

PROPOSAL NAME:

ApeCoin DAO's Otherside Strategy

PROPOSAL CATEGORY:

Ecosystem Fund Allocation

PROPOSAL AUTHOR:

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ABSTRACT:

As we know, Otherside's primary currency will be ApeCoin. To that extent it's important to reflect on an ApeCoin DAO presence within the game and outside of it. At this stage, the goal is to open discussion with the community and gather feedback for the AIP.

The strategy is separated in two parts: Acquisition and Usage. What assets should be acquired by the DAO and how they should be used.

Different types of assets to acquire:

- Otherdeeds: Decoupled or not
- Vessels and Maras
- Kodas
- Relics

BENEFIT TO APECOIN ECOSYSTEM:

Here is a non-exhaustive and evolving list of how the DAO could use their Otherside assets to benefit the community and the DAO.

Community

With Yuga supporting delegations and making the hot wallet the main wallet to claim benefits we can also bring new mechanics and usage to the assets.

- Offering the delegation of assets (ie: the power of a Koda for 2 weeks to use in LOTM) to the community via partnerships.
- Demo access: Community members who don't own deed and are interested to participate to demo trips could do it using the DAO Assets.
- Giveaway of lower value assets like Relics.

Content Creation

- Stimulate content creation by delegating assets to creators who wants to do tests/reviews of the game (LOTM etc).

Building in Otherside

- ApeCoin headquarters
- Checkpoints: on smaller lands across the map and activated them during special events. If Otherside is built on a Layer 2 with very low gas fee we can imagine small reward distributions (1 or 2 ApeCoin for a task).
- Promoting passed AIPs on lands through activations.

Participating in Otherside

- The DAO could leverage the assets they own by participating in the different activations such as LOTM by farming sediments and collecting loot for future use.

Possible revenue stream

- Platforms like Zharta allow holders to rent their assets. The DAO could rent their Kodas in return of ApeCoin providing a revenue stream that can be allocated to the activations in Otherside.

STEPS TO IMPLEMENT & TIMELINE:

The Metaverse Working Group will be tasked for the execution of this proposal.

Steps and timeline to be defined but rules will be established at different levels in order to make the buying and holding process fair (no assets will be bought from the working group) but also in order to avoid any unwanted behavior such as people buying and re-listing assets at an higher price.

OVERALL COST:

This strategy can be implemented with or without a big amount of assets. We are asking the community their opinion on the amount that should be allocated to the strategy.

FEEDBACK POINTS:

How much should the AIP ask in order to pursue the Otherside Strategy?

- 200,000 US\$ in ApeCoin
- 500,000 US\$ in ApeCoin
- 800,000 US\$ in ApeCoin

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voters