GOANNA

Holder Report

November 2022

A message from the Founder

Ben Wyeth

Founder

Dear Community,

As 2022 is coming to an end, it is time to look back at we have achieved as a community.

We created the #1 and #2 NFT projects with 'Al Goanna' as the top collection on Algorand, followed by the successful launch of the story-driven 'Mutants vs Zombies' collection.

We formed an incredible community of passionate holders and are taking steps to further empower the community through the recently elected Goanna Council.

We created the Goanna DAO, the largest community DAO in the ecosystem, with over 220,000 Algo managed by the Goanna Council to further strengthen our project.

We also launched our own community-focused NFT marketplace 'Shufl.app' to empower creators and communities based on a fair system of royalties.

We planted ~200,000 trees through the Gilbert Goanna Tree Fund, an achievement that makes me personally incredibly proud as we are making real-life impact as a community.

I'm excited for the future and to continue this incredible journey together with you!

- Benji -

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Goanna Highlights in 2022

AI Goanna collection
#1 on Algorand
4m Algo volume

Mutants vs. Zombies
#2 on Algorand
3m Algo sales volume

The Tree Fund
~200,000 trees planted
500k Algo AUM

Shufl.app
NFT Marketplace
250k Algo volume

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Al Goanna is the #1 NFT project on Algorand

489 unique lizards

Collection Highlights

- **#1 NFT project on Algorand in sales**

- **First Algo NFT project to hit 1m Algo volume**

- **First Algo NFT project to be purchased by VC firms as long-term strategic investment**

- **First Algo NFT project using a DEX for drop**

- **Algo NFT all-time high of 111,111 Algo**

- **Dedicated Goanna Merch for holders**

- **Official brand mascot for xBacked**

- **Exhibited at Seattle NFT Museum**

- **Present at Brisbane Institute of Modern Art**

- **Exhibit and Present at Algorand foundation Earth Day**

Mutants vs. Zombies is the follow-up collection to AI Goanna

The story of Andy the Mutant

A portal into a strange land …

Silvio Goanna and his team have developed a portal to explore the outskirts to the metaverse.

Andy the Mutant, who comes from a strange land of pollution and heavy industry, is sitting in a bar and sinking a few glasses of mutant beer because gas fees are too high.

Andy stumbles out of the bar into the portal and finds himself in the Goanna forest.

Disturbed by the sight of green reptiles, he spills his mutant beer and bites a Goanna in the neck, thus creating Mutants and Zombies.

Mutants vs. Zombies is the #2 NFT project on Algorand
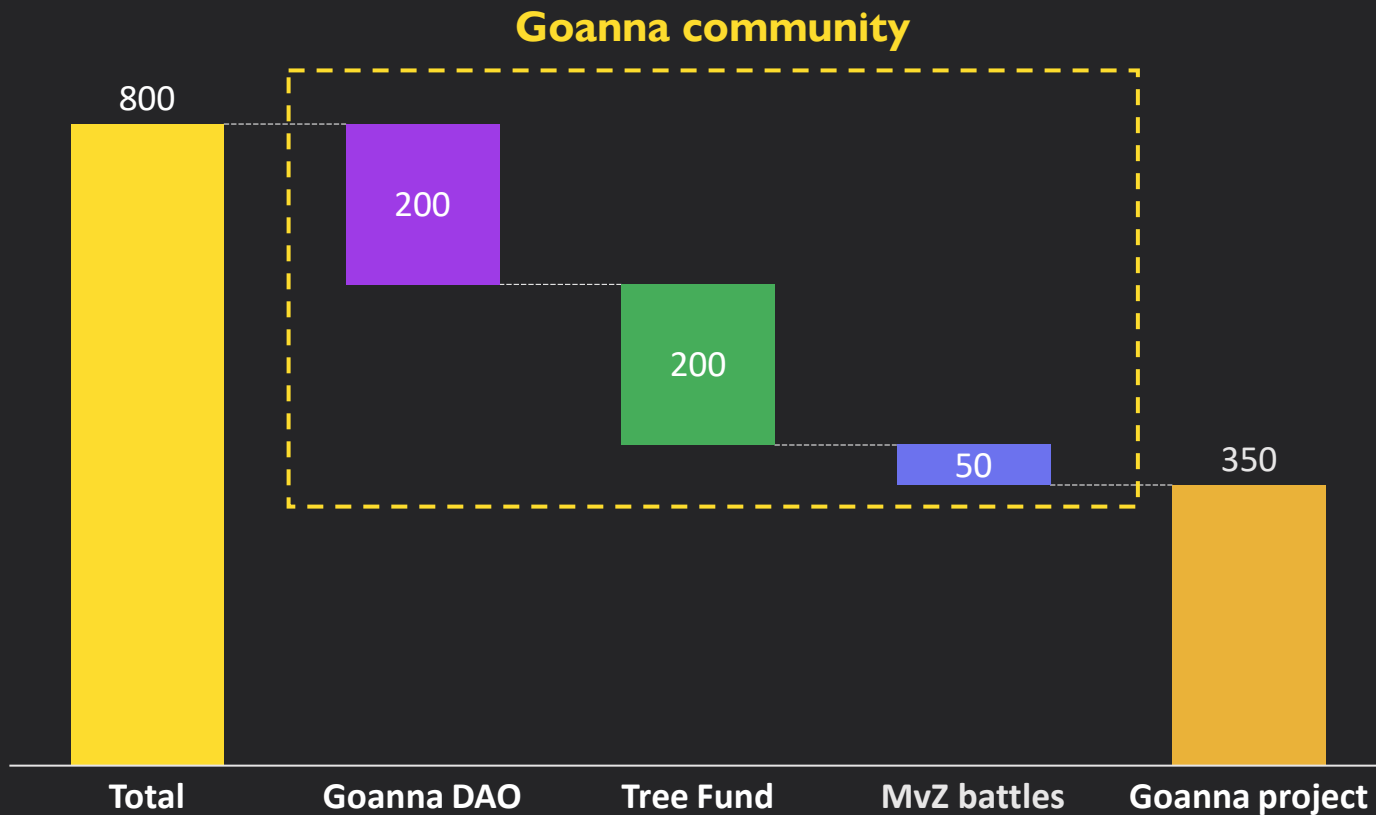
5,555 unique Mutants and Zombies

Collection Highlights

- **#2 NFT project on Algorand in sales**

- **First Algo NFT project to hit 1m Algo volume in 24h**

- **Successful launch on new Shufl platform**

- **Over 2,000 unique buyers and 1400 unique holders**

- **Onboarded new users from other blockchains**

- **Goanna holders can mutate or zombify their NFT**

- **MvZ holders battle for a prize pool of 50,000a**

- **Future proof based on ARC-19 standard**

- **Wide range of unique traits**

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More than half of MvZ primary proceeds go to the Goanna community

MvZ primary proceeds (in '000 Algo)

Goanna community

- Total: 800
- Goanna DAO: 200
- Tree Fund: 200
- MvZ battles: 50
- Goanna project: 350

Fund allocation

- More than half of the primary Mutants vs. Zombies proceeds are allocated to initiatives that benefit the Goanna community

  - ~200,000 Algo were given to the Goanna DAO as seed funding

  - ~200,000 Algo were given to the Tree Fund, the largest donation so far

  - 50,000 Algo are set as a prize pool for Mutants vs. Zombies battles

  - ~350,000 Algo are allocated to the Goanna project

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The AI Goanna NFT Project and the Goanna DAO enhance each other

A mutually beneficial partnership
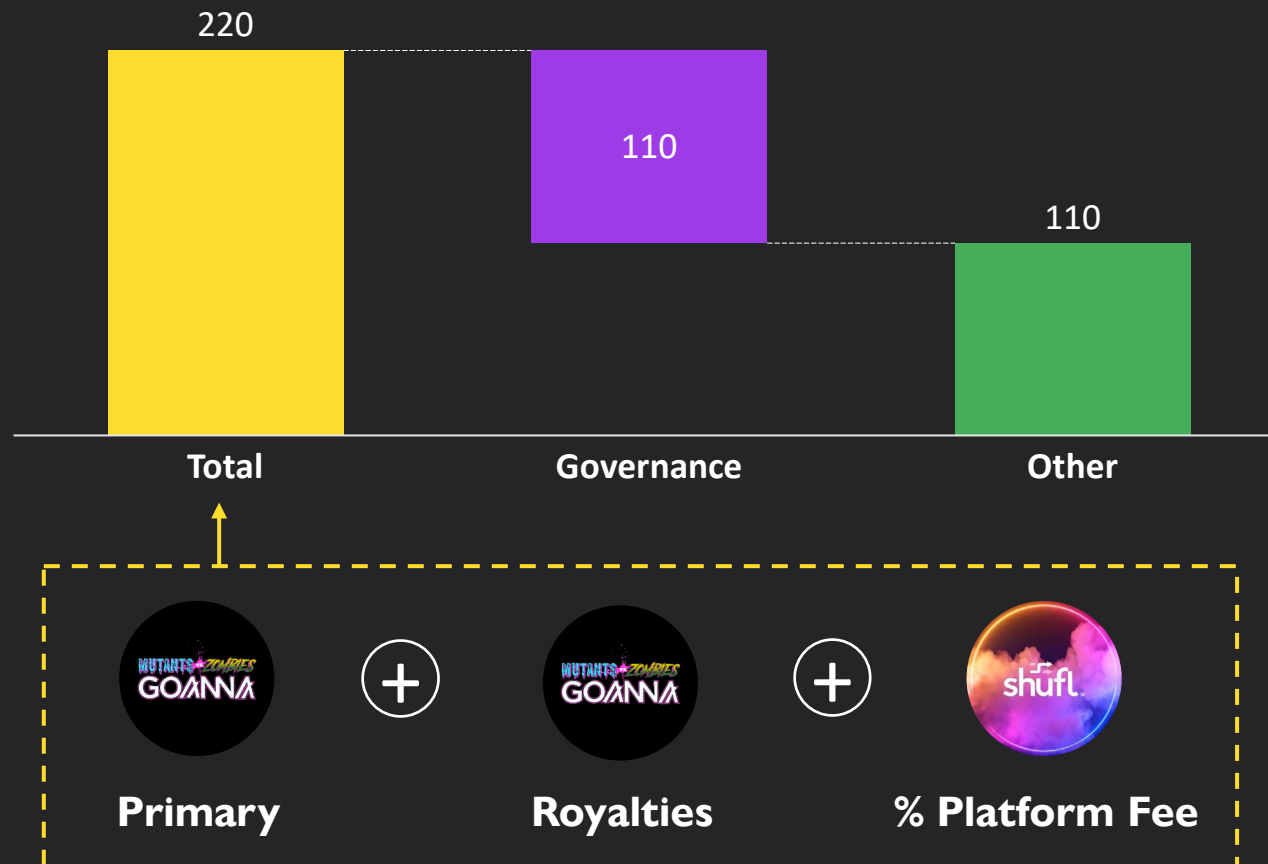
AI GOANNA

GOANNA DAO

- Set vision, mission and strategy for the project

- Create NFT collections and artwork

- Manage strategic partnerships

- Embed community feedback into decision-making

- Manage merchandise and Goanna brand

- Control creator wallets

- Set framework for DAO Governance

- Manage the Goanna community

- Communicate DAO activities

- Organize online and IRL events and activities

- Oversee Goanna investment DAOs

- Govern the Goanna treasury (220k Algo)

The Goanna DAO has over 220,000 Algorand under management

Goanna DAO (in '000 Algo)

Goanna DAO

- **The Multisig wallet holds over 220,000 Algorand after the contribution from MvZ primary proceeds plus royalties**

- **There has also been a donation from the Shufl marketplace, who are supporting the DAO with a % of the platform fees**

- **Following a holder vote, 50% of the treasury has been allocated to traditional Foundation governance**

- **Usage for the remaining funds will be decided by the Council.**

- **Wallet: EJMY42KM4WFHMDDFOACE ITBUOYCPGKBEKAVCMTMHEBDLPY5 D6VLZRDFPKY**

The Goanna Council consists of 8 trusted community members

Meet the Council

Roosh

Goanna303

Gov

Hank

Kyle W

Buddro

Chris

Hedda

About the Council

- Goanna holders have voted to assemble the first Goanna Council

- The Council is made up of Goanna members with a proven track record of contributing to the community

- Council members represent a wide range of professional backgrounds incl. VC, finance, legal, web3, tech, etc.

- The Council will meet on a regular basis to discuss progress, new perspectives, direction of the Goanna DAO and general advice to the project

The Tree Fund has planted ~200,000 trees

The Gilbert Goanna Tree Fund

About the Tree Fund

- The AI Goanna Project has spearheaded the movement for using NFTs as a vehicle for enacting real world change

- The Tree Fund is on a mission to plant trees and show that NFTs can be green

- Over 200,000 trees have been planted, enough to fill 100 football fields with trees!

- The Tree Fund has over 550k Algorand under Management

- The Fund generated a yield of 13,500a in Q3 through a combination of DeFi and Governance based strategies

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Forest Folk is the first NFT collection from the Tree Fund

Forest Folk collection

About the Collection

- **Forest Folk is the first dedicated NFT collection from the Tree Fund**

- **Featuring 1111 NFTs, the collection was created by emerging digital artist 'Edsontoast'**

- **NFT holders have exclusive access to the Tree Fund Discord channels hosted on the Goanna server**

- **Holding an NFT gives holders the opportunity to become a project governor and take part in regular community votes and receive regular updates from the Tree Fund leadership**

The Art Goanna series is exploring the creative potential of NFTs
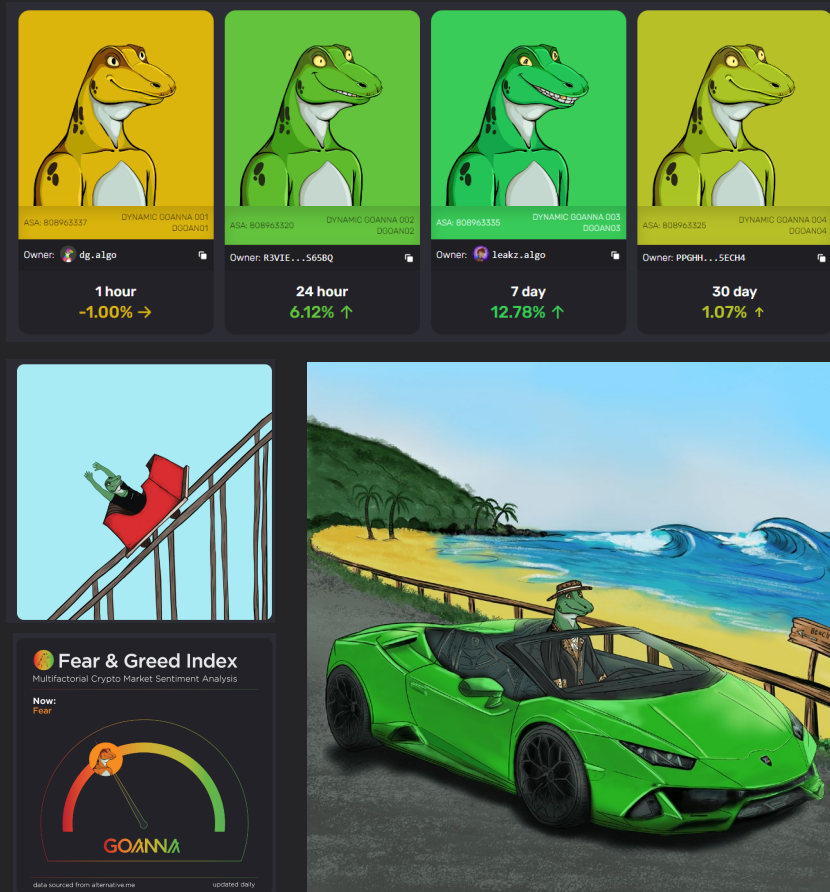
Art Goanna Series

About the Collection

- The Art Goanna series is an open-ended collection that is intended for creative expression. It was originally created to allow curated collaborations with artists interpreting the Goanna in their own unique style.

- The scope has expanded and offers the perfect vehicle to experiment and explore the creative potential for NFTs.

- As the NFTs are collaborations with other artists/projects ownership of these pieces does not come with commercial rights in the same way as the main Goanna collections

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The GoannaX Dashboard includes the first dynamic NFTs

Dashboard based on Algorand price

About dynamic NFTs

- **The GoannaX Dashboard is a dynamic NFT dashboard of Algorand market performance**

- **NFTs change in real time based on the current Algorand price**

- **The idea is based on the high correlation between community sentiment and price**

- **The series leverages the recently released ARC-19 NFT metadata standard on Algorand which allows image and metadata components to be updatable**

- **The Dashboard is openly accessible at https://algoanna.makerx.tech**

PolyGoannas are on a mission for the best ideas in Web3

PolyGoanna collection
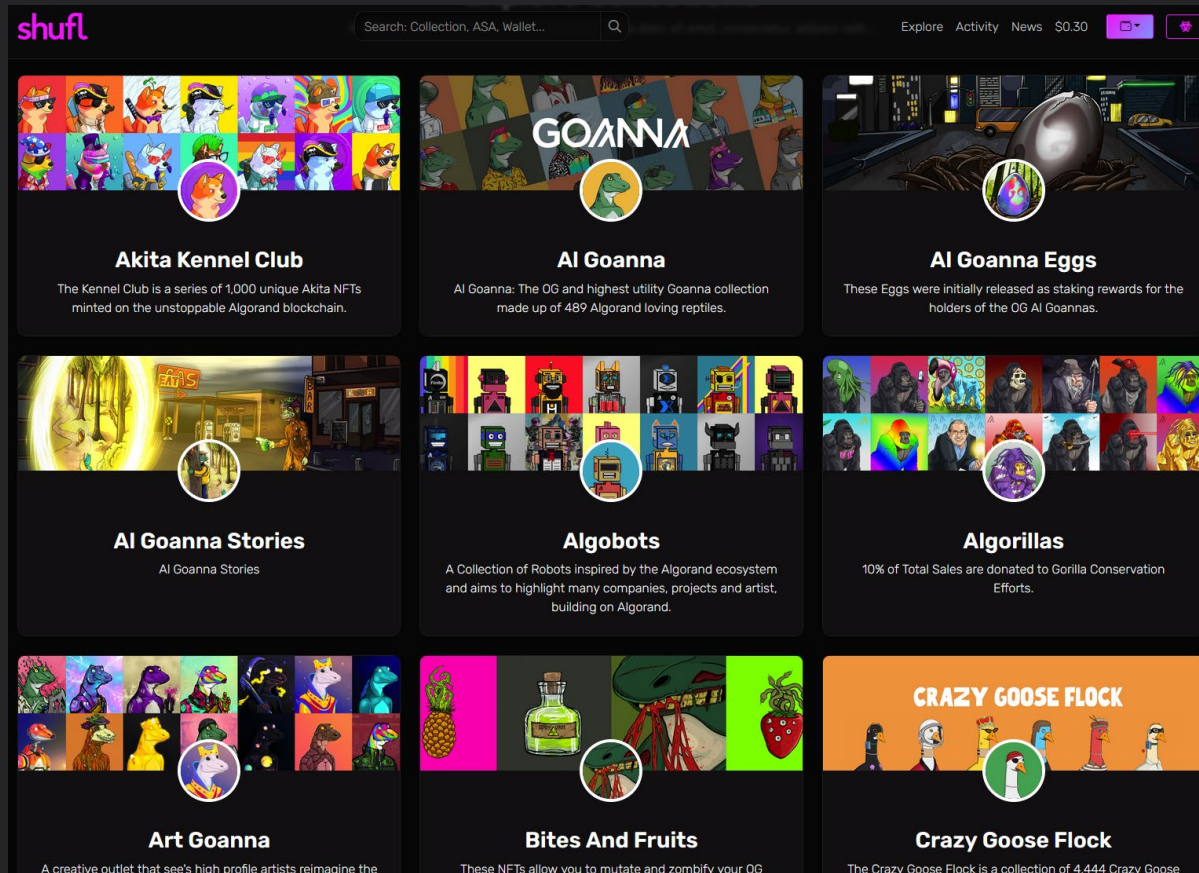

About PolyGoannas

- **PolyGoannas are a collection of 250 unique 3D Goanna avatars**

- **The collection has been developed in collaboration with Polynize**

- **Polynize is the world's first collaborative problem-solving innovation game where anyone can create, incubate and trade their best ideas**

- **Holders will represent the Goanna community in future innovation battles**

- **PolyGoannas are the first Web3 League team to enter the Polyverse**

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Shufl is a community-focused NFT marketplace

Shufl.app – The Home of Algorand NFTs

About Shufl

- **Shufl is a community focused NFT marketplace dedicated to empowering creators and communities while using our platform to drive real world impacts.**

- **Shufl has adopted a flat rate of 5% royalties on all marketplace sales. We want to empower artists of all sizes to share their work with the Algorand community and believe they should be rewarded for doing so.**

- **Shufl has committed to sharing 7.5% of our platform fees with the Goanna DAO**

- **Shufl will support the Tree Fund by donating 2.5% of platform fees to The Fund**

Thank you!

Created by Johnny.Algo

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