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MoonGorilla FAQ's

Q. What is an NFT?

A. [non-fungible token](#) (NFT) is a digital asset that represents ownership of digital or real-world objects like art, music, in-game items and videos. NFTs are becoming an increasingly popular way to buy and sell digital artwork, such as MoonGorillas.

NFTs allow buyers to own the original item and contain “built-in authentication”, which serves as proof of ownership secured by blockchain, ensuring that:

- There can only ever be one official owner at a time,
- No one can modify the record of ownership without an owner’s consent, and
- A new NFT of the artwork cannot be copied/pasted into existence (i.e. it is unique and non-replicable).

Each MoonGorilla NFT is a unique digital piece of art and is generated by drawing from more than 300+ separate traits such as headgear, apparel and facial expressions.

Q. How do we buy the NFT's?

A. You can purchase a MoonGorilla NFT on the Dian Fossey Gorilla Fund website <https://gorillafund.org/moongorillas-nft/> from **12am EDT (GMT -4) on May 2 to 11:59pm EDT (GMT -4) May 6**. Note: sales are limited to 10 per person.

When you purchase your MoonGorilla, you **MUST** provide a digital web3 wallet. You will use this wallet to store and trade your MoonGorilla (see instructions below on how to create a wallet).

Q. What is a digital ‘web3 wallet’?

A. A web3 wallet is an essential tool for storing and trading digital assets such as your MoonGorilla NFT. These wallets have what is known as a “public” and “private” key, which are cryptographically generated and allow you to store, use and transfer your NFT.

There are many Web3 wallets, such as [Metamask](#), which equip you with a wallet address, key vault, secure login, and backup options to manage your digital assets securely. We recommend buyers without an existing wallet use a Metamask wallet which is very commonly used (see our instructions on how to download and use a Metamask wallet [HERE](#)).

With a digital wallet, you have sole responsibility for your NFT assets and the keys to access them. Your digital assets are only as safe as your keys, so back them up and keep them safe. Never, ever share your password or seed phrase to anyone.

Q. How do I download and use the Metamask digital web3 wallet?

A. See our instructions on how to download and use a Metamask wallet [HERE](#).

Q. How much does each MoonGorilla NFT cost?

A. MoonGorillas are USD \$120 for this sale period. Secondary market prices will vary in line with demand.



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Q. Will all the money from the sale be going to the Dian Fossey Gorilla Fund?

A. Yes, 100% of the proceeds from the initial sale of these NFTs will go to the Dian Fossey Gorilla Fund as well as a % of future royalties received.

Q. How will MoonGorillas help REAL gorillas?

A. 100% of the proceeds from the initial sale of the MoonGorilla NFTs will go toward our important work to conserve endangered gorillas. Beyond the initial sale proceeds, a % of future royalties received for the secondary sale of the MoonGorillas will also come to us.

This is where MoonGorillas can help their Earth-bound cousins. The sale of these NFTs will make a real and direct impact on our work to ensure that these gorillas have a future. The Dian Fossey Gorilla Fund is working to protect almost 2,400 sq km of critical gorilla habitat in the Democratic Republic of the Congo and Rwanda—that is an area three times the size of New York City and one of our planet's best natural defenses against climate change. The Fossey Fund also has programs aimed at improving the lives of people living near the gorillas' forest home through food and water security, livelihoods and education.

Q. Are MoonGorillas a legitimate NFT?

A. Yes, our partners, PERL.eco are well known and respected within the industry.

- PERL.eco (Perlin) is a highly transparent and established blockchain project that has been in the space since 2018.
- They are listed on major global exchanges such as Binance, which conduct intensive due diligence.
- They are partnered with reputable brands/organisations (e.g. Meta SparkAR, International Chamber of Commerce, Bioeconomy etc),
- They have been featured in major media (e.g. Bloomberg, Venturebeat, NASDAQ, Straits Times, Financial Times, etc).
- They are well-recognized within the crypto space with a clearly identifiable team.

WHAT CAN I DO WITH MY MOONGORILLA NFT?

Q. How can I view my MoonGorilla?

A. Once you receive your MoonGorilla, you can view it by following the instructions [HERE](#).

Q. What utility does the MoonGorilla have?

A. You can use your MoonGorilla NFT in the same way you can any piece of collectible art, including for personal enjoyment, commercial purposes and/or trade with other NFT collectors and enthusiasts.

MoonGorilla NFTs will also be the first full collection in the world that also has an augmented reality (AR) effect using pioneering technology developed by [SparkAR Studio](#).

Each MoonGorilla NFT has Spark AR effects allowing you to interact with your NFT in creative ways. Users will be able to scan a code using a Meta family app (e.g. Facebook or Instagram) to



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access and share the AR effect on their MoonGorilla. For example, when you view your gorilla, it will create a 3D effect and move and shift on the page as you move your device, unlike a static photograph or image. See <https://www.perl.eco/nft> for instructions on using SparkAR.

Q. What is SparkAR and how do SparkAR effects work?

A. Spark AR Studio is an augmented reality (AR) platform owned by Meta (Facebook) that allows users to create AR effects for mobile cameras. You can think of it like Photoshop or Sketch, but for AR. Its pioneering tech and tools are focused on bridging the gap between the real world and virtual worlds (like the rapidly expanding metaverse).

Q. What are the future plans for MoonGorillas?

A. This is a community-driven project led by PERL.eco with a goal to integrate MoonGorillas into a wider metaverse where people can engage and contribute to real-world solutions to environmental problems. This will include the ability for MoonGorilla owners to participate in games, initiatives and communities focused on social and environmental work in the metaverse for real-world impact.

The project will also give priority access to pioneering new on-chain carbon offset, monitoring and market trading mechanisms for our community and the crypto and NFT ecosystems. These will provide a powerful new set of tools for NFT projects to ensure they are green and sustainable.

To learn more and get updates on the project, check out and join the [MoonGorillas Discord Community](#).

Q. How many MoonGorilla NFTs are there?

A. A hard capped maximum of 10,000 MoonGorilla NFTs will be generated for the collection. A minimum of 8,888 is reserved for the initial general sale for the Dian Fossey Gorilla Fund, with 100% of proceeds going to us.

The remaining 1,112 will be reserved in the MoonGorilla Project treasury for the following uses:

- Community building such as rewards for early adopters and active members
- Funding future initiatives for social and environmental impact
- Marketing and partnerships with corporates, celebrities, influencers and other players committed to worthy causes like the Dian Fossey Gorilla Fund
- Any project management and maintenance costs
- Project team

Join the [MoonGorillas Discord community](#) to learn more and get updates.

Q. Are there a limited number of MoonGorillas with something special in them?

A. Yes, 20 ultra-rare MoonGorillas specially designed with the crypto community in mind. Other special features have been added throughout the total collection of 10,000 MoonGorillas, which have been randomly interspersed within the collection.



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ABOUT BLOCKCHAIN & CARBON EMISSIONS

Q. How will you ensure MoonGorilla NFTs will be GOOD for the environment?

A. It's important to understand that all conservation projects and initiatives will have an emissions footprint. These emissions are carefully balanced against the powerful benefits it can bring for worthy causes. In this context, we acknowledge that NFT projects can lead to poor environmental outcomes if creators don't carefully consider how they are executed. That's why we've tried to learn from past missteps and to come up with future best practices.

With all that in mind, in addition to 100% of the proceeds benefitting gorilla conservation, we're doing five key things to ensure that MoonGorillas have a clear and compelling net positive impact on the environment. This includes:

1. Use of Polygon, a low emissions blockchain network, to support our NFTs.
2. Calculation of total emissions based on reliable third-party resources such as [Digiconomist](#)
3. Donation of 10 times the carbon credits required to completely offset the minting and distribution of our NFTs
4. Donation of a further % of any royalties our NFTs receive to ensure that any future blockchain activity is offset
5. Developing a Carbon Backer blockchain tool allowing all NFT projects to transparently offset emissions.

Q. Why did you choose the Polygon blockchain network?

A. Emissions from NFT transactions depend on the blockchain they use. Proof-of-Work (PoW) blockchains consume substantially more energy than [Proof of Stake \(PoS\) blockchains](#) (a [recent study](#) demonstrated that PoS blockchains consume less than 0.001% of PoW blockchains like Bitcoin).

After exhaustive research and analysis, we landed on the Polygon Network (a PoS blockchain), which is substantially less energy-intensive but still widely adopted worldwide. We believe Polygon strikes the right balance between minimizing emissions while still ensuring as many NFT buyers as possible can participate and own a MoonGorilla.

We understand and accept that Polygon is a "sidechain" that still relies on the Ethereum PoW blockchain to function and is therefore still more carbon-intensive than a purely POS blockchain. That's why we're pioneering some innovative world-first mechanisms to address the remaining carbon footprint.

Q. How have you calculated the emissions?

A. Using third-party tools (such as those provided by [Digiconomist](#)), we have carefully calculated the emissions arising for all blockchain transactions required on both Polygon and Ethereum. If



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you'd like to see our calculations and assumptions, you can find the open source [NFT carbon calculator](#) we created.

Based on this, we've calculated that the total carbon footprint for the minting and distribution of MoonGorilla NFTs to be around 4 metric tons of CO₂, which is equivalent to the emissions of slightly less than one car in a year (see [US EPA's Greenhouse Gas Equivalencies Calculator](#)). It is also the equivalent of the carbon sequestered by 5 acres of US forest in a year. The Fossey Fund is currently working to protect almost 600,000 acres of forest in the Democratic Republic of the Congo, which given its rich plant biodiversity is estimated to hold more than 250,000,000 tons of carbon). The support of projects like Moongorillas will help ensure that this vital work to save one of our best natural defenses against climate change will continue.

To be even more ultra-conservative, we've then multiplied this carbon footprint by a factor of x10 to ensure there's absolutely no chance we've underestimated the emissions.

Q. How will the minting and distribution be offset by carbon credits?

A. To ensure that the MoonGorilla NFTs are inarguably carbon positive, the project will donate 10 times the carbon credits needed to offset the entire minting and distribution process. That's enough carbon credits to offset 40 metric tons of emissions. Additionally, we have further limited any emissions directly attributable to the initial sale by allowing collectors to purchase MoonGorillas using fiat currency on the Dian Fossey Fund website, rather than in cryptocurrency.

How are you offsetting emissions from future trading and transfer of the NFTs?

A. We understand that future blockchain transactions from the trading and transfer of MoonGorilla NFTs will create new emissions. To address this, a % of any royalties received on the secondary market will be donated to the Dian Fossey Gorilla Fund. We will continuously monitor and offset these emissions in a transparent and accountable way for as long as the MoonGorillas continue to actively trade.

Q. What is the Carbon Backer?

A. Our [PERL.eco](#) partners are also in the final stages of developing the Carbon Backer tool. The Carbon Backer has been designed as a gold standard for how projects and collectors can easily and transparently offset their NFT-based emissions. Once the tool is deployed live, we'll lead by example and onboard the MoonGorillas to future-proof them against all emissions.

You can join the [PERL.eco](#) community on [Twitter](#), [Discord](#) or [Telegram](#) to learn more and get updates on the Carbon Backer.



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Extinction vs Emissions

The reality is that conservation as a whole is underfunded—it is estimated that only 3%-5% of charitable giving goes to environmental causes. The very real risk in many cases may be that entire species, like the very at risk gorillas, are lost to the world forever.

By proactively and aggressively mitigating the carbon impacts of this project, we believe that not just the MoonGorilla NFTs but all conservation-focused NFTs can now be used as a powerful new non-traditional fundraising tool. We are leading by example to set an industry precedent for *all* future NFT projects raising critical funds for conservation initiatives.

Q. How is the MoonGorilla NFT Project different from past NFT projects for conservation?

A. From the start of the MoonGorillas project we have been actively aware of the potential for creating carbon emissions from technology used to deliver the NFTs and working on solutions to mitigate any impact. We are actively addressing this by going beyond and off-setutilizing carbon credits. We will actually off-set more carbon that is created by a significant factor so that MoonGorillas are net-positive.

But we're not stopping there. A percentage of royalties on secondary sales of MoonGorillas will go to purchase carbon offsets to ensure future transactions on the blockchain are also addressed.

Beyond this, we have further invested in creating a technology solution with our partners at PERL.eco, Carbon Backer, which allows owners to easily and transparently offset their NFT-based emissions. Once the tool is deployed live, we'll lead by example and onboardthe MoonGorillas to future-proof them against all emissions. We planned to go beyond any other NFT project in actively addressing the potential for emissions impact and we will carry this ethos forward and the MoonGorilla project grow.