GOANNA

Holder Report 2023

A message from the Founder

Dear community,

As we move into **Q4**, it's a good opportunity to look back on the achievements that we have made as a community.

The **Goanna bank** is up and running, offering holders the chance to use their **NFTs** as collateral to take near zero interest loans and remain liquid. With **over 210,000A issued in loans** so far this year it is exciting to see the project bring this level of innovative utility to holders that can also benefit the broader ecosystem.

Our marketplace **Shufl** continues to offer V1 holders **zero platform fees** and support the Goanna DAO by sharing a percentage of fees. I'd like to thank the Goanna holders who continue to use and support Shufl as a marketplace.

Both the **World Cup Goanna** and **Super Bowl Goanna** collections brought some fun and excitement to the community earlier this year and provided a good opportunity to experiment with using NFTs in different ways.

The **Goanna DAO,** the largest community DAO on Algorand **holds over 300,000A in assets under management.** It is also the only DAO with the legal framework in place that we believe will provide a substantial opportunity to the project over the coming years.

The **Tree Fund** continues to go from strength to strength and I'm proud to say we have now **planted over 250,000 trees** across five continents demonstrating how NFTs can be used to drive real world impacts.

While things have been relatively quiet over the last few months, we have been busy behind the scenes building several **key partnerships** and completing a **corporate restructuring** that will **ensure the longevity of Goanna** as part of a broader portfolio of platforms and projects. I look forward to being able to share more news in relation to these developments over the coming months.

I'm excited for the future and grateful for the opportunity to continue to build this incredible community with you all.

- Benji -

**Ben Wyeth
Founder**

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Goanna Highlights

AI Goanna collection
#1 on Algorand
$4.7m volume

Mutants vs. Zombies
#4 on Algorand
$1.0m sales volume

The Tree Fund
>250,000 trees planted
>680k Algo AUM

Shufl.app
NFT Marketplace
>100 collections

Goanna Bank
Near zero interest loans
>200k Algo lent out

Goanna DAO
Community-owned
>300k Algo AUM

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AI Goanna is the #1 NFT project on Algorand in USD volume

489 unique lizards

Collection Highlights

- **#1 NFT project on Algorand in USD 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 $228,000**

- **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 Al 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 #4 NFT project on Algorand in USD volume

5,555 unique Mutants and Zombies

Collection Highlights

- **#4 NFT project on Algorand in USD sales**

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

- **Successful launch on new Shufl platform**

- **>2,000 unique buyers and 1,400 unique holders at launch**

- **Onboarded new users from other blockchains**

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

- **Story-driven NFT collection**

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

- **Wide range of unique traits**

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

MvZ primary proceeds (in '000 Algo)

Goanna community

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

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 Tree Fund has planted over 250,000 trees!

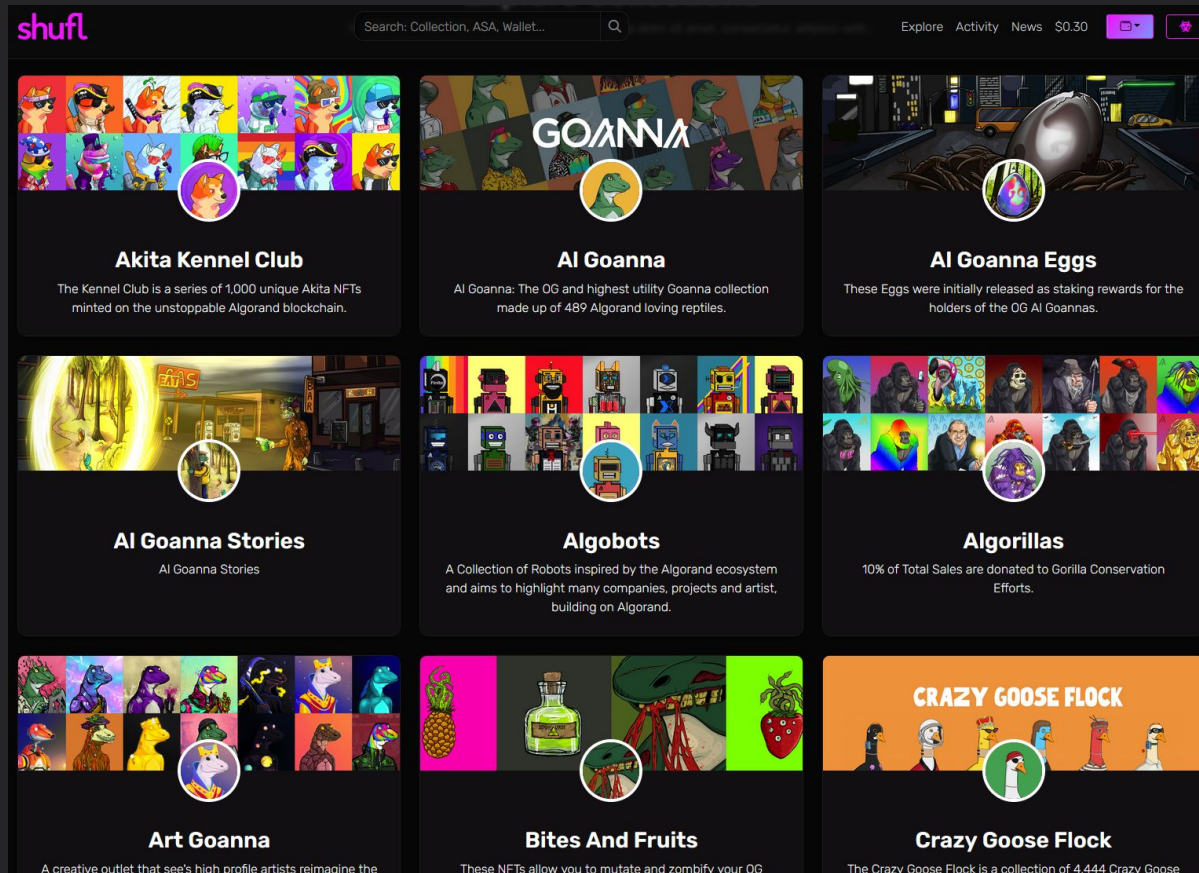## The Gilbert Goanna Tree Fund

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 250,000 trees have been planted, enough to fill 125 football fields with trees!

- The Fund generated a yield of 38,000a in Q2 2023 through a combination of DeFi and Governance based strategies

- Tree Fund will have 681,081A after the distribution of last quarters yield to partners (45,930.89A). It also has 3,397USDC

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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**

Goanna Bank offers near zero-rate loans to v1 holders

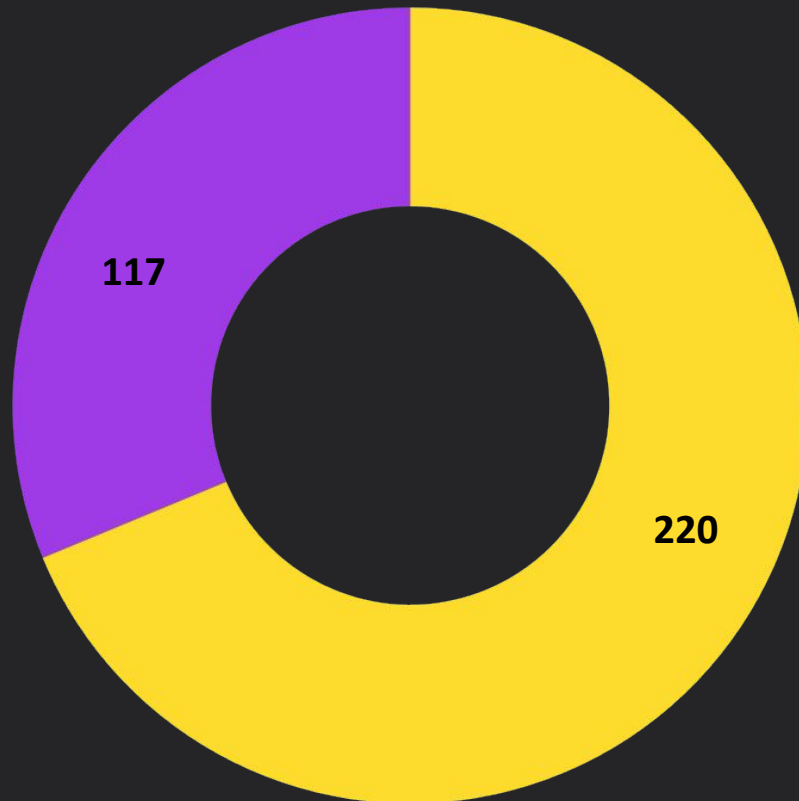## Welcome to Goanna Bank!

About the lending program

- Goanna Bank determines the value of NFTs based on their current floor price and distribution and offers a percentage of that floor price whilst holding NFTs as collateral.

- Holders pay a set **APR** for up to fixed period of time, and **Goanna** bank returns the **NFT** back to the holder once the loan has been paid in full

- Liquidity is supplied by the **Goanna DAO**

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The Goanna DAO has over >300,000 Algorand under management

Goanna DAO (in '000)

- Algo
- USDC

117

220

Goanna DAO

- **The DAO was kickstarted through the contribution from MvZ primary proceeds plus royalties**

- **The Shufl marketplace is supporting the DAO with a % of platform fees**

- **Funds are used to fund Goanna bank and allocated to yield generating activities (DeFi, Governance)**

- **Part of funds are held in stablecoins to hedge against market volatility**

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

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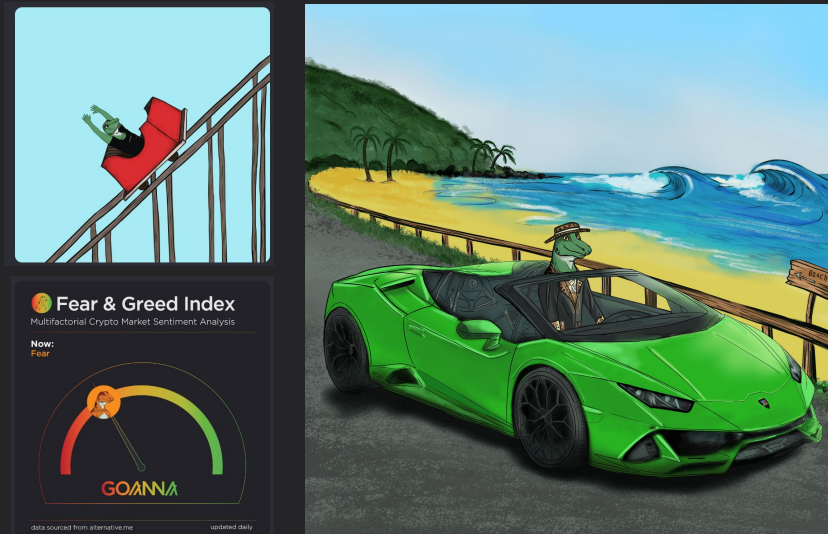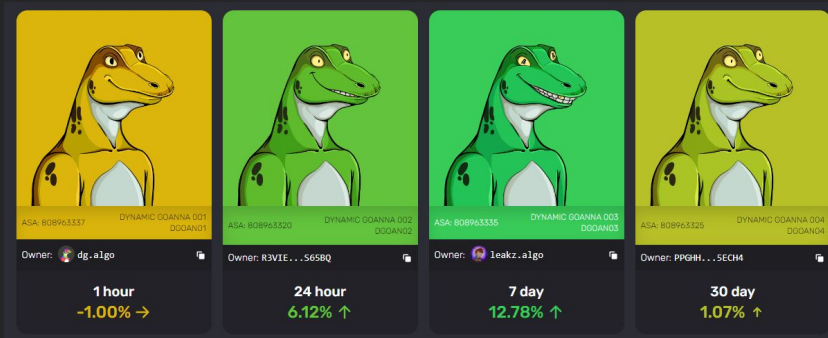
Art Goanna Series

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

Thank you!

Created by Johnny.Algo