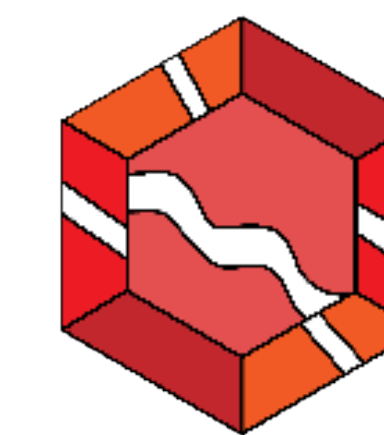
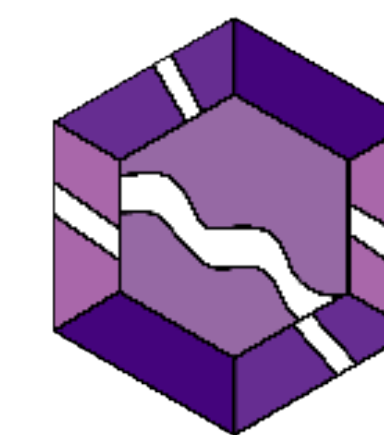
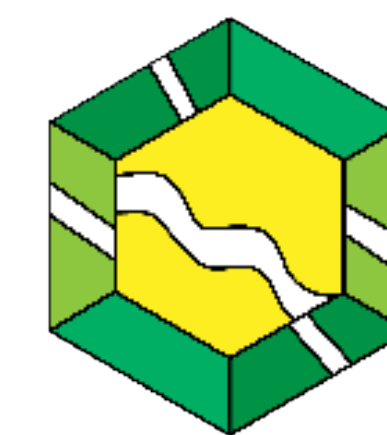
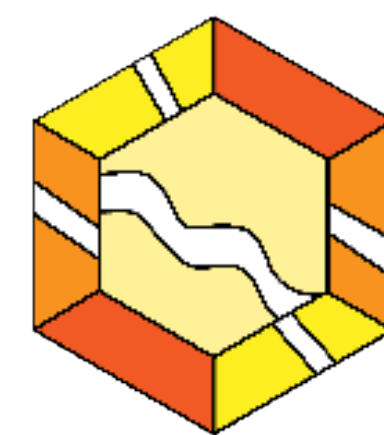


1. WHAT ARE THESE?

GOGO's inventory items are designed to showcase an entirely new way of interacting with and participating in online blockchain-native communities.



2. WHAT IS THE GIFT TOKEN?

There are 3 tiers of GIFTs that were distributed. The boxes are currently locked and no keys have been distributed.

The way these work is that different prizes will be loaded into the boxes and we will distribute KEY tokens that allow you to open the GIFT and claim one of the prizes inside. There will be many opportunities and ways to earn KEY tokens

GIFT tokens can not be transferred, bought or sold, and there is a limit of 1 per wallet. KEYS can be transferred and sold on the open market, and also have a limit of 1 per wallet.

3. WHAT IS THE ITEM TOKEN?

These are extra special artefacts that can be earned in various ways. These can usually be bought and sold on the open market, although there will be instances where artefacts will not be tradeable

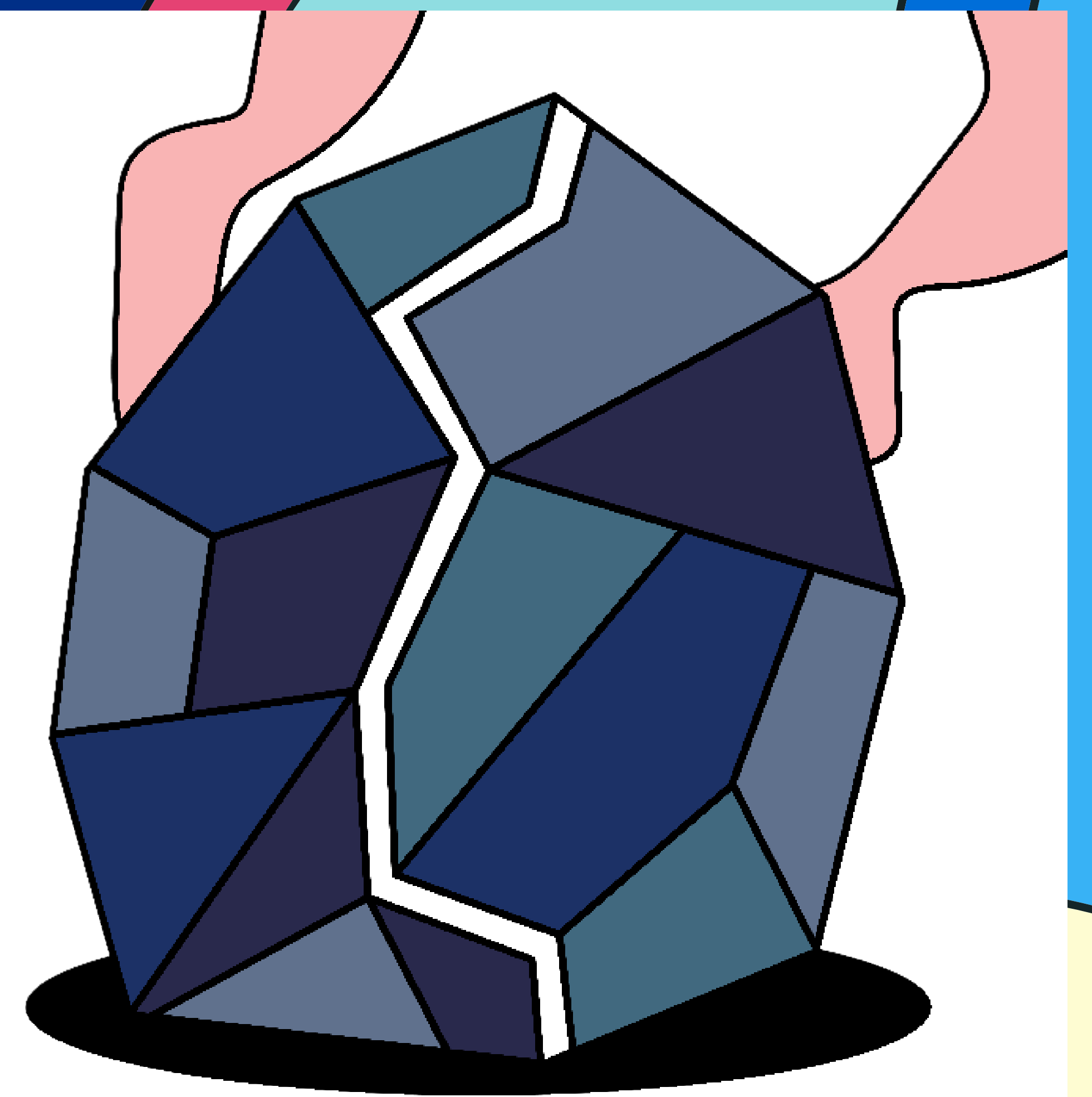
These special items unlock additional functionality and elevate your role within the community. Think twice before selling any artefacts you may stumble upon because others may need your assistance in the future

Items are designed to showcase tokens that can be traded on marketplaces but are limited to only 1 per holder. These tokens play an important part in future mechanics

4. PLEASE EXPLAIN THE COAL ARTEFACT

COAL holders are an extremely important piece of the bigger picture. Holders have access to artefacts and ingredients that non-holders will simply never be able to use without your help

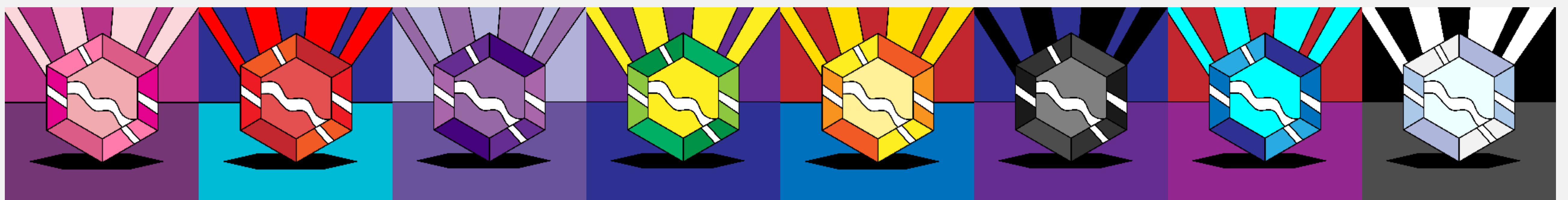
A site will be released soon that will explain why your wallet received it and how you can remove it. COAL is untradeable, unsellable and unburnable, and is soulbound to the wallet until removal criteria are met



5. AND THE GEM TOKENS?

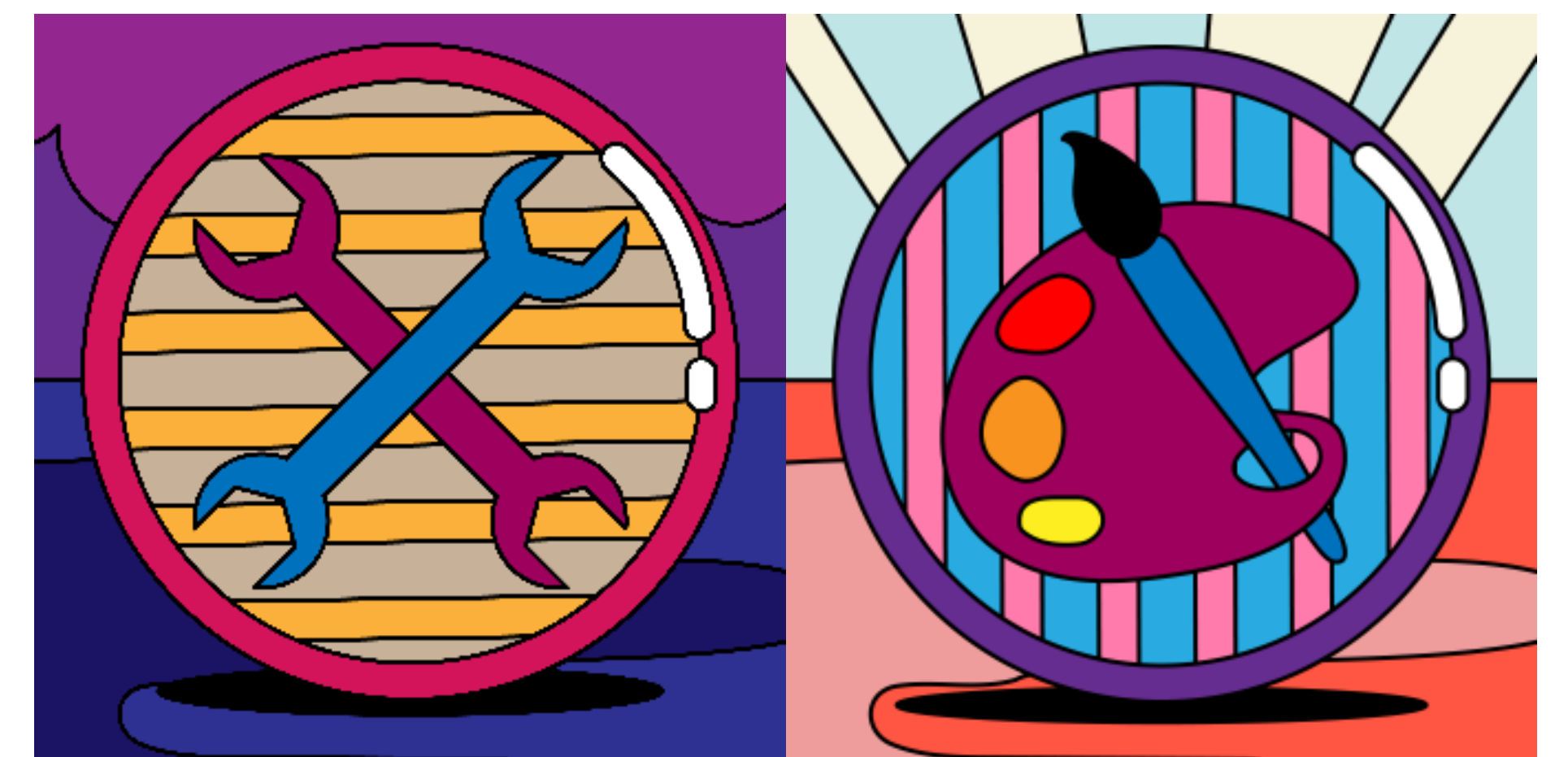
These are precious items that can be bought and sold on the open market like any normal NFT. There are currently 8 different colours in circulation, and you can trade them and collect as many of them as you like. They are fireproof and are awarded based on you and your associated wallets' on-chain behaviour within different segments of both the GOGO's ecosystem as well as the broader tezos ecosystem over the course of the epoch

Different colour GEMs will unlock different functionality in the future. You will be able to use them to interact with both other eligible GOGO holders and other items in your inventory.



6. TELL US ABOUT THE BADGE TOKEN

These are special tokens that are awarded based on both on-chain and regular web2 api data sources and activity. They may never be bought or sold, and can only be earned. BADGES may also be revoked and the perk removed depending on your behaviour over the epoch



Token Capabilities Summary Table



	GIFT	KEY	COAL	BADGE	ITEM	GEM
TRANSFERABLE	✗	✓	✗	<i>DIFFERS</i>	✓	✓
SELLABLE	✗	✓	✗	✗	<i>DIFFERS</i>	✓
BURNABLE	✗	✗	✗	✗	✗	✗
RETURNABLE	✗	✓	✗	<i>DIFFERS</i>	✓	✓
REVOKABLE	✓	✗	<i>DIFFERS</i>	✓	✗	✗
CONSUMABLE	✓	✓	✓	<i>DIFFERS</i>	✗	✓
ITEM INSIDE	✓	✗	✓	<i>DIFFERS</i>	✗	✗
MORPHABLE	✓	✗	✓	✓	<i>DIFFERS</i>	✗
REQUIRES	<i>KEY</i>	<i>NONE</i>	<i>NONE</i>	<i>NONE</i>	<i>NONE</i>	<i>NONE</i>
BLOCKER	<i>COAL</i>	<i>COAL</i>	<i>NONE</i>	<i>COAL</i>	<i>DIFFERS</i>	<i>NONE</i>
HAS UTILITY	✓	✓	✓	✓	✓	✓
HAS PERKS	✗	✗	✓	✓	<i>DIFFERS</i>	✗
WALLET LIMIT	<i>1</i>	<i>1</i>	<i>1</i>	<i>1</i>	<i>DIFFERS</i>	<i>∞</i>

8. GENERAL FAQ

Q: What are the qualifying criteria?

A: You need to hold at least 2 GOGOs delisted in your wallet so that the GOGOs aren't lonely and can work together to get stuff done

Q: What is this?

A: There is a "Proof-of-Behaviour" algorithm that determines the fate of your GOGOs based on your personal on and off-chain behaviour over a length of time known as an epoch

Q: How is the distribution determined?

A: The system analyses your behaviour with both on-chain web3 data and all available web2 apis provided to the system through linking them on any of the social-proof services that already exist. More verifiable links means a higher deanonymisation score which leads to greater rewards at the end of each epoch.

Q: How long is an epoch?

A: The length of an epoch is variable

Q: How does the algorithm work?

A: It runs various time-series data heuristics analysis to evaluate your on-chain actions over time, and ranks these actions into various categories via on-chain activity and as many web2 apis as possible, which it gains access to through the deanonymization process

Q: How can I boost my score over the current epoch?

A: Besides buying and selling GOGOs you can deanonymise your wallet as much as possible, and consolidate your GOGOs into that deanonymised wallet. You can deanonymise by linking social proofs such as tzprofiles, tezos domains, SUBJKT registry, tzkt aliases, dnsxyz, tezid and more.

Q: Why do wallets have to be deanonymised to qualify?

A: The deanonymisation process serves 2 purposes. The first is to provide additional inputs for the algorithm so that it can better analyse your on-chain and web2 behaviour, and the second is as part of an experiment addressing what's known as the "sybil problem", a real-world issue affecting most existing distributed communities and organisations today. Deanonymising your main gogos wallet helps us explore ways to implement a degree of "sybil-resistance" into semi-anonymous decentralised communities.

Q: I want to remain anonymous though

A: Deanonimisation does not remove your anonymity, it's still possible to remain anonymous by not participating in the GOGOs experiment, or by only linking details about your own personal anonymous web2 accounts to your wallet. Additionally, anything you may have linked to any of those linked services is also taken into consideration (2nd degree connections)

Q: I sent my GOGOs to an alternative cold storage for safekeeping and want to keep them there, does this mean I miss out on rewards?

A: Your secondary wallet should receive its own rewards if it meets the minimum criteria, and you can deanonymise it to boost its score. This is sub-optimal though and results in things like marketplace behaviour analysis ignoring perks like badges and artistic contributions when calculating the score. We plan to address this in the future and provide a way to link wallets on-chain to maximise rewards.

Q: How can I get the OG badge?

A: These badges are reserved for holders that caught the first 111 blocks (55.5 min) of the mint. The cutoff block for OG status is 1787666. If your wallet is eligible for OG status but you did not receive the badge due to COAL, minimum quantity, or deanonymisation requirements it's still possible to earn this badge by fulfilling the missing criteria by the end of an epoch. This badge is designed to showcase NTTs that can conditionally elevate status, be automatically distributed to and revoked from early grassroots supporters of a community in a way that is reliant on them meeting certain behavioural criteria in order to qualify for the perks. They must also continue to be upstanding in order to retain the status as it is revocable.

Q: How can I get the Artist badge?

A: Earning the artist badge is super easy! All you have to do is make, mint, and sell a few artworks on a recognised marketplace from your main deanonymised artist wallet and gather a small twitter following. Once you pass a certain number of sales and verified collectors and followers you'll be in the club and the perk will be activated when the epoch ends. Be careful though, you need to produce and sell work consistently and keep growing that following or the badge will be revoked. This is designed to showcase a real-world use-case for NTTs that can automatically detect, add, and remove roles, permissions, and exclusive access to ecosystem functionality or community responsibility without requiring human intervention

Q: How can I get the Developer badge?

A: There are a few ways to obtain the dev badge. It can be earned through linking technical information like github and dns records and making community contributions that we can analyse with web2 apis, or you can be awarded one at any time by being both a qualifying GOGOs holder and a well-established developer in the community

Q: Why is there a diamond inside the Developer badge?

A: Besides being a social comment on the value of developers this token serves to showcase a potential solution to what's known as the "hicathon badge problem", an extension of the "sybil problem" whereby additional vote weight can be bought and sold to the highest bidder, and by extension be used by a bad actor to purchase additional vote weight within most of today's decentralised autonomous organisation that are using the current, deeply flawed approach of quadratic voting.

By placing something with economic value inside a token that is supposed to remain valueless you create a "burn-to-earn" mechanism that removes the power held by the elevated access tokens while simultaneously rewarding the holder for removing their token from the pool when they no longer want or need it

This removes the secondary markets currently associated with such items that can be used by bad actors to build additional weight by literally buying vote weight to game a quadratic voting system

While the token may not be bought and sold on the open market it is still transferable by the holder. The idea behind this is to showcase a way that developers can pass around access tokens in a peer-to-peer manner while retaining the right to remotely remove the access token at any time

These types of tokens can be used to enable select members of various different departments and ranks within semi-anonymous self-managed communities to delegate access to special functionality that would only be of interest to developers themselves in a way that minimises risk

Examples of such functionality in the context of software development are things like access to dev forums, logs, source code, merge rights and sudo or "superuser" functionality

This can also be expanded into other security use cases, like wrapping an employee's final payment into their system access token to ensure it is automatically burnt when they exit the organisation

Q: Will there be other badges in the future?

A: Yes

Q: Why is it called COAL

A: The experiment was referred to as “project santa” internally and was intended to be santa themed, playing with the concept of a “naughty or nice” list, so the name remains as a callback to this original idea.

Q: How did COAL distribution work?

A: The COAL token was issued to wallets that hit a minimum triggering threshold for perceived antisocial market behaviour heuristics during the first epoch, such as selling below mint, excessive undercutting, intentional floor suppression, dumping, excessive lowball offers and other self-serving markers that have a negative impact on a broader community level, as well as unethical actions such as actively circumventing wallet limits during mint or high levels of sketchy otc trade activity like intentional royalty avoidance through unofficial swap channels where the exchange is determined to have been commercial in nature, as well as blatant wash trading activity

This sounds super scary, but in reality the number of severe infractions the algorithm detected are limited to only a very small handful of wallets

Most recipients of COAL have committed only a few very minor infractions like selling below mint price or undercutting on the marketplaces, and still have some amazing rewards waiting for them to claim via one of the atonement routes

Q: Why make something like a COAL token in the first place?

A: These tokens are designed to showcase how non-transferable tokens can be used for things like ecosystem access, block-lists, pre-approval lists, as well as items that can be mutated or evolved from one form to many other different forms depending on the holder's other items and actions.

It's also important to be aware that actions have consequences later. Because it's impossible to hide your activity once it's committed to the blockchain you should always think twice about your own personal impact on a wider community level, and whether or not you really want your behaviour to become public record before going through with it.

Q: How does COAL get removed?

A: There are 2 ways to remove; the first is passively over the course of the epoch through good behaviour, and the other is actively through an atonement site we will release soon. Each path contains a different reward at the end

The removal mechanism will be made available as soon as possible. You can either wait for the atonement site to be up so you can remove it manually, or you can passively remove it via positive social and market behaviour within the tezos NFT community over the epoch

This positive behaviour does not have to be within the GOGOs ecosystem! If you have no GOGOs when the next epoch ends the algorithm will assess your actions based on your behaviour on other tezos blue chip PFP projects you hold over the epoch, including but not limited to Tezzardz, NEONZ, and ZIGGURATS

Falling that it will analyse your general marketplace activity, and if your actions are deemed to have had a positive impact the COAL will disappear

Once atonement is complete you will once again be able to access the entire GOGO ecosystem (along with additional exclusive perks and items that only COAL holders will have access to) plus you will retroactively unlock badges you may have missed out on during the first drop!

Q: Why did I receive the COAL token?

A: You will be able to find out exactly what caused your wallet to receive a lump of COAL as soon as the frontend is ready

Q: Why are some of these tokens non-transferable?

A: NTTs (non-transferable-tokens) also known as “soulbound” NFTs are an exciting new development in the NFT space. These proof-of-concept tokens showcase some of the possibilities this technology unlocks for real-world utility within distributed semi-anonymous communities such as rank and role designation, pre-approval lists, raffles, ecosystem access control, and somewhat sybil-resistant decentralised governance

Q: NTTs are unethical!

A: NTTs are inevitable. This experiment highlights this and raises awareness so that marketplaces and wallet providers can prepare for this eventuality

Q: NFTs are not supposed to be used like this!

A: Non transferability as well as this level of conditional permissioning is a part of the official Tezos TZIP-12 FA2 token standard that most developers haven't explored or experimented with yet

Q: How do I opt out of receiving rewards?

A: Having 0 GOGOs in your wallet at the end of an epoch removes your wallet from rewards in the following epoch. You can reactivate rewards at any time by obtaining 2 or more GOGOs within a given epoch

Q: Why are all the tokens unburnable?

A: For most items that you cannot trade on the open market there is an alternative 'return' entrypoint built into the token that achieves the same result as a regular burn operation in a non-destructive manner

This alternative mechanism simply transfers the item back to the artist instead of the burn address. If this flag is enabled on the token it's possible to return it to the system through this entrypoint should you no longer wish to have the token in your wallet

This technique has been designed to showcase a new non-destructive burn mechanism for cases where artists have put a lot of time and effort into their work or have the edition size as part of the meta within their art and would prefer the artwork to be returned to them instead of burnt when conducting an airdrop

This model still allows artists to enable burnable of tokens should they want the tokens to be part of a limited-time burn event

Q: How does the GIFT token work?

A: The GIFT token showcases a new way of distributing artwork releases in a bot-resistant manner using non-transferable, system-controlled tokens as well as the ability to rotate the contents of an NFT based on external conditions

The can also be used to improve and address many existing issues facing NFT artists and marketplaces today such as fair drop distribution, bot-resistance, loyalty rewards, raffles and more

A GIFT may be opened and the item inside retrieved only by holding a KEY token (and not having a COAL token)