

ORIGINAL PROPOSAL:

<https://forum.apecoin.com/t/aip-398-apecoin-rewards-app/21565>

RESUBMISSION UPDATES:

This updated proposal incorporates direct feedback from the community, highlighting the unique benefits of the ApeCoin Rewards App for ApeCoin and BAYC holders. We've clarified the dual-platform nature of the app (iOS, Android, and web) and emphasized that all onboarding occurs via the web to streamline user experience and minimize any perceived barriers to entry. This resubmission details the financial advantages of the proposal, noting that unlike other platforms, no commission will be taken by FanCircles, ensuring all benefits are passed directly back to the holders.

PROPOSAL NAME:

ApeCoin Rewards App

PROPOSAL CATEGORY:

Brand Decision

TEAM DESCRIPTION:

Led by [Kevin Brown](#), founder of [FanCircles](#), our team brings robust experience from deploying over 70 apps across various platforms, servicing over 4 million users. Our technical lead, CTO Kostas Melas, alongside a dedicated team of developers and account managers, ensures the highest standard of operation and user experience.

ABSTRACT:

The ApeCoin Rewards App offers an exclusive platform for ApeCoin and BAYC holders to access unique discounts and offers both online and offline, enhancing the utility and value of ApeCoin. Fully funded by the DAO, the app enables token holders to enjoy special offers such as 2-for-1 tickets at concerts and festivals, and substantial discounts from over 700 retailers both IRL and online. Because this is funded by the DAO, 100% of revenues are directly passed back to token holders, increasing the attractiveness and loyalty within the ApeCoin ecosystem.

The app also provides advantages to MADE BY APES licensees, offering them exposure within the platform at no cost, and assisting them in reaching their target audience and building their brands more effectively.

Available on iOS, Android, and as a web application, the ApeCoin Rewards App is designed to ensure easy accessibility and maximum utility for holders of one or more ApeCoin or BAYC tokens, making it a pivotal tool in the promotion and growth of the ApeCoin ecosystem.

BENEFIT TO APECOIN ECOSYSTEM:

The ApeCoin Rewards App delivers substantial benefits:

1. Exclusive Access

: Provides token-gated offers and discounts unavailable to the general public, enhancing the value of holding ApeCoin and BAYC.

1. Enhanced Engagement

: Increases engagement and loyalty within the ApeCoin community by offering tangible rewards.

1. Economic Advantage

: As the DAO funds the app, there are no commissions deducted by FanCircles, ensuring all savings and earnings are fully passed back to the community.

KEY TERMS:

- Token Gated

: Access restricted to users based on their token holdings.

- Web2.5

: Describes the technological approach combining traditional web functionalities with blockchain-based innovations.

PLATFORMS & TECHNOLOGIES:

- Mobile and Web Applications

: The Rewards App will be available on iOS and Android for mobile users and as a responsive web application for desktop and other devices, ensuring broad accessibility.

- Blockchain Integration

: Utilizes WalletConnect for secure blockchain interactions, with all onboarding processes conducted via the web app to simplify user experience.

STEPS TO IMPLEMENT & TIMELINE:

1. Development

: Adapt existing FanCircles technology to create a bespoke ApeCoin Rewards App. (6 weeks)

1. Launch and Promotion

: Implement a comprehensive launch strategy including promotions and partnerships activation. (8 weeks from start)

1. Ongoing Management and Expansion

: Continuous enhancement of app features and expansion of retail and event partnerships. (Ongoing post-launch)

OVERALL COST:

The budget is set at £240,000 for the first year, covering all operational and management costs without any additional commissions charged by FanCircles. This funding structure ensures that all financial benefits are directly passed on to the ApeCoin and BAYC holders.

This proposal reaffirms our commitment to providing exceptional value to the ApeCoin community through a transparent, efficient, and community-focused rewards platform.