

PROPOSAL NAME:

Launch Apekin Coin on ApeChain

TEAM DESCRIPTION:

WebMoss

I am a Software Engineer by trade who is passionate about Web3 and thrives on creating pixel-perfect software applications. I have been an active member of the ApeCoin DAO and community since March 2023 and authored [AIP 376 - Web3 Development WG](#).

Forum: [Profile](#)

Twitter: [@WebMoss](#)

I will collaborate with different community members, projects and MBAs during execution of this AIP.

PROPOSAL DESCRIPTION:

I propose to launch Apekin Coin/Token on ApeChain using the [Ape Express](#) platform. The aim is to create a fun community initiative and distribute Apekin, our new ApeCoin community coin, to a targeted and relevant audience, leveraging the efficient and secure Ape Express platform on ApeChain. This proposal aims to support builders and projects on ApeChain and highlight the opportunities on offer.

Objectives:

1. Community Engagement:

Run fun competitions and giveaways to foster community involvement.

1. NFT Creation:

Create an inaugural ApeChain NFT by community artist [Jeff Aphisit](#)

1. Game Development:

Utilise proceeds from the coin launch to create a fun, interactive game.

1. Ecosystem Support:

Retain 6.9% of the total Apekin Coin supply for further marketing, promotions, community engagement, game development, and overall ecosystem enhancement.

Airdrop Details:

Apekin Coin will be airdropped to active ApeCoin community members, holders of Yuga Assets and Mocaverse NFTs on ApeChain. The details of the airdrop will be finalised and announced through our twitter account [@ApekinCoin](#)

Rationale:

This initiative aims to:

- Highlight the potential and opportunities within the ApeChain ecosystem.
- Encourage builders and projects to explore and utilize ApeChain.
- Create a lively and interactive community through innovative uses of Apekin Coin.

Conclusion:

Launching Apekin Coin via the Ape Express platform will provide a secure and efficient method to engage the ApeCoin community, support the ApeChain ecosystem, and introduce exciting new opportunities for builders and users alike.

BENEFIT TO APECOIN ECOSYSTEM:

Airdrop Benefits for the ApeCoin Ecosystem:

This airdrop will enhance the ApeCoin ecosystem by:

- Increasing Community Engagement:

Boosting interaction and participation within the ApeCoin community.

- Adding Value for Holders:

Providing value to Yuga Assets and Mocaverse NFT holders, thereby fostering loyalty and further investment in the ecosystem.

- Showcasing Ape Express:

Demonstrating the capabilities of the Ape Express platform, promoting its use for future airdrops and transactions on ApeChain.

- Establishing Apekin Coin:

Positioning Apekin Coin as a community coin with various use cases, fostering a sense of ownership and participation among community members.

- Introducing a Fun Game:

Creating a game that incentivizes interaction with Apekin Coin and ApeChain, driving adoption and creating additional use cases for both.

Use of Requested Funding:

The requested funding will be used to cover:

- Technical implementation costs.
- Marketing efforts.
- Legal and operational costs associated with the airdrop.
- Initial community-building activities.

Game Development and Future Initiatives:

The development of the game will be funded through proceeds from the coin launch. Additionally, 6.9% of the total Apekin Coin supply will be reserved for future development and community initiatives.

DEFINITIONS:

Apekin Coin:

A new cryptocurrency token developed for use within the ApeCoin ecosystem.

Ape Express:

A platform on ApeChain designed for efficient and secure token distribution and transactions.

ApeChain:

A blockchain network optimized for the ApeCoin ecosystem.

Yuga Assets:

NFTs and other digital assets associated with the Yuga Labs brand.

Mocaverse NFTs:

A collection of NFTs known for their artistic value and community engagement.

Community Coin:

A cryptocurrency designed to be used by and for a specific community, enhancing engagement and participation.

Interactive Game:

A digital game that incorporates Apekin Coin for in-game transactions, rewards, and interactions.

STEPS TO IMPLEMENT:

Preparation Phase (Month 1)

- Setup of legal entity.
- Develop and launch a dedicated website.
- ApeChain Inaugural NFT sale to the ApeCoin community.
- Launch Apekin Coin on the new Ape Express platform on ApeChain.
- Announce airdrop to the community.

Cost:

\$49,000 (Website Development, Ape Express Coin Launch Costs, Initial Liquidity, and Legal Fees)

Airdrop Execution Phase (Month 2)

- Snapshot Active ApeCoin members, Yuga Assets and Mocaverse NFT holders.
- Distribute Apekin Coin via Ape Express.
- Provide support and troubleshooting.

Cost:

\$1,000 (Execution and Support)

Marketing and Community Engagement (Month 2)

- Launch marketing campaign.
- Host community events and AMAs.
- Launch initiatives like merch giveaways to promote Apekin Coin as a community coin.

Cost:

\$49,000 (Marketing, Promotions, and Events)

Reporting and Analysis (Quarterly)

- Collect data on airdrop impact and community coin engagement.
- Prepare and share a detailed report with the community.
- Plan next steps based on feedback and analysis.

Cost:

\$1,000 (Reporting and Analysis)

REPORTING EXPECTATIONS:

We will provide quarterly progress reports to the community via our preferred communication platforms (Discord and ApeCoin forum). Reports will include updates on milestones, financial expenditures, and community feedback.

REVENUE SHARING:

To further align the initiative with the interests of the ApeCoin DAO, we propose a 30% gross revenue share with the ApeCoin DAO

. This revenue share will come from all revenue streams associated with Apekin Coin, including but not limited to NFT mints, merchandise purchases, and any other monetization strategies implemented within the Apekin ecosystem.

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = 100,000 ApeCoin

6.9% of the total Apekin Coin supply will be reserved by the team for future community engagement, marketing, promotions, ecosystem enhancement and game development. Any tokens sold by the team will be done in tranches with no more than 1% sold at any given time.

10% of the Apekin supply will be airdropped to the ApeCoin DAO to use as the community sees fit.

10% of the Apekin supply will be airdropped to the Mocaverse to use as the community sees fit.

10% of the Apekin supply will be airdropped to ApeCoin delegates and NFT communities in the ApeCoin ecosystem.

We request the APE Foundation allow us to further utilize the Apekin IP in a manner that upholds the brand guidelines.

I would like to personally thank [@AnnieRawrz](#) for allowing me to move forward with this idea.