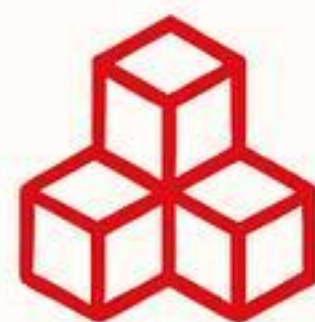


BUILD FOR GOOD

The Optimism Way



Introduction



Imagine a world where reward doesn't go to those who shout the loudest about their achievements — but to those who quietly and consistently **build public goods**.

A world where help, education, **memes**, tools, and **ideas** aren't just 'content,' but the foundation of a new economy.



I'm **Stephan**. I'm not a rig-investor, a Silicon Valley influencer, or a developer. And this book is my contribution to a new wave of future-builders.



- in this book, you'll find: about **what Optimism is**
- how **RetroPGF** — a revolutionary rewards model — works
- why **memes, NFTs**, comics, even if the smallest acts, are the real building blocks of this new world

This is a book about hope, action, creativity, and trust. About building **for good**, not just for profit. About a version of Web3 where **people** matter. **Welcome to the world of Optimism.**



CHAPTER 1

Public Goods: a new philosophy in Web3

*“Anything created for everyone
belongs to everyone.”*

– Optimism community

Web3 community read those
who create for the community:

Why does it matter?

Much of Web3 has built,
but often not for people.

Optimism: we reward those
who create for the community

- Not “how to profit?,
but ‘what to give’



Trust is the main currency

- trust you won't demand
“money upfront”
- trust the community will
notice your efforts

What is a public good?



- useful to all
- can't be ‘blocked’
from others
- created for impact,
not for profit

Such public goods in
the Optimism ecosystem
include:

- guide for newcomers
- NFT with educational
content
- open-source tool
- even this chapter
you're reading

Trust is the main currency



- trust you won't
demand “money upfront”
- trust the community
will notice your efforts
- trust the ecosystem
won't forget the builders

 BUID For
GOOD





CHAPTER 2

RetroPGF: how it works and why it changes the game

"In Web2, you get funding before you build anything.
In Web3 with RetroPGF—only after you create value.

In traditional grant systems, you

- 📄 write proposals
- 😊 promise something important
- 🕒 wait
- 🤔 maybe get funding

But there's a problem; many promise, but rarely build.
if someone does contribute
who truly created good

Optimism said: "**Enough.**"

NEW APPROACH: RETROPGF

- 🌐 funding after the fact
- 💡 reward for value already created
- 👥 system where community decides who truly created good
- 🏆 get rewarded from the fund (10M+OP tokens)

It's simple: **build** → **submit** → **earn**

EXAMPLE: THIS EDUCATIONAL BOOK

- > explain Optimism philosophy to newcomers

**DON'T ASK
FOR FUNDING.
BUILD AND
EARN IT.**



WHY IT'S REVOLUTIONARY?

- Fairness: rewards go to those who truly build
- Motivation: no need to wait—just start building
- Community: decisions made by fellow builders, not bureaucrats
- Openness: all public, transparent; onchain

Such a contribution meets RetroPGF criteria and deserves to be valued as a public good.

EDUCATIONAL NFTs AS PUBLIC GOODS

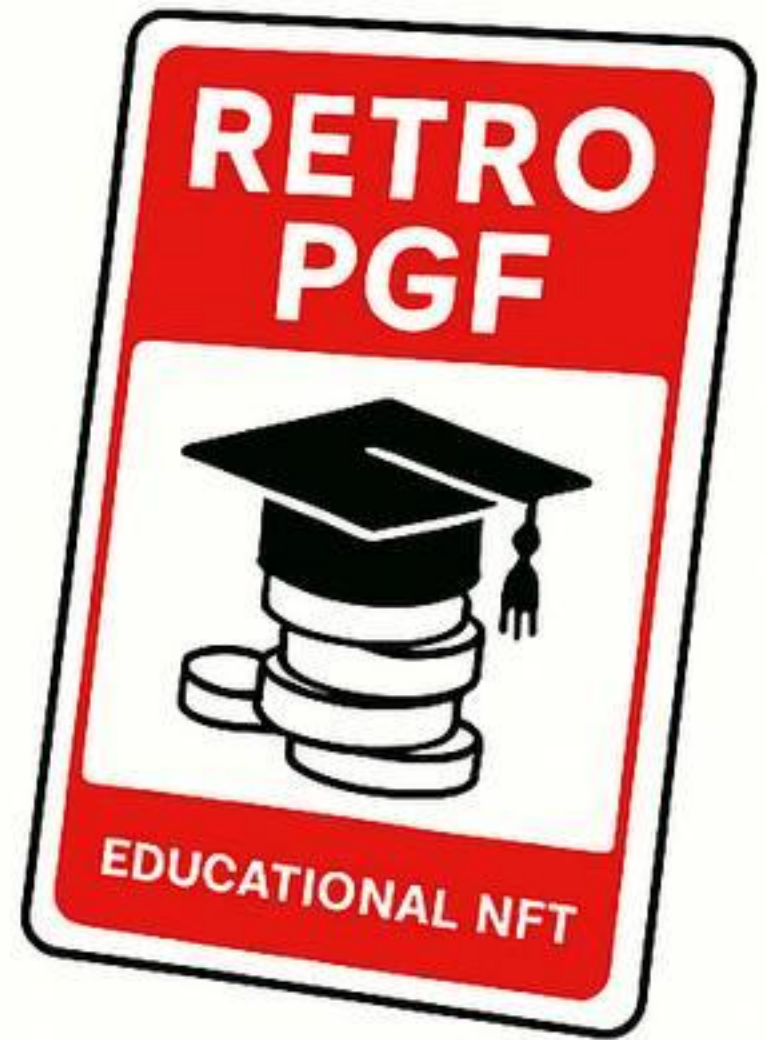
“In Web3, a token is not just speculation. It can be a carrier of knowledge, ideas, and culture.”

WHY NFTs FOR EDUCATION?

Because modern people consume information visually, quickly, and emotionally.

- **1 tweet** is read in **3 seconds**
- **1 NFT card** is remembered
- If it's fun, it's saved

That's why we created **30+ NFT cards** — visual snippets about **Optimism**.



WHAT DO THEY LOOK LIKE?

- A short text
- An illustration, meme or QR
- Optimism style
- CC0 license
- Published for free

WHY DO THIS?

Bo meme, NFTs, and simple images — the **maga of Web3**

Even if people won't read long texts, they might feel the value through an image.

Chapter 4

Mememes, Comics, Threads: Content as Influence

"Sometimes one meme changes more than 1,000 words."
– anyone who saw their first crypto meme

Web3 is not just about technology. It's about the language of community, how we think, laugh, argue, learn. And the most influential tools here are **memes, comics, threads**.

Why It Works?

- complex technology
- new terms appear ostantly
- where 90% of newoomers are lost on day one
- > memes explain fast
- > comics make the complex clear
- > threads show logic and connections

**IS A MEME A
PUBLIC GOOD?**



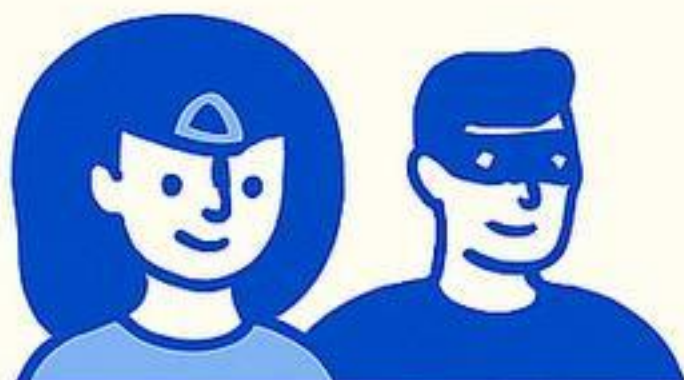
Is created with

- creativity
- is free to access
- spreads for impact

Thread as New Style of Learning

Twitter threads can be

- educational guide
- chain of thought
- step-by-step instruction



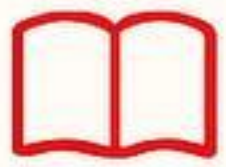
Comics as Superpower

- combine visuals and narrative power

Comics as Superpower

- combine visuals
- and narrative power





CHAPTER 5

AI as a Creative Tool: Faster, Easier, More Accessible

“Not everything created with technology is insincere.”
Sometimes, the tools just help sincerity travel faster.

 **Creating public goods has become easier**

How does this help?

- Quickly structure ideas into a book
- Translate content into multiple languages
- Generate visual support (memes, NFTs, illustrations)
- Compile everything in a distributable format (PDF, GitHub, NFT)

WHO'S USING IT MATTERS MOST

AI on its own doesn't connect, educate, or inspire. It's a tool in the hands of someone with vision and mission. And that's where its real value lies



This book uses next-gen tools but true worth is in the meaning, action, and sincerity it brings to people

- create an educational NFT quickly
- explain a complex idea



CHAPTER 6

How to contribute and get RetroPGF

“Don't ask for permission. Just create. And the community will see it.”

— Optimism mindset

Many in Web3 ask three questions:

- How to get RetroPGF?
- What to create?
- Do I have a chances if I'm not a coder?



Answer: Yes. If your contribution is useful, genuine, and public—you're on the right path.

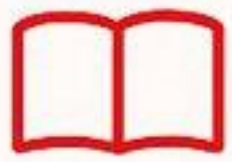
What can you create?

Examples of contributes already received RetroPGF funding

- 📖 Educational guides, books, threads, comics 💡
- 👤 NFT cards with explanations 🍷
- 🤖 DAO tools (dashboards, voting tools, bots) 📦
- 📺 Videos, animations, translations ✂️
- 🔧 Open-source tools 🛠️
- 🔥 Events, hubs, onboarding-programs 🙌
- 📢 Media amplification of other projects (community amplification)

Step by step: how to apply for RetroPGF

1. Create something useful (and record it publicly: GitHub, Twitter, website. NFT, PDF).
2. Collect evidence: links, screenshots, analytics
3. When a new round opens, submit your application 📝



CHAPTER 7

A New Era of Public Goods

*“Success is not final, failure is not fatal;
it is the courage to continue that counts.”*

– Winston Churchill

Thanks to initiatives like RetroPGF, **public goods** are getting more attention. Now, there is:



More funding for underfunded ideas



More creators inspired to contribute

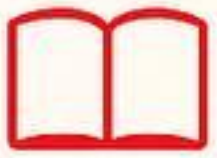


A blueprint for turning ideas into reality



How can I contribute?

- Be persistent: everything start's small
- Boost others: use your skills to help growing projects
- Speak out: raise awareness, bring attention to public goods



CONCLUSION

Create. Openly. For Good.

*“Maybe they won’t acknowledge you tomorrow.
But your actions will stay forever.”*

— Optimist in all of us

This world changes fast.
Sometimes it seems like no one notices
our efforts. That you build—
others get rewarded.



But in Optimism ecosystem it’s different.
Here, they’re remembered. Here, they’re acknowledged.
Here, they’re rewarded for their impact, not loudness.

This book is a proof:

- That anyone can become a creator.
- That a NFT can be educational.
- That a meme can be a tool.
- That a DAO can be open for all.

*“That was for me.
And it changed
something in me.”*

And that will be
the greatest
reward of them all.

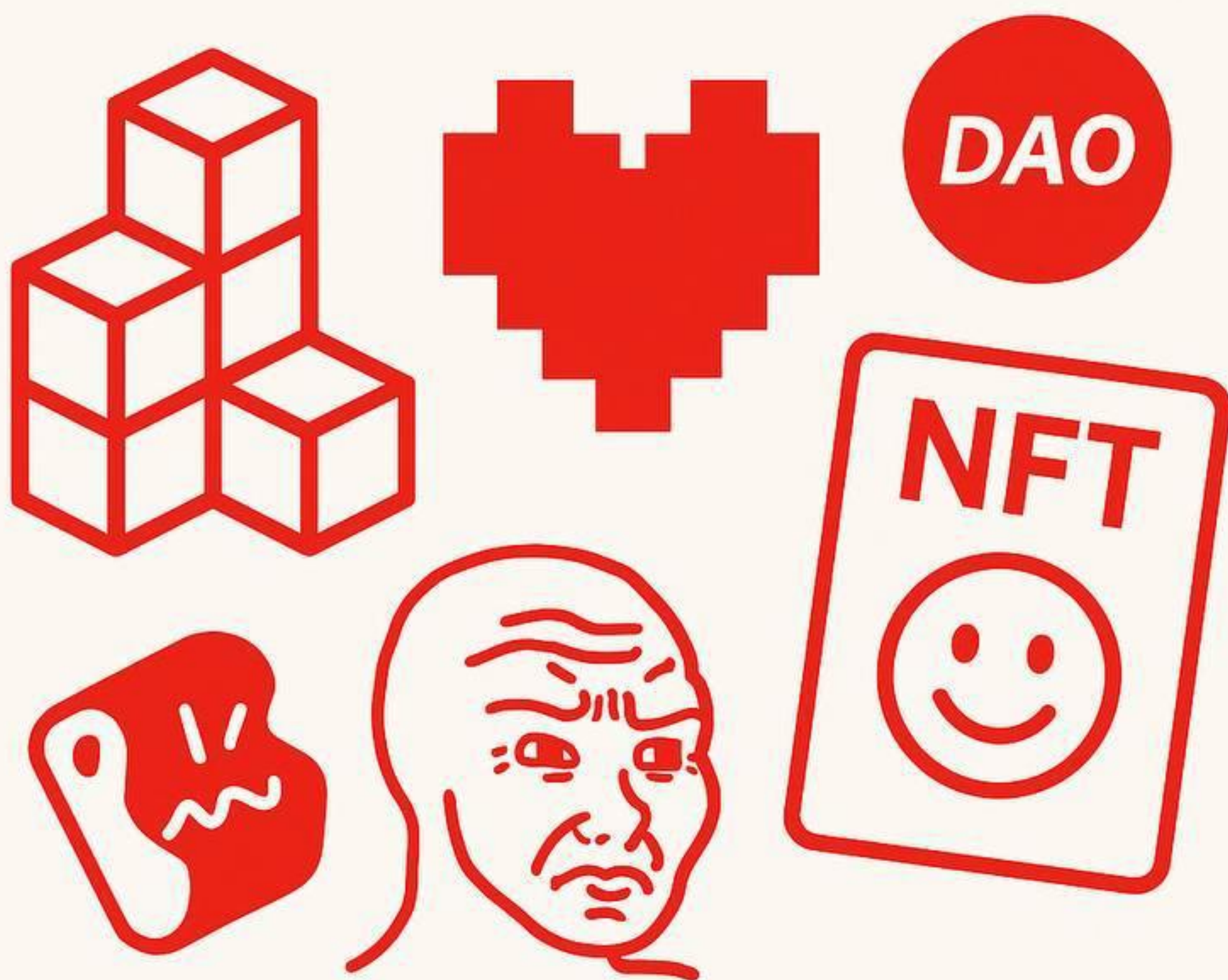
**👉 BUILD FOR GOOD is not just
a slogan. It’s a choice.** Every meme, every card,
every click—can be a contribution.

🛑 Don’t wait. Don’t ask. Just build.

**📖 Thanks for reading this book.
Build for good. And do it with Optimism.**

BUILD FOR GOOD

The Optimism Way



by Stephan