Moonsama Crowdloan Paper

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Moonsama has launched a Polkadot crowdloan for its parachain, Moonsama Network. The present paper provides details about the crowdloan, Moonsama Network and extended Moonsama technology stack and the value they seek to bring to the Polkadot ecosystem.

Moonsama Network

Moonsama's mission is to unlock the potential of Non Fungible Tokens (NFTs) as true elements of utility in the Web3 space.

Non Fungible Tokens are enablers of a long list of use cases, ranging from simple art displays to more complex applications (e.g. digital identities). Despite their potential, a considerable fraction of all NFT projects struggle to build and deliver on their roadmap, as developing some of the necessary building blocks frequently is too big of an undertaking for a single project or team. This ultimately prevents many products from reaching the market or causes them to do so with a subpar quality.

With the launch of Moonsama Network, Moonsama seeks to accelerate the arrival of NFT products to the market by providing an infrastructure that allows them to leapfrog over the more "shallow" NFT use cases and provide real utility to their holders. Native assets and collections on Moonsama Network will benefit from:

- Access to Moonsama's NFT 2.0 standards and cross-chain messaging.
- Easy setup of on-chain governed communities.
- Integration with Moonsama's Multiverse Portal.
- Programmable and composable through WASM and EVM interfaces.
- Access to utility service bundles and tooling for native projects.

Moonsama Network will be the world's first blockchain governed by NFTs, and will use SAMA tokens as its native currency.

Moonsama Ecosystem

The Moonsama Ecosystem encompasses multichain blockchain solutions, a vibrant community and a growing portfolio of NFT collections and Web3 applications. These elements all come to life through the Moonsama Metaverse, a digital hub where all Moonsama-supported NFTs are able to interact with one another.

The Moonsama community has been and is a critical force behind the project's continuous growth. Moonsama has grown steadily even amidst adverse market conditions, empowered by multiple community-hosted websites, NFT projects, games, and competitions. Moonsama's

game sessions, held on a weekly basis, serve as a meeting point for the community, gathering players, active NFT collectors, and creators in the thousands.

Moonsama Technology Stack

The Moonsama technology stack is built with a bottom-up approach, driven by market demand. Moonsama technology is developed with close feedback loops in conjunction with the Moonsama community, which ensures that the resulting solutions are as close as possible to the needs of the ecosystem.

Moonsama's technology stack is formed by the following modules and products:

Moonsama Network: Parachain - Layer 1

Following its launch, Moonsama Network will act as the central piece of infrastructure upon which all other solutions are deployed.

Moonsama Network is a Substrate based Polkadot parachain with both EVM and WASM capabilities. To date, many of Moonsama's products exist as Layer 2 applications, deployed on other EVM chains. With Moonsama Network, these core functionalities will be natively integrated on the parachain, serving as infrastructure to all kinds of native digital assets and communities and enjoying on-chain governance and forkless upgrades in perpetuity.

Thanks to cross-chain messaging (XCM), Moonsama Network's native assets will gain access to the entire Polkadot ecosystem. Likewise, other collections and communities from the Polkadot ecosystem will be able to utilize the features of the Moonsama Network and even make it their new home.

Moonsama Multiverse Portal

The Moonsama Multiverse Portal sits at the epicenter of the Moonsama Ecosystem. It connects the on-chain and off-chain worlds by linking any NFT across different games, metaverses and blockchains. It is the fundamental protocol that assigns each NFT an associated utility, allowing it to be unleashed in a particular game or digital environment.

The Multiverse Portal is a tool capable of making digital spaces "blockchain-ready". It allows any game, metaverse or application to adopt an on-chain based economy. The Multiverse Portal can connect to a virtually endless number of applications, opening up space for third parties to use it to develop their own utility ecosystem for their digital assets.

The protocol handles the management of user accounts and assets, with the Portal relying on DIDs and KILT credentials for user accounts.

Moonsama's Multiverse Portal is fully integrated with the Exosama Network, Moonbeam and Ethereum, and assets from those chains can already be utilized in any Portal-connected game

or application. The Multiverse Portal is chain agnostic, and can therefore be integrated with any EVM-capable blockchain.

Upon launching Moonsama Network, the Multiverse Portal functionality will be placed natively into the parachain, allowing for escrowless metaverse imports and even more scalable token economies.

Moonsama NFT 2.0 standard

The Moonsama NFT 2.0 standard powers the NFT utility in the Moonsama ecosystem, including the NFT composition service, the Workbench (On-chain crafting system and protocol of Moonsama, Play-to-Craft backbone), the Multiverse Asset Factory (Hybrid ERC1155-ERC20 tokens), the On-chain loot box protocol and the Battle Engine. These standards will be ported to the parachain as well, and now matter which world you prefer, EVM or WASM, you will be able to build with them. Learn more about Moonsama's NFT 2.0 standard by reading Moonsama's Litepaper and Whitepaper V1.0.

Moonsama Metaverse

The Moonsama Metaverse is a browser-based shared digital environment where many of the native NFTs of the Moonsama Ecosystem unleash their associated utility. Players can use their NFTs as avatars and tools, and interact with one another.

Thanks to its direct connection to the Moonsama Multiverse Portal, the Moonsama Metaverse has full compatibility with any connected chain and its native digital assets.

Moonsama NFT Marketplace - Raresama

Raresama is the flagship NFT marketplace of the Moonsama ecosystem. Raresama's vision is to become the world's most social NFT marketplace, with governance playing a central role in the day-to-day of its operations. The Moonsama community is involved in every decision-making aspect of the marketplace, including the listing of new collections, profile verification, and the overall evolution of the marketplace itself. This equips Raresama with an in-built quality control mechanic and creates a layer of protection against malicious actors such as scammers and bots. Like most Moonsama products, Raresama has multichain capabilities, with its trading currently enabled on Exosama Network, Moonbeam and soon Moonsama Network. With the launch of the parachain, Raresama will get native protocol support, making escrowless orders possible and using Raresama's trading engine to enable in-metaverse, on-chain trading of assets.

Moonsama Gaming

Moonsama Gaming (set for release in Q2 2023) is a gaming platform where community-chosen games can be coupled with Web3-based reward structures. Following one of the core principles of the Moonsama Ecosystem, the platform will be fully governed by the community, including the

addition of new games, the creation of leagues and competitive tournaments and associated rewards for the players.

Moonsama Utility Services

Creating NFT collections, composable NFTs, 2D/3D mesh models, and building Web3 Metaverse products is not straightforward. Along the years we developed our own stack and tooling with which we can build at scale. We are exploring options to give access to certain services and Moonsama utilities to the larger community.

Industry opportunities

Prior to the existence of Blockchain, we never really got to own something that was completely digital. We passed around videos and motion graphics, repurposing and reposting them, but there wasn't this current opportunity to automatically assume complete, concrete ownership over a digital file or artwork.

The rise of NFT's changes this, allowing creators the authority to sell digital content with proof of ownership and origin. The first industries that began taking over the NFT space and building utility in the ecosystem are:

Gaming

The future of gaming is true ownership of assets. Moonsama powers the next generation of players, games and studios. We are building a full-service system for developers and publishers to build or integrate blockchain-based economies into their games, increasing engagement and unlocking new business and game models by making blockchain accessible and allowing players to become stakeholders in their favorite games.

Music

The music industry is very similar to Web3, almost the perfect candidate to drive the adoption of better governed, fairer and decentralized internet. Both communities worship values of equality, progression and freedom from corrupted systems. But in Web2 music, the big players are in charge and get the money. So the musicians are left with the breadcrumbs, especially the small and medium artists. We aim to leverage Web3 technologies and ecosystem to give artists a better ecosystem to sustain their lifetime passion. We can create a fairer system.

Fashion

The NFT and metaverse opportunity for fashion doesn't have to center on digital doubles of products. Brands can also create community spaces where fans and followers can meet, interact, and perhaps unlock brand benefits like discount codes that can only be redeemed

in-store. It also opens up opportunities for a new generation of creators because we'll need billions of garments in the metaverse to equip NFTs.

Art

The huge advantage of the internet is that it drastically reduces production costs and enables artists with little money to join the market. NFTs have offered the digital art market a means of validating and verifying a digital artwork as an original work thereby giving collectors a sense of security with the purchase of digital art. This new technology could offer the possibility of artists procuring resale rights and specifying terms of sales in so-called 'smart contracts' which are embedded in the blockchain.

Charity

"Less trust more truth". Web3 offers an opportunity to found communities and economies that lead with purpose and a new set of standards—essentially a new way to create value. It has given rise to new and innovative ways of fundraising for charity. One such way is through the use of NFTs, allowing organizations to raise funds in a meaningful and transparent way by also raising awareness and generating emotional value for their cause. In Web3 everything is verifiable on-chain with full transparency.

Industry specific solutions

Gaming

One of Moonsama's objectives is to build a decentralized and high performance GameFi infrastructure providing best in class gaming chain solutions for game developers and partners. See more details in our [Whitepaper V1.0](#).

Music

Partnering with Public Pressure we aim to offer music professionals the best technology to move on the Web3. You can think of it as a public good for the music industry:

1) **AudioNFT Format** - A new Audio NFT standard to bridge music across multiverse projects.
2) **IP Layer** - An IP tokenization protocol to fractionalize the IP ownership across communities and an IP payment gateway showing all transactions on the blockchain.
3) **Music Streaming Protocol** - A new Web3 infrastructure to provide music streaming networks with more transparency and fairness. Streaming is essentially a financial network that manages flows from users to creators. Current systems are all centralized, which leads to issues such as a lack of transparency for all participants. Blockchain is the best technology currently available to manage a financial network of this kind, ensuring maximum transparency and maximizing economic benefits.
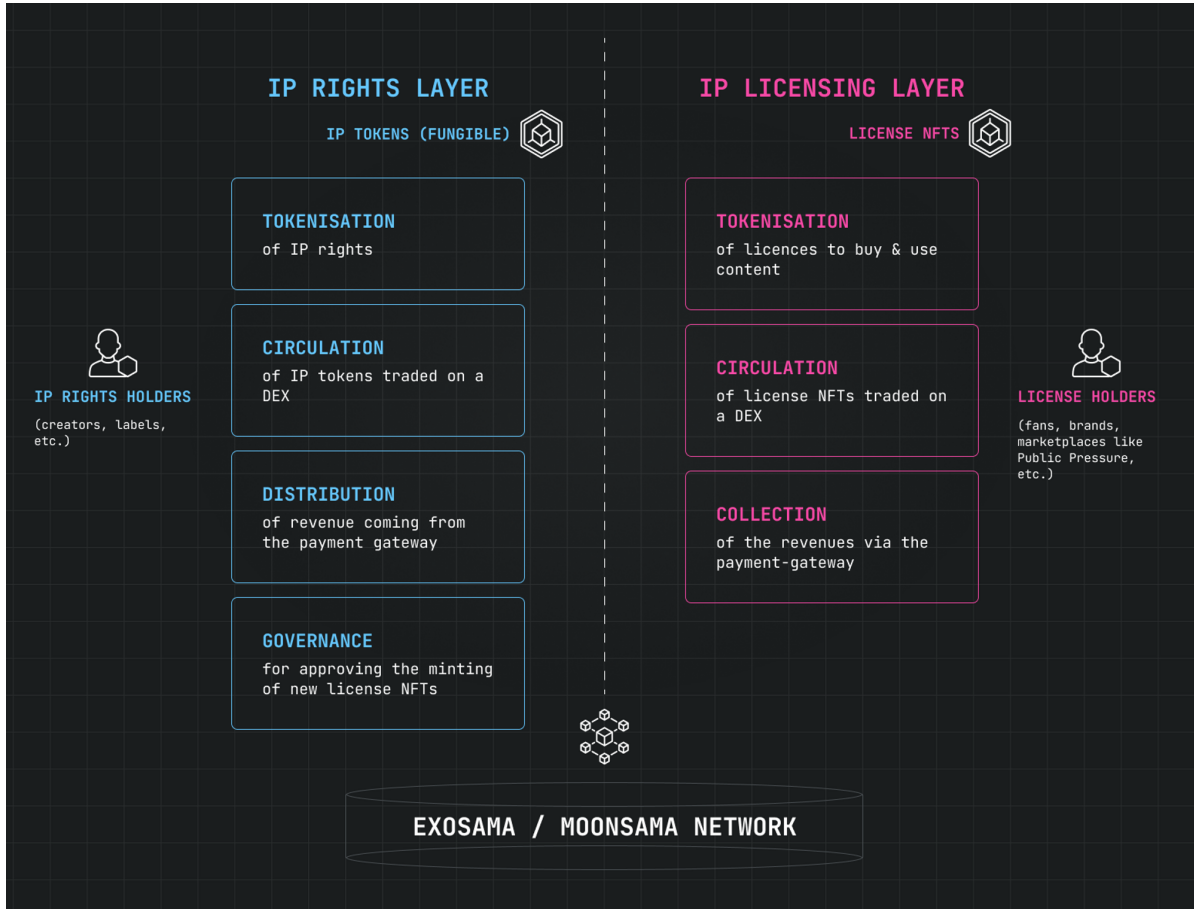
Source: Whitepaper V1.0.

Art

Raresama NFT marketplace already makes it possible for artists to easily distribute- and benefit from their work in perpetuity through royalties. Moonsama is continuously exploring new ways to unlock more value for both artists and buyers, bringing new technologies and providing the required tools. Raresama provides a way for NFT collections to be integrated with the Multiverse Portal, granting access to Moonsama's applications, provided that these collections get approved through Raresama's governance.

Moonsama is exploring Asset DIDs with KILT to further enhance NFTs with verifiable properties, such as authenticity, IP rights, purchase history, ownership history and any custom credential the creators want their NFTs to carry.

Charity

Moonsama has already demonstrated that funds for charity can be raised in a transparent and efficient manner.

The Moonsama Community has voted to launch the Raresama Foundation, a charitable organization with the aim of rescuing and providing care for stray dogs in Thailand. To initiate this effort, $100,000 has been contributed towards the cause. [Details here](#).

Wildsama - Moonsama in collaboration with Sovereign Nature Initiative and Kenya Wildlife Trust is working on a novel fundraising mechanism and sustainable revenue model for wildlife preservation. As a pilot project, 400 lions of the Maasai Mara were represented as NFTs and offered up for sale through Raresama, raising ~80 000 USD in funding and thousands of dollars in royalties in a week. All the proceeds are 100% allocated for the preservation efforts of the lions. The NFTs are Metaverse capable and change dynamically based on the real-life story of the animal. The lions will be featured in our Metaverse, raising awareness, educating and bringing unique gaming experience for their holders. This partnership demonstrates the potential for positive social and ecological impact that can be achieved by leveraging blockchain technology in conjunction with companies in the traditional sectors. More animals are expected to follow suit.

One of the rendered Wildsama lion cubs

Tokenomics

SAMA token is the native gas & utility token that underpins the whole ecosystem. The breakdown of the SAMA supply is the following:

Total supply: 1,000,000,000 SAMA

Distribution

	Tokens	%
Token Holders	SAMA 510,000,000	51%
Team	SAMA 100,000,000	10%
Community fund	SAMA 390,000,000	39%
Total	**SAMA 1,000,000,000**	**100%**

Moonsama's Polkadot parachain slot crowdloan

Moonsama is looking to raise DOTs to finance the lease of a Polkadot parachain slot. 1.5% of the total supply (15,000,000 SAMA) will be allocated as crowdloan rewards. These rewards serve as incentives for people to help secure the Moonsama Network's parachain.

20% of the rewards will be unlocked on the featured launch day of the parachain, with the remaining rewards being distributed linearly over the course of the lease period, which is roughly 96 weeks. The crowdloan rewards will come from the Moonsama Community Fund, which means that the total supply of SAMA will not increase.

People who contributed to the crowdloan will get their DOT back automatically after the parachain lease ends (~96 weeks).

Inflation

As our previous and current proposition, inflation shall be capped at 10% per year. Note that this can be changed, but only through the governance mechanisms of the Moonsama Network. The

staking rewards (potentially including the collator rewards) shall come from this inflation. This would mean that about 100 000 000 tokens is the maximum number of tokens that would come to the market in the first year due to inflation. The exact distribution of these newly minted tokens (various rewards, yields, or MCF) is to be decided.

Token utility

Currently SAMA is the native token of Exosama Network (current EVM chain).

On Exosama Network SAMA is providing the following utility features:

- SAMA is the gas token of the Exosama Network, every transaction, including the deployment/operation of dApps, costs SAMA to ensure the security of the network. In certain cases the cost of transactions are subsidized in the form of gasless transactions.
- Moonsama Network acts as a platform for issuing new assets, such as in-game assets and NFTs, some of which are to be paid in SAMA.
- SAMA acts as a governance mechanism and trading currency of the Raresama NFT Marketplace.
- Moonsama periodically launches SAMA staking-campaigns, requiring to stake SAMA over a certain period of time to gain access to certain utilities or events. Moreover some games and tournaments require a temporary safety-deposit of SAMA that can be confiscated in the unfortunate cases of abuse or cheating.

These above are only the current utilities that the SAMA token provides.

SAMA is also going to be the native token of the upcoming parachain, Moonsama Network. SAMA from Moonsama Network will be migrateable to Moonsama Network 1:1 in a burn/mint fashion, ensuring that both chains share the same economy.

However, we plan to build a lot more features and functionalities into the Moonsama Network that will bring additional utility and use-cases:

- The provisioning of certain XCM capable assets will cost SAMA
- Paraverse auctions will require to-be-joining communities to bond SAMA, either self-funded or through means of crowdfunding, to take their place in the larger governance and gain access to metaverse utilities.
- Collator nodes producing blocks and ensuring the liveliness of the network are required to stake SAMA to enforce non-malicious behavior.
- Participation in on-chain governance requires the holding of and/or bonding of SAMA

Community NFT based governance

Moonsama Ecosystem NFTs are the foundational elements of the Moonsama community and have proven to be capable of inducing a great sense of belonging and connection in its holder.

So far the Moonsama ecosystem was governed by simple rules:
- 1 Moonsama NFT = 1 vote
- Simple majority scoring on proposals

Votes for major proposals are taking place in our Metaverse. Before these proposals can be considered for voting, they are first filtered in a Tokengated Telegram channel that requires an eligible NFT to access.

With the launch of the parachain, governance has the opportunity to move to the chain where code is law, and open up to be more inclusive to other collections, so called "ecosystem families", including Moonsamas, Exosamas and Gromlins NFT collections too. Being part of an ecosystem family indicates that you have a foundational role which comes with a higher economic interest in the ecosystem. The system provides for a weighted hierarchy among NFTs. Moonsama NFTs will always represent the top of the hierarchy, being the founding community.

Only officiated ecosystem families have the right to partake in the larger ecosystem's governance. Proposals revolve around 3 main categories:
- **Protocol/runtime** decisions, e.g. validator pool entries, upgrades, emission rates
- **Larger ecosystem** decisions, e.g. paraverse auctions, community fund spending (MCF)
- **Local ecosystem**, "in-family decisions", e.g. local treasury management, taxes, yields, or any arbitrary custom rule

Voting power

The score called **veSAMA** will represent the voting power of both individual members and the community as a whole. This score is accrued through a combination of holding different NFTs, staking SAMA tokens, and actively participating in the community. Different vote tallying systems are yet to be experimented with. This score will be non-transferrable (though might be delegatable) and will adjust automatically as the combination of factors above changes.

Moonsama Assembly

Apart from the proposal-driven governance, **Moonsama Assembly** also consists of a constant and perpetual discussion between community members to make all the participants 100% aware of what is happening and why. For this reason, in addition to the classic governance processes, the community will also define the cadence and methods with which the ideas will be shared, and related debates will take place before having a formal proposal.

Paraverse auctions

Ecosystem families come to be established through **paraverse auctions.**

New projects and/or communities that wish to enter the Moonsama ecosystem have to present their proposal to the Moonsama Assembly. If the proposal is approved, the new community can apply through official governance channels to acquire a "paraverse slot" by bonding SAMA for a

maximum of 2 years, either by means of self-funding or a public SAMA crowdloan, allocating governance rights to their community and generating a share of potential ecosystem- and participation rewards.

After a successful paraslot acquisition, the "ecosystem family" becomes "official", establishing their own domain. These families enjoy a certain degree of autonomy, privileges and access to utilities through the Multiverse Portal and certain services provided to boost value creation such as launching a game, metaverse or produce composable Metaverse assets which can become part of the Moonsama Multiverse. They are completely self-sovereign in how they organize their community, how they distribute their voting power, yields and how they manage their treasury. They are also allowed to establish their own token-based Metaverse resource economy through the Multiverse Portal, our provided standards and tooling.

Progressive decentralization and inclusion

Moonsama governance follows a **progressive decentralization** model, gradually delegating the central authority to the community as it evolves. The main reason for this strategy is efficiency related: the more stakeholders involved, the slower things move and harder to make the quick adjustments required in an experimental phase. Moonsama can be already seen as a fully decentralized community where decisions on most topics are taken with a democratic voting mechanism and core team acting as the undertaker on behalf.

With the launch of the parachain and the layered-governance structure, the principle of progressive decentralization is appended with a principle of **progressive inclusion**: governance will start with the core Moonsama "families", then gradually extending the circle of inclusion in a controlled manner to guarantee the stability of the ecosystem.

Token economic rights and incentives

At the heart of a well-functioning distributed network or community you can always find well aligned economic incentives. The right incentives to all counterparties guarantee a functioning governance and ensure the security of the system.

We can classify 3 types of incentives, in the form of various financial reward streams:
1. **Validation rewards**
2. **Participation yield**
3. **Ecosystem rewards**

The rewards/yields take many forms at Moonsama and not exclusively SAMA tokens. Note that these rewards are always subject to change as they are decided on by the Moonsama community.

Validation rewards

Validation rewards are generated for actors who contribute to the security and liveliness of the protocol. Validation rewards are partly introduced by inflation, offloading the cost onto speculative SAMA holders while keeping the SAMA holders who participate in governance, staking or nomination (e.g. delegating their SAMAs to the collators/validators who maintain the protocol), safe from it.

The staking rewards (potentially including the collator rewards) will be funded from inflation as per our current and previous proposal to cap the inflation rate at 10% per year to support ecosystem activities.

A portion of this inflation is directed to the project treasury to fund the project with resources for ecosystem initiatives such as tournaments, new game features or new games.

As for most other blockchains, in case of a validation failure or showing harmful behavior by collators a percentage of the bonded/staked tokens will get slashed, meaning that a proportion of the validator's tokens will get lost.

Participation yield

Active participation was always rewarded in the Moonsama ecosystem. This type of reward is intended for active users who engage with the ecosystem projects, events and activities.

Some portion of this yield is distributed to "ecosystem families" or "NFT families" who are free to decide as a collective on the purpose of their portion of the yield. Some may decide to distribute it amongst their members, some may decide to build a treasury. This portion always depends on the level of engagement.

These NFT families are the heart of the Moonsama ecosystem. Empowered with governance rights and incentives, their interests are aligned with a clear direction: expand the ecosystem, incorporate new communities, thus creating a high added value.

Ecosystem rewards

Ecosystem rewards are shared by established ecosystem families who already acquired a paraverse slot, partially financed by inflation.

Moonsama provides a new monetization model that prioritizes and motivates user engagement, rather than relying on the sale of user data to third parties, in this emerging digital economy that emphasizes shared ownership.

Note that ecosystem rewards are not limited to SAMA tokens only.

Official links

Partners