

Proposal Name:

Eesee-ApeCoin Partnership for NFT Democratization and Community Engagement

Proposal Category:

Brand Decision

Abstract:

This proposal introduces a strategic alliance between Eesee, a gamified NFT platform, and ApeCoin DAO. The partnership is designed to democratize access to high-value NFTs, stimulate community interaction, and inspire active involvement in ApeCoin governance, and enhance the visibility of ApeCoin's sub-communities.

Author Description:

Vova Sadkov, the Founder and CEO of Eesee, is a seasoned entrepreneur with a strong background in the NFT and blockchain space. After completing his Business Studies and Economics at the International Baccalaureate (IB) Diploma College under the Cambridge Foundation in Marbella, Spain, and furthering his education in Project Management and Finance in Moscow, he embarked on his entrepreneurial journey. He successfully scaled two startups in the MedTech and EduTech sectors, one of which was a hardware and IoT-based solution that was later acquired by a large company, and the other, an EduTech platform, amassed over 50,000 users. In 2020, Vova transitioned into the crypto space, working with Web3 startups and eventually establishing Eesee in December 2022. Eesee, a gamified solution designed to boost liquidity in the NFT and digital asset market, has already attracted significant interest, with over 60,000 users on the waitlist. Vova's vision is to address liquidity issues in NFT marketplaces, stabilize supply and demand, and enhance the buying process to attract a broader audience.

Team Description:

Vova Sadkov, CEO and Founder

Alex Stephan, CTO

Aiden Chen, Lead Blockchain Developer

Oscar Flari, Head of Design

Alex Grigorev, CMO

Jaris James, Head of BD

Advisors:

Ioana Surpateanu: Web3 Entrepreneur, Non-Executive Director at CryptoUK, Executive Board Member at MAMA Global

Robin Janaway: Former Head of NFT at Outlier Ventures, VP at Web3 fund Primal Capital

Josip Vlah: Head of Innovation at RZLT

Xenia Vyazemskaya: Communications Lead at RARI Foundation

Masha Vyazemskaya: Head of Marketing & Communications at Rarible

Motivation:

The essence of this proposal is to establish a partnership between Eesee and ApeCoin DAO that can bring about a significant change in the NFT space. Our primary motivation is to lower the barrier of entry into the top NFT communities by making high-value NFTs more accessible through our raffle-based system. At the same time, we aim to encourage active participation in ApeCoin governance by integrating \$APE into our platform in a meaningful way.

Rationale:

By integrating \$APE into Eesee's platform, we aim to create an environment that encourages ApeCoin holders to participate more actively in governance and to interact more frequently within ApeCoin sub-communities. This aligns with ApeCoin DAO's mission of creating a decentralized community where every member has a voice. This partnership is a strategic move towards a more inclusive and participatory NFT ecosystem.

Benefit to ApeCoin Ecosystem:

The proposed partnership will provide ApeCoin DAO and its sub-communities with the opportunity to tap into Eesee's growing user base, a demographic that is deeply interested in NFT trading. Additionally, the proposal aims to build a deeper connection between our two communities through exclusive NFT drops, special events, and educational quests.

These quests, inspired by “Coinbase Earn”, will provide engaging and educational content about ApeCoin and its sub-communities. The introduction of educational quests will encourage ApeCoin holders to learn more about the ApeCoin ecosystem, participate in governance, and contribute to the community. Upon completion, users will be rewarded with dynamic NFT badges that not only serve as a token of achievement but also provide access to exclusive content or events.

For instance, these badges could be used for token-gating, where only holders of certain level badges (e.g., Level 3 ApeCoin badge holders) can participate in specific raffles. This mechanism encourages active involvement and learning within the ApeCoin ecosystem, while also bringing attention to the sub-communities.

Also, the quests will include updates from the sub-communities, inspiring participants to interact more actively with these platforms and join their Twitter spaces. This approach will help to democratize access to high-value NFTs, cultivate a more vibrant, engaged community, and increase governance participation.

#### Specifications:

Eesee’s platform will introduce engaging experiences for \$APE holders, including exclusive NFT drops, special events, and educational quests. These quests, inspired by “Coinbase Earn”, will provide engaging and educational content about ApeCoin’s governance structure, forum updates, and its sub-communities. Additionally, a collaboration with rep3 will enable the provision of dynamic NFT badges as rewards for quest completion, enhancing the user experience and stimulating active engagement within the ApeCoin ecosystem.

#### Steps to Implement:

1. Explore the integration of \$APE into Eesee’s platform.
2. Develop and launch exclusive NFT drops or special events for \$APE holders on Eesee’s platform.
3. Develop and launch educational quests for \$APE holders, in collaboration with rep3 for dynamic credentialing.

#### Timeline:

##### August - September:

Establish a formal partnership and explore the integration of \$APE into Eesee’s platform.

##### October - November:

Develop and launch exclusive NFT drops or special events for \$APE holders. Develop and launch educational quests for \$APE holders.

#### Overall Cost:

As this proposal does not involve a funding request, there is no associated cost to the ApeCoin DAO. The implementation will be carried out by the Eesee team.