GigaNFT2 (v2)

Roadmap and background

4 May 2022

UNICEF/ITU
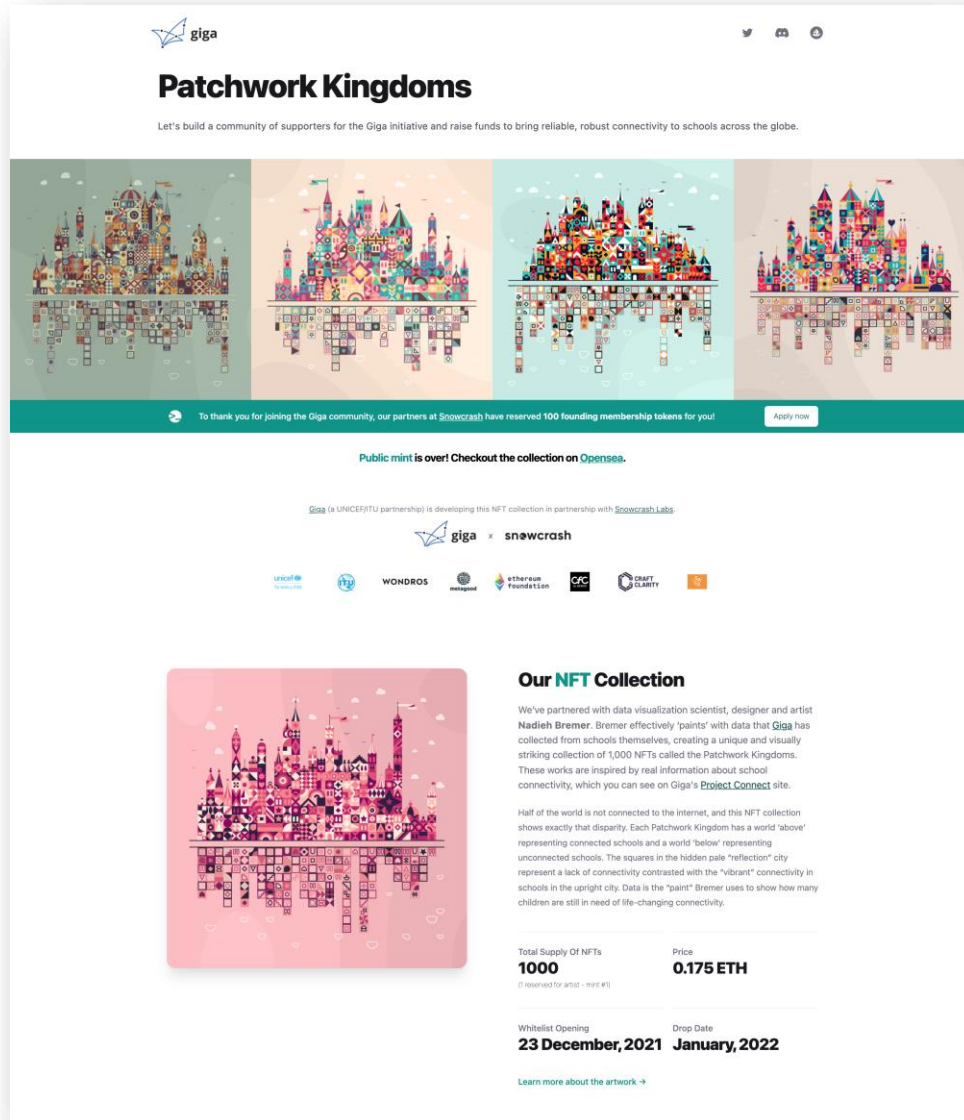Not for Circulation

01

Introduction

GigaNFT1
aka
Patchwork
Kingdoms

Patchwork Kingdoms

- **Partnership** with Snowcrash, UNICEF France, and others [list all partners here]

- **Artist** developed the concept and created 1000 unique art pieces based on Giga data

- Develop and deploy the **Smart Contract.**

- Listing on NFT marketplace **Opensea** and connecting the metadata.

- **Whitelist** (8 429 people signed up)

- **Public Sale** (Sold out in <6 hours hours) @0.175 eth/piece

- Collaboration with UNICEF France, Switzerland, Christies

- Amount raised: **~$600K + ongoing 20% royalty in perpetuity for every sale of an item.**

The Art for GigaNFT1

- Half of the world is not connected to the internet, and this NFT collection shows exactly that disparity. Each Patchwork Kingdom has a world 'above' representing connected schools and a world 'below' representing unconnected schools. The squares in the hidden pale "reflection" city represent a lack of connectivity contrasted with the "vibrant" connectivity in schools in the upright city. Data is the "paint" Bremer uses to show how many children are still in need of life-changing connectivity.
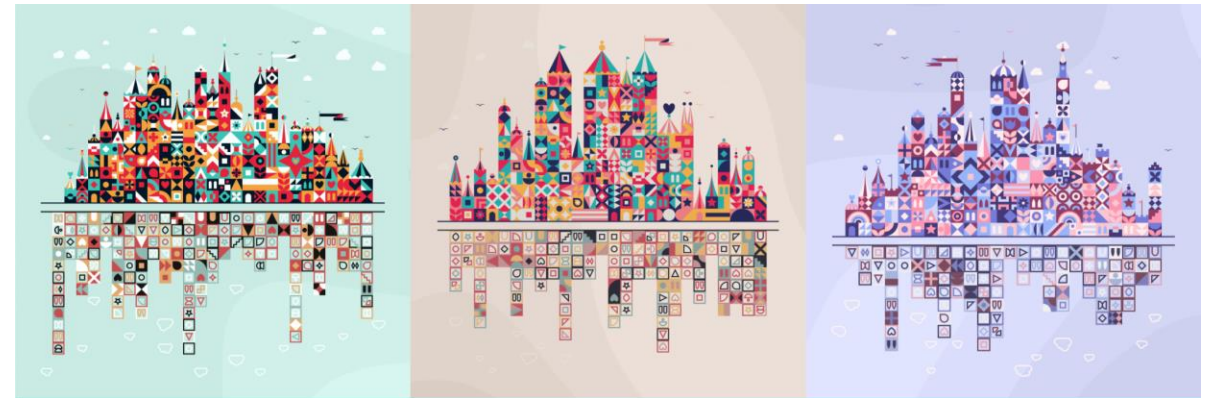
"Utility" of the collection

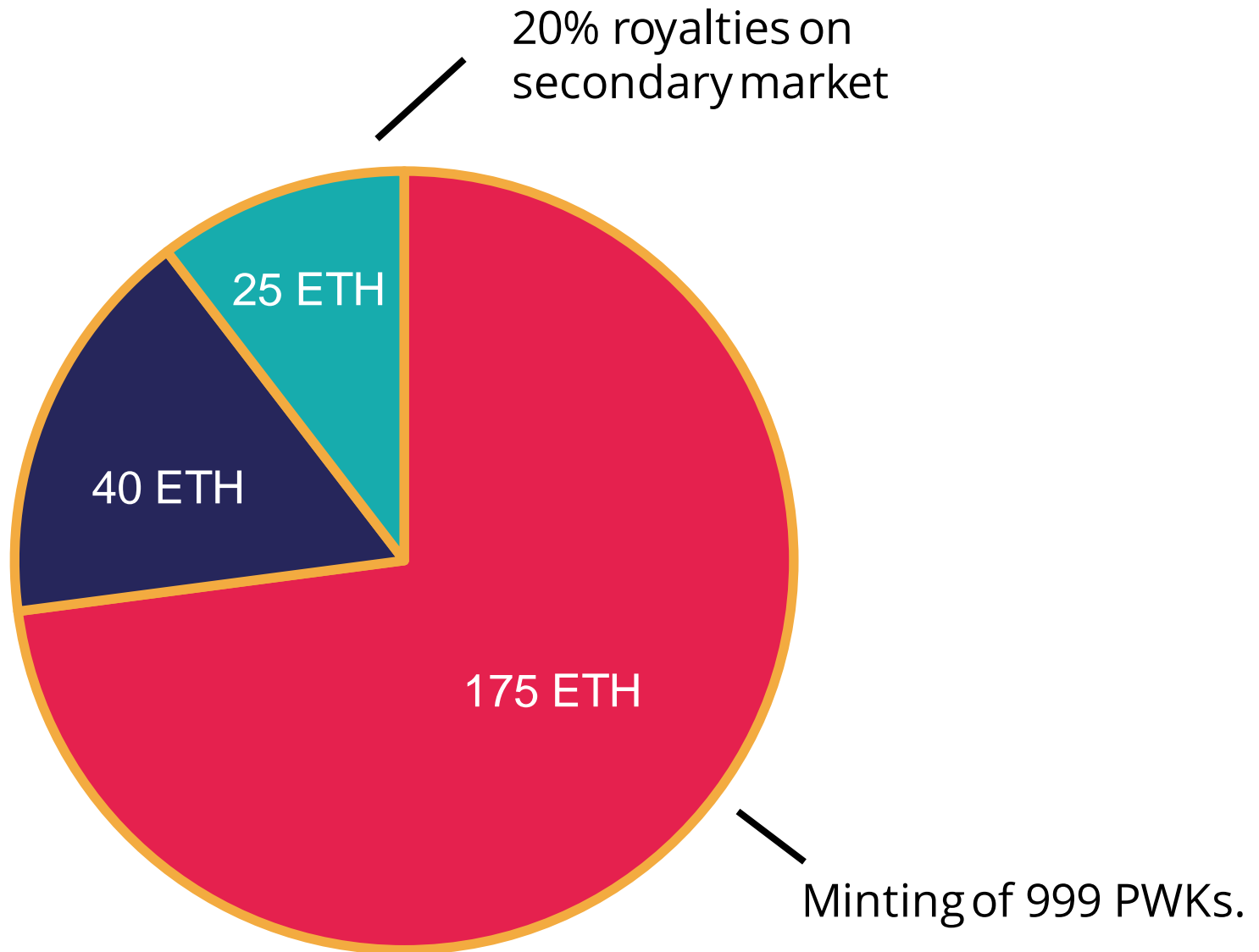## The Patchwork Kingdom Collection is about [Raising Funds for GIGA](#).

What if every PWK owner becomes
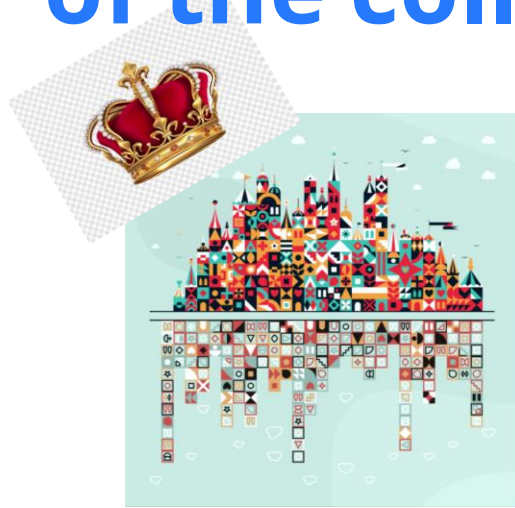an ambassador for raising funds for Giga?

"Utility" of the collection

240 ETH
Total raised
so far

20% royalties on secondary market

25 ETH

40 ETH

175 ETH

Sale of 5 tokens at auction in St. Moritz

Minting of 999 PWKs.

"Utility" of the collection

Due to the transparency of the blockchain, it's possible to track at an individual PWK level how much funds have been raised for giga.
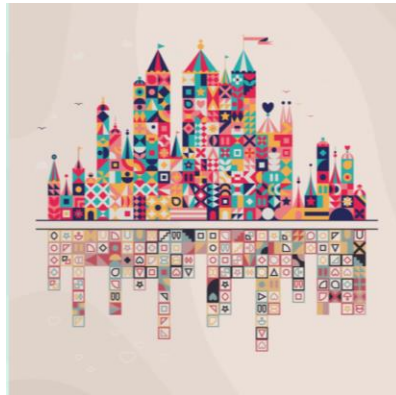

#1

PWK #564 – Blabla
Funds contributed to Giga: **0.229 ETH**
- Minting: [100% * 0.175 ETH]
- Traded on Apr 1 for [20% * 0.12 ETH]
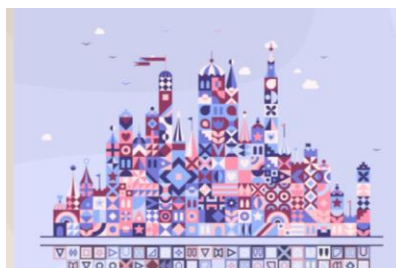- Traded on May 3 for [20% * 0.15 ETH]

#2

PWK #564 – Blabla
Funds contributed to Giga: **0.219 ETH**
- Minting: [100% * 0.175 ETH]
- Traded on Apr 1 for [20% * 0.12 ETH]
- Traded on May 3 for [20% * 0.15 ETH]

#3

PWK #564 – Blabla
Funds contributed to Giga: **0.209 ETH**

02
Next
Phase:
GigaNFT2

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Who are we targeting?

- A younger audience (Gen Z) - born between 1997 and 2012
- Digitally native
- Largest generation alive today - 2 billion worldwide
- (Skeptical of international organisations?) [assumption]
- https://www.edelman.com/sites/g/files/aatuss191/files/2019-09/Infographic_Edelman.pdf

Observations of PWK community

- PWK holders act entitled, like shareholders.
- They want to be treated like corporate donors, (but for a fraction of the price).
- They demand accountability and transparency.
- They care about visibility of the project.

Current level of accountability

xx Million USD
from Ericsson

240 ETH raised
by PWK

xx million? USD
from others?

??
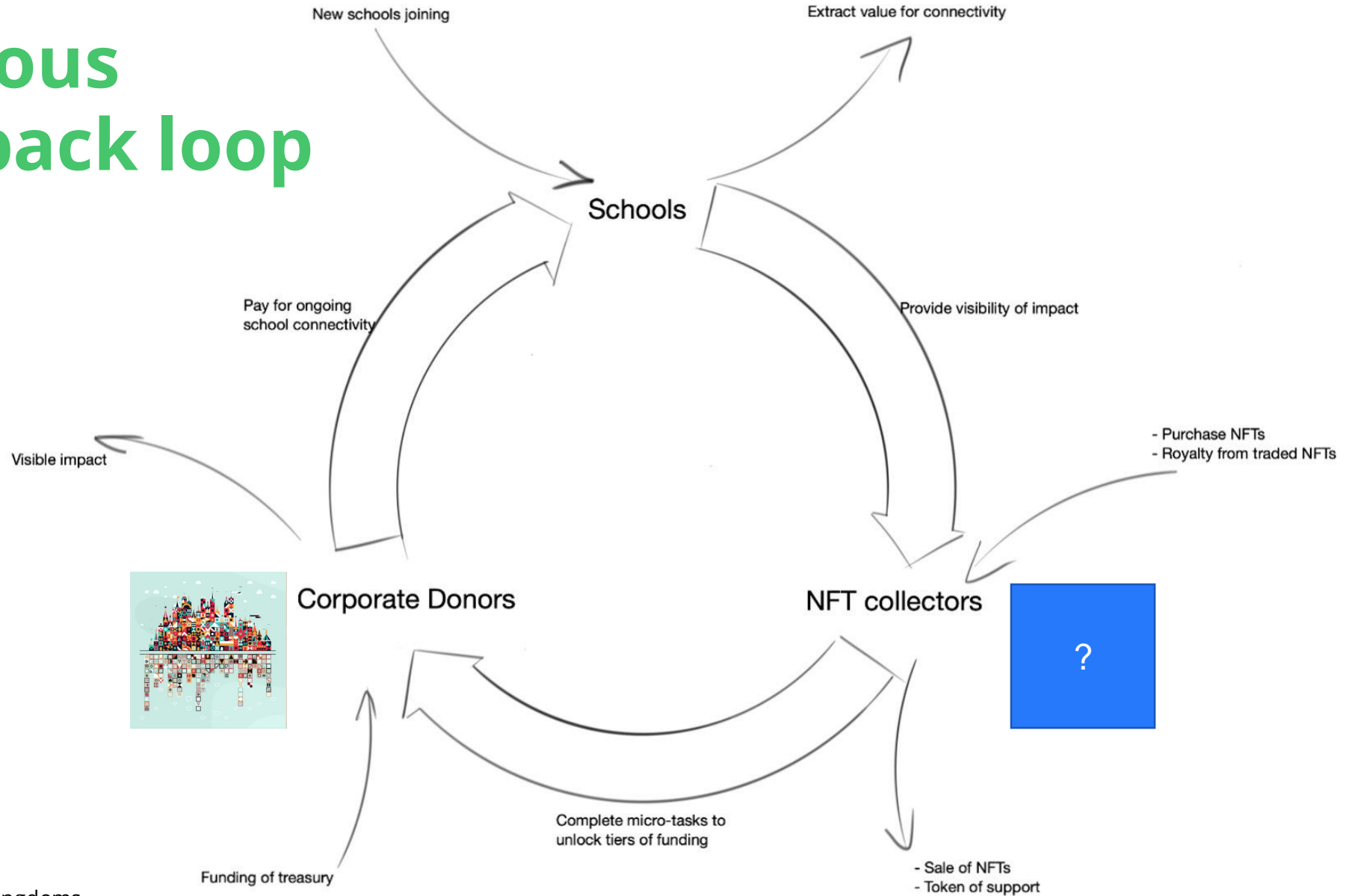Big pot of Giga money

Important stuff
gets done
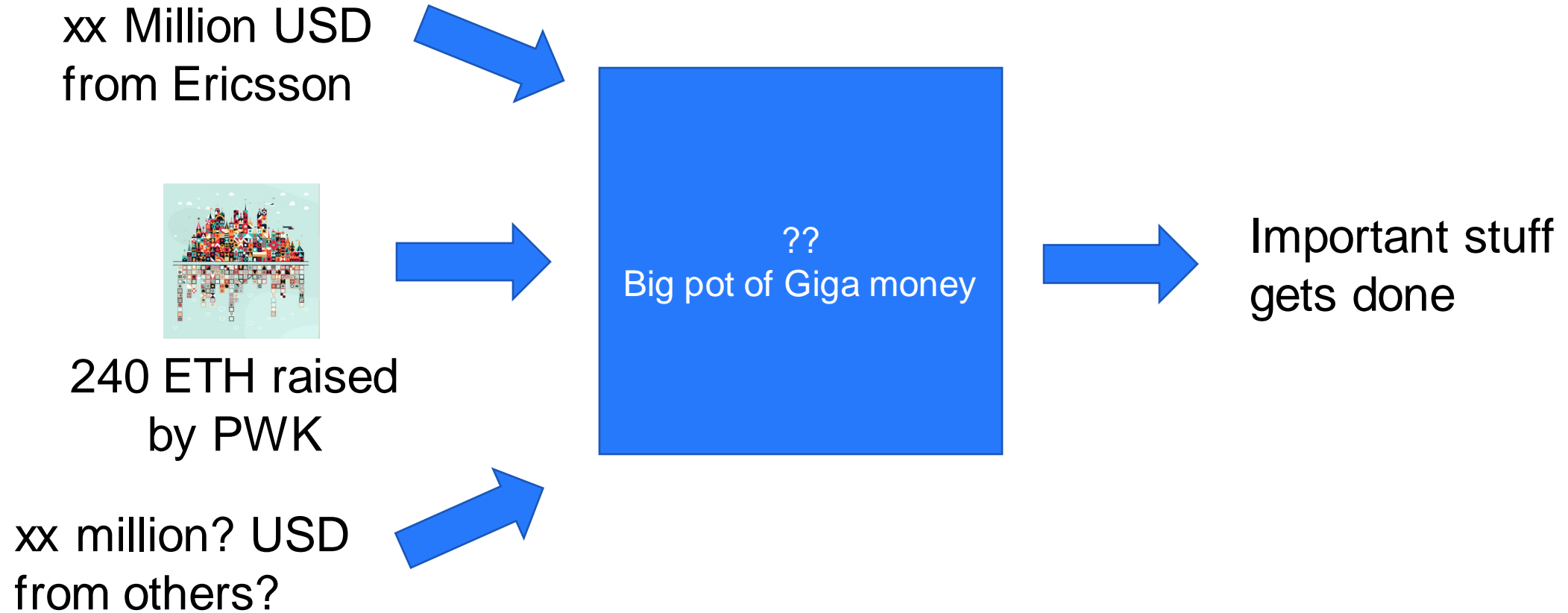
**But was the exact impact of MY
contribution?**

Raison d'être of NFT2

A trustless philanthropic project, where funds that are raised and spent are 100% transparent.

A crypto-only end-to-end platform.
Funds raised are crypto, impact paid for is crypto.

Virtuous feedback loop

New schools joining

Extract value for connectivity

Schools

Pay for ongoing school connectivity

Provide visibility of impact

Visible impact

- Purchase NFTs
- Royalty from traded NFTs

Corporate Donors

NFT collectors

?

Complete micro-tasks to unlock tiers of funding

- Sale of NFTs
- Token of support

Funding of treasury

Raison d'être of NFT2

- PWKs are the (only?) way to get funds into the system.

- NFT2 will provide the
  - Visibility of the impact
  - Accountability of how funds are spent
  - An online presence for schools

Thank you

What would NFT2 do?

Amount targeted: **~$10M + ongoing 20% royalty in perpetuity for every sale of an item.**
1M NFTs minted

- GigaNFT2 will create 2 NFTs for each connected school. Each NFT will be similar to a collectible sports trading card. Instead of player information, jersey, club, and stats it will have 3D imagery of the school, connectivity data, and more.
- Each GigaNFT2 card will be able to be updated as schools get more connected. Collectors will be able to trade for 'sets' of schools from various countries, regions, etc.
- Each GigaNFT2 will be integrated into various metaverses as 3d objects (I.e. virtual schools) that can decorate virtual worlds (like Sandbox, Cryptovoxels, neoTokyo etc.)
- Agreements with the various Metaverses will make GigaNFT2s valuable to gamers and communities of the virtual worlds as a badge charity and philanthropy.
- There will be 2 of each GigaNFT2 (2 per school). One will be available to the public. The second will be kept for the school. Giga will hold this 2nd NFT until the school has a wallet and an ability to custodian it. This will be done through a smartcontract/DAO vault so ownership can be transferred automatically when the school is ready.
- This means that schools will also capture ½ of the value for this project directly. This will create ways to use schools as hubs for web3 activities (community finance, payments for connectivity, and more) and be appealing to partnerships from Web3 giants.

Each school can be a node, a wallet-holder, an entity in a connected, Web3 world

GigaNFT2 can

Every school in Brazil, mapped in realtime. 130k potential NFTs

School Connectivity Status ● Data unavailable ● No Connectivity ● Moderate Connectivity ● Good Connectivity
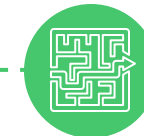
Capture these schools on a public blockchain, and allow their data to be updated regularly

Inspire a real sense of need by making the problem concrete
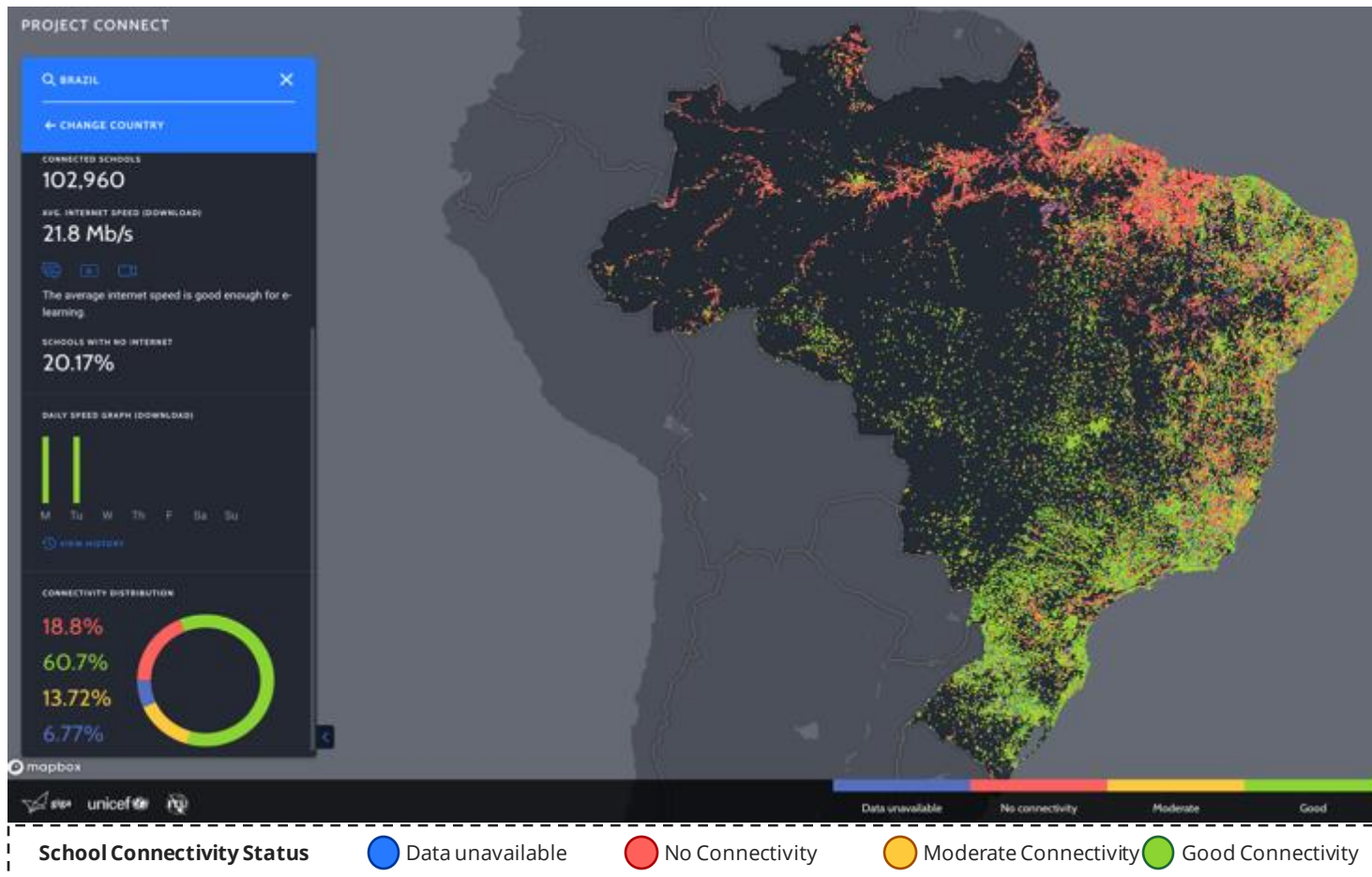
Create a sense of competition across countries, mobile network operators, funders

Allow schools and communities to develop web3 fintech and digital skills

Create opportunities for blockchain applications that safely solve problems for the world's poorest and most vulnearlbe

giga

Based on collectible sports cards

Front of GigaNFT2 Collectible Card

Your School Here

3D image, satellite map view, art from students on the front.

As much on chain as possible

Back of GigaNFT2 Collectible Card

Statistics on the back: connectivity status, what country it's in, etc. all data that can be adjusted over time as it changes (and all on chain)

03
Next Steps

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Internal next steps for team

- A major learning from GigaNFT1 was that the community of NFT owners must come first in planning. NFT projects are not about the art or the concept, but primarily about how we engage with the people who are buying, holding, and trading these NFTs.
- GigaNFT1 was entirely produced and minted by UNICEF France, with support from UNICEF Switzerland and Christies and Snowcrash Labs. GigaNFT2 will extend these partnerships with support from the Govts of Spain and Switzerland, and other Natcoms.
- We will use the resources from GigaNFT1 to hire a small team to develop the platform and community for GigaNFT2. $600K will give us initial runway to hire a small team to build the art and platform.
- Work on concept has already begun. With the correct senior leadership sponsorship we expect to see a prototype by end of Summer 2022.
- We will need UNICEF and ITU to help fast-track certain capacities to hold crypto (particularly to allow Giga to have its own wallet, and to hold ERC20 and ERC721 tokens) as well as a set of Natcoms committed to this project.

Practical external next steps for team

- Hire relevant resources
- Figure out tech platform for minting and architecture of game
- Figure out game mechanics (packs of cards, etc.)
- Make agreements with metaverses to integrate
- Get several prototype countries on board (Kenya, Namibia, Botswana have expressed interest)
- Get major network operator to agree to crypto payment (Strive/Liquid?)
- Get Samuel Eto'o and others to sign on to project

04

Further background and next steps on GigaNFT1

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Process for GigaNFT1
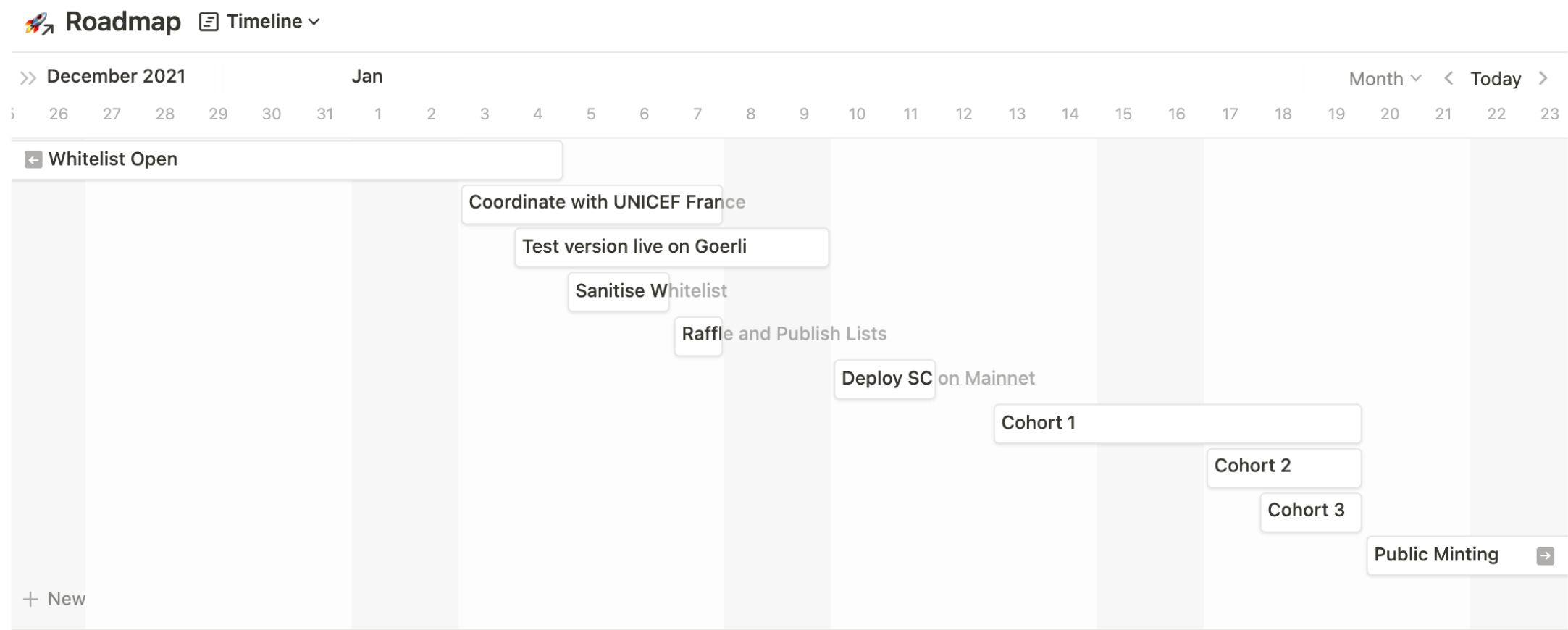
Vision for extension Of GigaNFT1

. Rather than asking yourself: what is it that I'm going to GET from this project, we want to encourage people to instead think about the question:

What is it that <u>I can do</u> to help further Giga's mission of making the world just a little bit more connected?

In doing so, we can have the community work together to bring more value to their own tokens, but also to this project as a whole.

We want to reward people that contribute to our real-world mission. We believe that with all of our individual contributions, we can collectively be a positive force to be reckoned with and as a result we will see our project (and the value of our tokens) grow.

Community management and storytelling

- Hire a full-time **discord community manager**, with XP in marketing in the crypto space. Responsibilities would include:
  - Maintaining a "news" page on the official PWK website, where all media mentions and project activities will be noted.
  - Making partnerships with new NFT projects, so that PWK owners get whitelist spots in their projects.
  - Collecting and sharing "Stories of PWK owners" - series of interviews or blog posts where people who bought a PWK share their stories why they bought and why this is important for them.
  - organising and hosting a series of discord related activities, such as AMAs, guest speakers etc.

- Get **dev support** for some of the short term things we want to do.
  - Create a way for PWK holders to connect their wallet and download a full-res version of their kingdom.
  - Create a gallery on our homepage of the kingdoms and their owners.

- Storytelling.
  - Create some content that tells "the success story of Giga's NFT Genesis collection" e.g. a blog post or vblog that we can use as a reference when reaching out to other outlets.

Beginnings of the Collectible Card Game (steps to GigaNFT2)

- **Gamification** of PWK membership. We identify real-world things you can do to help giga's mission and this will increase your rank in the community. e.g. send a tweet, write to local govt. etc etc. Levelling up would upgrade your NFT, giving it more value. Another application of this could be our school mapping game (map schools to level up).

- Identify applicants from the blockchain **innovation fund call** that can provide special utility to PWK holders and have a need for community interaction, thereby providing a win-win.

- Get Giga **partners** to buy PWKs and display them publicly. Ericsson, Dell, Musk foundation etc etc. Plus get a dedicated place on the giga site to display them and replace the boring corporate logo section part with something cooler.

- Metaverse integration. Creating patchwork kingdoms in Sandbox (or similar metaverses). could be member driven. You create it and we feature it.