ARterra Labs

Name for Campaign: LiftOff Series!
Company: ARterra Labs
Track: NFT, go-to-market, esports, content creators
Requested Service: Educating and onboarding users and content creators to join ARterra
Bounty: $25,000

One liner about your business/product:

ARterra Labs is creating the digital collectible hub of Esports for organizations and gaming content creators to engage and reward fans while creating new revenue opportunities. ARterra Labs is an ecosystem of tools and NFT infrastructure for Esports content creators, organizations, and brands to customize and leverage for their audience.

About Liftoff! Series:

ARterra Labs is launching the Liftoff! Series immediately upon launch. Liftoff! Is designed to give *three* different levels of rarity. The different rarities provide different utility: access to exclusive discords, lessons from the team, etc. Fans and speculators can purchase these collectibles to get in on the upside of the utility early. If the organization or creator begins to grow, the value of the collectible grows with the organization's growth. This creates a win for the organizations as well as the fans who get in on the tokens!

ARterra LABS
INTRODUCES THE LIFTOFF! SERIES

LAUNCHING IN LATE SEPTEMBER 2021

LIFTOFF!

LIFTOFF! IS MEANT TO WELCOME CREATORS OF ALL SHAPES AND SIZES TO BUILD THEIR 'ROOKIE' NFTS.

LIFTOFF! SERIES

BASE NFT	SILVER NFT	GOLD NFT
$5	**$10**	**$25**
LIMITED TO 65 COPIES	LIMITED TO 25 COPIES	LIMITED TO 10 COPIES
UTILITY: FIRST ACCESS TO FUTURE DROPS	UTILITY: EXCLUSIVE DISCORD CHANNEL ACCESS WITH THE CREATOR	UTILITY: ONE-ON-ONE OR COOPERATIVE GAME WITH THE CREATOR.

LIFTOFF! OVERVIEW:

- ZERO COST FOR CREATORS TO JOIN & CREATE NFTS ON ARTERRA.

- FANS LOGIN TO THE PLATFORM WITH GOOGLE, TWITCH OR TWITTER.LOGINS.

- FANS CAN BUY, SELL & TRADE NFTS ON OUR PLATFORM WITHOUT HAVING TO WORRY ABOUT LEARNING CRYPTO.

WE'RE ALMOST READY FOR LIFTOFF! WANT TO BE A PART OF THE VOYAGE?
HERE'S WHAT WE'D NEED FROM YOU:

- ☐ HIGH-DEF PNG OR JPG OF YOUR OFFICIAL LOGO

- ☐ DETERMINE WHAT YOU'D LIKE TO INCLUDE FOR UTILITY

ARTERRA.CO
#WEHAVELIFTOFF

In short, where we could use your help(scope):

Effective marketing of the Liftoff! Series that leads to organizations and content creators opting in, creating NFTs, and onboarding users to engage with the NFTs.

Any additional information about the problem:

Communicating clearly and effectively about NFTs on ARterra Lab's Platform and our value proposition (see ARterra Advantage slide) from both Esports org/creator and fan perspective.

Within the Esports/gaming community, NFTs generally have the perception of harming the environment and/or viewed as a cash grab.

With ARterra Lab's NFTs being 100% carbon-neutral and the launch of the Liftoff! Series making NFTs both accessible from a price standpoint and having real utility that fans can experience, our platform debunks the communities hesitancies.

This article and the quotes below depict the negative sentiment around NFTs:

https://www.kotaku.com.au/2021/04/the-nft-bubble-might-be-bursting-but-streamers-and-esports-orgs-are-still-getting-in-on-it/

"Just found out one of my favourite streamers supports NFTs. I'm going to fuckin lose it," one fan, who is also an artist, tweeted in reference to Bowman's stance on NFTs. In a DM to *Kotaku*, the fan added that their concerns stemmed from "the environmental impacts and also the fact that to me, at least, it's so very clearly a scheme, because people are now losing a lot of money from it."

"Fuck right off," said Twitch partner RadderssGaming in response to a question about NFTs' future viability in streaming. "I'm trying to have a lesser impact on the environment than I already do."

Twitch partner Breadwitchery, who replied to the same question by simply saying, "No, bad," clarified her stance to Kotaku. "It's yet another example of how we're willing to destroy our planet if it means money, money, money," she said in an email. "From my perspective, so many people get into NFTs to feel like they're getting in on the bottom floor of a new crypto trend, with no mind for the damage it can do. The greenhouse gas emissions generated by NFTs are ridiculous. They're inexcusable. I see the technological innovation behind it, I really do, but superimposed over that is just the greed of late-stage capitalism."

The ARterra Advantage

- 100% Carbon Neutral, powered by NEAR Protocol
- Create NFTs without worrying about gas fees or learning a new currency
- Able to be fully whitelabeled to your brand's existing web environment (API/SDK Integration)
- Stripe Integration (Easy to use & on-board new fans)
- Full marketplace for users to buy, sell & trade.
- Interoperability - Port ARterra NFTs to ETH-based platforms via NEAR's Rainbow Bridge.

Inspiration

The end goal for this initiative is to:
- Successfully demonstrate the ease of use and great UX of our platform
- Creators sell out Liftoff! Series NFTs and users are excited about the upside and underlying utility
- Spur network effects and encourage other creators and users to join

Are there any restrictions for the campaign:

n/a

Goals and metrics for this campaign:

- Onboard 10 Esports teams and 20 content creators
- Onboard 3,000+ users
- Liftoff! Series NFTs from teams/creators sell out

Links and Resources

LiftOff is designed to be the first drop for teams/creators so they can create NFTs without having to worry about what to create and how their fans will respond.

We will provide a template for 3 different categories of utility with different price points. (See flyer below) For the artwork, creators can add a new emote before uploading to Twitch/YouTube. We think this could be a cool way to drive more value to the NFTs, more thoughts on this below.

2 Key Value Drivers of LiftOff NFTs
- 1. Data + Utility
  - A. analyze a streamer's performance and project value of NFTs utility
    - I.e., 1 month average viewers for streamer +20% vs. 3 month average viewers +5%
    - Tier 1 or Tier 3 - (exclusive discord, personal shoutout/play) - increase in projected value
- 2. Memes + Community
  - A. The image as an emote can have viral/memetic value on its own
    - The community values popular/highly used emotes for their cultural significance to the streamer
    - **Transparent Ownership** and assignment of use (can help artists/creators in DMCA disputes)

2 Types of Buyers
- 1. Super fans
  - A. Fans that buy the NFT for its underlying utility - i.e., actively participate in the exclusive discord or redeem to play one-on-one with streamer
- 2. Speculators
  - A. Buyers that use streamer's performance data to speculate on the future value of the utility of the NFT/virality of the emote