ApeCoin DAO 101: The Ultimate Guide For ApeCoin DAO Newcomers

Category:

Informational

ABSTRACT

The DAO relies on two main systems that dictate and govern the entire DAO. Snapshot & Discourse. However, newcomers to the DAO may not be familiar with these systems, and the lack of instructional material available to them, such as video content, infographics, or live training, can lead to confusion, inactivity, and low participation (the ApeCoin DAO may be their first ever interaction with a DAO). This leaves new DAO members on their own to find their way around. This AIP aims to provide a central, easy to understand source of information for new members to use as a reference. Getting new members of the DAO up to speed and answering basic questions on day one will benefit the DAO across the board.

AUTHOR

First and foremost, the intention of this AIP is to build this guide in the open with the entire community and not behind closed doors. That being said, I, BojangleGuy am the one who is submitting this AIP and will be the one to ensure that not only is it done in a timely manner but that it is done with exceptional quality. This community has so many brilliant minds who can benefit this process in many ways and I want this AIP to be a culmination of everyone's thoughts, feedback, and experiences.

MOTIVATION

The first impression of the DAO is a critical factor in attracting and retaining top talent and builders in the Web3 space. Currently, the lack of organized and clear onboarding materials undermines the potential of the DAO and fails to showcase the opportunities available to its members. By improving the onboarding experience, the DAO can project a more professional and organized image, demonstrate its value proposition more effectively, and allow new members to become active members from day one.

RATIONALE

It is becoming obvious that the lack of onboarding material and processes causing inactive or confused newcomers isn't just a one off issue or an irregular issue at that. Joining the ApeCoin DAO is clunky, difficult, and off putting. There is really no good answer as to why we don't have a world class onboarding process in place. This AIP aims to fix that issue.

SPECIFICATIONS

This AIP proposes the development of a dynamic and comprehensive onboarding guide for new and potential members of the DAO. The guide will be updated regularly for 12 months or until the marketing and communication working group is established. The guide will provide a centralized source of information on the DAO's operations, processes, and systems, making it easier for new members to navigate and engage with the DAO.

The following formats would be used for the onboarding guide:

-Infographics

-Video Content (screen recordings, trainings)

-FAQ

-Live training sessions

Live training sessions would be a 1x a month onboarding call that would cover the basics of the ApeCoin DAO and get people up to speed as quickly as possible. This call will be held in the WG0 discord server and would be both a voice call and a screenshare. We will also broadcast audio to a Twitter space.

We will work with community members to translate infographics, FAQ, and recorded video content into as many languages as possible.

We would ask that the official ApeCoin twitter account tweets 1x per month about the live onboarding call.

Lastly we would ask for a "learn more" button be added to apecoin.com that would host a simple infographic and a link to where the full onboarding guide lives. (Still open for discussion but ideally it will be on Discourse)

STEPS TO IMPLEMENT

-Conduct DAO wide survey to gather critical feedback of current onboarding process.

-Create infographics/videos/FAQ/training content

-Build in the open and allow the community to give input.

-Review all content with SC and Legal to ensure everything is 100% compliant.

-Launch

TIMELINE

Work will begin as soon as the AIP is approved. The new onboarding experience will be ready to launch within 6 weeks from the date the team receives funding.

OVERALL COST

$10,000 in $APE at time of funding