

Proposal Name:

Exploring New Frontiers: Bring ApeCoin (\$Ape) into the Mobile Gaming World

Proposal Category:

Brand Decision

Abstract - Understanding \$Ape as Meta Merge In-game Asset

This proposal, entitled the “Exploring New Frontiers: Bring ApeCoin (\$Ape) into the Mobile Gaming World,” also known as AIP-xxx brings the utilities and values of ApeCoin to thousands of new holders through its integration into the Meta Merge game – a pet collection and mobile evolution game powered by AIGC and Ultiverse.

By integrating ApeCoin into the game, \$Ape becomes another in-game asset in Meta Merge for new holders and game players to enjoy gamified experiences based on real-world utility. We aim to reinforce and leverage ApeCoin and its ecosystem by creating new user experiences through the power of the game. Thus, this integration will provide an ecosystem where players can utilize APE tokens within the game, alongside the other benefits they know APE tokens for.

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Motivation –What Brings this Utility?

Meta Merge drives users from both Web2 and Web3. The game production team has already garnered a large Web2 game user base of over 20 million DAU and is experienced in effectively converting users to the new game. In the Web3 section, Ultiverse's network and community will also drive mature and quality Web3 users. The majority of these users are not yet \$APE coin holders.

The integration of ApeCoin into the Meta Merge game presents enormous opportunities for holders with in-game assets to enjoy the game experience brought by Meta Merge. Therefore, \$ApeCoin holders and game players can utilize APE tokens within the game, providing an avenue for current holders to utilize their \$APE, educate the new audiences about the ecosystem and the benefits of ApeCoin, and incentivizes behaviors beneficial to the broader ApeCoin Community.

\$APE will be incorporated with various collaborations with other projects to bring additional awareness. We will also incorporate \$APE in other events to constantly create fun for the ApeCoin community. We can explore new ways for the holders to engage and socialize in a fun context while increasing usage and utilities of \$APE.

This proposal also shows how individual BAYC holders can use their intellectual property and collaborate with various NFT communities by leveraging the ApeCoin ecosystem to expand possibilities. Ultiverse has licensed the NFT collection ‘Electric Sheep’ and Arthur Jimbol, who licensed his #ape

3600, as two major rare characters (Meta Merge pets) available for play in the game.

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Why is Meta Merge the Ideal Project for this Utility?

Meta Merge is an ideal game to expand the ApeCoin ecosystem and bring more value to ApeCoin holders. It is light, easy to spread, and fun with a sustainable economy. The game has successfully garnered significant market buzz during the pre-launch phase.

- Official Twitter gained over 60K+ followers within the first month.
- 62K+ views in a single live broadcast.
- In April 2023, Meta Merge NFT successfully minted over 100K units within a limited time of 48 hours, ranking #1

on Opensea's trending list.

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overall and #8

in gaming on all chains.

- Peak Daily UAW 26K+, #1

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Ultiverse, as one of the leading gaming metaverse platforms, possesses a vast and active Web3 user community with a reach of over 1.5 million users. Ultiverse provides Meta Merge extensive exposure, user growth opportunities, professional blockchain solutions, and technical support.

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Rationale - A Win for all Parties

The proposed integration aligns perfectly with the APE Community's mission to foster a solid and interconnected ecosystem. By combining the gaming experience of Meta Merge with the vibrant ApeCoin community, we can create a synergistic environment where players can utilize APE tokens within the game, bringing more utility and reasons to hold the token. Furthermore, leveraging the popularity of BAYC and incorporating an APE pet will enhance the overall appeal of the Meta Merge game and drive engagement.

When we reward users and allow them to utilize \$APE in the game, we expose them to the ApeCoin ecosystem. This singular move will educate users more and engage them with projects in the \$APE ecosystem, strengthening the broader \$APE community. Lastly, we are focused on creating fun experiences for new users and current holders to use \$APE while playing games or trading it for game players. There is a wide range of possible experiences that will boost engagement within the community.

Furthermore, this proposal does not require APECoin's funding and it can be accomplished within a relatively short timeframe. The proposal's focus on cost-effectiveness and swift implementation, effectively enhancing exposure, adoption, and overall value for APECoin holders while generating increased interest and engagement from Meta Merge users.

Key Terms

Meta Merge

: Meta Merge is a metaverse combining AIGC, NFTs, DeFi, and Gaming. Meta Merge is a metaverse combining AIGC, NFTs, DeFi, and Gaming. Users will collect and train their pets to create their own storylines and participate in thrilling PVP/PVE battles.

Meta Merge Pets:

Pets are creatures in the Meta Merge world. Users are able to summon, capture and upgrade their NFT pets through various means in the game. Higher-level pets will have stronger abilities to help thrive in the game, and can increase earnings.

\$APE payment in Meta Merge:

\$APE payment in Meta Merge means the integration of \$APE in the game shop. Price will be displayed in \$APE and users will be able to purchase assets they need in the game using \$APE upon successful integration.

Ultiverse:

A Gaming Metaverse Platform founded in 2021 and has garnered 200,000 users, backed by renowned institutions such as Binance Labs, Sequoia, and DeFinance Capital.

Ultiverse SDK:

Ultiverse strives to drive development and adoption of Web3 games by offering powerful and convenient SDKs along with comprehensive technical support. It is designed to unite the Web3 ecosystem, amplify visibility and empower Web2 to Web3 transition.

Specifications

\$APE will be integrated in asset purchases in the Meta Merge game, to provide a convenient and secure mode of payment and settlement between participants who interact within the ecosystem on Meta Merge. Assets are crucial to the game's economy and are highly related to the core gameplay.

In order to fully enjoy the game, users will need to acquire or purchase these assets. This will ensure additional circulation of \$APE. Assets will be sold in the game's marketplace. The price will be displayed in \$APE alongside with \$MMM (Meta Merge Mana, the native cryptographically-secure fungible protocol token of Meta Merge) to acknowledge users and to achieve exposure of the \$APE. Users can simply connect their wallets holding \$APE to seamlessly purchase these assets in the marketplace, and continue to engage in the Meta Merge ecosystem.

1. **\$APE payment in Meta Merge:** \$APE payment in Meta Merge means the integration of \$APE in the game asset purchases. Price will be displayed in \$APE and users will be able to purchase assets they need in the Meta Merge game using \$APE upon successful integration.
2. **Meta Merge Assets:** Assets are crucial in the Meta Merge game's economy. These assets include coins, diamonds, capture boxes and more. Users of the Meta Merge game will need these assets to continue the storyline, capture and upgrading their pets, which are the core of the gameplay.

Steps to Implement

1. **Integration Development:** Work closely with the Meta Merge development team to integrate APECoin as a payment currency within the game. This will involve creating a secure and seamless payment gateway for players to purchase assets using \$APE.
2. **Testing and Iteration:** Conduct thorough testing to ensure the smooth functioning of the integration and the APE pet. Gather feedback from the APE community and make necessary improvements and refinements.
3. **Marketing and Promotion:** Develop a comprehensive marketing and promotional strategy to generate awareness and excitement around integration. Collaborate with Ultiverse, APECoin, and BAYC communities to maximize exposure and engagement.

Timeline

May- Jun 2023 Strategic Planning + AIP process

July - Sep 2023 Smart contract development

Aug- Sep 2023 Testing and Iteration

Aug- Sep 2023 Marketing and promotion

September 2023 Official Launch of \$APE in Meta Merge Game

Overall Cost

NO funds are needed from ApeCoin DAO. Meta Merge will be responsible for the cost of smart contract deployment, testing and auditing, and other fees and resources associated with AIP-xxx. We request support from the ApeCoin Community for implementing this integration and will be responsible for updating all progress.