

PROPOSAL NAME:

Coffee with Captain Powered by \$APE on ApeChain

TEAM DESCRIPTION:

[Cap](#) & [Steve](#) have hosted “Coffee with Captain” every single weekday since late 2021, proudly representing BAYC from the beginning for over 665 shows.

Coffee with Captain is an established leading daily show in web3, trusted by several sponsors including large web3 brands like DraftKings and web3 staples like ENS and Mintify.

“Super Host of the Year - 2023”

- SuperSpaces

“Daily Spaces of the Year - 2023”

- NFTStats poll

1,000 live listeners most mornings and typically 200-250 concurrent during the 2 hour show

(# of daily listeners is the column on the right)

[

Screenshot 2024-06-20 at 4.23.27 PM

1642×528 101 KB

](<https://global.discourse-cdn.com/apecoin/original/2X/1/14c4d5fe987d699bc3d98f6e71326f08ebcdece9.png>)

11,000 listeners during an impromptu 6-hour Saturday Space following Yuga’s acquisition of Proof

All organic, real audience, never bottled

Major guests include:

Luca Netz, Pudgy Penguins

Julian Holguin, Doodles

Ray Chan, 9gag & Memeland

Gary Vaynerchuk, VaynerX & VeeFriends

Raoul Pal, Real Vision

Jack Lu, CEO Magic Eden

Daniel Alegre, former CEO Yuga Labs

In addition to CwC, the two co-hosts have both hosted several other Spaces for leading brands, including the monthly “From the Bodega” that Cap co-hosts with Illa.

Welcome Apes was originally ideated from a discussion with Vicki J, Bulla and Cap on Coffee with Captain. Cap also hosts the weekly Welcome Wednesday Space for Welcome Apes

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Steve co-authored the first Harvard Business article about NFTs

and he co-authored The Everything Token, a best selling book about NFTs and web3 published by Penguin Publishing

. Steve’s ape was featured in the HBR article and on the first page of his book.

Producer [Pain](#) and clip-master [Macki](#) round out the CwC team, and [@Lost](#) will be providing the weekly ApeCoin Ecosystem Update.

PROPOSAL DESCRIPTION:

Title Sponsorship of a leading web3 daily show and a weekly segment featuring MBAC brands. Ongoing promotion of \$APE,

ApeChain and MBA / MBAC brands on X and the major podcast platforms.

Six month partnership to include:

1) Title Sponsor

a) Coffee with Captain Powered by \$APE on ApeChain

b) Coffee with Captain Powered by ApeChain

c) Coffee with Captain Powered by \$APE

The title will appear in the Live X Spaces for the duration of the show, as well as in the title of the podcast recordings and preferred link(s) will be included in the show notes. This title sponsorship includes any live shows during the sponsorship period as well. For example, live Coffee with Captain at ApeFest will be powered by \$APE

2) A weekly segment "Made by ApeCoin Mondays"

Sponsored interview around 9AM EST on Coffee with Captain.

Each week we'll interview a MBA builder at/around the peak of our Monday show.

Preferred brand links will be featured in show notes in the podcast recordings.

We'll also work with Thank Ape to encourage and reward audience engagement with the brands that are being featured.

3) A weekly "ApeCoin Ecosystem update with [@Lost](#)"

A recurring sponsored segment on Wednesday at 9:45am EST on Coffee with Captain. Clip will be captured and Audiograms can be repurposed as shorts ApeCoin Youtube.

4) ApeChain will become the home of Coffee with Captain

Through a multi-phased approach we will migrate all of our future published content to be hosted on ApeChain. Beginning with our [weekly show summary](#)

Potentially a fork of [Mirror](#) or [Paragraph](#)

To be clear, this proposal does not take into consideration the development of, or funding of an on-chain publishing platform, rather a commitment to making ApeChain our home for published content and we'd love to work with others in the community who build the platform.

5) With a partnership in place Cap & Steve will actively seek news and events from the ApeChain community to discuss organically on CwC

throughout the week, in addition to the Made By ApeCoin Monday segment.

6) Two professional audiograms per week

will be provided to the ApeCoin DAO, ApeComms, and the MBAC brand that was featured. An example of an audiogram clip produced by Macki can be seen [quote tweeted here](#) - capturing the attention and engagement of other leaders in the space.

BENEFIT TO APECOIN ECOSYSTEM:

This proposal will benefit ApeChain and Made by ApeCoin builders, as well as the Coffee with Captain community, listeners and the small CwC team, including two OG Apes, at a minimum. Hopefully this idea inspires other content creators to work closely with the ApeCoin DAO and make ApeChain their home also.

In addition to live Spaces, podcast recordings and summaries - this title sponsorship will carry over to any events in real life, and will include sponsorship at a minimum of 3 live events over the remainder of 2024, live shows are planned at VeeCon, ApeFest and Art Basel.

In total over a 6 month sponsorship, there will 52 professional audiograms

provided featuring \$ape and community build brand and businesses. 26 business or brands built by ApeCoin will receive a sponsored interview at no cost to them

, as well as 26 ApeCoin DAO Ecosystem updates presented to a diverse crypto and web3 audience

. And ApeChain will hopefully become the first ecosystem that the Coffee with Captain community and listener base thinks about when looking for a home to build.

DEFINITIONS:

CwC = Coffee with Captain

STEPS TO IMPLEMENT:

1. Open discussion and dialog prior to going to admin review & vote

Engage with Banana Bill Advisors to discuss recommendations for BB-funded brands

1. Launch on the first of the month following AIP passing

Launch title sponsorship

Launch site for reports and audiograms

Schedule the first MBA/BBAC brand interview

- We anticipate fully launching on or before the 1st of the month following receipt of funding. All-in costs for repository site for reports and audiograms = \$500.
- Run initially for 6 consecutive months, open to renewal or extension

REPORTING EXPECTATIONS:

Monthly reporting will be provided, including but not limited to # of listeners and links to the MBAC segments and audiograms. Reports will be updated monthly and Audiogram files will be uploaded weekly, for the duration of the partnership.

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = \$85,000 USD paid in ApeCoin.

Website - \$500

Production - \$8,500

Show Operations - \$8,500

Talent - \$67,500

Total: \$85,000