

## Proposal Name

: Create a movement, initially sparked by crafting a manga that chronicles the complete history of Bored Ape from its inception to the present day, including the creations and moments contributed by the community itself.

## Abstract

Entitled “Beyond the Bored Ape,” the project will be an extensive and ambitious long-term endeavour focusing on exploring the history of the Bored Ape Yacht Club’s creation and sustaining the community and projects developed within its ecosystem. As an initial step, manifesting in the form of a manga and subsequent volumes, the aim is to adhere to tradition, as many regard manga as the progenitor: the source of the creative spirit and energy that gave rise to anime, and subsequently, video games and merchandise spin-offs.

## Author Description

I’m [JeanN](#), a collector, curator, and connoisseur of fine art, as well as a critic from various perspectives. I frequently have revelations about creations, which leads me to be engaged in several projects driven by the direction of movements and narratives. I worked with the founders of various projects, steering them towards a more discerning narrative to address the needs of their respective communities. I provided funding for certain projects and consistently supported new artists and initiatives within the digital art movement and culture.

## Team Description

### Max Andrade

Brazilian comic artist and mangaka with 9 years of experience. Holds numerous awards as a comic artist, including Japanese awards, where a significant portion of their portfolio was created. Known for creating one of Brazil’s most recognizable characters, “O Anjinho,”. Has produced specific creations for albums by Matue and Travis Scott among their extensive list of clients.

### Germano - MAYC 20815

Co-founder and Chief of Data of a new technology research company.

### Hannah

Screenwriter with over 12 years of experience. Work featured on Amazon Prime Video, the BBC, Lionsgate, E! Entertainment, Village Roadshow Pictures, Summit Entertainment, Tubi, and distributed by companies such as Vertical Entertainment, among others.

### Alvaro Junior

Co-founder of an auditing company. Smart contract developer with more than 5 years of experience. Involved in numerous NFT/DeFi projects.

## Motivation

Bored Ape is an expansive universe rich in dialogue, content, history, creations, and individual stories of the community. We aim to explore this in the best possible manner, initially through the traditional storytelling format of manga, and in the future, through the production of an anime based on the manga volumes created.

We aim to create something visually engaging, a narrative that encapsulates history, something tangible and easily comprehensible by all, including our children. We envision a creation that transcends the ordinary, or rather, goes “Beyond the Bored Ape.”

## Rationale

The global manga market size was estimated at USD 12.13 billion in 2022 and is projected to grow at a compound annual growth rate (CAGR) of 17.4% from 2024 to 2030. The growth can be ascribed to the increasing popularity of graphic reading content comprising exciting stories and attractive visuals. Manga is among the most popular forms of Japanese entertainment media among children and adults. It has powerful influence on the youth and serves as significant cultural entertainment. (access all data: <https://www.grandviewresearch.com/industry-analysis/manga-market-report>)

With this foundational data in mind, visualization becomes straightforward. This proposal entails a thorough study and long-term execution, exploring the Bored Ape universe and ecosystem depicted across various mediums including printed, digital, collectible history, and animation. This approach is incredibly bold.

## So Far

We are delighted to at last unveil this project to the public after around five months of hard work. This involved identifying themes, crafting a storyline, directing dialogue, drafting a script, overseeing artwork, and refining the initial sketches.

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Sinopse

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The development of Beyond The Bored Ape propels the world into the near future, depicting the intricate tale of an ordinary individual stumbling upon a notification on their phone concerning Bored Ape. Upon interacting with said notification, they find themselves glimpsing flashes of the near future and being transported to another realm, where they must acclimate to their new life. The narrative aims to meticulously portray moments and the entire construction of the existing universe within the Bored Ape ecosystem, including interactions and creations from the community itself. Therefore, don't be surprised if you find yourself portrayed as a character at some point, engaging in dialogue within the historical context of past publications.

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The start of every story must be easily comprehensible, both visually and in detail; this is a crucial aspect. Many of the sketches above convey this, depicting a regular individual receiving a notification and being guided to a new world. Even without dialogue boxes, the narrative is deeply immersive and clear.

Perhaps one of the most challenging processes is defining the line style for the manga. The analysis is very meticulous, whether it will be more assertive, or natural, thicker, or directional.

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But in the end, everything comes together. We'll share some story spoilers below, the first 12 pages of the volume without any dialogue included.

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When you look at manga from the late 60s 70s and 80s, they're easy on the eyes. Some of them didn't have lots of detail in the backgrounds as much as manga does nowadays. During the process of defining line styles, we're navigating two toning periods, meaning we're conducting studies to ensure the quality is exceptionally dense while maintaining effortless visual comprehension.

Steps to Implement

Many details about the overall project will be added later in the forthcoming days, details such as:

1. Timeline
2. Specifications
3. Benefit to ApeCoin Ecosystem
4. Long-term

#### Overall Cost

48,000 ApeCoin will be provided in instalments throughout the creation of the first volume of the manga, utilizing a mechanism to be determined in collaboration with the APE Foundation at a later stage.