

TERRA LUNA CLASSIC

VISION DOCUMENT



千里之行始於足下
道德经

*A journey of a thousand miles begins with a single step
- Tao Te Ching (Laozi)*

**MOON
RABBIT
VALIDATOR**



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INTRODUCTION

This is a high-level vision document and general roadmap for the actionable revival of Luna Classic in 2024, as envisioned by members of the LUNC Academy development group.

Please note that this memo is intended for internal circulation only; much of the information below is a work-in-progress, and may change as we flesh things out in the coming weeks.

We hope to present this action plan to our esteemed members for their consideration. The intent of this document is to serve as the foundation for a strategic roadmap, which LUNC Academy can subsequently unveil to the wider community once it's ready. The roadmap is open to extensive discussion, given its preliminary nature. Several concepts incorporated into this plan originate from the "Six Samurai" Q3/Q4 2023 spend proposals (<https://commonwealth.im/terra-classic/discussion/13298-six-samurai-senior-engineering-team-q4-11-12-ustc-repeg>), with the rest having been collated from various community discussions, feedback, and propositions found within many of the LUNC Academy channels dating months back.



The LUNC Academy validator—"Moon Rabbit"—is also undergoing strategic enhancements, as we actively expand our team to foster the progressive development of the service with a keen focus on advancing the Luna Classic chain while serving the Terra Classic community. "Oneiric Stake" will persist as a key partner, aligning with LUNC Academy under the leadership of **Cougarmaster**. In this organizational evolution, **Cougarmaster** and **Ecop** will assume pivotal *Board of Director* roles, while **Jook Knights**—alongside newly constituted teams—will take to spearheading operational initiatives. This structural adjustment aims to establish a robust system of checks and balances within the validator and DAO.

CORE VISION

We aim to re-establish a robust and community-driven Luna Classic ecosystem on the Cosmos blockchain while fostering decentralized governance, innovation, collaboration, and technical progress. The overarching goal is to revitalize and fortify the Luna Classic ecosystem in its entirety, placing a significant emphasis on cultivating a dynamic and community-driven environment. This revitalization effort seeks to instill key principles which will serve as load-bearing pillars for the revival effort.

Decentralized Governance

The re-establishment of a robust Luna Classic ecosystem involves an ongoing commitment to the ethos of decentralized governance. This signifies a major departure from traditional, centralized decision-making structures, allowing the community of stakeholders to actively participate in the decision-making processes. By embracing decentralized governance models, the goal is to empower community members, providing them with a voice in shaping the future direction of the Luna Classic ecosystem. This democratic approach fosters inclusivity, transparency, and a shared sense of ownership among the community.

Innovation

At the heart of the revitalization effort is a dedication to fostering innovation within the Luna Classic ecosystem. This involves encouraging and supporting creative solutions, novel ideas, and advancements that contribute to the growth and sustainability of the wider ecosystem. Innovation extends beyond technology to encompass novel governance models, economic mechanisms, and user experiences, creating a vibrant and forward-thinking environment that attracts and retains a diverse range of contributors.

Collaboration

The success of the Luna Classic revival project hinges on the strength of collaborative efforts. To this end, our initiative seeks to build bridges between developers, community members, and stakeholders (delegators). Collaborative endeavors will thus include joint development projects, knowledge-sharing initiatives, and the establishment of partnerships that amplify the ecosystem's reach and impact. By fostering a culture of collaboration, the aim is to create a cohesive and supportive community that works together to overcome challenges and seize opportunities.

Technical Progress

A pivotal aspect of re-establishing Luna Classic's prominence on the Cosmos blockchain is a commitment to technical progress. This encompasses continuous improvement of the underlying technology, protocols, and infrastructure that form the backbone of the whole system. The initiative strives to attract top-tier developers, researchers, and technologists who can contribute to the evolution of Luna Classic, ensuring that it remains at the forefront of technological advancements within the broader blockchain space.



MISSION STATEMENT

We strive to empower the LUNC community to collectively make informed decisions, fund projects, and drive the development of innovative solutions on the Cosmos blockchain through a decentralized and transparent governance (DAO) model. The overarching mission of LUNC Academy is to contribute to the growth of the LUNC ecosystem and the Terra Classic community (and brand!), aspiring to establish a robust and integral presence in the future landscape of global finance. This endeavor involves the harmonization of ideas stemming from our community and collaborative partnerships, both past and future.

OVERARCHING (GENERAL) GOALS

The LUNC Academy Action Plan (hereon out referred to as the "LAAP") aims to leverage the interoperability and inherent scalability features of the Luna Classic blockchain to fuel its continual growth and expansion into a robust vehicle for decentralized money via dynamic use cases of its algorithmic stablecoins (ex: USTC). The chain itself remains in disrepair, but still retains incredible potential even despite the many setbacks it's faced (not the least being the inherited Terra algostables, in all their grandfathered glory); we believe that with enough work it's possible to return this ecosystem to its former highs, thus rekindling its value and offering attractive profit opportunities for investors large and small!

We aim to do all that and more by:

- delivering tangible progress in the form of ongoing L1 upgrades to the chain, and thus maintaining parity with the rest of Cosmos
- incubating an idea rich environment for possible L2 development(s) (ex: decentralized exchange, token factory, dApps, etc.)
- cleaving to a fully transparent operational structure, and refraining from opaque decision-making or closed dealings
- rekindling investor confidence and thus attracting fresh liquidity from retail (and possibly institutions as well)
- acquiring social capital generated through ongoing value-adds to the chain itself, in order to boost coin price(s)
- expanding CEX outreach and cooperation, for the possibility of tapping into their development grants and/or funds
- serving as a focal nexus for community cooperation with the aim of collating the best ideas into actionable plans
- executing on Terra's pre-crash product market fit by finding IRL use cases for both LUNC and all its algostables
- creating and maintaining a robust community portal to serve as the main ecosystem entry point, and its news source
- exploring the possibility of an "Anchor 2.0" for the potential resurgence and replication of pre-crash demand
- repairing Astroport and reopening it for users again, thus returning a major source of on-chain liquidity

- improving chain documentation (especially on the L1) to make the ecosystem more accessible to developers
- generating, maintaining, and offering for public use a USTC testnet aimed at repeg solution discovery
- encouraging the creation and promulgation of viral memetic marketing to boost LUNC/USTC visibility
- maintaining an open and inclusive community space, marked by freedom of speech and user anonymity
- upholding the ethos and spirit of crypto by judging (work) contributions based solely on their merit

In service of the aforementioned, we will be setting up an LA DAO to better pursue the LAAP!



DAO FORMATION & HALLMARKS

We aim to create a decentralized governance structure for nimble decision-making and efficient resource allocation (<https://www.investopedia.com/tech/what-dao/>).

Under the auspices of the LA DAO, we will operate a multisig wallet for processing funds, maintaining the validator, and disbursing payment(s) toward various ventures that will benefit the blockchain (at first, our main focus will be on funding core development work until the chain is healthy again and begins generating revenue to the point of self-sustainability, at which point we can look into branching toward ancillary expenditures like marketing if funding allows for it). Ideally this wallet would have a signatory schema of **5/7**, but a **3/5** could do as well if needed (feedback on this topic is welcomed and appreciated). The wallet address will be made public, both for the sake of transparency and in case community members wish to donate to particular initiatives (which they can specify by including a memo alongside their donation transaction). A "treasurer" role will be assigned to oversee fund inflows and generate (monthly?) reports for any outflows / expenditures, as well as liaison with the wider community.

Current sources of funding we're looking into:

- **KuCoin Labs** (<https://www.kucoin.com/land/kucoinlabs>) [Amount: Unknown / Timeframe: To Be Determined] [Applicant(s): TBA]
- **Binance Labs** (<https://labs.binance.com/>) [Amount: Unknown / Timeframe: To Be Determined] [Applicant(s): TBA]
- **Terraform Labs** (<https://www.terra.money/>) [Amount: Unknown / Timeframe: To Be Determined] [Applicant(s): TBA]



We aim to run the LA DAO (and its multisig) with the following guidelines in mind...

1. Frugality

- Implement a rigorous budgeting system to ensure prudent allocation of resources
- Regularly review and optimize operational expenses to maintain cost-effectiveness
- Prioritize cost-conscious practices to maximize the efficiency of the funds available

2. Decentralization

- Distribute multisig signatories across diverse and reputable entities within the LA community (team leads?)
- Rotate key roles and responsibilities among DAO members to prevent centralization of power and/or fund misuse
- Implement a continuous assessment of signatory performance, considering factors such as responsiveness, reliability, participation, etc.

3. Transparency

- Publish regular (monthly?) reports detailing the inflow and outflow of funds from the multisig wallet
- Maintain an accessible record of all transactions, decisions, and governance proposals on a public ledger
- Facilitate open discussions and Q&A sessions to address community inquiries regarding wallet activities and donations

4. Democratic Decision-Making

- Establish a clear and accessible voting mechanism for all significant decisions
- Encourage active participation from DAO members in proposing and voting on key initiatives whether large or small
- Ensure a fair and transparent process for decision-making that aligns with the principles of LA governance and the wider LUNC community

5. Agile / Lean Management

- Adopt a flexible and adaptive approach in responding to rapidly changing circumstances
- Regularly reassess the composition of multisig signatories to accommodate evolving skill sets and expertise
- Embrace a continuous improvement mindset, allowing for quick adjustments to strategies and operational procedures as necessary

SOURCING SEED CAPITAL

We'll not seek funding from the LUNC Community Pool for the first couple work orders we've got planned. We'd eventually like to fund some development from the CP, but we need to build a solid track record of quality deliverables before requesting community money. We also plan to supplement the DAO's treasury through other means (<https://www.blockchaingrants.org/>).

When approaching potential investors, the following points should be made:

Identification of Unique Selling Points for Terra Luna Classic

LUNC benefits from a high-throughput blockchain technology that supports fast and low-cost transactions, which makes sending money cheap and incredibly quick! This is important for everyday use and scalability, as it makes the chain perfect for IRL use cases like remittances, especially when compared to some older blockchain networks like Bitcoin or Ethereum. But LUNC's value extends far beyond its transactional efficiency: potential yield-farming protocols, cross-chain integration, and proof-of-stake governance model all add to its appeal, offering users a perfect blend of accessibility while minimizing complexity inherent to many other chains.

Presenting Minimum Viable Product (MVP) and Development Roadmap

We've assembled a comprehensive and robust roadmap that's outlined further down in the document. It features a solid mix of core development and utility items we believe will greatly increase the value of the chain and its ecosystem, thereby making LUNC attractive to developers and users alike. Injecting fresh value is best done by attracting both retail *and* institutional liquidity, not one or the other, and the deliverables we've got planned will do just that once implemented. A fully-revived LUNC with a repegged USTC can easily recapture the glory of pre-crash Terra, especially if ennobled with additional features which merge its unique use cases (algotables) with incoming, cutting-edge technologies (blockchain-transacted real-world-assets).

Finding the Chain's Product Market Fit (PMF) and Exploiting Its Unique Niche

Due to its speed, low cost, and ease of use, LUNC remains competitive even in its current state of disrepair. But its greatest assets are its basket of grandfathered algostables which are free of regulatory oversight and future governmental tampering / bans that are already hitting the crypto space. Once the chain is fully repaired and its stablecoins repegged, users will be able to trade fiat currency using the Terra stables (ex: Euro to Wan to Dollar to Yen), at a significantly lower cost compared to traditional banking services. This unique feature represents a compelling advantage that sets this chain apart from all others, giving it a "billion-dollar" selling point.

Clear Articulation of Tokenomics and Utility within the Terra Luna (Classic) Ecosystem

Pre-crash, the Terra Luna ecosystem was known for its basket of algorithmic stablecoins which were pegged to various fiat (national) currencies and collateralized by LUNA itself. Post-crash, this whole system remains disabled and awaiting a rework (activating it now in its present state would lead to another catastrophic death spiral). But once repaired and reworked, the Classic ecosystem will offer a dizzying array of real-life use cases based on its grandfathered algorithmic stablecoin technology. The tokenomics of this stablecoin "moat" ensure LUNC's prosperity for years to come, as the value-add of a crypto-tradfi bridge cannot be overstated and can be calculated in billions of dollars given the parabolic growth of the crypto-technology sector and its mass adoption / proliferation among the global population (which is only predicted to increase in the coming years, especially among the global south and in developing nations).

Alternate Sources of Funding and Additional Revenue Streams

While we'll continually strive to build an inclusive and open-minded community united around our platform, our main mission remains funding high-quality and dedicated developers whom we wish to empower so they can build on the Terra Classic blockchain for the benefit of the entire LUNC community. Each developer is a force multiplier whose work will greatly benefit LUNC.

With that in mind, we'll be looking into the following for additional revenue streams:

- Venture capital (VC) firms
- Angel investors
- Private equity firms
- Crowdfunding / donation platforms
- Strategic partnerships with other crypto chains / projects
- Government grants and subsidies in the tech / blockchain sector
- Corporate and / or independent investors seeking a major long-term ROI
- Tech incubators / accelerators with a focus on blockchain development
- Loans or lines of credit from banks supporting crypto-technology projects
- Cryptocurrency exchanges (CEXs) and their various grant / innovation programs
- Non-Fungible Token (NFT) sales aimed at directly generating dev salaries
- Corporate sponsorships and brand partnerships
- Grant programs from blockchain foundations
- Cross-industry collaborations with companies outside the crypto space
- [RWA tokenization](#) profits (tied to a potential DEX/FOREX outlined further below)

THE INNER WORKINGS OF TERRA

Before the May 2022 crash, Terra stablecoins—including TerraUSD (UST)—were designed to remain pegged to various fiat currencies. The goal of this system was to maintain stability and provide a digital, immutable representation of traditional currencies users could transact with. TerraUSD, for example, used to be pegged to the United States Dollar (USD). Other stablecoins within the Terra ecosystem were pegged to different fiat currencies (like the South Korean Won, KRW), providing users with options and flexibility based on their preferences or needs.

It's worth noting that the specific design of Terra's stablecoin mechanism involved real-time algorithmic adjustments to the token supply to maintain the peg. Pre-crash, this mechanism included the burning and minting of the native cryptocurrency, LUNA, to ensure the stablecoins hovered closely to their respective fiat-currency pegs. Post-crash, the system remains disabled and inactive, awaiting a redesign of its core swapping algorithm.

Here's a quick rundown of the overall (eco)system, and what made it so valuable:

- LUNA was the native utility token of the wider Terra blockchain / ecosystem
- The total supply of LUNA was dynamic and changed based on the demand for Terra stablecoins (the supply of LUNA was adjusted through a mechanism that involves burning and minting tokens, by the chain's [Market Module](#) through a process known as **atomic swaps**)
- When the demand for Terra stablecoins increased, new stablecoins were minted, and an equivalent amount of LUNA burned; vice-versa, when demand for the stables decreased, they were burned and LUNA minted to offset the change (this process kept the value of the Terra stables in near-constant equilibrium)
- LUNA tokens were used in the algorithmic stability mechanism to maintain the peg of Terra stablecoins to various fiat currencies (ex: TerraUSD at \$1), with a good portion of the use case linked to arbitrage
- Furthermore, LUNA was used as collateral within the Terra ecosystem, enabling holders to participate in various financial activities with their coins, including borrowing and lending
- LUNA holders had governance rights within the Terra ecosystem ("proof-of-stake"), being able to vote on proposals related to protocol upgrades, parameter adjustments, and other governance matters
- Validators on the Terra network, elected by LUNA holders, were rewarded with transaction fees and newly minted LUNA tokens, thereby incentivizing them to participate by securing and validating transactions on the network with their validator node(s)

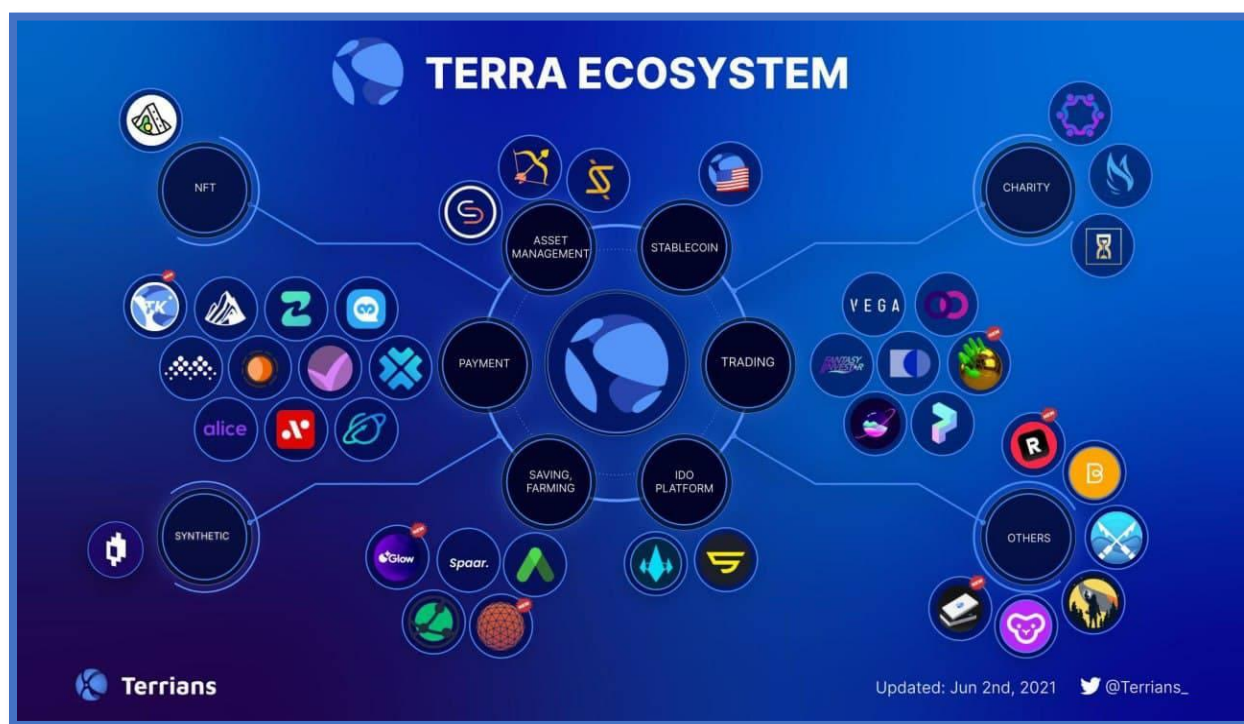
Ergo, Terra's native stablecoins, backed by LUNA, provided a bridge between blockchain and traditional finance. This made it easy for users familiar with traditional currencies to use Terra's stablecoins, leading to wide-spread adoption. The core algorithm kept the entire system in delicate equilibrium through a dynamic swap dance that people could buy into, thus offering numerous use cases and IRL payment options for the pegged stables... and with it, came the skyrocketing of LUNA's value up to an all time high of \$118 prior to its crash.

Here's a short 3min video covering these concepts: [How Does Terra Work?](#)

USTC – THE FUTURE OF DECENTRALIZED MONEY, AND THE HEART OF LUNA CLASSIC

There's still much speculation to this day as to what (or who) was behind the Terra crash of May 2022 which overwhelmed the mint / burn algorithm at the heart of the system, causing the stablecoins (UST among them) to depeg while LUNA hyperminted to over six trillion coins where it remains today (in the form of LUNC). Regardless, [the loss of value was staggering...](#)

What is less known, however, is the potential wealth still locked within the heart of the chain in the form of algostables like USTC (UST Classic). The algorithmic coins are "grandfathered", meaning they fall outside the incoming regulatory and governmental gauntlet which is sweeping through all of crypto. This gives them incredible innate potential which isn't at all reflected in their current, depreciated valuation. Combined with the native LUNC coin's collateralizing nature, USTC can pave the way for a re-encindlement of the entire post-crash Terra ecosystem!



The [TVL](#) of pre-crash Terra at its peak was second only to Ethereum. There is an overwhelming amount of potential locked behind a successful repeg of the devalued algostables a la USTC. Not only are the previous use cases a testament to this, but future ones we can't even imagine await to be discovered! The potential wealth generated by this is nothing short of astronomical...

Our community is *very* passionate, and suggestions abound how to engineer a successful repeg...

faffyswap 07/15/2023 2:51 PM
Something to think about Re USTC:

What if we don't make USTC = 1\$ with its peg value but through yield instead ?

- We peg USTC to 0.01\$

=> We can start using it **ASAP** and generate revenues
=> Peg is very easy to defend
=> We can experiment with algos with low risks, maybe fully defend in BTC etc. for true decentralised money
=> From regulation POV it's very "safe", 0.01\$, we want to experiment with decentralised money **NOT** compete with USD
=> You can however stack your USTC to earn yield
=> Assuming we get rid of 50% of the supply, to get 1\$ per USTC, we need to generate 5B\$ revenue over the next 5y or 7y. Maybe sooner. I think we could. I really do. Being conservative here.
=> Citigroup makes 13B\$ per year in FX revenue. Wise makes 500M\$

The yield mechanism (plus I see you may get involved with Quicksilver):

- Convert USTC to stUSTC
- Once done you cannot go back
- This allows to reduce the supply drastically
- stUSTC allows you to earn a share of the profit from the platform
- Profit generated by issuing Terra Currencies
- Profit generated by FX DEX
- Profit generated by a cash app (Chai 2.0)
- Anything else (maybe launchpad etc. 🤖)
- stUSTC disappears once the total yield has reached target value (0.10\$ 0.50\$ or 1\$)

A fully restored Luna Classic coupled with a successfully repegged USTC (and other algos from the stable basket) would herald a return to glory for all of Terra, ushering in its revival / rebirth...

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DEFI

Terraswap, Astroport, Loop, Coinhall, Local Terra, Mlaw trader, Anchor Protocol, Mars Protocol, Orion Money, Ozone, Risk Harbor, Nexus Mutual, StarTerra, Pylon Protocol, Ternaformer, Albu, We Fund, Minor Protocol, PRISM, Vega Protocol, Levana Protocol, Nebula Protocol, Altered Protocol, Sigma Protocol, Ape Board, Spar Protocol, Lido, Angel Protocol, Substratum Network, Void Protocol, TeraBay, Whole Whale, Kujira, Valkyrie Protocol, Terra Land, Terra Name Service, rerun, Lighthouse Defi, Tsunami Protocol, DIGIPHARM, Nexus Protocol, Apollo DAO, Spectrum Protocol, Kinetic Money, Sandclock, glow, Harb0r, Neptune Finance, Sany Protocol, Stader Labs, Edge Protocol, POXY

BRIDGE

Terra Bridge, Wormhole, Allbridge, Cosmos IBC, Multichain

IBC ZONES

Cosmos, Secret Network, Osmosis, Sifchain, Injective, LikeCoin, e-Money, Akash Network, Crypto.com, Sentinel

WALLET

Terra Station, Mirror Wallet, Kepiv, Oxix, MathWallet, Coin98 Exchange, Leap, XDeFi, Liquidity

PAYMENTS

Chai app, Meme Pay, Alice, Kasah, ZenGo, Kado, Saturn Money, PlaywithTerra, tlik.money, Suberna Protocol, LunaLoot.com, Astral Money, Yotta, Terra Card, Artemis Protocol, Capapult, Spair

NFTs MARKETPLACE

Knowhere, RandomEarth, Tais Protocol, Luart, OnePlanet, TeraPoki, HERO, ForgeProtocol, Loop

SUST APPLICATIONS

Curve, Saber, Zapper, Cream, Yearn Finance, Balancer, Osmosis, Sifchain, Abracadabra

TOOLS & COMMUNITY CHANNELS

Terra Daily, Ternians, Smart Stake, Flipside Crypto, UniWhales DAO, MirrorMarket, Learn Terra, Terra Bites, alphaDefi

ROADMAP OVERVIEW

A well-crafted roadmap is indispensable for a blockchain's healthy development, serving as the navigational blueprint that guides the project through its distinct evolutionary phases. A realized roadmap not only outlines the strategic vision and goals but also provides a structured plan for implementation, ensuring a cohesive and coordinated effort! It serves as a compass, offering clarity to team members, stakeholders, and the wider community about the project's trajectory, milestones, and priorities. Ultimately, a well-realized roadmap is the cornerstone for sustainable growth, enabling the development team to transform raw conceptual ideas into tangible achievements within the blockchain ecosystem. It is thus the intangible backbone of progress!

Phase Genesis: A Community Hub Takes Root

In the "Genesis" phase, we will respond to community requests by creating a centralized online hub — the **Terra Classic Portal!** This critical portal will serve as the missing link in the community's infrastructure, providing a seamless gateway for users to explore the vibrant Terra Classic ecosystem. Designed with clear navigation, consistent branding, responsive accessibility, and robust community engagement features, the **Classic Portal** aims to become the de facto official Luna Classic website.

Phase Alpha: Strengthening the Blockchain's Foundation

In the "Alpha" phase, we focus on core features vital to the blockchain's functionality and stability. From migrating to Columbus-6, to updating to the latest Cosmos SDK version (**v0.47.x**), implementing the *Alliance Module* for cross-chain yield, establishing a USTC Testnet, ensuring safe tombstoning protection for validators, and conducting an impact analysis following the previous "parity upgrade" — these critical steps lay the groundwork for a resilient and adaptable Terra Classic blockchain!

Phase Beta: Innovations for Long-Term Value and Sustainable Growth

The "Beta" phase introduces luxury features that, while not mandatory, promise to enhance the Terra Classic ecosystem's long-term value. From improving documentation and pursuing listings on Keplr's Web Interface and Mintscan to building a community-owned station and wallet, decentralizing station infrastructure via Validator CDN, working on a *Terra Classic Revival Whitepaper & Repeg Plan*, creating a decentralized multi-asset (**DEX/FOREX**) trading platform, and designing a lending/borrowing protocol ("*Anchor 2.0*") — these innovations aim to bring efficiency, inclusivity, and financial viability to the Terra Classic blockchain.

The following sections visit (and explain) each of the phases in greater detail...

WEBSITE & COMMUNITY PORTAL

[ROADMAP DESIGNATION: "GENESIS"]

We have received requests from many people in the community throughout Q2 & Q3 of 2023 to build a "Classic Website" that the community would be able to use as a central point of information, education, and ecosystem discovery. A good way to think of **Classic Portal** would be to think of it as one of the missing pieces that our community doesn't have right now, which is its own <https://terra.money>. The global public would be able to use this site as the jumping point for discovering the vibrant ecosystem that we all know Terra Classic is capable of having, and users would be able to easily discover dApps, other community hubs, and (we're sure developers will love this one) `_documentation_`.

Ergo, the first part of the vision plan (designated "Roadmap Genesis") outlines the feature list of just such a community portal / website!

More than a mere list of features (which are mentioned below), the community portal's design must take into account a number of principles which will increase the likelihood of the wider community adopting it as the *de facto* official Luna Classic website...

Clear and Intuitive Navigation

A paramount aspect of designing a website for a crypto community is to ensure clear and intuitive navigation. The website's structure should be user-friendly, allowing visitors to easily locate essential information such as project details, community forums, documentation, and support channels. Employing a well-organized and accessible menu system that logically categorizes information will enable users to navigate the site effortlessly, fostering a positive user experience.

Consistent Branding and Visual Identity

Consistency in branding is key to establishing trust and recognition. We aim to maintain a cohesive visual identity that aligns with the blockchain's brand. This includes using official colors, logos, and typography throughout the website. By adhering to a uniform visual language, users can easily identify the website as the official and authoritative source for information related to the blockchain.

Responsive and Accessible Design

Designing a responsive website that caters to various devices and screen sizes is imperative in today's digital landscape (such as prioritizing mobile-friendly design to accommodate users who access crypto community websites on smartphones). Additionally, we aim to ensure accessibility by adhering to web content accessibility guidelines (WCAG). This involves providing alternative text for images, ensuring proper contrast, and designing with keyboard navigation in mind.

Community Engagement and Social Integration

We will foster community engagement by integrating social features seamlessly into the website at large. Forums, chat rooms, and social media links should be readily accessible, encouraging users to participate in discussions, share content, and collaborate. Implementing features that enable users to share updates from the website on social media platforms will signal-boost our revival efforts while expanding the community's reach and visibility at the same time.

Transparency and Information Clarity

Transparency and clarity in communication are fundamental principles for a crypto community website. Providing easily accessible information about the blockchain itself, its operation, development progress, and community initiatives all remain paramount goals. Clear and concise language, supported by infographics and visuals, will be employed to explain complex concepts. Avoiding unnecessary jargon ensures that information is accessible to a broad audience, building trust among community members and lowering barriers to entry for newcomers.



Current website feature list (work-in-progress, will grow in time):

- **Start Page:** this is where visitors first land... all the links to other content route through the Start Page!
- **Updates:** important and highly curated feed of the most critical updates pertaining to the chain and its status
- **Purchases:** streamlined on-ramp allowing crypto newbies to quickly and easily buy LUNC/USTC using fiat (credit cards)
- **Discovery:** leads to wikis and chain docs that visitors can peruse to learn about the blockchain and its unique specifics
- **Tutorials:** simple to follow and short (to the point) video clips teaching the basics of using LUNC (wallet, seeds, transactions, safety, etc.)
- **Ecosystem:** once the chain gets going again this section will showcase all the associated content available in the ecosystem
- **Forums:** slow-mo posting, but some people prefer that to Discord/Twitter/Telegram... would need a mod or two to keep the peace
- **News Feed:** we all love our "News Monkey" Mr. Baboon, so why not give him a corner where he can post his daily news snippets?
- **Glossary:** a bunch of crypto / [Investopedia](#) terms for newcomers so they can get their feet wet and catch up on crypto jargon
- **Articles:** think Medium, but with a much more refined UI, and a robust host of typographical features for article-writing!
- **Validators:** info-panels collating real-time data on LUNC's active set (example: <https://validator.info/terra-classic/issues>)
- **Governance:** links to active proposals, as well as the LUNC Commonwealth link (including a bot posting incoming replies in a dedicated feed)
- **Projects:** list of ongoing projects being developed on the chain... for reference, everything listed on the roadmap(s) above
- **Developers:** a list of the current LUNC development teams working in association with LUNC Academy (example: the *Six Samurai*)
- **Dev Docs:** a list of professionally written and collated information *by* developers *for* developers, to ease their work
- **Leaders:** a list of LUNC Academy team leads, including a short bio / pfp, their role / responsibility, and contact info
- **Collabs:** a place for people to link up and collaborate on projects by leveraging their collective skillsets together

- **Grants/Funding:** allows users to apply for funding if they think they have a project worth bankrolling (LA DAO votes on this!)
- **Station/Wallet:** hopefully once we get a community-owned station / wallet going we can plug them here and give people the links
- **Community:** collated links for all the socials of LUNC Academy (and LUNC in general): Twitter, Discord, Telegram, YouTube, etc.
- **Bulletin:** a bulletin board where users (and developers) can post whatever they're working on, and what they need help with
- **Feedback:** allows users to leave feedback about the site and its workings... probably the best way to get honest reactions
- **Vision Doc:** lets people download the LA vision doc / roadmap (obviously we'll need something pretty, with nifty graphics / art)
- **Dapps:** list with links of working and active dApps on the chain... this will populate in time as more projects are completed and deployed for the ecosystem
- **History:** the history of Terra Luna... collated videos teaching visitors about the May 2022 crash, and how LUNC got its start post-fork
- **FAQ Section:** bunch of frequently asked questions that newcomers have about the chain and its workings (needs collating into a list!)
- **Bounties:** bug bounties and the like, where anyone can contribute (and get paid if they fulfill the contract by providing working code)
- **Announcements:** catch-all social section where LA team leads can post whatever they think would be interesting to the wider (LA) community
- **Visionaries:** wall of fame where individuals who greatly help the blockchain in some way will forever be immortalized in digital statuary!
- **NFTs:** lots of people hate NFTs, but just as many love them! (the bullrun will see an uptick in NFT sales, so we might as well frontrun it)



CORE FEATURES

[ROADMAP DESIGNATION: "ALPHA"]

These "must-have" features are at the top of our to-do list and comprise "Roadmap Alpha" — the second (and vitally important!) of the three roadmaps found within this document. The chain doesn't currently have an active L1 team, and parity has not been achieved let alone maintained. Thus, LUNC needs updating to **Cosmos SDK v0.47.x** as soon as possible, especially given that v0.46 has reached end-of-life (<https://github.com/cosmos/cosmos-sdk/releases/tag/v0.46.16>).

All the items on the list below are of vital importance, though for varying reasons...

- ❖ *Migrate from Columbus-5 to Columbus-6 (reduces sync time for archive nodes and streamlines the network)*
- ❖ *Update to Cosmos SDK v0.47.x (the community and chain would be able to access and make use of the latest Cosmos SDK features)*
- ❖ *Implement Alliance Module (allows for cross-chain yield by leveraging interchain staking and opening LUNC to wider Cosmos liquidity)*
- ❖ *Establish USTC Testnet (the USTC Testnet passed governance, and will be needed for Market Module simulation / repeg efforts in the future)*
- ❖ *Implement Sane Tombstoning Protection for Validators (protects LUNC validators from automatic tombstoning that can occur due to human error)*
- ❖ *Post "Parity Upgrade" Impact Analysis (many dapps and smart contracts on chain are currently broken, so this is something that needs looking into)*



There's been much talk about whether to upgrade the chain to a higher Cosmos SDK version, or to remain on v0.46 — what isn't talked about, however, is just how dangerous it is to disregard the moving train of progress while keeping the entire chain running on a deprecated version. For anyone that needs convincing, below is a list of reasons why LUNC needs to move to v0.47 (the sooner, the better):

a) Security Enhancements

- Newer versions often include security patches and updates to address vulnerabilities discovered in previous versions.
- Regularly updating the Cosmos SDK ensures that the blockchain remains resilient against potential exploits or attacks.

b) Bug Fixes and Stability

- Software development is an iterative process, and each new version typically comes with bug fixes and stability improvements.
- Upgrading to a higher Cosmos SDK version helps to resolve known issues, enhancing the overall reliability of the blockchain.

c) Performance Improvements

- New versions may introduce optimizations and performance enhancements, leading to faster transaction processing and improved resource utilization.
- Blockchain networks often benefit from upgraded efficiency and responsiveness. Given how quickly crypto moves, and how much money is involved, this is a necessity.

d) Feature Updates

- Higher versions of the Cosmos SDK introduce new features, modules, or functionalities that enhance the capabilities of the blockchain.
- Incorporating these updates can enable the blockchain to offer more advanced and versatile services to users.

e) Interoperability

- Staying current with the Cosmos SDK ensures compatibility with the latest interoperability standards.

- As the Cosmos ecosystem evolves, maintaining alignment with the latest SDK version facilitates seamless integration with other Cosmos-based blockchains and interoperable networks.

f) Community Support

- Community support and developer engagement are often concentrated around the latest versions of SDKs.
- Upgrading ensures that the blockchain remains in sync with the broader Cosmos community, fostering collaboration and knowledge sharing.

g) Consensus Algorithm Upgrades

- Changes to the consensus algorithm or improvements in consensus mechanisms may be introduced in newer SDK versions.
- Adopting these upgrades can enhance the security and scalability of the blockchain.

h) Regulatory Compliance

- Compliance requirements and standards may evolve over time, necessitating updates to the blockchain to align with the latest legal and regulatory frameworks.
- Staying up-to-date helps maintain a blockchain's legitimacy within the regulatory landscape.

i) Ecosystem Integration

- Many decentralized applications (dApps) and tools within the broader blockchain ecosystem are designed to work seamlessly with specific Cosmos SDK versions.
- Upgrading ensures compatibility with these tools, allowing the blockchain to take advantage of the latest ecosystem developments.

j) Long-Term Support

- Older SDK versions may reach the end of their support life cycle, leading to a lack of maintenance and updates.
- Regularly updating to newer versions ensures ongoing support and access to the latest development resources.

LUXURY FEATURES

[ROADMAP DESIGNATION: "BETA"]

This section outlines a list of features that would undoubtedly bring value to the chain, but aren't of critical (or primary) importance like the previous set... so they're not viewed as mandatory additions at this time. The features listed below comprise "Roadmap Beta", the third of the three overall roadmaps. Some—like the listing of LUNC on Keplr / Mintsan—could be completed relatively quickly, while others (like the DEX/FOREX) are big projects which could take weeks, if not months of work depending on scope, funding, and availability of skilled (dev) labor.

Regardless, they're all presented here for the reader's consideration, since we view all of them as worthwhile value-adds to the chain...

1) Improve Documentation for L1, L2, and Validators

Reasoning: As it currently stands, documentation is out of date for many parts of the chain, and it is hard for a newcomer to the chain to know where to get started. We would seek to solve this problem via putting forth a new documentation section on the Classic Portal website (more information on the latter will be forthcoming in the following weeks as the LAAP gets rolling).

2) Pursue Terra Classic listing on Keplr Web Interface and Mintsan

Reasoning: With Terra Classic being so close to technical parity with the wider Cosmos, the timing seems right for us to pursue getting listed on Keplr's Web Interface and Mintsan. Even if we don't have the Market Module and swaps fully fixed yet, the wider Cosmos already knows that we exist and aren't going anywhere, so let's send that signal of confidence to the market by pursuing listings on Keplr's Web Interface and Mintsan!

3) Build a Community-Owned Station & Wallet

Reasoning: Currently, the LUNC community doesn't have access to a community-owned station or wallet, and must use dApps provided by for-profit organizations. Reliance on external groups like TFL is something we seek to minimize in the long run (credit where it's due though, as TFL has provided value to the LUNC community for months with their Station). Naturally, questions arise about the underlying infra (who will control it, who will pay for it), which is why this is a tricky proposition that requires further consideration. Nevertheless, LUNC must retain its sovereignty... and that includes granting its holders / users access to a community-owned station and wallet which don't belong to any individual or company.

4) Decentralize Station Infrastructure via Validator CDN (Content Delivery Network)

Reasoning: We seek to provide a means for multiple validators / network participants to be able to establish their own full node and archive node (which Columbus-6 would make easier to do) and contribute to running FCDs / LCDs / RPCs / GRPCs for the network. This would help spread out infrastructure risk across the entire active set instead of concentrating it with a few validators, while also decreasing their own infra costs (as the cost would now be spread out across all validators that commit to running nodes to contribute to the CDN). This would also create a better experience for users, as they would be able to benefit from connecting to a validator that is hosting nodes which are closer to their specific region. The entire LUNC validator active set is already a *de facto* CDN in all but name — for more information about this technology and its implementation, please see: https://en.wikipedia.org/wiki/Content_delivery_network

5) Work on the Terra Classic Revival Whitepaper & Repeg Plan

Reasoning: This whitepaper is the culmination of months of work by Bilbo Baggins, a senior developer, with valuable contributions by individuals within the LUNC community. It's an organic synthesis of all the best ideas and suggestions made over months by esteemed community members, in addition to some incredibly cutting-edge proprietary fintech. It deals with restructuring USTC debt and introducing IRL use cases that have the potential to propel the chain to greatness once again, while at the same time rekindling the value of LUNC & USTC in the process. As such, when completed the whitepaper will be a major asset to chain revival efforts. A small but nonetheless vital portion of it deals with the systemic redesign of the Market Module, and its atomic-swaps algo (the aim is to rebuild the MM into a more robust and durable format so it can function in the post-crash bear market, all while remaining protected from concentrated attacks like the one which took down Terra in May of 2022).

6) Create a Decentralized Terra Classic Multi-Asset (DEX/FOREX) Trading Platform

Reasoning: The ability to tokenize traditional assets on the blockchain can bring efficiency to the forex market. Digital representations of fiat currencies, commodities, or other assets can be traded on such a platform, providing more flexibility and liquidity than in traditional models. Stablecoins pegged to real-world assets or fiat currencies can be used for trading, as this helps mitigate the volatility often associated with cryptocurrencies, making it a more attractive option for traders. Leveraging potential partnerships with external entities is an additional value-add to this proposition. Given that all transactions on a blockchain are recorded in a tamper-proof and immutable ledger, this inherent feature auto-enhances the security and integrity of the trading system, reducing the risk of fraud or manipulation. While all these (and many other!) potential benefits certainly exist, it's essential to acknowledge that numerous challenges and regulatory

considerations also accompany the development of decentralized forex platforms! Compliance with financial regulations, addressing ongoing liquidity concerns, and ensuring a seamless user experience are crucial aspects for the successful implementation of such a complex project. The benefits far outstrip the pitfalls, however, as a successful implementation of such a platform would greatly increase the value of the entire LUNC ecosystem.

7) Design and Build a Lending / Borrowing Protocol ("Anchor 2.0")

Reasoning: Lending protocols generate revenue primarily through the interest charged on loans. Borrowers pay interest for the funds they borrow, and this interest becomes income for the lenders (and the protocol itself, which automatically skims a portion of the fees). Blockchain lending protocols usually operate on a collateralized basis: borrowers are required to deposit assets as collateral to secure their loans. In the event of default, the collateral is liquidated, providing lenders with a means to recover their funds and interest. What's all this got to do with LUNC? Well, Terra Luna is designed to be interoperable with other blockchains! This cross-chain compatibility (once the Alliance module is up and running) can enhance the lending protocol's capabilities, allowing users to interact with assets from different blockchain networks, thus expanding the range of collateral options available to borrowers. This flexibility increases the variety of lending and borrowing opportunities, attracting more users and enhancing the protocol's financial viability! As in IRL, the "house" always wins; we're leaving hefty profits on the table by not offering a lending protocol on LUNC that makes use of USTC (additional value-add: locking up USTC and leveraging all that liquidity by offering stakers a cut of the profits via issuing pUSTC ("phantom USTC") which represents ownership of the underlying staked asset, and which unlike the principal remains fully fungible/tradeable/transferable, thereby opening up access to secondary markets and generating a mountain of fun shenanigans with derivatives — all this would require a dedicated USTC module to be devved into existence, but it's not an insurmountable obstacle and *could* be done given enough time + effort + dedication by a skilled dev team). Worth a read: <https://www.anchorprotocol.com/docs/anchor-v1.1.pdf>



VALIDATOR OUTREACH

For the purpose of streamlining future endeavors tied to LUNC governance, we will make efforts to more closely work with LUNC validators. This should eliminate rumors and false information about our proposals while they're heading into the voting stage, and will increase the chances of them passing... thereby letting us directly help the chain through our efforts.

Procedure for presenting propositions for a vote:

- create the proposition (ensure it's compact but detailed and clear)
- contact validators to walk through proposition and get their feedback
- consider feedback... make changes if / where necessary, re-submit again
- have an "ELI5" summary of the prop ready on hand for non-technical people
- while cycling through the active set, run spaces on Twitter and invite the vals
- once finished, send the proposal up for a vote and tag validators on social media



MARKETING / COMMUNITY ENGAGEMENT

In crafting LA's marketing and community-engagement strategy, it's essential to focus on a few key pillars that provide a robust foundation for effective communication and community development. Effective marketing is an ongoing process — it requires constant effort. It's not hard or challenging, but can be tedious given how much time it requires on a daily basis (unless automation is applied... but people tend to notice if a bot is writing and posting on your feeds, which then leads to the opposite of the desired effect — ambivalence). For that reason it's best to have multiple people handling this, with division of labor helping lessen the load on each.

Here's a simple and collated list of "to-do"s for the marketing team:

- ❖ *Outline the project's journey, hurdles overcome, and the collective vision for the future*
- ❖ *Clearly define Luna Classic's unique value proposition (UVP), and position it in the market*
- ❖ *Develop a compelling narrative that communicates the project's mission, values, vision, and goals*
- ❖ *Make use of the Classic Portal website (once up), serving as the central hub for information, education, and ecosystem discovery*
- ❖ *Ensure the website's content is user-friendly, intuitive, and visually appealing... especially to people who are entirely new to crypto*
- ❖ *Regularly update the website with important announcements, updates, and relevant content in themed channels*
- ❖ *Establish and maintain active social media profiles on platforms like Twitter, Discord, Telegram, and YouTube*
- ❖ *Share regular updates, news, and engaging content to keep the community informed and excited at all times (generating and maintaining hype is half the battle)*
- ❖ *Utilize social media as a platform for community discussions, Q&A sessions, and announcements / updates*
- ❖ *Develop tutorials and educational content to help users thoroughly understand the Luna Classic ecosystem*
- ❖ *Create short, informative video clips explaining key concepts, wallet usage, and transaction processes*
- ❖ *Foster a learning-friendly environment to attract newcomers to the ecosystem from other chains*
- ❖ *Launch and manage community forums on the Classic Portal, providing a platform for in-depth discussions*

- ❖ *Appoint moderators to ensure a positive and respectful environment is curated (for everyone's benefit)*
- ❖ *Encourage community members to share ideas, projects, and collaborate... share memes and art, hold contests when possible (with minor prizes to incentivize participation)*
- ❖ *Actively engage with developers and development teams contributing to Luna Classic, run FAQs/AMAs*
- ❖ *Feature developer bios, projects, and achievements on the website to showcase their contributions*
- ❖ *Foster a collaborative environment where developers can connect and work together seamlessly*
- ❖ *And most important of all, make it fun... if people aren't having fun, they're not gonna waste their time by participating*

Moon Rabbit Validator X LuncAcademy



**And so, under the watchful gaze of the Moon,
the land thrived, bathed in the everlasting glow
of its celestial friend.**

COMMUNITY ("MOON RABBIT") CULTURE

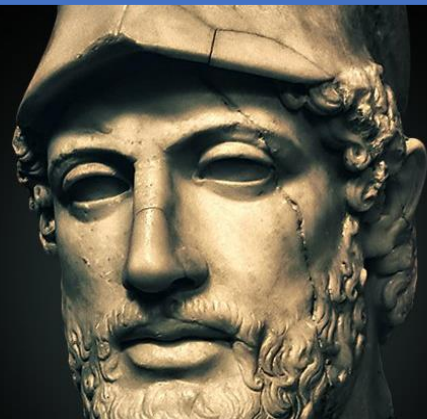
"We are the fallen. We are the hopeful. We are the true believers."

Within the depths of pitiless adversity lies our hope. Faithful to the LUNC cause, we are guided by a powerful dream—the restoration of Luna Classic, a beacon of resilience and renewal! Casting our gaze upon the fractured and corrupt landscape of conventional markets, we recognize a profound duty to inspire and instigate change. The journey may be arduous, and the battles ahead formidable, yet we stand prepared to meet the challenges that lay before us.

In our pursuit we envision the cultivation of a dynamic community, a collective force propelling us toward our shared goals and objectives. Each step taken is a deliberate effort to meet the growing need of the world for decentralized money, mending what was broken by the Terra crash. The struggle may be immense, but within it we find our strength and resolve. Our purpose. And in doing so, we endeavor to create a resilient foundation that will stand the test of time, anchoring our aspirations in the principles of transparency, honesty, stability, and security...

**What you leave behind is not what
is engraved in stone monuments,
but what is woven into
the lives of others.**

— Pericles



As we embark on this transformative journey, our focus extends beyond the mere technical aspects; we desire to build a community characterized by innovation and creativity. Recognizing that our individual strengths are magnified when united through the miracle of decentralized governance, we are committed to forging a bond built on trust and shared principles.

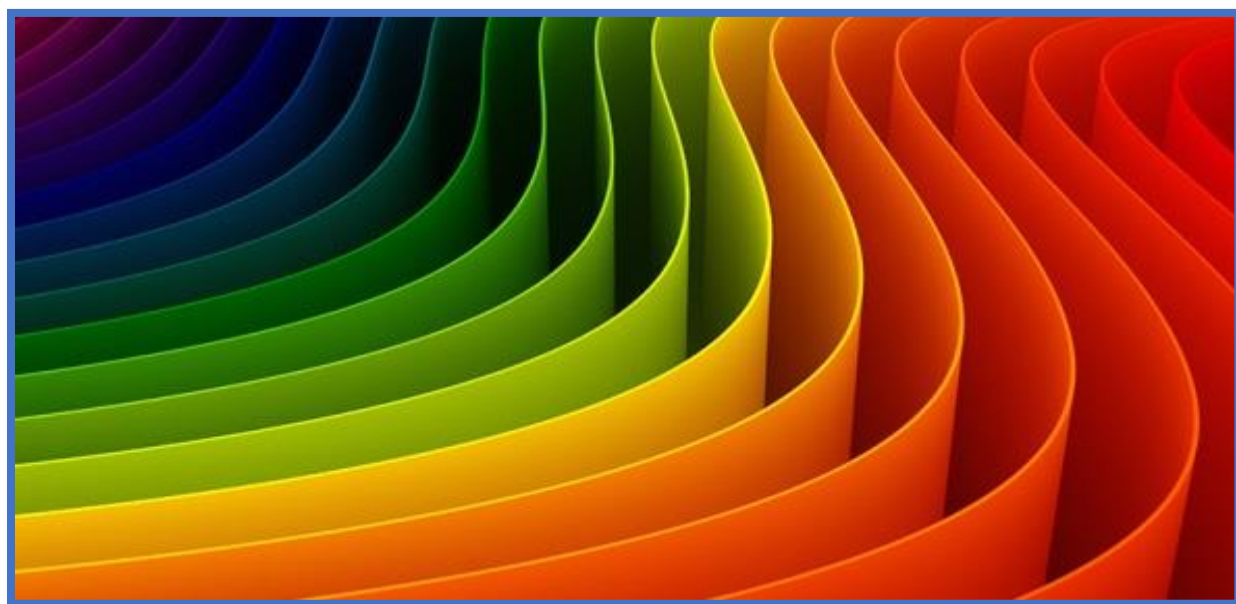
In essence, our journey is more than the restoration of a blockchain; it is the rekindling of hope, the celebration of progress, and the embodiment of collective strength. Together, we are not just reclaiming a technology; we are forging a future where the values of transparency, stability, and security illuminate the path towards a brighter tomorrow, for everyone!

DIVERSITY, INCLUSION, REPRESENTATION

At LUNC Academy, we're dedicated to championing the ideals of equality...

Our organization sports a mix of diverse people from all over the globe contributing to a united cause, each with their unique perspective and life story, having been brought together in trying to revive the Luna Classic chain. We've also got female representatives in key positions within the organization who do an amazing job within the community, and we are fortunate to have them.

These core principles transcend mere ethical considerations, however; in the rapidly evolving landscape of blockchain and cryptocurrency, upholding the ideals of diversity, inclusion, and female representation is not merely a matter of social responsibility but a strategic imperative. The inherent complexity and innovation within the space demand a diverse, holistic range of perspectives, experiences, and talents to drive robust problem-solving and creative solutions!



By championing the aforementioned ideals of equality, a blockchain organization can cultivate a culture of innovation, resilience, and adaptability. This positions the organization (and all its members) for sustained success in a volatile industry characterized by rapid change and continuous evolution, ensuring the group remains at the forefront of technological advancements while addressing the diverse needs of its user base. This not only enhances the organization's capacity to develop cutting-edge technologies, but also reaffirms it as a thought leader in a space where groundbreaking ideas often pave the way for future success...

Diversity

Embracing diversity ensures that a multitude of viewpoints is considered, fostering a more comprehensive understanding of the challenges and opportunities that arise. In a sector where technological advancements can be transformative, having a team with varied backgrounds enhances the likelihood of generating innovative solutions that address the diverse needs of the user base. The inclusion of individuals from different ethnic, cultural, and gender backgrounds not only contributes to a richer intellectual environment but also strengthens the organization's resilience in navigating a global and dynamic marketplace! The collaborative synergy of people from varied backgrounds is especially critical for a technology like blockchain, which seeks to revolutionize sectors ranging from finance to supply chain management.

Inclusion

The decentralized nature of crypto aligns naturally with the principles of inclusion, emphasizing the importance of incorporating diverse viewpoints into the development and deployment of groundbreaking technologies. The goal is to create solutions that resonate with a global user base, and address the multifaceted challenges faced by diverse communities around the world (especially among the rapidly-developing nations of the global south). A culture of inclusion promotes collaboration, creativity, and a sense of belonging, all of which are crucial for fostering positive change. By promoting a culture that values every single individual for their unique contributions, a blockchain organization can harness the full potential of its team! Moreover, the commitment to inclusion ensures that every voice is not only heard but also *valued*, leading to a more equitable distribution of opportunities and resources within the org itself.

(Female) Representation

Within this broader context, female representation emerges as a crucial facet of promoting diversity in the blockchain meta-space. Historically underrepresented in the wider tech industry, women bring unique perspectives and insights that contribute to well-rounded decision-making and problem-solving. Encouraging and supporting more women to actively participate in blockchain organizations rectifies gender imbalances while serving as a catalyst for introducing fresh ideas and approaches! Importantly, the inclusion of women in leadership positions is a key aspect of this commitment. Gender diversity reflects societal equity and enhances decision-making through the introduction of distinct perspectives which can positively impact organizational performance. In an industry historically dominated by male representation, fostering an inclusive environment for women is not only an ethical imperative but also a strategic move to harness the full spectrum of talent available to a group!

Summary

Ultimately, the commitment to diversity, inclusion, and female representation is not just a moral imperative; it's a strategic *necessity* for the sustained success and relevance of crypto blockchain organizations. It fosters a culture that not only adapts to change but thrives on it, ensuring the space remains agile, innovative, and capable of meeting the diverse needs of its users in an ever-evolving landscape. This commitment benefits organizations internally while at the same time contributing to the broader advancement and maturation of the entire blockchain industry...



Moreover, resilience becomes ingrained when diverse voices are heard. Teams that reflect a spectrum of backgrounds are better prepared to weather uncertainties and adapt to unforeseen disruptions. This resilience is a competitive advantage, allowing a group to maintain stability and functionality even in the face of market fluctuations and regulatory changes. By wholeheartedly embracing these principles, our organization positions itself to navigate the complexities of an ever-changing and interconnected global landscape, ensuring the transformative potential of blockchain technology is harnessed for the benefit of all and to the exclusion of none.



LUNC ACADEMY'S MOONSHOT

The *"Moon Rabbit"* is so much more than just a validator node: it's a mission to organize and galvanize the community toward actionable goals and roadmaps that will impact the chain in a positive manner. It represents a strategic venture, infused with a sense of nostalgia and reverence for the past glories of the blockchain, standing in juxtaposition with our present commitment to innovation and progress. In essence, the *"Moon Rabbit"* is LUNC Academy's pledge to bring Terra Classic up to speed. A venture to recapture past glories, a bold leap forward...



This endeavor is not confined to mere network validation; it extends into the realms of education, community building, and technological advancement. By doing so, the *"Moon Rabbit"* becomes a catalyst for broader community engagement, inspiring individuals to actively contribute to the ongoing growth and resilience of Terra Classic. The metaphorical leap forward encapsulated by the *"Moon Rabbit"* signifies a bold and daring stride into the future. It embodies the unchained spirit of exploration, adaptability, and courage needed to navigate the amorphous, ever-evolving landscape of blockchain technology! In this pursuit, the *"Moon Rabbit"* becomes a beacon, guiding the community towards a brighter future where Terra Classic not only recaptures its former glory but also surpasses it, emerging as a trailblazer in the future crypto space...

In essence, the "*Moon Rabbit*" is so much more than a symbolic figure; it encapsulates a living representation of our community's commitment to excellence, its indefatigable drive, its collaborative potential... Through this initiative, we seek to imprint a lasting legacy on Terra Classic, transforming it into a dynamic and resilient ecosystem that can stand the test of time!

For all these reasons, the "*Moon Rabbit*" initiative will operate within the wider umbrella of the LUNC Academy brand. The first of many such initiatives, in fact, each sculpted with a crucial mission in mind. For the time being, most restorative efforts pertaining to Luna Classic will tie thematically to the "*Moon Rabbit*". The visual palette, with its warm neon hues and nostalgic overtones, reinforces this further, promising a return to form, back to a better, happier time...



This "retro" visual aesthetic plugs into user expectations, playing on their desire for the promise of a high-tech digital utopia lit by the march of progress. As such, it will serve a crucial role in marketing efforts for the validator and overall LUNC revival effort, as it directly reinforces the cyberpunk futuristic themes so often associated with blockchains and crypto in general: a final, digital frontier on the bleeding edge of human potential, offering the promise of profit and unrestricted monetary freedom not bound by nationhood or the tyranny of ossified systems...

It is our hope the "*Moon Rabbit*" becomes a beacon of revival, rallying and bringing together diverse people from all sides of the world as they stand united under the Luna Classic banner, their differences far eclipsed by their common goal... Together, the many will accomplish what the few could not, as they usher in change that holds the key to limitless possibilities!

CLOSING WORDS

As we conclude this vision document for the development of Luna Classic in 2024, we want to express our deepest gratitude to everyone who has taken the time to become a part of the LUNC Academy community. The journey ahead is both exciting and challenging, filled with opportunities to revive and redefine the Luna Classic ecosystem. This vision is a collective effort, drawing inspiration from the wisdom of the LUNC community, the insights of dedicated posters, and the commitment of the LUNC Academy teams. We embark on this journey with the belief that decentralized governance, innovation, and collaboration are the cornerstones of a vibrant and resilient blockchain community!

The stage is set for the resurgence of Terra Luna Classic, during which we acknowledge the importance of transparent communication, frugal resource management, and a commitment to decentralized principles. The establishment of the LUNC Academy DAO marks a pivotal step toward realizing these lofty goals, ensuring that decisions are made collectively, and resources allocated efficiently. Likewise, the three-phase roadmap ahead is daunting but also quite comprehensive, encompassing essential upgrades, ambitious features, and a robust community portal! We understand the challenges that lie ahead, and we are prepared to face them with agility, transparency, and a commitment to the values that define the crypto space.

Your support and engagement are crucial to the success of Terra Luna Classic. Ergo, we invite you to join us on this journey, contribute your ideas, and be part of the collaborative effort to rekindle the flame of this amazing blockchain! Together, we can build a decentralized future that not only meets the needs of today but also paves the way for the innovations of tomorrow.

Thank you once again for your time, enthusiasm, and dedication to the Luna Classic (and LA) community!

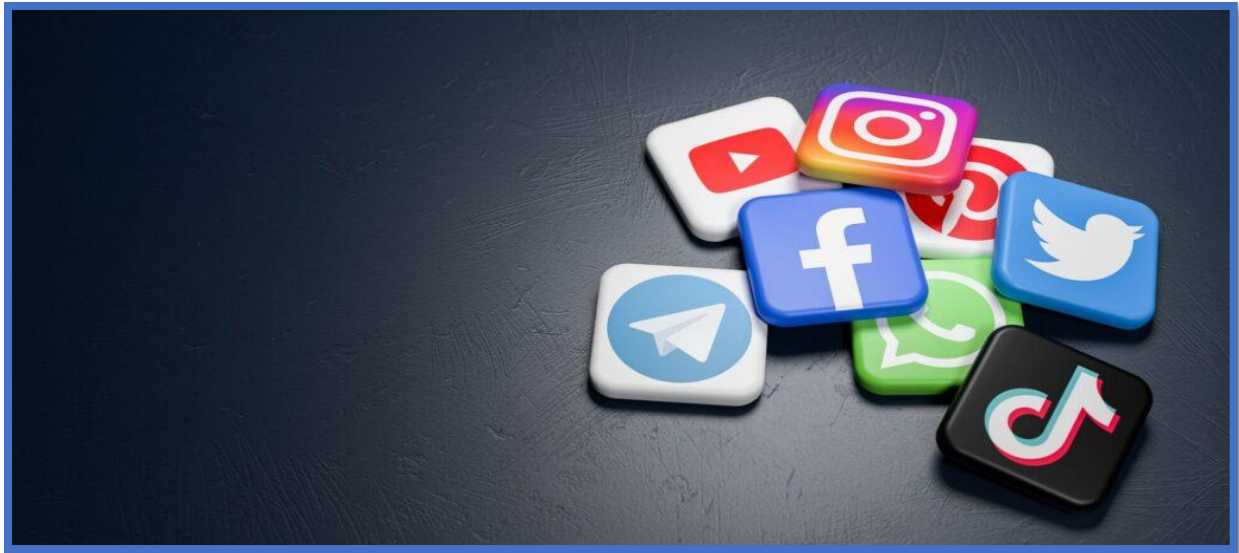
Sincerely,

Jook Knights

Bilbo Baggins

FrogGirlPho

APPENDIX (USEFUL LINKS)



Below is a collated list of LUNC Academy / *Moon Rabbit* social-media sites:

- **Discord:** <https://discord.gg/8sC8tysB>
- **Twitter:** <https://twitter.com/LUNCAcademy> (<https://twitter.com/moonrabbixla>)
- **YouTube:** <https://www.youtube.com/@LuncAcademy>
- **Medium:** <https://medium.com/@luncacademy>
- **Facebook:** TBA (WIP)
- **Telegram:** TBA (WIP)
- **Reddit:** <https://www.reddit.com/r/LuncAcademy/>



Come join us! The "Moon Rabbit" community is among the most fun in all of crypto... We've got the best memes too, hot off the presses!

