: 4,569

Rebel is a rearchitected version of our previous web2 creator platform. The old version achieved the following KPIs:

- $531,617 in ticket sales

- 83,573 product orders

- $8,696,066 in gross product sales

- 360,558 registered users

(note: we wound down our previous company but we're happy to share access to the old database with the tooling committee to verify this data)

Competitors, peers, or similar projects (please link):

Web3: Mirror, Showtime, Bonfire, Tellie

Web2: Tumblr, Patreon, Substack, OnlyFans

Is/will this project be open sourced?

In Future

Optimism native?:

Yes

Date of deployment:

Contracts: August, 2022

Software: September 2022

What is the problem statement this proposal hopes to solve for the Optimism ecosystem?

Optimism doesn't have a native social media / community engagement platform. We have an amazing native NFT marketplace with Quix, but once people have acquired their NFTs there aren't many places to do interesting things with them. Projects mostly use Discord or Discourse which aren't web3 native and have many shortcomings.

How does your proposal offer a value proposition solving the above problem?

Rebel fills this toolset gap by making it possible for projects and creators to spin up their own branded web3-native social networking spaces and create content and awesome experiences, many of which are only made possible on Optimism.

Why will this solution be a source of growth for the Optimism ecosystem?

Having a breakthrough native social app on Optimism gives creators and users a great reason to engage with this ecosystem over competing chains like Polygon, Arbitrum, and Solana. Rebel deploys contracts like community reputation and reward tokens exclusively to Optimism. By providing world-class tools on Optimism we will draw in top creators and their most engaged members which will dramatically expand the number of consumer-oriented users of Optimism.

Has your project previously applied for an OP grant?

No

Number of OP tokens requested:

100,000

Did the project apply for or receive OP tokens through the Foundation Partner Fund?:

No

How much will your project match in co-incentives?

Rebel will match incentives with our utility token, $REBEL

How will the OP tokens be distributed?

Creator Rewards - 60% - 60,000

Partnership incentives: 20% - 20,000

Developer incentives: 20% - 20,000

Creator Incentives

We will track user data and engagement and reward creators for facilitating valuable activity.

By establishing value-added behaviors and analyzing end-user wallets, we will distribute rewards for activity like bringing new end users into the Optimism ecosystem. Additionally we will provide OP bonuses for value-added community member contributions like NFT mints and governance participation. We plan to distribute 10,000 OP per month to creators over six months.

Partnership Incentives

We will approach creative agencies, talent managers, incubators, and similar organizations that can onboard creators and projects they work with and offer them rewards for new communities they activate on Rebel and Optimism.

Developer incentives

Developer incentives will be used to develop Optimism-specific software and features. In order to distribute rewards in the manner outlined above we'll need to build open-source wallet analysis tools and referral/affiliate software. Additionally, we're working on an open-source extension to ERC721s to facilitate the creation of subscription NFTs. If we receive a grant, Optimism will be the exclusive chain that Rebel will allow creators to launch these types of NFT projects on.

Over what period of time will the tokens be distributed for each initiative?

We expect to distribute this initial allocation over the course of the next six months, ending at the beginning of Q2 2023.

Please list the milestones/KPIs you expect to achieve for each initiative

Our goal is to onboard 60 optimism-native projects and creators over the next six months. Our primary focus will be on new projects/creators but we also hope to welcome many existing Optimism projects to Rebel.

Why will incentivized users and liquidity on Optimism remain after incentives dry up?

We're distributing rewards to creators and community managers based on their creating durable communities with members that are engaging and adding measurable value back.

Creators and NFT projects who successfully leverage Rebel's tools will have created communities with very sticky memberships. Content feeds, spaces to socialize, reputation and rewards–these are all membership flywheels that keep users engaged with projects and services they love. OP incentives will be icing on the cake for many but the real reward will be deeper connection to people and community experiences facilitated by the Rebel platform.

Please provide any additional information that will facilitate accountability:

- [Welcome to Rebel](#)
- [Rebel membership NFTs on Quix](#)
- [Misfits NFT Contract](#)
- [Trouble Reputation contract](#)