Project Author:

ALL CITY & MisterHype

Project Name:

ApeCoin DAO at NFC Lisbon

Project Category:

Ecosystem Fund Allocation

TEAM DESCRIPTION

ALL CITY:

Elected ApeCoin DAO Governance Working Group Lead Steward.

MisterHype:

ApeCoin DAO core contributor who combines five years of legal expertise (infrastructure, green energy, communications) with a proven history of event management to help coordinate this initiative. He is also the lead author of AIPs 259, 291, 315, and 329.

ABSTRACT

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This proposal looks to establish an ApeCoin and ApeCoin DAO presence at the Non Fungible Conference in Portugal, May 28-30th + side event.

Plans include a 15m² booth in a premium location inside the venue. The booth will be operated for three days and feature a large screen, ApeCoin branded back print on the main wall, and furniture and well as branded educational materials. Additionally, there will be a main stage panel talk on ApeCoin and ApeChain, accommodating four speakers plus one moderator, with priority given to Special Council members. Representatives from Horizen Labs and other groups associated with ApeChain may also be included.

The conference is being co-organized by WEMIX and The Sandbox and will feature a gaming startup competition with panelists Sebastien Borget (CEO Sandbox) and Robby Young (CEO Animoca Brands) helping judge. There will be an AI Film and Fashion Festival and first-of-its-kind "Memecon" presented by OSF Rekt. Other speakers include Claire Silver, Punk6529, Deekay Motion and John Knopf.

BENEFIT TO APECOIN ECOSYSTEM

- Increased brand awareness and media attention:

The NFC Conference is a premiere event in the NFT space hosting over 200 speakers, offering ApeCoin significant exposure to a large audience of potential users, investors, partners, and media outlets.

- Cost-effectiveness:

The cost of this booth encompasses all setup expenses, including custom branding — a relatively rare feature at events, which allows us to rightfully position ourselves as a dominant brand at the conference. Lisbon is also one of the most cost-effective cities in Western Europe, making it affordable for business operations and travel.

- Enhanced credibility:

ApeCoin has had minimal real-world exposure, making it imperative to change this narrative. Securing a 15m² area in a premium location with seating will establish ApeCoin as a leading brand at the conference.

- Networking opportunities:

Conferences like this provide opportunities to collaborate with key people in the space, where we plan to take an aggressive approach toward onboarding onto ApeChain.

- Educational outreach:

ApeCoin will leverage its booth and promotional materials to educate attendees about the ApeCoin ecosystem and all of the opportunities the DAO provides.

KEY TERMS

NFC Conference:

The Non Fungible Conference (NFC) Lisbon is an annual event entering its third year of operations.

The conference features Web3 gaming, artists showcasing their creations, collectors seeking investment opportunities, developers shaping the future of the technology, and individuals interested in the broader implications of digital ownership through a series of presentations, workshops, and networking events.

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PLATFORMS & TECHNOLOGIES

There are no new platforms or technologies to present.

STEPS TO IMPLEMENT & TIMELINE

Post-approval, hypothetical benchmark date: April 15th.

Week 1:

- Send payment and secure booth location
- Begin sourcing locations for the side event
- Develop budget breakdown
- Begin promotional materials development
- Begin developing booth communication culture and script
- Assemble list of potential speakers and moderators
- Travel and accommodation arrangements

Weeks 2-3:

- Finalize speakers and moderator
- Finalize side event location
- Finalize promotional material content
- Source other ApeCoinDAO members interested in attending and helping at booth
- Promotional materials printing and production
- Set conference engagement KPIs and expectations from helpers
- Train helpers

Post-Conference:

- Gather feedback and analyze results
- Develop post-conference report
- Share

OVERALL COST

The total cost for ApeCoin to attend, present, and host attendees in a 15m² furnished platinum-level booth, including additional promotional materials and travel expenses + side event amounts to 75,000 euros denominated in APE. Any surplus will be sent back to the APE Foundation.

In the event that platinum-level sponsorships are not available by the time funding has been provided, we will secure a lower-tier gold-level booth. Any difference in funding from the APE Foundation will either be returned or not accepted.

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