PROPOSAL NAME:

A Powerup for ApeChain: Blever - where NFTs & Social Farming meet

TEAM DESCRIPTION:

Kodama

Background: Full-time web3 degen & founder since 2016, passionate Yuga holder and critic, OG Mega Koda, ApeCoin DAO member (running megakodas.eth delegation)

0xCos

Background: Full-stack dev with 10+ years experience, prev. Forgotten Runes, OG Ape & Mega Koda

<u>Deepe</u>

Background: Software engineer for 12 years, prev. web2 CTO

SignorCrypto

Background: Cybersecurity analyst turned full-time web3 dev in 2021, Founder & Lead Dev of Signor Crypto, one of the leading web3 dev companies in the space, and Sealo, OG Ape & OG Mega Koda

PROPOSAL DESCRIPTION:

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Blever_PoweredByApeChain

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As a team of very passionate ApeCoin DAO & Yuga community members, we want to play our part in the success of ApeChain. And we will not only support it, but even amplify it.

Introducing Blever, a cutting-edge web3 platform combining NFTs with social farming & incentivized content creation. The platform empowers teams to effortlessly bring their creations to life while enjoying unparalleled hype & attention. By leveraging social login and seamless FIAT payments, Blever provides easy access to ApeChain not only for experienced users but also for casual players and retail.

In addition to gaming, you also need fun, culture, memes, and PFPs to make ApeChain appealing and popular. Blever is designed to do just that.

We see ourselves as an extended community-driven business development arm. We search for projects, support their launch, and bring them tremendous reach and engagement through social farming. Everyone wins!

With \$APE being the native gas token of ApeChain we believe that bringing users/traffic/projects to the chain is probably the single most important thing the DAO can focus on in the near future.

Driving demand for ApeChain = Driving demand for \$APE

Easy access to ApeChain → more users on ApeChain → more demand for \$APE

Incentives on ApeChain → more users on ApeChain → more demand for \$APE

More use cases on ApeChain → more use cases for \$APE

ApeChain hype → \$APE hype

This is our biggest opportunity and we want to do everything we can with Blever to make the most of it.

Having already invested more than 2 months of our time and resources, we are now looking for funding from the DAO to help us achieve our goal. Let's make ApeChain a success together

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AIP Blever (2)

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DEFINITIONS:

Social Farming = a system where users complete social tasks (e.g. create meaningful content or simply follow, like, RT) to earn points, compete with each other, and get rewarded.

Social Login = a feature that allows new users to be onboarded with their traditional sign-in methods (such as Google, X, Meta) thus removing the hurdle of creating and setting up a crypto wallet.

FIAT Payments = payment with traditional payment methods such as Credit Card or PayPal.

KYB = Know Your Business and refers to the due diligence review of a business. In other words, KYC for a company.

AML = Anti Money Laundering (it is of utmost importance to have internal procedures and policies in place)

BENEFIT TO APECOIN ECOSYSTEM:

ApeChain needs builders, users, fun & culture.

We aim to become an ApeChain launch partner

Consider us to be an external business development arm for ApeChain.

Via our platform, we will onboard creators, users, culture & fun to ApeChain.

We have already started with outreach to various brands and projects + we have existing/confirmed partnerships as well.

Maximizing reach & engagement

for projects that launch on ApeChain: easy access to social farming & incentivized content creation will ensure that they get the hype and attention they deserve.

Easy ApeChain onboarding

with Social Login & FIAT payments

Social Login

will allow casual gamers & retail to sign up by using their traditional login methods (such as Google, X, Meta, etc.) - no wallet needed.

· FIAT payments

will allow them to pay by Credit Card or other common payment methods.

- No gas fees
- · we will cover them on their behalf.

This combination will enable the simplest, fastest, and smoothest onboarding process for new users! No wallet, no crypto needed - a seamless web2.5 experience for everyone;)

Powered by Ape(Chain) branding

permanently placed in our footer for 1 year.

Joint marketing efforts

via our points system: we already had initial conversations with ApeCoin DAO members. Imagine \$APE & ApeChain all over your timeline;)

Stackable multiplier for Apes

and other partner collections like (Kodas, Mocaverse, and more) in all social farming campaigns. Making sure that our fam & frens have a headstart.

\$APE payments

• all mints on ApeChain will have ApeCoin as their default currency, creating additional demand and utility.

CTEDS TO IMDI EMENT.

STEPS TO IMPLEMENT:
Start:
March 1st
ETA:
3-4 months
Initial Setup:
Development:
Ideation & Prototyping
Determining the technical requirements & suitable third-party providers
Architecture & Product Design
Operational:
Company setup, legal counsel, name, logo, socials, domain, Github organization, Asana board to organize the sprints, AIF drafting, and more
Note: To facilitate FIAT payments we have already onboarded with Checkout.com and completed their compliance process including KYB & AML checks.
Completed
[Remark: all costs incurred to date have been funded by the team.]
Associated personnel requirements, costs, and other resources:
Internal:
FE, BE, and Smart contract developer - \$7,500
CEO - kodama does not take any salary
Product Designer - \$5,000
Operations & Miscellaneous - \$2,500
External:
Law firm - \$10,000
Building:
Development:
FE & BE Development
Social Farming
3rd party integrations
Smart contracts
UX/UI Design
Operational:

Legal policies, legal counsel, everything AIP, build socials, initial biz dev & partnerships outreach, marketing plan, launch strategy

In progress Associated personnel requirements, costs, and other resources: Internal: FE, BE, and Smart contract developer - \$25,000 CEO - kodama does not take any salary Head of Business Development - \$5,000 Operations & Miscellaneous - \$2,500 External: Design agency for UX/UI - \$15,000 Marketing agency - \$10,000 Development Firm - \$12,500 Law firm - \$17,500 QA, Testing & Launch: Development: Functional testing to ensure all features work as expected Usability testing to assess the user experience Addressing any remaining bugs or issues identified → Beta Launch Operational: Execute the marketing and promotional strategy, monitor initial user feedback ETA: end of Q2/beginning Q3 Associated personnel requirements, costs, and other resources: Internal: FE, BE, and Smart contract developer - \$22,500 CEO - kodama does not take any salary Head of Business Development - \$5,000 Operations & Miscellaneous - \$5,000 External: Development Firm - \$12,500 Partnerships / KOLs - \$5,000 Marketing Agency - \$15,000 Post Beta Launch: Development: Integration of social login and FIAT payments Queuing system to sync web2 and web3 payments seamlessly Collecting user feedback & addressing potential bugs or issues

Improving UX/UI

Operational:

Accompanying the launch of projects

Continuously update social farming quests and metrics

Business development, outreach, partnerships

Associated personnel requirements, costs, and other resources:

Internal:

FE & BE developer - \$20,000

CEO - kodama does not take any salary

Head of Business Development - \$5,000

Operations & Miscellaneous - \$5,000

External:

Partnerships / KOLs - \$5,000

Marketing Agency - \$15,000

KPIs:

Platform Revenue:

Measures the revenue generated from fees, and other services, demonstrating the financial health and sustainability of Blever.

Number of Successful Launches:

Measures the number of projects successfully launched on Blever, indicating the platform's ability to attract and support creators.

Engagement in Social Farming Campaigns:

Measures the level of user interaction and participation in social farming activities, such as likes, shares, comments, and other social media actions, indicating the effectiveness of the campaigns in driving community engagement and promoting the projects.

User Acquisition and Retention Rates:

Tracks the number of new users joining the Blever and the percentage of users who continue to use the platform over time, highlighting the platform's growth and user satisfaction.

Implementation:

Once we have completed the following "events" on Blever:

- · first collection launch
- · first social farming campaign
- first time a users signs up via social login
- · first FIAT payment

the community may consider the proposal to have been Implemented.

REPORTING EXPECTATIONS:

Updates will be provided at each milestone outlined in the "Steps to Implement" section.

OVERALL COST:

"Total amount requested from the ApeCoin Ecosystem Fund = 185,000 \$APE"

Cost Breakdown:

Platform Design & Development: \$115,000

• UX/UI Design: \$15,000

• Front-end: \$30,000

• Back-end: \$35,000

• Smart Contract: \$10,000

• Social Farming Dashboard: \$25,000

Marketing & Business Development & Operations: \$85,000

• Marketing & Community: \$40,000

• Biz Dev & Partnerships: \$25,000

• Operations & Miscellaneous: \$20,000

Legal: \$27,500

• Legal policies: \$20,000

• Consultation Compliance & AML: \$7,500

Note: Our team has borne all costs incurred to date - amounting to a total of approx. \$40,000. This includes expenses for the company setup, hundreds of hours of work, third-party subscriptions, prototype designs, domain, logo, legal matters, and more.