

Original Proposal

: [AIP-341: Bored Brewing Marketing \\$APE to Beer Drinkers](#)

Resubmission Updates:

Many loved the AIP (42.85% for), but wanted us to elaborate a little on IRL and Otherside use cases, and also use the recent info about being able to give back to the DAO to enhance it even further.

Changes that have been made and why it should now be approved

We elaborated on IRL and Otherside use cases, increased the AIP amount by about \$75K and added 2% equity to the DAO.

Proposal Name

: Bored Brewing - AIP Resubmission

Proposal Category

: Ecosystem Fund Allocation

Team Description

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Pieter Boekhoff - ([@PieterWeb3](#)) - Pieter Boekhoff is a visionary entrepreneur and innovative thinker, known for his relentless pursuit of technological advancements that drive positive change and continuous improvement. With a diverse background in engineering, retail, and hospitality, he has consistently led groundbreaking projects that push the boundaries of what's possible, making him a trailblazer in the world of innovation. As an OG BAYC holder, Pieter is driven and passionate about bringing innovation, storytelling, and community to the world through incredible IP alongside, and for, incredible people.

Gene ([@17ikoola](#)) - With over a decade of experience in corporate strategy and business operations within The Wonderful Company, Gene has established himself as a powerhouse in the consumer packaged goods (CPG) industry. Gene's career has been defined by shaping and evolving household name brands, including FIJI Water, POM Wonderful, Wonderful Citrus, and Justin Wines.

More recently, Gene has leveraged his wealth of knowledge and forward-thinking vision to provide invaluable counsel to emerging players in the dynamic web3 space. Working closely with visionary companies like Bored Brewing and Ape Beverages, Gene has been a guiding force, helping them navigate this transformative landscape with a blend of wisdom, strategy, and connections. By facilitating thoughtful entry into the web3 arena and connecting his clients with the right partners, Gene is actively shaping the future of the industry.

Dave Zastrow ([@dzastr_eth](#)) - Dave has been an active crypto/NFT participant since early 2020 and a member of the YUGA ecosystem since late 2020. Dave has been a thought leader focused around NFT gaming, originally focused around Axie Infinity. Dave has held seminars, training, created content and spoke at conferences discussing his excitement for blockchain technology and the future of gaming. In Dave's career background, he has 10+ years working in the retail and product sector. He has spent time in operations, sales, merchandising and purchasing. Most recently, Dave helped launch Dr Bombay Ice Cream into Walmart across more than 3000 stores.

Abstract

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tl;dr - After overwhelming support and some feedback to improve, Bored Brewing wants to be the first AIP to give equity back to the DAO.

We want to spread the word of ApeCoin by integrating \$APE into the packaging of our beer and through explosive growth of our Made By Apes launch partner brand. This will include creating an \$APE coin beer, QR codes on all cans and gamified educational content about the DAO and \$APE, Web3 Gaming partnerships & sponsorships, and building out Distribution in Canada, USA, Europe and Asia, as well as a Bored Brewing Clubhouse/Taproom IRL and in The OTHERSIDE. You may even recognize us from Apefest as we were able to source production and manufacture beer that was provided to attendees at this year's Apefest in Hong Kong!

Benefit to ApeCoin Ecosystem

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1. We will work with the DAO and legal to give back 2% of equity to the DAO. This first of it's kind give back will usher in the next wave of AIP's and set the stage for true value creation within the DAO amplified by the marketing impact through branding, education and culture driven social content and sharing. By taking this on, Bored Brewing will lay the

difficult, but exciting groundwork for giving back to the DAO.

2. We will be spreading knowledge about \$APE coin to less crypto native people who enjoy drinking beer. We believe that \$APE can become a currency for the digital revolution and we want to be a small part of spreading the name to a demographic thirsty for this type of knowledge outside of the crypto community.
3. We will sponsor partnered events and share the \$APE coin brand across other relevant crypto/nft communities. The goal is to market the coin and share the background and goals of the DAO for the future.

Motivation

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The Bored Brewing Company (Bored Brewing) has already partnered with over 50 apes/mutants/punks and others to join in the mission of spreading Web3 around the world through the power of sharing a cold one IRL.

Rationale

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Bored Brewing is a fully operational beverage brand based in Canada, onboarding production and distribution partners in the US, UK, and Taiwan. Bored Brewing has already sold over 15,000 16oz cans and is continuing to sell more everyday. We have integration into our restaurant and have grown our distribution with suppliers across the region. Currently, we are a profitable business with 5-8 beers available at any one time.

Specifications

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In order to truly drive value back to the DAO and \$Apecoin, Bored Brewing will use a portion of this AIP funding as scale up and growth capital for marketing and distribution with our already built out channels in Canada, the USA, Europe, and Asia. Scaling growth and distribution is a monumental task, and we have the product, brand, and team ready to execute. Our partnerships, and our positioning with the Made By Apes initiative will increase our impact exponentially and pave the way for the opportunity to return back to the DAO significantly.

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While we initially focused on BAYC, we see the opportunity to integrate \$APE into the brand and help spread the word about \$APE on every can. We are major believers in what the future of \$APE can be and want to be a steward working towards further adoption beyond the swamp.

Deliverables

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1. Build out the Bored Brewing Taproom both IRL and in The OTHERSIDE - where activations, Web3 gaming, events, and gamified interactions can happen. IRL clubhouse to be built in Canada and open to the public, allowing all \$ApeCoin holders and other qualified NFT holders discounted beer and other perks. Distribution growth will be headquartered here.

*Offer limited to those of legal drinking age in the local area.

1. A QR Code on every future Bored Brewing Beer leading to \$APE educational content (Videos, Images, Text, Potential AR) and onboarding (clear Calls to Action) with analytics to share with the DAO and allow quantitative measurement of impact. There is potential to have quizzes and challenges that can help people earn their first \$APE coin.

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Deliverable

: QR Code on every future can for at least 2 years starting 2024.

1. Beer is better with frens and we want to empower and collaborate with incredible NFT communities who may not be as exposed to or aware of the power of ApeCoin, but are obvious early adopters and an incredible target demographic to onboard into our inclusive and welcoming ecosystem. Some examples of potential collaborations are below - we will work with the first 10 who are vetted, able to cover shipping and production costs if over the \$2.50 USD per beer that this AIP covers (if applicable) and able to execute an irl event that features their collaborative collectible can that prominently features Apecoin (much bigger than just a QR Code)

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Deliverable

: 10 Collaborations w/ a Minimum Quantity of 1,000 cans delivered IRL.

1. Create \$APE coin branded beer. We have a draft of what this could look like, but we can collaborate with the Ape Council to refine to a flavor and style that fits with the \$APE coin experience and user base. By adding an ApeCoin branded beer to our lineup, we can expose regular people continually in a friendly, non-intrusive manner through brand, storytelling and marketing in real life.

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1. One of our lucky supporters who votes for this proposal through the Ape Coin dao will have their IP featured on a beer in the future. We will collaborate with the winner to create a beer label that you like. This product will be manufactured for sale under Bored Brewing and we will send you two cases for your personal consumption (provided we legally can). There will be no royalties paid out for this but will be a great chance to brand your IP with Bored Brewing. This will be drawn provably fair at random using Chainlink VRF.

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Steps to Implement and Timeline:

- World Class Design work for 11 Unique Can Concepts
- Recipe Creation and Testing for 11 Unique Flavors
- Operations and Logistics for 10 collaborations with brand creation, beer production, & shipping
- Project Management and Business Development to work with 10 amazing NFT Communities
- QR Code Technology leveraging Blockchain verification (for randomization) and custom analytics for reporting.
- Marketing and Comms support for all 4 initiatives within the AIP
- Procurement and Production for each SKU and Collaboration
- ApeCoin content for educating and onboarding newbies
- Proof of \$APE with the goal to streamline irl proof of “membership” (tech and implementation tbd).
- Resources needed:
 - 1 Designer
 - 1 Developer
 - 1 Technical Lead
 - 1 Ops Person
- Note: we have all of the positions filled with qualified team members, except we would look to hire a part time Comms and Marketing position
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We have already begun the design of the beer can and will continue to implement that immediately. We will also begin identifying the ten partner brands to collaborate with for events starting immediately after approval. Our goal is to support events over 1-2 years instead of just rushing to every event presented to us. We truly want to help spread the word about \$APE to other projects and create the culture of sharing beer with frens.

Overall Cost:

149,696 \$APE Tokens