

Proposal Name: Enter proposal name

Understanding and Improving the Governance Participation in ApeCoin DAO - A proposal by DeepDAO

Proposal Category: Enter proposal category

Brand Decision

Abstract | Two or three sentences that summarize the proposal.

This proposal aims to leverage data analysis and segmentation to identify and address barriers to participation in ApeCoin DAO, enabling the development of tailored onboarding incentives and initiatives. By gaining insights into the interests and activity patterns of \$APE token holders, the DAO can optimize its governance processes and foster a more engaged and vibrant community.

Author Description (mandatory if the AIP is requesting funds) | A brief background of yourself

This proposal is authored by Aman, Growth Lead at DeepDAO. A physicist by training, Aman has turned into an avid DAOist and data science nerd over the past 2 years.

Team Description (mandatory if the AIP is requesting funds) | A brief background of your team involved, if any

Eyal, Co-founder & CEO of DeepDAO: 20 years of experience developing and leading technology projects for companies such as Apple Computer, and others in the U.S. and Israel. Fell in love with DAOs in 2020 and never looked back.

Noam, Head of Research at DeepDAO: Politics & DAO researcher with a Political Science Ph.D. Governerd. Studying & practicing governance for the past 20+ years.

DeepDAO is the #1

discovery and analytics engine for the DAO ecosystem. It aggregates, lists, and analyzes financial and governance data for thousands of DAOs and millions of governance token holders and voters across different chains and platforms. DeepDAO is widely recognized in the ecosystem and media as the go-to source for DAO data.

Motivation | A statement on why the APE Community should implement the proposal.

By effectively leveraging the segmentation data, ApeCoin DAO can identify the most promising initiatives to focus on and also attract the right people to contribute their skills and expertise.

Rationale | An explanation of how the proposal aligns with the APE Community's mission and guiding values.

Governance activity in different DAOs provides valuable insights into the characteristics and preferences of wallet holders. It serves as a window into their interests, motivations, and potential contributions.

For example, taking a closer look at [0xjean.eth](#), we observe a strong inclination towards identity products (from participation in DAOs like Proof of Humanity, Sismo, etc.) and Public Goods (from participation in DAOs like UBI DAO, Gitcoin, etc). This presents an opportunity for any other DAO 0xjean.eth is a member of to leverage this interest by introducing DAO participation badges or an initiative focused on public goods.

Similarly, we can identify other categories of mass interest and introduce new initiatives to the DAO. For instance, let's consider the scenario where out of the 120k+ \$APE holders, we identify over 5k individuals highly interested in public goods, education and research, identity solutions, media and communications. With this information, ApeCoin DAO can establish four sub-DAOs or guilds, each with a yearly budget, to advance the ApeCoin community's mission in these specific areas.

Note that we aren't directly incentivizing governance participation but trying to introduce genuine initiatives that make participation more attractive and more useful to a wider audience.

Key Terms (optional) | Definitions of any terms within the proposal that are unique to the proposal, new to the APE Community, and/or industry-specific.

Data-based segmentation, governance participation, interest and activity categories.

Specifications | A detailed breakdown of the platforms and technologies that will be used.

The data used for this analysis can include:

1. ApeCoin's governance data from Snapshot
2. DAO profiles of all \$APE holders which include:
3. A DAO score based on the volume and time-period of their DAO activity, along with a rank (among the other 6.8M+ profiles on DeepDAO.)

4. Granular governance data, including their votes and proposal history, across the DAO ecosystem, spanning multiple governance frameworks and blockchains.
5. Their delegation data (as a delegator & delegate, on multiple DAOs across Snapshot and Governor.)
6. Their participation data across multiple DAO categories (DeepDAO categorizes over 1000 DAOs into 13 categories, more than any other DAO data aggregator)
7. Their participation in airdrop mining and other unorthodox activities.
8. Other data from DeepDAO API to check for effect of voting coalitions, predicted governance activity, trends (for eg, how treasury trends correlated with the community's engagement in the DAO), keyword extraction (to go a step further into activity & interest categories) etc.

Steps to Implement | The steps to implement the proposal, including associated costs, manpower, and other resources for each step where applicable.

At a high level, this analysis consists of these main tasks:

(1) DeepDAO provides a DAO-profile for each \$APE holder. However, before proceeding with this analysis, we will perform extensive quality assurance to ensure that every \$APE holder is accurately represented, and their activities are aggregated as comprehensively as possible.

(2) The interest categories of participants differ greatly among DAOs. To factor this in, we'll sort the set of token holders by their DAO participation scores and take the top n'k addresses to manually find out several interest categories that best segment them. These categories will be utilized to segment the top m'k addresses (m>n) in order to confirm that we have the most actionable and specific categories representing \$APE holders. We will repeat these steps until we discover satisfactory interest categories after which we'll classify the 120k+ APE holders into these buckets.

(3) We will employ a similar methodology as described above to determine the optimal activity categories that segment \$APE holders.

(4) Clean the lists above to label bots and potentially malicious actors: our research identified voting miners' activity across the DAO ecosystem.

(5) Based on DeepDAO's domain expertise in Web3 and governance, work with ApeCoin's community and growth staff to define the right incentives / onboarding steps for each segmented group.

- Some examples of interest labels are: NFTs, DeFi, Investments, Gaming, gig work, public goods, identity solutions, labels based on governance application bias etc. "Interest" is defined as membership or activity in a DAO category over a threshold.

** Some examples of activity labels are: persistent voter, long-term dormant address, non-voter, an address that used to participate, an address that is getting less interested in participating over time, etc.

Deliverables

- An analysis report of all governance participants of ApeCoin DAO and non-active \$APE holders. This will answer questions like who are the primary participants, which are the largest segments of active, and inactive participants, and which segments have the highest attrition, and retention.
- A CSV file with all \$APE token holders and their interest/activity categories, as reflected by the DAOs they vote in.
- Based on (1) & (2), a brainstorming session with ApeCoin DAO to come up with an action plan to onboard inactive segments of voters.

Timeline | Relevant timing details, including but not limited to start date, milestones, and completion dates.

Milestone 1:

DeepDAO dives deeper into \$APE holders and finalizes the optimal labels & interest categories.

Time required: 4 weeks from the start of the project

Milestone 2:

DeepDAO hands over deliverables (1), (2) & (3)

Time required: 2 weeks from Milestone 1 completion

Overall Cost | The total cost to implement the proposal.

We request total funding of \$15,000 with the following breakdown: 33% (\$5,000) after Milestone 1 and the remaining 67%

(\$10,000) after Milestone 2.