

Fonts are DeFi enabled NFTs, governed by DAO.

# Font.Community Font Mining



# Font Mining

Font mining is a way of mining \$FONT tokens by contributing to the font community. 50% of the total supply is allocated to Font mining, that is 1,000,000 \$FONT is available for mining. The primary goal of Font mining is to bring maximum value to the Font Community including Font creators, Buyers, Sellers, Designers, Investors, Speculators, and foundries.

The below table shows overall allocation by category.

Item	Description	Allocation in %	Allocation in \$FONT tokens
Font Makers	When font makers upload their fonts	15	300,000
Ownership Trading	The incentive for trading Font Ownership	11.5	230,000
Purchase Font license	When font users buy licenses for font	3.5	70,000
Foundries and top creators	For top tier font creators and foundries	5	100,000
Font Contests	Frequent contest around fonts to bring value	2.5	50,000
Font Influencers	For who brings value to Font.Community	2.5	50,000
Misc	For future use	10	200,000

# 1. For Font Makers

End of the day it's font creators/designers who are going to sell their stuff. There are around 25,000 font creators worldwide and around 3000 creators tried to sell their fonts online at least once. There are around half a million web fonts that exist. Our goal is to onboard maximum fonts and font creators and converts them into NFTs. So we allocated 300,000 \$FONTS to incentive the font creators to upload their fonts in the font.community.

We further divided the allocation of 300,000 \$FONTS into two parts:

- 200,000 \$FONTS are for commercial fonts that are not free to use.
- 100,000 \$FONTS are for free fonts that are free to use, for example, Roboto.

On both types, we further divided the incentives into 4 tiers. Below is the table explaining it. Creators who upload Free fonts will be eligible for both free slots as well as premium slots.

## For Premium fonts

200,000 \$FONTS	Tier 1	Tier 2	Tier 3	Tier 4	Total
Total \$FONTS for this Tier	80,000	60,000	40,000	20,000	200,000
Fonts eligible for this Tier	2,000	12,000	16,000	20,000	50,000
\$FONTS / font	40	5	2.5	1	-
Max fonts eligible per user for \$FONT mining	10	20	60	100	190
Max \$FONTS mineable per tier	400	100	150	100	760

## For Free fonts

100,000 \$FONTS	Tier 1	Tier 2	Tier 3	Tier 4	Total
Total \$FONTS for this Tier	40,000	30,000	20,000	10,000	100,000
Fonts eligible for this Tier	2,000	12,000	16,000	20,000	50,000
\$FONTS / font	20	2.5	1.25	0.5	-
Max fonts eligible per user for \$FONT mining	10	20	60	100	190
Max \$FONTS mineable per tier	200	50	75	50	380

### Rules and Examples:

- If you upload the fonts as Free(which is not eligible for license fees), then you get \$FONT token from both the premium allocation as well as Free allocation. This is to encourage more free fonts.
- \$FONT tokens can be withdrawn only after 6 months from the upload. This measure is to stop rewarding the pirated fonts.
- If we find the uploaded fonts are pirated, the reward will be canceled.
- Community decision by governance is final in case of dispute

## 2. Ownership Trading

NFT is all about ownership. That's the reason we decided to allocate 230,000 \$FONTs (11.5% of supply) for NFT ownership trading. We split that allocation into two methods:

- Font Auction Events, 120,000 \$FONTs for 6 events
- Normal Ownership trade incentive, 110,000 \$FONTs

### Font Auction Events:

We plan to conduct 6 Font Auction Events, each 3 months apart. By rewarding both the buyers and sellers on this particular event, we encourage more ownership trade with incentives. Since most of the font creators are not crypto-savvy, we conduct these events to encourage font creators to sell off ownership to degen players. This will benefit a lot of small time font creators.

Font Auction Events	Event 1	Event 2	Event 3	Event 4	Event 5	Event 6	Total
\$FONT Allocation	40,000	20,000	20,000	20,000	10,000	10,000	120,000
\$FONT % in supply	2	1	1	1	0.5	0.5	6
\$FONTs per \$100 of trade volume	5	2.5	2.5	2.5	1	1	-
\$FONTs / \$100 of volume for buyers	3	1.5	1.5	1.5	0.6	0.6	72,000
\$FONTs / \$100 of volume for sellers	2	1	1	1	0.4	0.4	48,000
Target Ownership trade volume	800,000	800,000	800,000	800,000	800,000	800,000	4,800,000

**Rules and Examples:** Unclaimed tokens will be moved to normal ownership trade incentive Tier 3



## Normal Ownership trade incentive

Ownership Trade Incentive	Tier 1	Tier 2	Tier 3	Total
\$FONT Allocation	50,000	40,000	20,000	110,000
\$FONT Allocation in %	2.5	2	1	5.5
\$FONTs per \$100 of trade volume	3	2	1	-
\$FONTs per \$100 of trade volume for buyers	1.8	1.2	0.6	-
\$FONTs per \$100 of trade volume for sellers	1.2	0.8	0.4	-
Target Ownership trade volume	1,666,667	2,000,000	2,000,000	5,666,667

### 3. Incentive for Font License sales

This incentive is to drive the font license buyers to font.community. Totally 70,000 \$FONTs or 3.5% of total supply allocated to it. We divided this incentive program into 3 tiers. Here only buyers will receive the incentive. Here is the table:

Font License buying incentive	Tier 1	Tier 2	Tier 3	Total
\$FONT Allocation	40,000	20,000	10,000	70,000
\$FONT Allocation in %	2	1	0.5	3.5
\$FONTs per \$100 of sale volume	2	1	0.5	-
Target License sale volume in USD	2,000,000	2,000,000	2,000,000	6,000,000

## 4. Foundries & top creators

Foundries are font making organization or team. There are around 1000 foundries and 25,000 Font creators worldwide. We plan to incentive the top players to be part of the font community. We manually identify and pitch them about Font.Community, and incentivize them to be part of font.community. These people will bring top fonts and the bulk of buyers. We hope of Spending 100,000 \$FONTs(5% of total supply) on them will bring a lot of value to the whole community.

The end goal of this incentive is to

- Bring quality and quantity fonts.
- Bring Fonts that are used most.
- Bring Foundries that work with top corporates and brands.
- Bring Creators who sold a lot of fonts in centralized.
- Bring more font users to the ecosystem.
- Move top 5% of foundries and top creators to font.community.

Unused \$FONT tokens will be moved to Tier 4 Font creator incentive pool and Tier 3 Font ownership trade pool.

## 5. Font Contests

We believe, by conducting multiple font contests, we can bring more creativity and value to the whole Font.Community. Total allocation for Font Contests are 50,000 \$FONTs(2.5% of total supply). The goal is to incentivize innovation in fonts. We request the community for a font contest for driving font innovation. Following are the few ideas we decided to do:

- Celebrity handwriting fonts.
- Handwriting fonts of historic people.
- Most innovative fonts.

Unused \$FONT tokens will be moved to Tier 4 Font creator incentive pool and Tier 3 Font ownership trade pool.





## 6. Font Influencers

A total of 50,000 \$FONTs(2.5% of total supply) is allocated to font influencers who can endorse and bring value to Font.Community. They may be celebrity font designers, Influencers, People with large social media followers in the Font industry, etc.

Unused \$FONT tokens will be moved to the Tier 4 Font creator incentive pool and Tier 3 Font ownership trade pool.

## 7. Miscellaneous

We keep this reserve for new ideas we might get in the future to bring value to Font.Community and \$FONT token. 200,000 \$FONTs (10% of total supply) allocated to this pool. We keep this because we may get better ideas in the future which we need some reserve.

Unused \$FONT tokens will be moved to the Tier 4 Font creator incentive pool and Tier 3 Font ownership trade pool.