

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.

PROPOSAL CATEGORY:

Ecosystem Fund Allocation

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.

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.

MOTIVATION

The Bored Ape universe is vast, filled with dialogue, content, stories, creations, and individual community narratives. Our aim is to delve into this universe to the best of our ability. We strive to craft something visually captivating, a storyline that encapsulates the essence of the narrative, something tangible and easily comprehensible for all, including our children. We envision a creation that surpasses the ordinary, one that goes "Beyond the Bored Monkey". Hence, if you are an active member of the Bored Ape community, having achieved significant milestones or historical feats, don't be surprised if you find yourself portrayed as a character, engaging in dialogue within the historical context of past publications insight in the mangá.

RATIONALE

According to research data published by [The Grand View Research](#), a database utilized by Fortune 500 companies and academic institutions for industry analysis, the global manga market size was estimated at USD 13.69 billion in 2023 and is projected to grow at a Compound Annual Growth Rate (CAGR) of 18.0% from 2024 to 2030. This growth can be attributed to the rising popularity of graphic reading content featuring compelling narratives and captivating visuals. Manga stands out as one of the most favoured forms of Japanese entertainment media for both children and adults, exerting a profound influence on the younger generation and serving as a significant aspect of cultural entertainment.

The increasing adoption of digital format of manga is creating lucrative growth prospects for the market. Several major publishing companies are introducing their works on the reading apps and trying to enhance the applications with advanced features.

The data above was extracted from the research conducted by Grand View Research.

["Manga Market Size, Share & Trends Analysis Report By Content Type \(Printed, Digital\), By Gender \(Male, Female\), By Distribution Channel, By Genre, By Audience, By Region, And Segment Forecasts, 2024 - 2030"](#)

SO FAR

We are thrilled to finally reveal this project to the public after approximately five months of diligent work. This process entailed identifying themes, crafting a storyline, directing dialogue, drafting a script, overseeing artwork, and refining initial sketches.

A portion of these five months was dedicated to a structured process in defined stages to approach the direction of the proposal or script creation. Initially, this involved considering various artists, studying their approaches, characteristics, and our requirements. Below, you will find the results of the initial tests.

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3871cfaf-121e-4271-9e13-67c3a2c10af5

1600×1133 357 KB

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The beginning of every narrative should be easily understandable, both visually and in terms of detail; this aspect is critical. Many of the sketches provided above achieve this by portraying an ordinary individual receiving a notification and being led into a new world. Even without dialogue boxes, the storyline remains highly immersive and coherent. One of the most challenging tasks is determining the line style for the manga. The analysis is extremely detailed, considering whether it should be more assertive or natural, thicker or more directional.

SINOPSE

In "Beyond The Bored Ape," the world is catapulted into the near future as an ordinary individual discovers a notification on their phone regarding Bored Ape. Upon engaging with the notification, they are thrust into glimpses of the future and transported to another realm, where they must adapt to a new existence. This meticulously crafted narrative intricately depicts moments and the entire fabric of the Bored Ape ecosystem, incorporating interactions and creations from the community itself. Embark on a journey through a world where the ordinary transcends into the extraordinary, and the boundaries of reality blur within the Bored Ape universe.

Below, we present some of the initial pages created during the first tests. These pages are undergoing final adjustments without dialogue boxes applied, allowing us to visualize the near-final aesthetic in terms of illustration.

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1

1920×2720 719 KB

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1920×1360 625 KB

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4

1920×2720 855 KB

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5

1920×2720 535 KB

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6

1920×1360 629 KB

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BENEFIT TO APECOIN ECOSYSTEM

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Developing a manga presents numerous advantages, notably significant brand exposure on a global scale. With a vast international audience spanning millions of readers and generating billions in revenue annually in the market, the creation of a manga inspired by Bored Ape offers an exceptional avenue for creative endeavours to enhance brand visibility and recognition. Furthermore, it provides distinctive opportunities to interact with our global ApeCoin community. In addition to manga, the creative process will eventually expand to encompass diverse channels such as anime, films, merchandise, marketing and provenance, thereby maximizing the reach and impact of the investment.

OBJECTIVES

Develop the inaugural volume of the manga based on the Bored Ape narrative and establish its complete ecosystem, incorporating community initiatives to enhance global awareness, ultimately leading to increased adoption and retention of a dedicated user base. Broaden the community and attract a fresh audience by actively involving and fostering connections with existing readers and newcomers to the community, thereby cultivating a new cohort of enthusiasts drawn in by the storyline's appeal.

TACTICAL CONSIDERATIONS

In order to align outcomes with the aforementioned objectives, the team ensured to take into account the following criteria:

- Identify opportunities to incorporate executions initiated by the community into the storyline.
- Expand the storyline to guide the executions integrated within the ecosystem, adhering closely to the application calendar.
- Enhance the narrative and storytelling, creating an immersive experience for readers through the manga.
- Develop a collector's experience for the physical versions, providing exclusive content and ensuring the necessary quality for memorable experiences.

EASTER EGGS APPLICATION

One of the primary reasons why manga is often regarded as the genesis of storytelling is its unparalleled ability to weave captivating narratives.

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IMG_4084

1242×670 133 KB

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Here, we introduce a plot framework designed for Made by Apes, fostering closer communication of community-generated creations that can be seamlessly integrated into the main storyline. In essence, businesses established by the community itself can be reflected in the manga through direct interaction with the main character on certain pages.

In a small example, one can observe projects like Bored and Hungry and ApeWater already in progress, with their respective histories poised to be further explored in future interactions.

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IMG_4085

1242×1198 62.8 KB

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STEPS FOR IMPLEMENTATION AND TIMELINE

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- The team will focus on providing detailed plans to the Ape Foundation and the community through networks to be launched in the days following the approval of this AIP.
- Close collaboration will be maintained between the team, Ape Foundation, and the entire community to ensure maximum immersion and access to the content depicted in the manga's storyline.
- The first volume of the manga will consist of 247 pages following the established script, although this number may be subject to change based on additions to the story and more detailed illustrations.
- The digital release of the manga will occur on networks to be launched after the approval of the AIP. However, in practice, the first volume will be completed within 4 months of the AIP approval.
- Further details regarding the implementation of future initiatives such as physical editions, collector's editions, and the development of an anime adaptation based on the initial volume will be addressed in subsequent AIPs to be created in the future. The team will keep the community informed about the next steps in this process.

OVERALL COST

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Amount requested from the ApeCoin Ecosystem Fund = 88.000 total over the first volume the manga constructed within the subsequent four months following AIP approval. The budget will be disbursed in installments during the production of the initial manga volume, utilizing a mechanism to be decided in collaboration with the APE Foundation at a later stage.