PeopleDao Afro Piece (PDAP) - Community Project Proposal

I. Brief summary

The People Dao Africa NFT project is focused on helping the community at large and Africans as well, this proposal entails the needs of the project and contributions it will offer to PeopleDao and web3 in general, funding would help satisfy every financial need that may hinder the success of this project. This NFT project is a medium to showcase Africa's arts and the history behind them, telling most of the forgotten stories and events that took place centuries ago. Adapting web3 into this project will be absolutely mind blowing and a great way to evolve.

II. Identify need in web3 or problem web3 is positioned to solve

Web 3.0 as with any nascent requires experimentation. If this is truly an opportunity to build and create new paradigms, for these new structures to benefit previously excluded and marginalised groups requires participation, as well. And every new experiment is an opportunity to onboard more curious people into the web 3.0 ecosystem. This potential is especially exciting for African artists, in particular. Whereas the gatekeepers of the art world have had a say in not only who gets to participate, but what is considered valuable, the permissionless and democratised nature of web3 is a compelling alternative.

The big question on the value of art, and NFTs in particular, isn't necessarily whether or not they have value, but who gets to decide. Africa isn't yet finding much success on NFTs, Blockchain, so many are still blinded to what web 3.0 is and that means the Africa market is yet to be explored.

This project is going to change the course of the African internet overnight and others who think that web 3.0 is a fad, let's see this Nft project as an opportunity to not only combine design and technology in the production of African artworks but to explore the questions of value and hegemony in the African context.

Also this project is set to increase confidence in a lot of Africans, most Africans know about NFT's but have this mentality that only the outsiders (non Africans) are to participate in any NFT projects whether to buy or sell it. This is from PeopleDao Africa and we plan to carry on as many Africans as we can and also the world at large. We aim to be as successful as CFRAC NFT's.

III. Description of the project and how it solves problem

An NFT is a digital asset that exists completely in the digital universe—you can't touch it, but you can own it. An NFT can be any type of digital file: an artwork, an article, music or even a meme. NFTs took the world by storm in 2021, bringing forth a digital art revolution while becoming one of the fastest growing asset classes of the year.

The rise of NFTs has allowed us the authority to rent digital artworks out, to sell them or display them how we wish. Previously, the exclusive, illustrious world of art collecting and selling has been something that's generally happened in physical spaces concerning physical artworks.

This NFT project showcases the evolving utility of NFTs, how they are already building and exposing the community at large and Africans to meaningful historical artworks/events that may have been forgotten, and sharing the bitter and fascinating history behind past occurrences, some of which may have been neglected as a result of civilization. The project gives us the opportunity to explore ancient art thereby, making them accessible to everyone and reminding Africans of their origin and the value of these pieces and also opening up the NFT adoption door plus Educating Africans as well.

IV. Core team members information

Please read our team member information in the link below

V. How will the project build around the $PEOPLE token or contribute to the PeopleDAO ecosystem?

This NFT project brings more awareness to the PeopleDAO ecosystem through many ways. Part of the design and the storytelling is built around people and community, and then $PEOPLE token as well since part of the revenue will be used to purchase $PEOPLE token and sent back to PeopleDAO treasury, minters must hold $PEOPLE in their wallet to mint, we plan to massively market this project on our new PeopleDAO Africa Twitter account as well and in general this project is a PeopleDAO project.

VI. Return on investment for DAO in terms of revenue and assets

We decided to issue about 1,499 NFTs designed in the collection and we commit to contribute a part to the PeopleDAO community. We decided to transfer 150 whitelist NFTs spots for C-FRAC NFT owners and the other 200 spots for people holding 1,500 people tokens. People on the whitelist spot are able to mint one NFT for half the sale price. Furthermore, we will also allocate about 10 free-minted NFTs for People DAO core contributors and 20 NFTs for giveaway campaigns for the project marketing. The remaining 1,199 NFTs will be put on market sales. These incentives would encourage people to learn and hold $PEOPLE tokens if they want to purchase NFTs at a discount. 50% of the total sales at mint will be used to purchase $PEOPLE and allocated back to the PeopleDAO Treasury.

VII. Indicators of how we will measure project success

After launching this NFT project we can say it is successful based on how fast we sell out and the number of registration for the whitelist spots (approximately 3000-4500). If this project is successful there will be an increase in the number of people interested in PeopleDAO and other communities will want to collaborate with PeopleDAO plus we can measure success via Twitter engagements.

VIII.   Timeline

1. Secure funding for research.
- Consultation - 22nd July 2022
- IRL outreach to Art Galleries and museums - 23rd July 2022
2. Finish research and consultations - 27th July 2022
3. Designing NFT collection - 22nd September 2022
4. Development - 25th August 2022
- Website.
- Project Management.
5. Kickstart Marketing - 25th August 2022
6. Complete website development - 22 September 2022
7. Begin minting for NFT collection - 10th October

IX. Amount requested and breakdown of use of funds

Design	114,000 $PEOPLE
Research - Consultation - IRL Outreach to Museum and Art Galleries	10,000 $PEOPLE 20,000 $PEOPLE 12,000 $PEOPLE
Website Development	10,000 $PEOPLE
Marketing	34,000 $PEOPLE
Total:	**200,000 $PEOPLE**

X. Inspired Cultural Events

Below are some of the cultural events in Africa that inspire content research for our NFT collection:

1. Argungu fishing festival

The festival began in the year 1934, as a mark of the end of the centuries-old hostility between the Sokoto Caliphate and the Kebbi Kingdom. The festival quickly became a celebration of life and unity as a result of that. The first known Argungu festival took place back in the 16th century. It started out as a form of religious rituals. During that time, a couple of important rituals were widely performed in the country. First two were related to water and fishing and were called Gyaran Ruwa and Fashin Ruwa. The other two were more connected with land, and their names were Gyaran Gari and Shan Kabewa and Fura. The most active participation of the government in the festival development started in the late 1960s when the Northern Regional Government was established. In 1970, the attendance of the festival reached 100,000 people. More government officials started visiting the event, including ambassadors from other countries. Also, as a show of interest, the other Nigerian states established their own camps in the fishing village. Important to note is the fact that it attracts a lot of non-Argungu dignitaries. After the memorable visit of the Sultan in 1934, the festival began to attract a steady flow of interested visitors from all over the country. Tourists and guests for the occasion trooped in large numbers from Europe, Britain, United States, Russia, South East Asia and neighbouring African countries like Cameroon, Niger and Benin Republic. The Argungu festival attracted various international guests, including music performers and entertainers, in the late 1970s. And the drummers move to and fro the river, entertaining the fishermen as they search for the winning fish.