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Moonfu Thumbnail

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#### TEAM DESCRIPTION:

David Santo

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I'm a 47-time award-winning screenwriter, producer, and director with interviews appearing in FOX, NBC, CBS online.

I have four produced movies, three Amazon bestselling books, and have launched 2 comic book franchises that included physicals.

Forbes Magazine will be featuring my name and "MoonFu Studio" in their upcoming December 2024 issue as part of an initiative recognizing outstanding Web3 builders and projects.

#### PROPOSAL DESCRIPTION:

"The path is clear for what we have to do on ApeChain...we need to get more content on it."

Garga

MoonFu Studio is an AI animation company seeking to build a content creation hub on ApeChain.

#### BENEFIT TO APECOIN ECOSYSTEM:

- Entertainment IP is a Trojan Horse to onboard the masses to ApeChain.
- It increases ApeCoin adoption by providing a richer experience to those who hold it.
- Entertainment TV and movies maintain a high status for a long time (KungFu Panda, Toy Story, Avatar: The Last Airbender) making ApeChain a more attractive platform to build on.
- Longer term, Yuga asset holders will have access to MoonFu Studio tech, tooling and guidance to create their own franchises, accelerating growth for the overall Ape ecosystem.

#### DEFINITIONS:

IP = Intellectual Property.

#### STEPS TO IMPLEMENT:

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Step 1

. Create three mini episodes of a "MoonFu TV Show" - Family-friendly, accessible on social media, and appealing to mainstream Web2 audiences.

Step 2.

Distribute and market the episodes.

Step 3.

Analyze and gather feedback.

MOONFU STUDIO TRACTION:

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MoonFu Book Front Cover China

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**1**

book on Amazon Kindle.

This bestselling book established the core IP for MoonFu and gives us a foundation to build on.

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MoonFu contest wins

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**1**

screenplay winning 10 film festivals.

The book adaptation into a multi award-winning screenplay further cements a base for this franchise.

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moonfu studio

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**1**

google ranked website.

Discoverability is key for building a global IP brand.

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MoonFu press release

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Moonfu (1)

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Press release hit #1

in over 10 categories.

When MoonFu Studio announced the company debut with the launch of a free book giveaway it was picked up by 486 publications reaching a whopping 44 million monthly readers.

REPORTING EXPECTATIONS:

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(that's me)

I will keep the Ape community updated through a public TwitterX space, likely hosted by an ape, tentatively titled "MoonFu Monday." I will appear once a month (or weekly, depending on the circumstances).

I will also create monthly video updates via the MoonFu Studio channel on YouTube offering heart-to-heart talks where I speak directly to the camera.

I'm active and engaged – expect me to see me popping up all over the place, discussing degen culture and MoonFu related topics.

Kapow!

#### OVERALL COST:

The total amount requested from the ApeCoin Ecosystem Fund is 1900 ApeCoin.

This funding will be used to produce 3 mini episodes of the "MoonFu TV Show." Each episode is thirty seconds of run time and is designed for a social media first rollout campaign.

David Santo here: I will match the ApeCoin DAO grant funds dollar-for-dollar to establish MoonFu Studio.

This means, I will be contributing the USDC equivalent of whatever ApeCoin Dao contributes creating a 50/50 split in expenses.

MoonFu Studio will pay back the grant money

to the ApeCoin DAO from revenue (it's illegal to make profits and distribute them in a DAO structure).

MoonFu Studio will assign 10% ownership to the ApeCoin DAO.

#### BUDGET BREAKDOWN:

##### 1. Scope of work:

##### Character Development

: I will develop the characters visually based on the style guides I've used in the MoonFu book before animation begins.

##### Storyboard Creation

: I will create a full storyboard to map out the animation flow, key scenes, and transitions based on the script.

##### Animation Production

: This includes all animation work for MoonFu episodes 1 - 3, ensuring consistency and style.

##### Upscaling & Final Rendering

: I will hire an AI expert to finalize the output for delivery.

##### Sound Design & Revisions

: Sound design will be incorporated to align with the final vision.

TOTAL: \$2200

##### 1. Revisions:

There will be two weeks

of internal revisions at no additional cost.

TOTAL: Zero

##### 1. Marketing and PR:

2. Community building and outreach to foster loyalty and excitement.
3. Researching the Web2 target audience to customize social media content to their interests.
4. Create engaging content with a focus on humor, excitement, and relatable family characters.
5. Test marketing content.
6. Collaborate with social media influencers to promote the show and expand the project.
7. Paid ads.

TOTAL: \$1600

1. Additional information:

If no funding is secured within 3 months of official AIP authorship, the project will be considered inactive, and I reserve the right to develop "MoonFu Studio" as my own business entity independent of Yuga Labs and ApeCoin DAO.

1. Unforeseen circumstances:

If unforeseen circumstances arise during production that cause delays (such as technical issues or external factors), we will discuss adjusting the timeline as needed. Any extension to the timeline will be agreed upon in writing to ensure all parties are aligned.

TOTAL:

\$3900

Include 50% contribution from MoonFu Studio

GRAND TOTAL FOR APECOIN DAO GRANT:

\$1800

TIMELINE:

- Initial grant received: Three mini episodes will be completed in 2 months.
- Build a MoonFu Studio channel / landing page on ApeChain and YouTube. Publish the episodes. Testing and marketing completed in 1 month.
- Gather feedback and data. Explore partnerships and possibilities. Prepare strategy for the next round of funding and development. 1 month.
- Total time to completion is 3 months

from grant funding.

DAVID SANTO PERSONAL STATEMENT:

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Dave onstage

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(that's me shooting the MoonFu music video)

"Nothing thrills me more than the idea of growing ApeCoin and ApeChain along with the finest Web3 community in the world. Together, let's build a legacy of positivity that the Apes can be proud of."

David Santo