

## NearNames RFP

**Name for Campaign:** Charitable Gifting

**Company:** NearNames (<https://nearnames.com/>)

**Track:** Go-to-market

**Requested Service:** Prove Demand

**Bounty:** \$50,000



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### **One liner about your business/product:**

NEAR is an open source platform that enables creators, communities, and markets to drive a more open, interconnected and consumer-empowered world. One of our features, is the ability to gift NEAR wallets to users without any previous crypto knowledge.

A 3rd party is able to reserve a wallet address and fill it with Near to gift to someone else. EX) James can create alexruffini.near wallet to gift to Alex Ruffini.

### **In short, where we could use your help:**

Figure out how to turn NEAR's ability to gift wallets to users into a product, where users want to create more wallets for their (Children / Friends / etc ...) Prove demand for this product.

**Goals for this campaign:**

Maximize the number of accounts reserved by NEAR wallet owners. The value proposition should be strong enough that wallet owners spend their own money (NEAR) to reserve these accounts.

- Maximize accounts
- Wants wallet owners to spend money to reserve

**Long form description**

NEAR has a unique capability among blockchains. It offers users the capability to reserve an account on behalf of someone else, and add assets (tokens) to the account before handing over ownership to the intended recipient.

The creator of the account never sees the password, only the recipient sees the password. Therefore, once ownership is given to the recipient they are the only person that will ever be able to access the contents of the account.

Nearnames.com is an example of what's possible with this "gifting" capability.

Figure out how to wrap this capability into a better context (product), so the users want to create more wallets for their (Children / Friends / etc ...)

Then prove market demand for that product, such that there's an initial waitlist who WILL use the product when it exists.

**Inspiration**

Here are 3 possible businesses that could be built using this capability.

1. A savings account for your child (A college fund you hand to them when they are of age)

2. A payment account for creators that you only give them access to when they hit an engagement threshold on your platform (10K views unlocks the funds you've upbeen incrementally earning) If the creator never hits the threshold the company can reclaim the funds.
3. Make it an Escrow account (for buying a home)
4. A near account as a wedding Registry, you can gift NEAR, nETH, and other assets to a bride and groom, very easy to share your wedding registry address (markandkate.near)
5. A savings bond you give a grandchild as a gift. Fund it with stNEAR (staked near) that will earn compound interest until the child claims it years later.

**Are there any restrictions for the campaign:**

n/a

**Links and Resources**

<https://nearnames.com/>