

## ApeCoin DAO Ape Club

An Ape NFT derivative, crafted for the ApeCoin DAO community.

### PROPOSAL CATEGORY:

Ecosystem Fund Allocation

### TEAM DESCRIPTION:

Craig Moss

Project Co-ordinator

Craig is a front-end developer by trade and has worked on various projects in his IT career.

Craig is an active ApeCoin DAO member and enjoys getting creative with new ideas in the ApeCoin DAO space, he recently passed AIP 376 which will initiate the ApeCoin DAO - Web3 Development Working Group.

NOTE: Additional Team members to be added after initial feedback stages from the community.

### ABSTRACT:

Welcome to the ApeCoin DAO Ape Club, we are Apes at heart, we are powered by ApeCoin.

The ApeCoin DAO Ape Club is a derivative of the much loved Bored Ape Yacht Club, but crafted with a set of unique traits and attributes, some borrowed, some new, all Ape.

The aim is to create a Bored Ape Yacht Club derivative crafted specially for the ApeCoin DAO and it's community who are out here grinding everyday to make ApeCoin great again.

It's time to get our Ape on.

### BENEFIT TO APECOIN ECOSYSTEM:

The DAO Ape Club derivative collection will feature the ApeCoin brand throughout, but in our own special and unique way.

ApeCoin blue being the colour of winners, we will carry the ApeCoin theme throughout the collection and create custom traits and attributes to highlight the ApeCoin brand.

Our "special" traits will easily distinguish our Apes from the rest, perfect for when we're out in the wild wild X.

Not only will the project create use case and utility for ApeCoin and the brand, 40% of mint fees will be given back to the DAO once we have completed our Mint phase of 4200 NFTs.

Approx 200 NFTs will be minted by the project team for giveaways, prizes and promotions.

In addition to the DAO Ape Club NFT, we aim to launch an Ape tailor site which will include banners for your X profile pages, all in one neat package.

### KEY TERMS:

DAC - The DAO Ape Club NFT (Option 1) or

BADC - Bored Ape DAO Club (Option 2 on name)

ApeTailor - A custom tailor site for your Ape NFTs with various traits that you can switch up and share with your frens.

ApeBanners - A banner generator for your social profiles like X/Twitter so you can rep the ApeCoin brand in style.

### PLATFORMS & TECHNOLOGIES:

A detailed breakdown of the platforms and technologies that will be used, if any.

The DAO Ape Club will utilise the ERC-721 contract to mint our new Ape NFTs, a custom mint site will be utilised for the minting process.

Magic Eden will be used to trade our DAC NFT collection, we could also list on other secondary marketplaces like OS, Rariable, Blur, etc.

Our website and platforms will utilise various web3 technologies to offer all the cool functionality for your Apes.

The NFTs will utilise SVGs for the artwork which offers a higher quality image with zero pixelation, perfect for games and

other uses including the metaverse.

The ApeCoin discord will be home to our Apes, it's where we all interact and play together.

X / Twitter will be our social engagement platform of choice.

#### STEPS TO IMPLEMENT & TIMELINE:

##### Step One:

(1 Month est.)

Initial setup of project which includes social media account, domains, hosting and ENS registrations.

Marketing and promotions material design and UI/UX mockups.

We will begin our social media campaign via Twitter and the ApeCoin discord.

##### Step Two:

(1 Month est.)

Design and creation of our custom ApeCoin NFT traits, strictly adhering to the ApeCoin brand guidelines.

##### Step Three:

(1 Month est.)

Build the main website and mint for the launch of the DAO Ape Club NFT.

Launch the DAC NFTs on Magic Edens secondary marketplace.

Mint and launch, includes whitelist for ApeCoin DAO members based on levels

Level 1: WL spot x1

Level 2: WL spot x2

Level 3: WL spot x3

Level 4: WL spot x 4

Public mint of remaining NFTs after WL closes

Mint cost will be \$30 per NFT + gas costs

##### Step Four:

(1 Month est.)

Next we aim to launch the Ape NFT tailor and banner websites so you can get your Ape on in style.

##### Step Five:

Ongoing Marketing and Promotions

We will continue to market and grow the project, seeking further collaborations for the project

Incorporate various NFT communities into these platforms once we have launched the DAO Ape Club.

We aim to create promotional clothing and apparel for giveaways and prizes, more to come.

#### OVERALL COST:

The project will require 20 000 ApeCoin at current market rate.

Funds will be utilised for marketing, design and development the NFT collection, building of the website, tailor site and any other costs associated with launch of the project.

All proceeds from the project will be split with the ApeCoin DAO in a 60/40 split and will include the mint fees from the collection launch and royalties from NFT sales on secondary marketplaces.

We aim to launch the NFT with a mint price of \$30.00 each + gas costs which will allow us to pay back the initial AIP amount to the ApeCoin DAO.

“Thank you for taking the time to read this AIP and we welcome your feedback and comment on the AIP Idea.” WebMoss