



Submission for contest: Virtual Hero/Spokeperson

Address:

ton://surf/0:d4e83318e6741c55825a6fab33738be137c7cd2d83a9970bd87b6b3850a158c7

Public key:

9745b2a58e27e61a7f7495e57d349c04fd7627f2ce315e489de3b1d4999d87d9

Telegram: [@saltynarwhal](https://t.me/saltynarwhal)

email: semisaltynarwhal@gmail.com

<https://forum.freeton.org/u/salty>



Hero's name

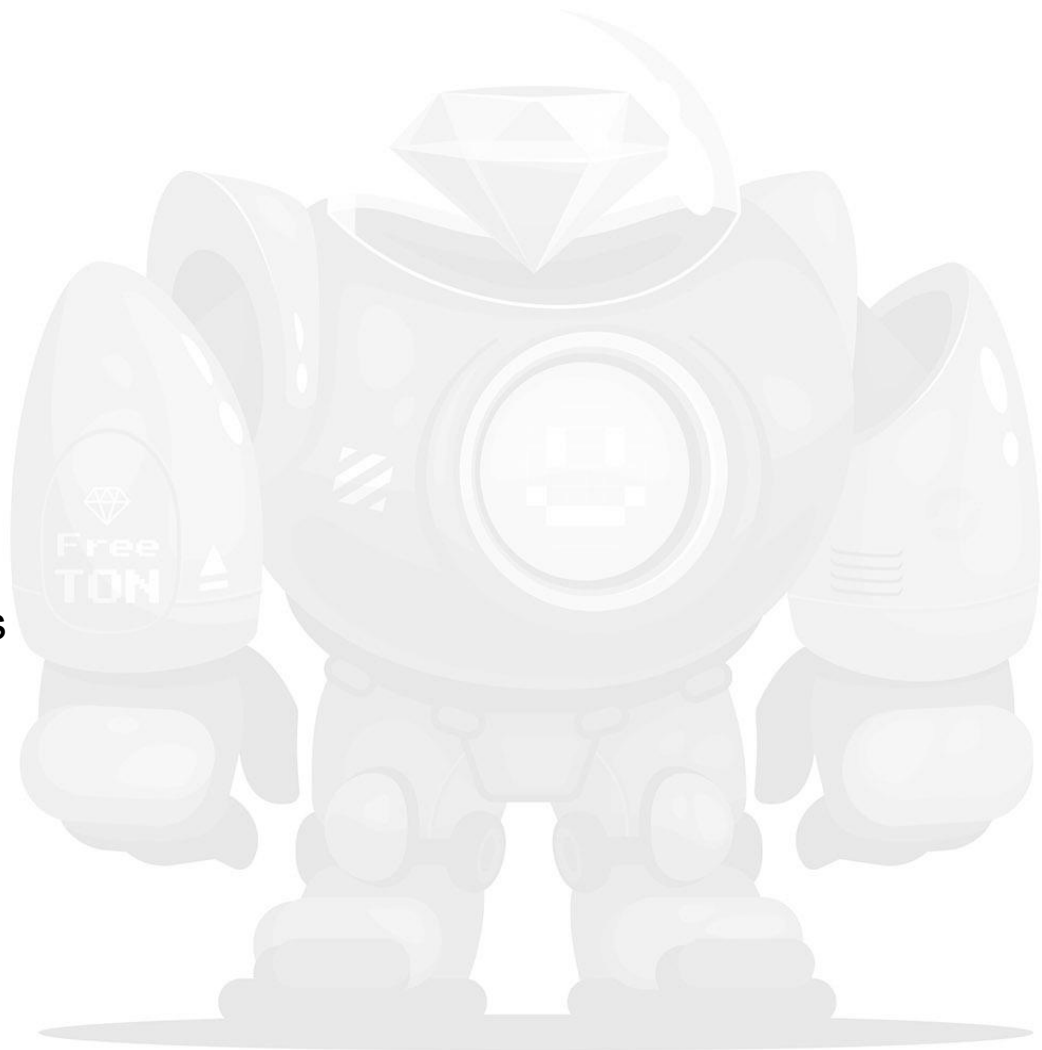
Tony Alien - current working name.

Other options:

Tony Freed (could be pronounced like “Fraad” or “Friid”).

Tony Freeman (ironic one, as Tony is not a *man* per se).

However, I believe name could be chosen through community voting which might include more options than these.



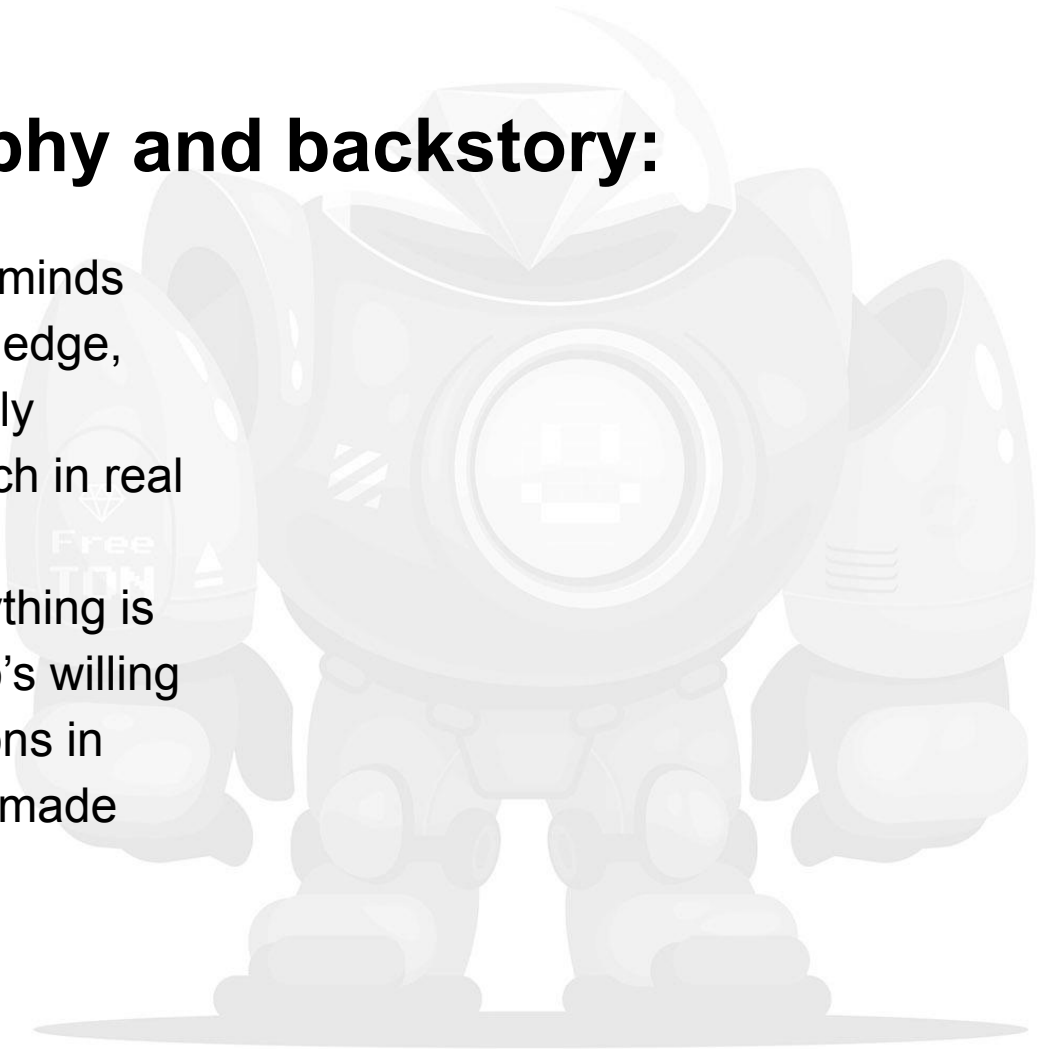
Description, philosophy and backstory:

Tony is an alien astronaut, this fact alone already echoes with the omnipresent Moon and Space culture throughout crypto and represents Free TON blockchain as a “new alien technology out of this world”. It may sound too dramatic, but this is just a nice classic hyperbole in this case and we may allow it. His name is the first thing that will bring to mind Free TON immediately, but so will do his appearance too. Key Free TON colours were chosen for his outfit and of course, you would guess, centric element of the character is the crystal which represents both Tony’s body and mind. To be able to live outside his own planet, he has to wear special costume which both protects him and helps to communicate with totally different species.



Description, philosophy and backstory:

Tony's race is able to interconnect minds between individuals to share knowledge, information, and to come to mutually weighted important decisions. Which in real life is represented by decentralized governance, where relatively everything is transparent and open to those who's willing to seek and most important decisions in properly built governance are also made mutually.



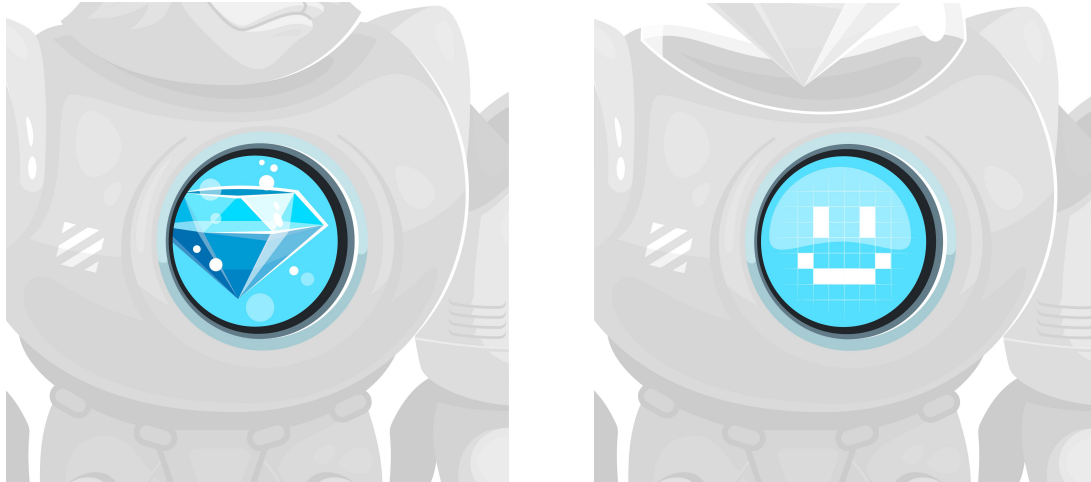
Description, philosophy and backstory:

Another important for us feature that Tony's race has is that they are perfectly capable to morph their bodies into different things or I would rather say to create illusions of body parts outside their crystal body. In practice we will be able to use this for different purposes: Tony can impersonate celebrities for a joke or can morph into Bull or a Bear, depending on the market conditions. *(Stickers and memes could be made much easier due to this and it will eliminate possible contradictions in unlikely case where Tony's race weren't able to morph.)*



Description, philosophy and backstory:

When creating such body part, Diamond body has to go inside inner costume for better protection from outer world. When the diamond body is up there, Tony communicates with outer world through cute round screen in the middle of his chest.



Description, philosophy and backstory:

Memetic value is very important in modern world, as it's one of most viral and easy ways to communicate between individuals online. It's sort of rock paintings of our time, hence character that is suitable for memes is something significant.

In slides below you will find few examples of character-mascot that I've created for Keep.Network in his memetic embodiments. Just for reference and to better explain my thoughts above.



Description, philosophy and backstory:

-These are coming in pair, as they represent well-known Drake Hotline Bling meme. In result, they became one of the most popular stickers from the stickerset and later were adapted to be used as Discord emojis (as this is main communication channel of the project)

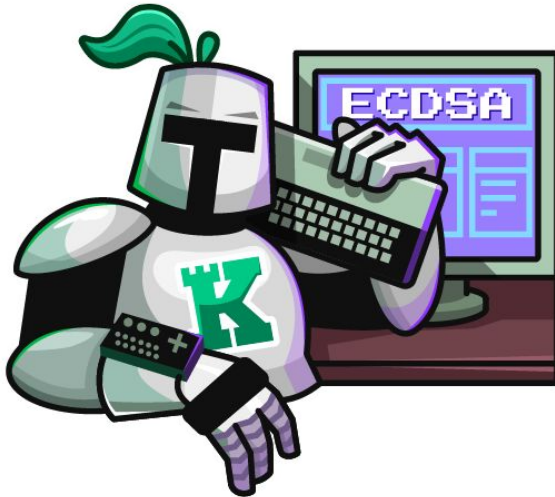


Description, philosophy and backstory:

-While Drake's reference could be understood by almost everyone, there are less popular memes which may bring even more joy for the people who can recognize them.

Hackerman and Stonksman.

Both were not only redrawn but also adapted for Keep/crypto environment.



Description, philosophy and backstory:

No wonder people will use meme-related stickers gifs and pictures more, as it's something already familiar and fun for them. That is why Tony's ability to create phantom body parts comes in handy.

Another important point why I have chosen character to be Alien and not to represent any particular human is inclusion. In this case we won't need to focus on gender, race or any other human characteristic and anyone could have emotional connection with character easier.



Role and Community governance.

In current unfortunate world's situation such character has even more chances to become a spokesperson for our community, as lots of conferences and meetups are going online instead of offline like it was before.

Character could voice out aggregated community opinion based on voting or government participation.



Role and Community governance.

Speaking at the conferences, being an assistant to newcomers (in form of AI bot-helper in Telegram and Discord, for example), representing project on social media in different forms (eg. when Free TON in future will have a derivatives DEX, he may scream out liquidations at certain prices, and depending on long/short liquidation, Tony will be in a form of a bull or a bear).

Considered all of the above, community have to play a significant role in voting for character's aspects and it's role in ecosystem, in that case I believe that character shouldn't belong to any particular subgovernance.



Role and Community governance.

While being one of the first big NFT-booms in which I had luck to participate, Cryptokitties were also a much-needed proof of concept which bootstrapped further NFT development on Ethereum. So this could be a perfect fit for such character, NFT-based game on Free TON in which there would be different skins and versions of Tony Alien's race. In current character state there are enough of elements which could be changed for such game. Mainly his space costume, though we could play with a Crystal body too, as well as phantom body parts.



Technology roadmap / Implementation phase:

Steps 1-3:

- 1) General sketches and drafts of the future character.
- 2) Vector drawings that would represent various character states, emotions and meme-representations in his body. These vector drawings should be easily adaptable for stickers, announcements and news-images. <-we're here currently
- 3) Basic animation with simple movements.



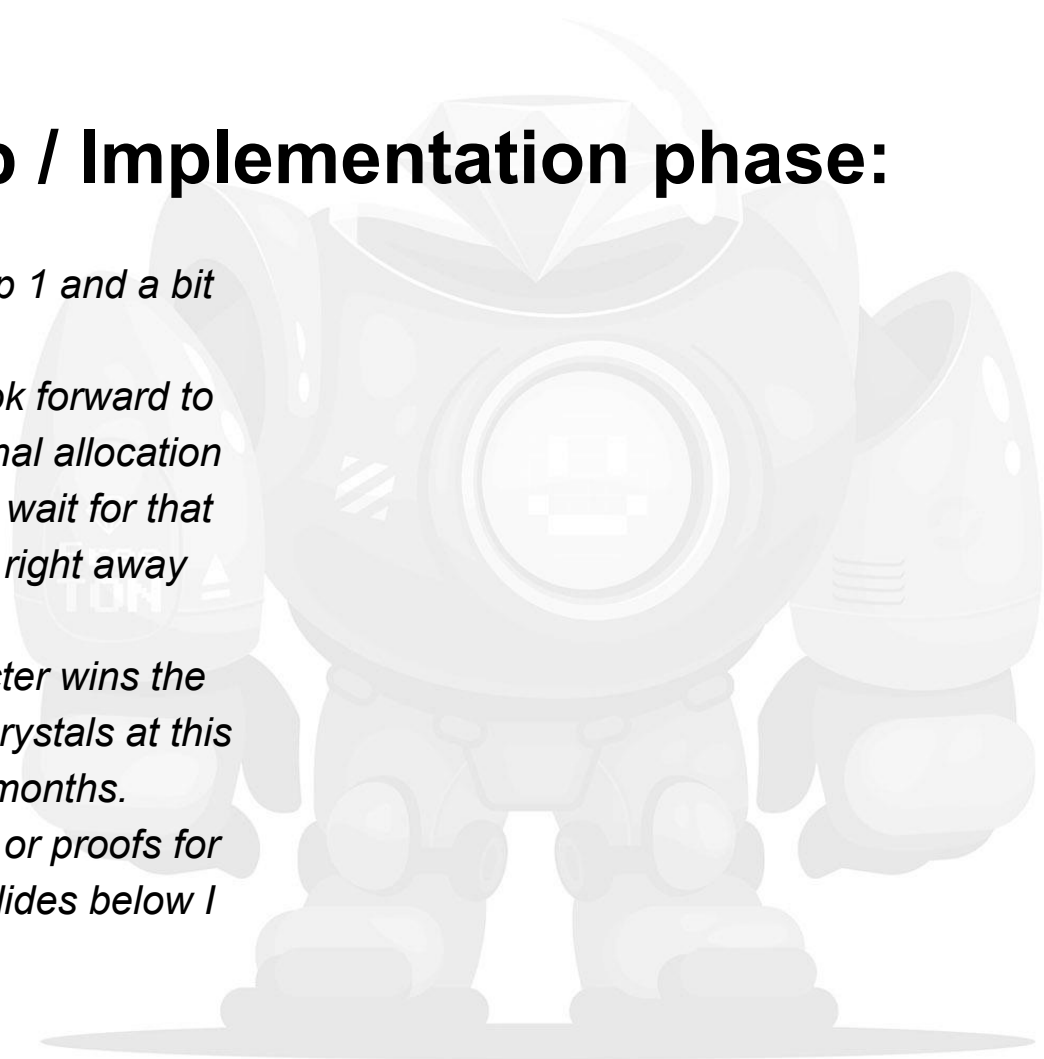
Technology roadmap / Implementation phase:

Steps 1-3 are either already done (as step 1 and a bit of step 2) or I am capable to do the task.

In case Tony wins in this contest, I will look forward to to draft a partnership proposal for additional allocation for that work, however, most likely I won't wait for that and will just continue work on this project right away from the results.

Budget for first 3 steps in case my character wins the competition shouldn't be over 10k TON Crystals at this point and shouldn't take longer than few months.

As there were requirements to have links or proofs for necessary credentials or capabilities, in slides below I present them to you.



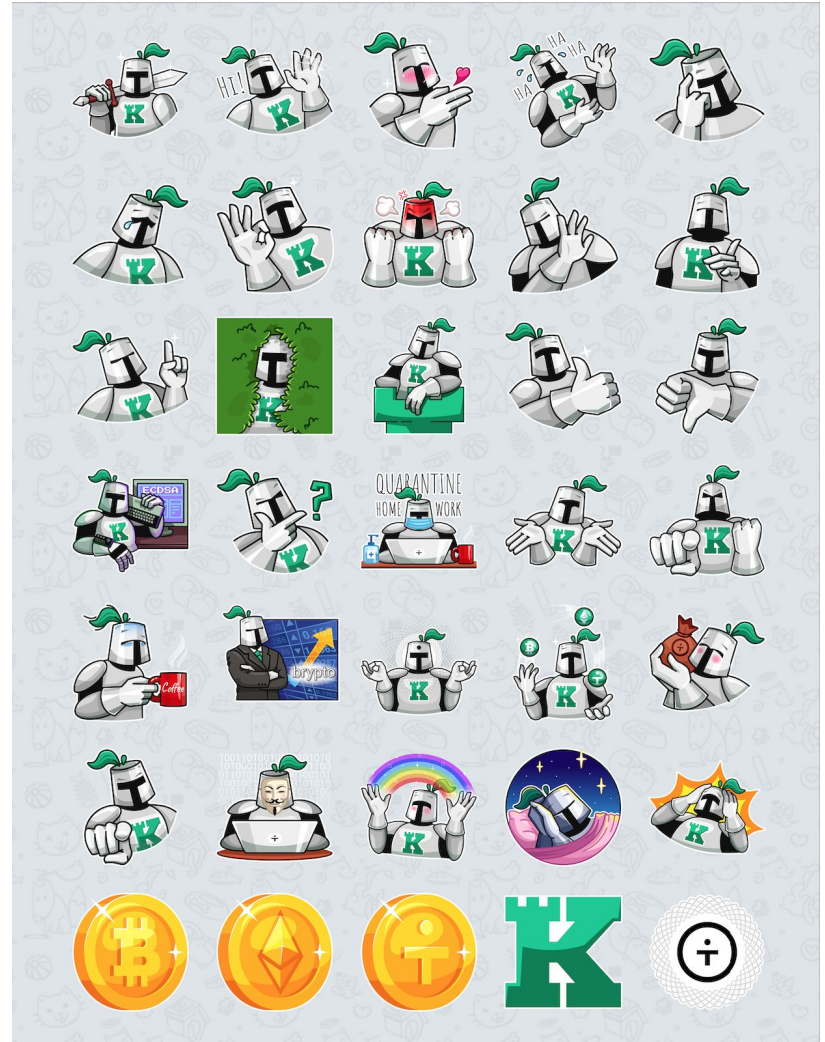
Technology roadmap / Implementation phase:

*-Keep.Network mascot-character Sir Keeper.
In the form of Telegram stickers, picture on the
right ->*

- Keep Network current animated logo that was built based on classic project's logo.

Link to play as a gif:

<https://giphy.com/gifs/keep-keepnetwork-tLBKKD5mW61GJHH7q8>

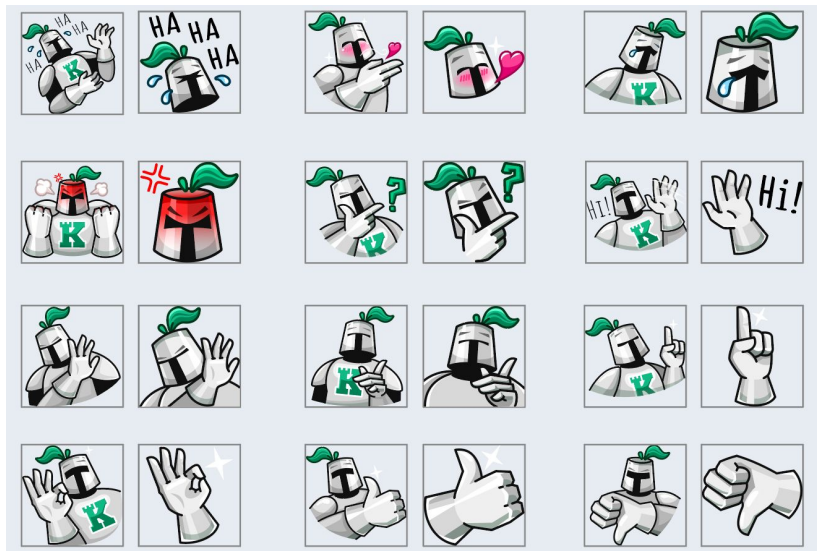


Technology roadmap / Implementation phase:

-Keep.Network mascot-character Sir Keeper.

In the form of Discord-adapted emojis.

*In the form of POAP badge for stakers
and in the form of POAP badge for
stakers.*



Technology roadmap / Implementation phase:

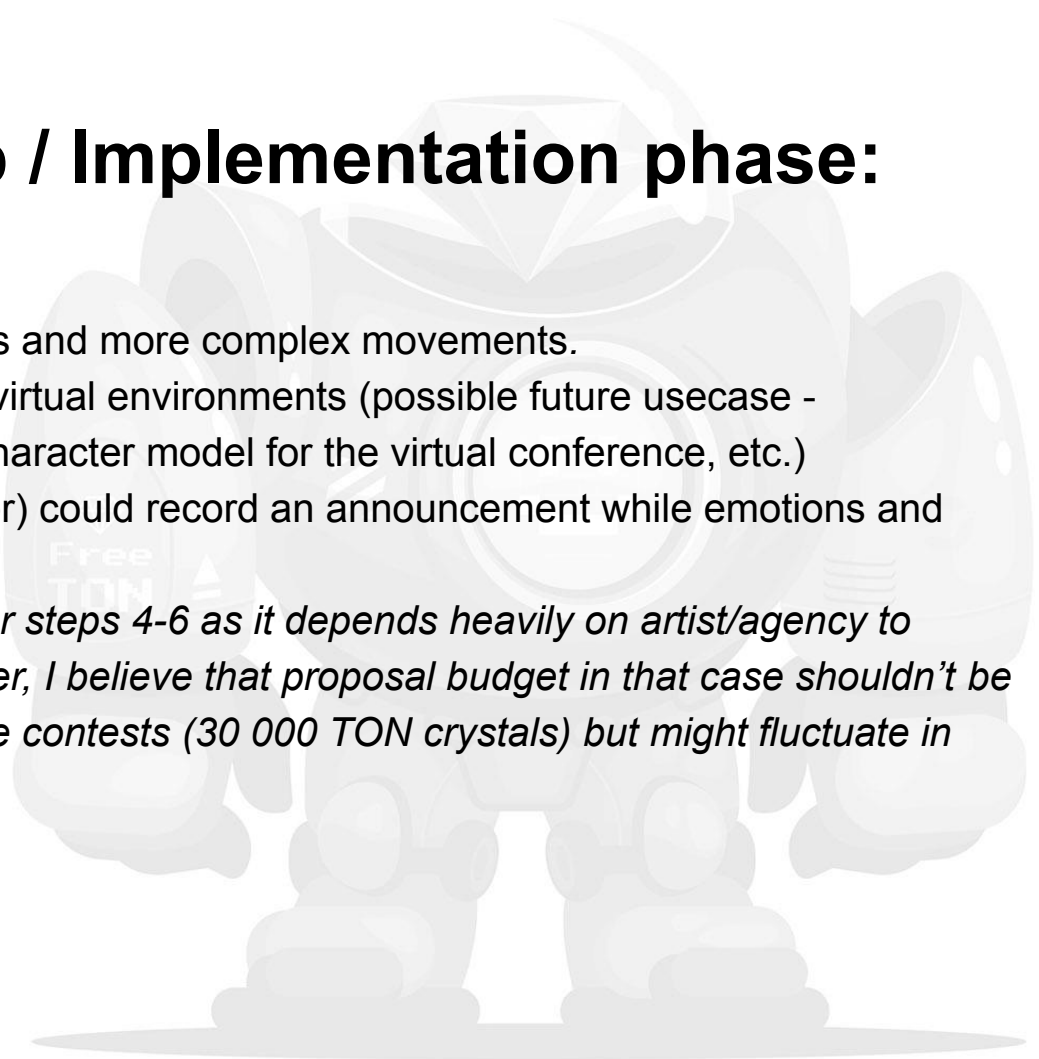
Steps 4-6

4) More sophisticated animation for videos and more complex movements.

5) 3D model of the character for different virtual environments (possible future usecase - Decentraland costume of the character, character model for the virtual conference, etc.)

6) AI mask so that a person(eg. hired actor) could record an announcement while emotions and gestures are transited to character.

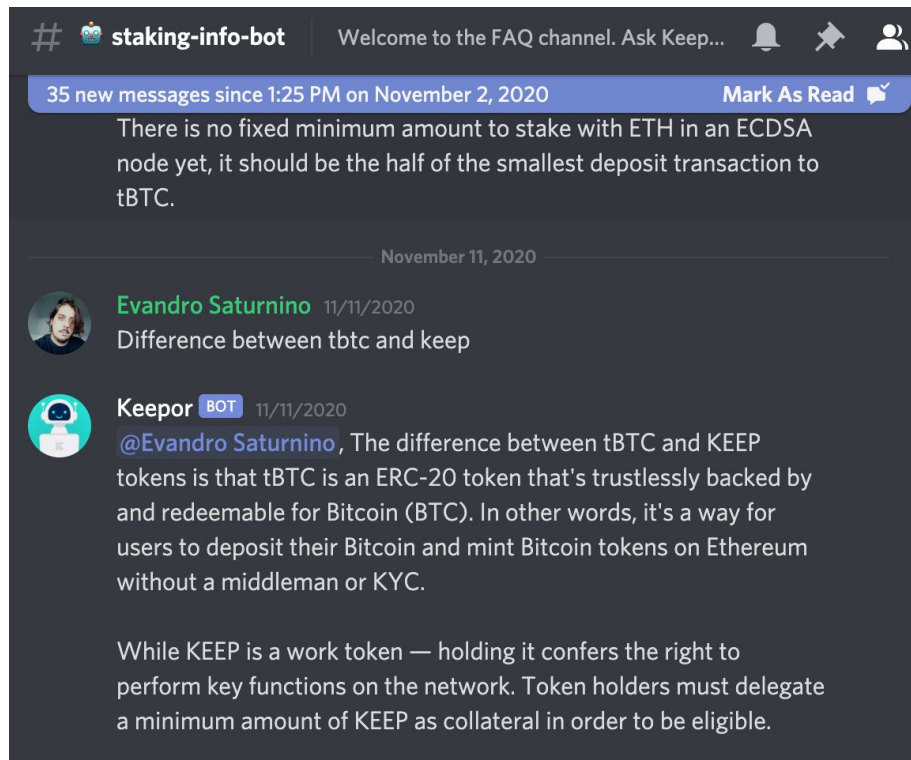
A bit more complicated to estimate cost for steps 4-6 as it depends heavily on artist/agency to which this task will be outsourced, however, I believe that proposal budget in that case shouldn't be higher than budget for the first place of the contests (30 000 TON crystals) but might fluctuate in this range: 10000 - 30000 TON Crystals.



Technology roadmap / Implementation phase:

Parallely to the main “Appearance” roadmap we could take on more technologic one:

- 1) Basic FAQ telegram bot could use character’s appearance to look more friendly and easy-going for newcomers. This could be first phase of this road, while later it could be advanced to more sophisticated and costly AI chat bot
- 2) AI bot which will answer to questions related to the project. Perfect example of such bot will be Keepor bot by Evandro Saturnino for the Keep.Network:



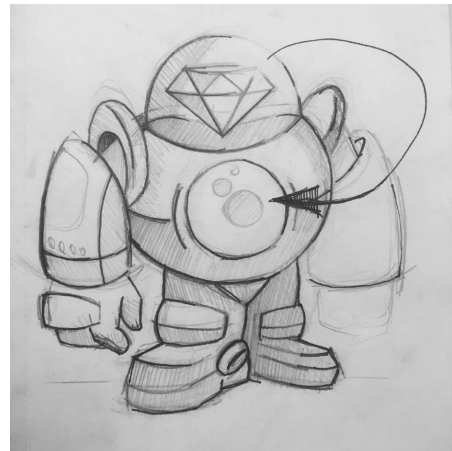
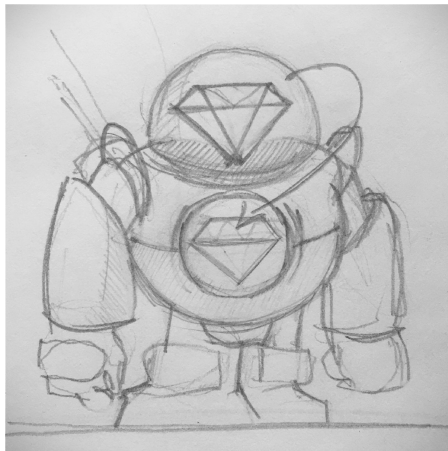
Technology roadmap / Implementation phase:

These 2 assistant-type bots should become a cornerstone for future development and further ideas should rely heavily on the feedback which we would receive for these 2 projects. Overall development and implementations cost for both bots could be in the range of 20-30K of TON crystals(skewed drastically to AI bot cost), while also there will be recurring costs for such assistants, up to 150-200\$ for both of them simultaneously(based on costs information provided to me by talented Evandro Saturnino).



This bear is tanking costs down

Few early sketches so you could get a quick glance into the process



I hope that you liked my character as much as I enjoyed to create it. Even in case I won't win the contest, I still hope it could be used somewhere in Free TON. Cheers to everyone.

