

# Contest: Virtual Hero/Spokesperson of Free TON

## Contest dates

Submission period: November 9 - November 23, 2020 at 23:59 UTC

## Voting cycle

10 days

## Background and Description

Virtual non-existent characters have been quickly gaining traction as a growing phenomena. There are virtual spiritual gurus, virtual models, revitalized virtual celebrities, etc. out there.

Free TON is not supposed to have one (human) leader or one main spokesperson as then it is a somewhat centralized approach. However, a non-existent virtual persona could be a “cumulative voice of the Free TON community”. Once adopted, this character will be animated, take on certain personalities and character traits, and will be able to talk and therefore communicate important milestones, progress, thoughts, positions on certain subjects, and other information from the Free TON community -- through a vote if necessary.

The idea is to create such a hero for Free TON. Here’s a link for inspiration:

<https://definitivedose.com/the-100-most-iconic-fictional-characters/>

## General requirements

Admission criteria:

- Any member of the Free TON community

Submissions must include:

- **Philosophy** behind such a virtual hero/spokesperson (what its role in the community should be, e.g., voicing positions on certain subjects, announcing news, participating in online conferences, participating in social media, etc):
- **Community Governance** (should the community vote on each behavioral element of the hero or should a professional agency do that instead? Should there be an interface of the community to vote and/or customize their own version of the hero if desired (think of Cryptokitties)? What should that interface and its functionality be?
- **Technology Roadmap** (to increase functionality of that person/hero. For example, AI to generate articles, blogs, etc., or an assistant-type functionality to help community members with orientation in the Free TON ecosystem. Maybe both?

If the contestant has the necessary credentials and capabilities to participate in the implementation phase then please describe them in the submission in as much detail as possible, complete with details and relevant links to confirm those credentials.

- A description of the hero and its character requirements, e.g., is it a person or a creature? What are its physical, emotional and intellectual attributes?
- What is its background story?
- Name the character.
- Sketches of the character and/or relevant pictures.
- Description of what should be included in the **implementation phase**.

### Evaluation criteria

1. Depth and quality of thinking behind the philosophy, background story, description of the person/character, technological roadmap and Free TON governance over it.
2. Estimated value of implementing such a character to the Free TON community.
3. Likeability of name and sketches/pictures and fit with community objectives.

### Rewards

1st place.....	30,000 TONs
2nd place.....	20,000 TONs
3rd place.....	10,000 TONs
4th & 5th place.....	5,000 TONs
6th - 20th place.....	1,000 TONs

### Follow up/Implementation phase

The **Analytics & Support sub-governance** will approach the winners of this contest in order to possibly engage them to perform some or all of the work to implement this character. Those who are approached will then be able to draft a partnership proposal asking for additional allocation of tokens for that work.

### Voting

- The juror must have a solid understanding of the described subject in order to provide a score and feedback. If not, the juror should choose to “Abstain”.
- Jurors or whose team(s) intend to participate in this contest by providing submissions lose their right to vote in this contest.
- Each juror will vote by rating each submission on a scale of 1 to 10 or can choose to reject it if it does not meet requirements or vote “Abstain” if they feel unqualified to judge.
- Jurors must provide feedback on submissions or lose their reward.

- The Jury will reject duplicate, sub-par, incomplete, or inappropriate submissions.
- The number of days for jury voting is hereby set at 10 days

### **Jury rewards**

An amount equal to 5% of the sum total of all total tokens awarded to contest winners will be distributed among jurors who vote and provide feedback. This percentage will be awarded on the following basis:

- The percentage of tokens awarded to the jury will be distributed based on the number of votes each juror casts. For example, if one juror votes 50 times and another juror votes 5 times, the juror who votes 50 times will get 10 times more tokens than the juror who votes 5 times.
- Feedback is mandatory in order to collect any rewards.

### **Procedural requirements:**

**Accessibility.** All submissions must be accessible for the jury to open and view, so please double-check your submission. If the submission is inaccessible or does not fit the criteria described, jurors may reject the submission.

**Timing.** Contestants must submit their work before the closing of the filing of applications. If not submitted on time, the submission will not count.

**Content.** Please submit in PDF format. If all or a portion of the original content cannot be in the form of a PDF, simply submit a PDF with links to that original content. **Such links must be to files that cannot be edited after this contest is in the voting phase. If the file links are editable after voting, the jury can reject your submission. This is CRUCIAL!**

**Contact.** Each submission must have an identifiable contact that can be matched with your description. If you have not provided a forum description for discussion, then your application should contain links to your online persona, for example, a Telegram ID (preferred) or other direct contact information that can confirm that the submitted work is yours. In the absence of confirmation by the contestant of the authorship of the submitted work, the submission is rejected.

### **Multiple submissions.**

- Each contestant has the right to provide several submissions if they are all different from one another. If they are too similar, or in any way appear to be partially the same work done twice, or if they appear to be one whole body of work divided into parts to create several submissions, jurors have the right to reject such submissions.
- If the contestant wants to make an additional submission to replace a previously published submission, the contestant must inform the jury about this fact and indicate which submission is the one to be judged. In this case, only the indicated work will count.

If the contestant fails to indicate which submission to judge, only the first submission made will count. The Jury will reject all others.

**Disclaimer**

Anyone can participate, but Free TON cannot distribute Tons to US citizens or US entities.