

OnShelf Tokenomics and Engagement Model Structure

Target Audiences and Their Motivations

1. Creators: Use OnShelf as a promotional tool, highlighting their collections for minting or sale. Tokenomics should reward creators for showcasing their work, thereby attracting potential buyers.
2. Curators: Drawn to thematic curation, they add value by organizing and presenting NFTs in compelling ways. Incentives for curators can drive quality content creation and community engagement.
3. Collectors: Highlight their prized possessions on their "top shelf". Providing them with tools to showcase and possibly monetize their collections can deepen engagement.

Reward Mechanisms

- Creation Incentives: Implement rewards for shelf creation, inspired by the success of the \$DEGEN contest. This could include token rewards for the most engaging, creative, or popular shelves, as voted by the community.
- Tipping and Support: Formalize the tipping mechanism with the platform's native tokens, allowing users to directly support their favourite creators or curators.
- Shelf Collective Membership: An NFT or token-based membership for active community members, granting benefits like early access to new features, exclusive curation contests, and governance rights.

Community and Stakeholder Engagement/Involvement

- Advisory Group and Shelf Collective Community: Leverage these groups for feedback on token utility, distribution strategies, and platform features. This can help ensure the tokenomics model meets user needs and expectations.
- Token Governance: Introduce governance mechanisms that allow token holders, especially creators and curators, to have a say in platform decisions, such as feature development and community initiatives.

Long-term Vision and Competitive Positioning

- OnShelf as Web3 Pinterest: Rewarding beautiful curation aligns with this vision. The token can be integrated into revenue-sharing models, where curators earn a portion of the revenue generated from traffic or sales driven by their shelves.
- OnEcosystem Development: Explore additional NFT-related products and services, with the token serving as a cross-platform currency and governance tool. This approach can foster an ecosystem around OnShelf's technology and community.

Differentiation

Simpler, Risk-free Interaction: Emphasize the platform's ease of use and lower barriers to entry compared to competitors, focusing on short-form curation without requiring wallet signing. Highlight these aspects in marketing and community engagement efforts.

Inspiration from \$BOTTO and Basepaint

Revenue Distribution and Decision-making: Draw inspiration from these projects to design mechanisms where revenue generated (e.g., from premium shelf placements or partnerships) is shared with token holders or reinvested into community-voted initiatives. This can encourage long-term holding and active participation.

Implementation Suggestions

1. **Token Launch and Initial Distribution:** Consider innovative methods like airdrops to early adopters, rewards for initial shelf creators, and incentives for community builders.
2. **Community Governance Setup:** Develop a DAO structure for decision-making, with special consideration for creators and curators who actively contribute to the platform.
3. **Engagement and Growth Initiatives:** Regular contests, featured shelves, and curator spotlights can drive ongoing engagement, while strategic partnerships can enhance the platform's visibility and attract new users.
4. **Platform and Ecosystem Development:** Continue exploring and developing additional tools and services that leverage the shelf-building technology, ensuring the token remains central to the ecosystem's economy.