THE PHILOSOPHY OF THE VIRTUAL CHARACTER

A Presentable virtual hero should become number 2 in recognition after the Free Ton logo. There should be a direct relationship between the virtual character as the personification of free Ton decentralization, a kind of talking head presenting on behalf of the community, which will distinguish Free Ton among the many centralized crypto projects that are associated with specific people.

Briefly, the purpose of the virtual hero can be described as :

Makes the Free Ton project recognizable;

It helps to stand out from the competition, because in the crypto sphere, too few projects use a virtual hero (Dogecoin);

The hero impresses users emotionally, it should cause positive emotions and, above all, trust in the crypto community;

Creates an image of a serious project;

Broadcasts free Ton values.

VIRTUAL HERO

Telegram @Letitbe3
forum.freeton username NN52NN

FOR THE FREE TON PROJECT

In relation to the above, its role in the community is as:

01 Conducting polls among the crypto community, announcing the results of voting on any issues, contests, news announcements, AMA

02 Using on the official website in the lower right corner as an assistant (as well as in the wallet), by clicking on which the user goes to the forum where you can get the necessary support 24/7

03 Using a virtual hero as an avatar during a video conference if one of the speakers is interested in maintaining anonymity. As well as using a virtual hero on the official YouTube channel or other video services.

04 Using the visual image of the hero offline, on branded media: in particular, on souvenir products: cups, pens, lighters, flash drives. Using the virtual hero in the profile header in social networks. Can be used for stickers also.

THE PROPOSED VIRTUAL CHARACTER. NAMING.

WHAT IS INCLUDED IN THE MEANING WHEN WE CHOOSE THIS NAME?

First of all, Surfman is above all a hero-assistant, he surfs in search of information that beginners need, and helps them navigate the Free Ton ecosystem.

Secondly, the sequence is preserved in a single line of names: the project already has a «Ton.surf» cryptographic wallet, in order to comply with this vector of names, it would be logical to call the hero assistant «Surfman».

Third, the project is serious and aimed at long-term development, the name should be simple and at the same time reflect its essence, without a hint of any jokes or some frivolous cartoon.
Fourth, «Surfman» rhymes close to «Superman», «Surfman» can become a real Superman in the Free TON ecosystem.

BASICS OF CHARACTER VISUALIZATION, ITS BACKGROUND STORY. WHO IS «SURFMAN»?

When we visualize a virtual character, it is necessary to emphasize its meaning. Simply say, looking at the hero, we should feel the character's connection with the Free TON project.

Surfman is a fictional character with human features in the signature colors of Free TON (blue, white), unique, reflecting the most significant aspects of the project and the history of the creation of Free TON.

Everyone knows that Free Ton is the first modern blockchain that was born decentralized. But at the same time, when you create a virtual character, do not forget that the basis of Free Ton is open source, the result of the work of the team of Durov, the founder of Telegram.

So, the virtual character must have a semantic load that reflects

- decentralized nature of Free TON
- continuity of open source code (visual reference to telegram)
- independence, your own way (there should be no similarities with other dogecoin/CryptoKitties heroes)

Crypto community - are the parents for Surfman.

Surfman has big ambitions despite the relative youth, he wants to take over the world, to be useful for everyone.

As you know, the telegram symbol is a white paper airplane on a blue background. To simplify, it is often depicted as an elongated triangle.

Consequently, it is proposed to use the **triangulation method** for the actual implementation of the character: a huge number of connected elongated triangles of blue color.

This way we will keep a visual indirect reference to the telegram Creator.

Triangulation method examples (my work**):**

In addition, it is important to use images of crystals in the character's image itself: these can be crystal eyes / hands holding a crystal, etc

Associative series when using this method: **decentralization / network / validators / users / lack of a single center / interconnection / cooperation / equality**

KEY CHARACTERISTICS OF A SURFMAN.

Key qualities (in order of priority) that must be reflected in the character's character

- friendly, sweet, always ready to help
- charismatic, welcoming
- has a good sense of humor
- energetic, sociable, intelligent
- smart " know-it-all"

What emotions should Surfman convey?

Surfman should inspire confidence in the community, carry a charge of energy and positive emotions.

Required elements in appearance

- use crystals in the image of the hero
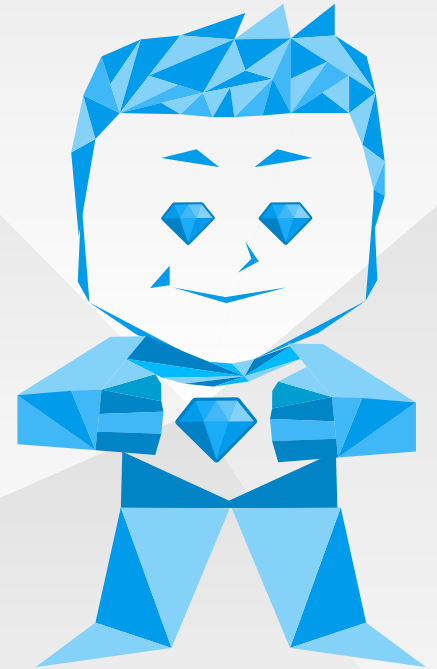- using the triangulation method

Color scheme:

- white, dark blue, blue

crypto unicorn Surfman

multi-blockchain architecture
and its stylization

COMMUNITY GOVERNANCE. IMPLEMENTATION PHASE

The implementation phase should include 2 stages: the first stage includes the development of a static version of the virtual hero according to the above criteria; the second stage - animation and giving the hero various emotions.

Members of the Free Ton community have to:

1. Approve the static version of the virtual hero
2. Approve the animated version of the virtual hero (2D, 3D modeling)
3. Approve several basic behavioral elements of the hero, such as

- **smile** (behavioral element for congratulations in contests, element of approval of joy)
- **surprise** (extended eyes,severe and sudden raising of the eyebrows)
- **sadness** (slightly open mouth with the lowering of its corners, a behavioral element, which is a consequence of the experience)
- **irritation and anger** (grin teeth)

Development as a static character with subsequent animation should engage professionals, the community only expresses an opinion, which determines whether the passed character the entire community Free Ton. The character should not be customizable - this will negatively affect the recognition and the amount of budget required for the development. Its appearance must be unique and accepted by the majority.

TECHNOLOGY ROADMAP

According to the idea, at the initial stage of adoption, the hero embodies the values of Free ton, gives the project brightness and memorability.

Further, it will be advisable to develop the functionality of the virtual character.
It will be important **to use the hero as an assistant for navigating the Free Ton site and in the Free TON ecosystem as a whole**.

This area requires detailed study should start with animated greetings on the website. When you click on the hero assistant, a menu should pop up with a suggestion to choose:

- what is Free TON (link to the presentation / blog with the history of the project development)
- sign the Declaration on decentralization
- download ton.surf
- offer cooperation (link to the subsection https://forum.freeton.org/)
- buy TON Crystal (link to Chatex / exchanges)

These are five basic interests that new users should not find difficult to find.

It will be useful to **use the hero as a visual image of the Free Ton representative in the chat to interact with users.** Chatbots that use AI to simulate conversations with users are extremely useful and currently have no alternative. The chatbot will not only be able to maintain a substantive conversation, but will also become an indispensable assistant in solving a number of tasks related to navigating the Free Ton ecosystem. **The created chatbot can be embedded in messengers and social networks** (Google Assistant, Facebook Messenger, Slack, Telegram, Viber).

As for AI (Artificial Intelligence) for creating high quality generated content: it is no longer a secret that technology has reached a high level and it is not always possible to distinguish articles or other materials created by a machine from the work of a professional. But at this stage of development, Free TON has a strong crypto community that writes high-quality articles (blog.freeton.org), training materials and instructions. I do not see the need to work in this direction at the initial stage of development.

It is important to move towards using bots that are programmed for the necessary Free TON functions and expanding the crypto community. These can be **quizzes conducted on behalf of the hero, which include dozens of questions about the Free TON ecosystem** and reward the most educated users with crystals. **Such bots will help educate the audience, and in a non-boring way.**

For an intelligent audience, it will be useful to create **a chess bot**-the hero plays chess with the user.

Except functional and chat bots, entertainment bots will also be relevant. For example, sending a message to the future or betting on the price of crystals in the 2025.

In addition, to promote the hero as a representative of the project, it will be useful to create **a bot-Surfman Shop**, where everyone can buy branded products with the image of the hero for crystals. (caps, t-shirts, flags).

SPOKESPERSON
OF FREE TON

SURFMAN

FREE TON IS OUR FUTURE

THANK YOU FOR YOUR ATTENTION.