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ABSTRACT

This proposal presents the idea of creating an ecomm site where customers can customize items like mouse pads for gaming, wall art, t-shirts, and more - and checkout with crypto.

A customer will be able to create and purchase a custom item by uploading any .PNG, .JPG, or .PDF images. They will then check out with Bitpay, a checkout tool that accepts Bitcoin, Ethereum, ApeCoin, and more cryptocurrencies in exchange for goods and services. To bring more exposure to \$APE, a customer can choose to checkout with ApeCoin specifically at a significantly discounted rate (E.g. 20-30% off).

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The website will be \$APE-centric; heavily influenced by ApeCoin - and can, for example, provide info on and hyperlinks the DAO, Discourse, ThankApe. There will be a section of the site dedicated to educating users about ApeCoin, its benefits, and how to acquire it.

Additionally, there can be cross-collaboration with DAO-related projects, etc. For example, say the ThankApe team is down to collab: "Make your first purchase with ApeCoin and earn 5 \$APE through ThankApe".

With the growing popularity of customization in the ecommerce industry, this is an excellent opportunity to get ApeCoin in front of more individuals and communities.

Ultimately, apart from establishing a custom item shop, this ecomm platform will not only enhance the purchasing potential of cryptocurrencies, but also serve as a doorway to ApeCoin and the DAO.

TOP-OF-MIND NEEDS

- Skilled CMS expert, developer for custom implementations and designs
- Drop shipping providers, print on-demand services
- Marketing & campaigns involving:
 - Content creation
 - Social media marketing
 - Email marketing
 - SEO
 - Influencer marketing
 - Content creation
 - Social media marketing
 - Email marketing
 - SEO
 - Influencer marketing
 - Ongoing maintenance & updates
- A name

KICKSTART COST

\$49,500

Rough allocation:

- Web Development:
- Design: \$3K
- Customization tool integration: \$2K
- Development and setup: \$5K
- Design: \$3K
- Customization tool integration: \$2K
- Development and setup: \$5K
- Inventory and upfront COGS: \$20K
- Marketing:
- Content creation: \$2K
- Strategic marketing channels: \$5.5K
- SEO: \$2.5K
- Content creation: \$2K
- Strategic marketing channels: \$5.5K
- SEO: \$2.5K
- Operating costs:
- Ongoing maintenance & updates: \$2K
- Domain name, hosting, SSL certification: \$1K
- Ongoing maintenance & updates: \$2K
- Domain name, hosting, SSL certification: \$1K
- Contingency (~10%): \$4.5K

ROUGH TIMELINE

Weeks 1-2: Planning

Weeks 3-9: Design & Development

Weeks 5-8: Inventory Management / Fulfillment setup / Testing

Week 8-12: Marketing Content Creation / Campaign planning

Week 13: Website goes live

Week 14—: Post-Launch Marketing / SEO