

Original Proposal

[AIP-65: To incentivise decision making activity by rewarding active ApeCoin DAO members with free NFTs from a new collection - Brand Decision](#)

Reason it was not approved

The Special Council has deemed this proposal as a return for reconstruction. In doing so, they cited that the voting process should not be used to endorse projects.

Resubmission Updates

Now I don't require sharing in social media. Also, now the project requires funding from the DAO

Proposal Name: To incentivise decision making activity by rewarding ApeCoin DAO voters with free NFTs

Proposal Category: BRAND DECISION

ABSTRACT

To create a new NFT collection and allow mint NFTs for free to reward active ApeCoin DAO community members in order to incentivise voting.

MOTIVATION

DAOs are crypto's most important innovation. Voting in the initial stages of DAOs development are most important, first decisions will determine further destinies of communities. At the same time ApeCoin DAO voting activity in the first months is very low. There are around 80,000 \$APE holders, but the ApeCoin proposals are receiving less than 900 votes on average.

So weak voting activity creates more centralization with very high risks that some proposals may be sabotaged or promoted by small groups of players, influencing future directions of the DAO that the majority of holders doesn't want.

Also, it's not healthy for the community when only a very small part of members are interested to vote and learn about the ecosystem.

We need to eliminate these risks and bring more decentralisation and democracy to the decision making process. In order to achieve this I propose organising a free mint of a new high quality NFT collection as a reward for active votes.

RATIONALE

ApeCoin DAO was created because decentralised governance is the most important part of building a globally wide community. Democracy is vital for the success of the APE ecosystem. But it'll never work without decentralisation.

Animoca Brands CEO, Yat Siu, [said](#):

"The best defence of a functioning democracy is a high level of education. And in the case of Web3, we still need to educate a lot of people. People don't understand the space. What is it, DAO? How's the token work? Why don't I get this much? How does it benefit? We're early in the process, and it's all part of our duty to help bring people to the level."

And this is what I want us to do as well, and I am ready to devote myself entirely to the idea, and looking for soul mates in this endeavour. I want us to incentivise as much as possible \$APE holders to learn through actions - exercising their right to vote. Which will also lead them to the [ApeCoin forum](#) and into [ApeCoin DAO space](#), to read proposals, participate in discussions, create their own proposals, coordinate and build together.

KEY TERMS

There is no new terms.

SPECIFICATIONS

As [@4437 suggested](#) I will use [NiftyKit](#) tool for technical generation of the art, metadata, smart contract, mint/drop site, this will ensure that we will avoid underwater rocks on these stages. Twitter, Discord and Medium for social media.

STEPS TO IMPLEMENT

- NFT, website, smart-contract and promotional materials production period that will take 4 months
- Free minting event
- Promotion of the collection to make it self-sustaining

How will the NFTs can be distributed

- ApeCoin DAO members will be able to mint for free one NFT for each 1,000 of \$APE tokens used to vote in total.

A cap on the number of NFTs that one wallet can mint: 20 NFTs.

The reward that will reflect voting activity will work the best and will help us in 3 ways:

1. We will incentivise more \$APE holders to participate in the Governance, making the decision making process more decentralised
2. We will increase value of \$APE tokens, since it will be additionally rewarding to use the tokens
3. New voters will self-educate themselves during the voting processes, making the ApeCoin community stronger and healthier

Funding from the DAO for 4 months of preparation and 2 months of work after the minting event

- \$100k high-quality art production and generation
- \$100k collection marketing and promotion
- \$50k tech and security experts
- \$100k social media managers
- \$20k PR and marketing specialists

= \$370k for half a year of work in total, there will not be additional funding required since the collection will turn to be self-sufficient.

TIMELINE

Below is the basic roadmap I came up with.

Stage A (R&D Research & Development) - The first two months after the vote conclusion:

This stage A is critical to the project's success, the more time and energy we spend here the smoother things will run once we begin final art working.

We will research market, compile reference art, create original mood boards, character sketches, hire important stuff, build social channels.

R&D TARGETS:

- FULL creative overview for the collection including blueprints for the character designs & Variations
- FULL list and visual references for character traits
- FULL list of names & Development of the Concept
- Complete a rendered draft of character concept & tests with rarity traits

Stage B (Design & development) - 3rd-4th months

This stage is the main processing, development and modification of the core character artwork. I will interview & select 3 artists. The artists will work on design details for the collection. I will provide full creative instruction and communication to manage each artist and expectation. The aim is to begin physical design on final artwork, steady development of traits & layers, review & revisions.

Also I will find and hire designers, tech specialists and social media managers to develop a website and prepare the minting event.

Stage C (Final generation and resolving of unpredicted issues if any) - 4th month

- Finalise all 'traits & layers' for artwork generation.
- Artwork Test
- Generation of full 10,000 collection
- Website and mint tests
- Troubleshoot / Revisions

Stage D (Additional creative collaterals) - During all the process

Alongside the character artwork creation a number of key collaterals will be required for promotion and various online platforms. I have begun to compile a list below of the various collaterals I consider required at this stage :

- Branding - Logo/s for various requirements
- Banners & Avatars - For socials and online usage
- Website artwork - Designs for a simple webpage covering the 'Lore', Overall Concept.
- Modified character artwork for promotions
- Promotional teasers
- Videos about the production

Also, I have a number of creatives that may be interested in collaborating along the way, these range from motion graphics artists and animators who could assist us in developing animated elements -through to musicians and artists that may be interested in endorsing or supporting the project once we are ready to tease the concepts. This is more of a discussion for later when we are looking to tease and promote the collection or bring in collaborations to help with positive press coverage.

If you like the idea and have experience or other connections that can help to achieve the goals, please suggest your help in the comments or PM me.