PROPOSAL NAME: Powered by ApeCoin, unlocking Web3 travel solutions for the community & Apes Swing into Lisbon Event

PROPOSAL AUTHOR:

Popil , Brandon , Michael and Celso

TEAM DESCRIPTION

Michael Ros: Sleap.io CEO / co-founder

Michael has been a travel tech entrepreneur for 15 years. Following his successful venture with Travelservice, he founded the first membership booking platform Bidroom and led it as CEO for 5 years. He's extremely renowned within the travel tech industry and has a track record as a start up advisor. He has been a keynote speaker at over 50 conferences, focusing on the digital economy, hospitality, and web3.

Brandon Williams :Sleap.io Lead Business Development

Brandon has 5 years of experience in blockchain and web3 , renowned for his impactful tenure as lead growth at DeLabs (DeGods / Y00ts).With five years in the industry, he has excelled in driving growth and establishing strategic partnerships and has a deep understanding of blockchain technologies and innovative community engagement strategies.

Popil: ApeCoin MarComms Steward and Sleap.io Advisor, BoredIn

Popil is an ApeCoin MarComms Steward and former OpenSea Community Manager.

and Sleap.io Advisor, BoredIn. She is the founder of BoredArt LLC, TheBoredTea, and BoredIn, as well as the publisher of MBAs Newsletters. With experience hosting over 50+ events and meetups for the BAYC and ApeCoin communities, Popil has made significant contributions to the space. Additionally, she has collaborated with renowned brands such as Nike, Apple, and MoMA.

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The Team

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PROPOSAL DESCRIPTION

Sleap.io (MBA License #00457) is the first on-chain hotel booking platform with access to over 350,000 hotels globally which is expanding to 1 000 000 hotels in upcoming months.

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As one of the official and community promotion partners for ApeFest 2024, BAYC, and ApeCoin MarComms, we are excited to extend the same community benefits to the ApeCoin community. We accept over 250 cryptocurrencies, including $Apecoin, along with traditional payment methods. As we innovate and grow, we aim to lead the Web3 travel industry.

We believe that the growth of Web3 brands relies on community building, which is why we have hosted multiple Web3 cultural events. With the development of ApeChain, we plan to offer the ApeCoin community exclusive discounts and innovative Web3 travel booking services, integrating ApeChain as a payment option.

During ApeFest, we will host the "Apes Swing into Lisbon" event, in collaboration with various Web3 communities and MBA brands! Join Sleap.io , Apecoin MarComms , Boredin , and Clavi for an electrifying evening as we kick off ApeFest.

We have arranged a stunning event venue in Lisbon, featuring both indoor and outdoor spaces. The event will include a DJ, drinks, and digital LCD screen displays. In partnership with ApeCoin MarComms, we will showcase the works and PFPs & IPs of various community creators on seven screens, including creations from BAYC, ApeCoin, ThankApe, ApeChain content, Mocaverse, and JRNY. This will give participants an unforgettable experience, kicking off the ApeCoin cultural journey.

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](https://www.youtube.com/watch?v=Kr-zev9qkS8)

Event: Apes Swing into Lisbon

Date: 17 October 2024

Time: 18:00 - 00:00 (6 hours)

Location: Poolside Lisbon

Address: R. Acácio de Paiva 19 21, 1700-003 Lisboa, Portugal

Guests: 250

What to Expect:

Join Sleap.io, ApeCoin MarComms, BoredIn, and Clavi for an electrifying evening as we kick off ApeFest.

This exclusive event marks the beginning of an unforgettable weekend at ApeFest.

Dive into the heart of Web3 culture at Poolside, Lisbon's premier hub for all things blockchain and digital innovation.

What to Expect:

- Elevated Beats: Enjoy music from our handpicked DJ, setting the perfect vibe.
- Food and Drinks: Enjoy complimentary drinks and gourmet finger foods.
- MBA Companies: Explore a variety of MBA brands' products and activations.
- Visuals: 7 NFT screens displaying Apes, ApeChain content, MBA products, and art, including creations from ApeCoin, ThankApe, Mocaverse, and JRNY.
- Networking: Meet and connect with fellow holders in the Ape community to create lasting memories.

Embrace this chance to celebrate the beginning of ApeFest in a setting that embodies the future of connectivity and digital experiences.

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Book Your Next Hotel with Cryptocurrency

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BENEFIT TO APECOIN ECOSYSTEM:

The benefits to the ApeCoin ecosystem for ApeCoin DAO and ApeChain include:

1. Increased Utility and Adoption

:

- Integrating ApeChain into platforms like Sleap.io expands ApeCoin's use cases, encouraging real-world transactions such as hotel bookings.
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such as hotel bookings.

- Enhanced Ecosystem Growth

:

- Providing unique services and benefits, like exclusive discounts and Web3 travel solutions, fosters a vibrant, engaged community, driving growth and retention.

- Strengthened Community Engagement

:

- Hosting Web3 cultural events and offering community-driven rewards strengthen the bond within the ApeCoin community, leading to higher participation and collaboration.

- Innovation and Market Leadership

:

- As one of the first platforms to integrate on-chain hotel booking with a wide range of payment options, collaborating with ApeChain, This pioneering approach can attract more partners and users to the ApeCoin ecosystem.

- Improved Online Payment Solutions

:

Improved Online Payment Solutions:By accepting ApeCoin as payment and prioritizing ApeChain in the future, online payments accept over 250 cryptocurrencies and traditional methods, improving financial inclusion and transaction flexibility.

1. Economic Benefits

:

- Increased adoption of ApeCoin for practical uses can boost demand and potentially increase its value, benefiting all ecosystem participants.

- Cross-Platform Integration

:

- Collaborations facilitated by ApeChain create a more interconnected and versatile ecosystem, enhancing ApeCoin's overall utility and appeal.

8.ApeCoin holders only need to have 1 ApeCoin (max 100) to participate in our "Apes Swing into Lisbon" event at ApeFest. We will also provide 100 free tickets to the ApeCoin, Moca, and JRNY NFT communities.

1. Holders of MBA brands, BAYC, ApeCoin, Moca, and JRNY NFTs can also participate in our digital LCD IP showcase during the Open Call. Our mission is to foster greater community interaction within the ApeCoin ecosystem.

10.We will provide a booth at the event to showcase ApeChain and ApeCoin promotions, as well as display products from MBA brands.

11.We will be giving away specially designed 200+ Merchandising items, Powered by ApeCoin swag, and MBA Collaboration products to all ApeCoin users participating in the event during ApeFest. This includes items from BoredIn's IP & MBAs newspaper, Mutant beer, and BoredTea.

1. Photography: Photography coverage during the event for ApeFest content, which will be shared with the ApeCoin DAO

community.

STEPS TO IMPLEMENT

As a MBAs (Made By Apes) Brand and BAYC Community Member

Our growth has always centered around the community. We deeply feel the community's enthusiasm and needs. Solving personalized travel customization and enhancing the security of Web3 booking has always been our top priority. We were honored to be featured in "From The Bodega." However, we understand that with the globalization trend of ApeFest and the arrival of ApeChain, we hope to be pioneers in Web3 travel, actively participating in building the ecosystem and truly being part of it.

Purpose of This Proposal

The purpose of this proposal is to give back to the ApeCoin ecosystem while integrating the trends of multiple community activities, including ApeCoin, BAYC, MOCA, Wow, and CoolCats, as well as major global Web3 events such as NFTNYC, ApeFest, VeeCon, Art Basel, Token 2049, NFC, ETH Tokyo 2029, Token2049 Dubai, and ETH Denver. We aim to provide better travel booking services and offer more personalized and attractive discounts to the ApeCoin community.

Specific Implementation Methods

1. Integrate ApeCoin as a Payment Method

:

- Collaborate with ApeChain developers to enable ApeCoin ($APE) as a payment option on[Sleap.io](Sleap.io).
- Ensure the payment gateway securely processes transactions and integrates seamlessly with existing systems.
- Set Up Auto-Selection of $APE

:

- Modify the booking platform to automatically select $APE as the default currency for ApeCoin DAO members.
- Implement user recognition features that identify ApeCoin DAO members upon login.
- Apply 10% Discount for ApeCoin DAO Members

:

- Develop a system that provides a 10% discount on all hotel bookings for verified ApeCoin DAO members.
- Use token verification tools like Tokenproof to confirm membership and apply discounts.
- Launch Marketing and Communication Campaign

:

- Announce the new features and discounts to the ApeCoin community through official channels and social media.
- Create promotional materials highlighting the benefits of using $APE and the 10% discount for members.
- Monitor and Optimize

:

- Track the performance of the new payment method and discount offer.
- Gather user feedback and make necessary adjustments to enhance the user experience and ensure smooth operation.

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1. The ApeFest event venue has been booked, and we are actively pursuing further community collaborations and MBA brands and ApeChain, ThankApe, partnerships, with more event details being finalized.

Partners & Integrations

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TIMELINE:

Once this AIP is approved, we will immediately integrate the discount offer and actively promote participation in the ApeCoin and ApeChain ecosystems and community building.

Apply 10% Discount for ApeCoin DAO Members:

Start and end date : The Start date will be week of the acceptance of our AIP , there will be no end date as this will be a continuous discount.

A constant 10% hotel discount across 1 000 000 hotels on sleap.io for ApeCoin DAO members.

This discount is not capped at any booking amount or number of bookings.

Token verification tools will be implemented such as Tokenproof to confirm membership and apply discounts.

Lisbon ApeFest opening event :

Start and end date: 17th of October 2024 18:00pm - 00:00am

Guest Capacity: 250 Guests

Everything is complimentary for attendees at an amazing venue which will kick off an unforgettable weekend.

What to expect

- Elevated Beats: Enjoy music from our handpicked DJ, setting the perfect vibe.
- Food and Drinks: Enjoy complimentary drinks and gourmet finger foods
- MBA Companies: Explore a variety of MBA brands products and activations.
- Visuals: 7 NFT screens displaying Apes, ApeChain content, MBA products, and art, including creations from ApeCoin, ThankApe, Mocaverse, and JRNY.
- Content : Videographer to capture an unforgettable evening
- Merchandise : Free "Apes in Lisbon" merchandise with partners branding for 150 attendees.

REPORTING EXPECTATIONS

Hosting of joint spaces for updates and to discuss what suggestions and improvements can be made. Keep transparent and stay connected with the community / DAO.

1.Reporting Expectations

To ensure transparency and keep all stakeholders informed, we will provide regular progress reports according to the following schedule:

Initial Kickoff Report: A detailed report will be provided within the first 60 days after the project commences. This report will outline the project plan, key milestones, and initial progress.

2.Quarterly Progress Reports

: Every three months (i.e., at the end of Q1, Q2, Q3, and Q4), we will release a comprehensive progress report. And will share with Community in Twitter and forum. Each report will cover:

- Achievements and milestones reached

- Challenges encountered and how they were addressed

- Budget updates, including any deviations from the original budget

- Upcoming objectives and adjustments to the project plan, if necessary

3.Mid-Year Review:

A more detailed progress report will be delivered six months into the project, summarizing the first half of the year and providing a forecast for the remaining six months.

4.Annual Summary Report:

At the end of the 12-month period, a final report for the year will be shared. This report will summarize the entire year's progress, evaluate the project's impact, and outline the plan for the next year, if applicable.

1. Ad-Hoc Updates:

In addition to the scheduled reports, any significant developments, changes, or milestones reached outside of the scheduled reporting times will be promptly communicated through ad-hoc updates.

OVERALL COST:

The total amount requested from the ApeCoin Ecosystem Fund = $45000 USD.

Details：

1. Apes Swing into Lisbon event activations: 30K USD

2. Event Venue Capacity: 250 Guests

3. Staff: 2 Bartenders, Security, Hostess, DJ

4. Drinks: 350 Complimentary Drinks

5. Food: Gourmet Finger Foods

6. Display: 7 NFT Screens and Visuals Behind the DJ

7. Merchandising giveaway and MBA Product Collaboration cost

8. Venue Maintenance and Cleaning Fees

9. Booth and Banner Display: 5K USD

10. Booth and Banner for ApeChain Display

11. Booth and Banner for MBA Brands

12. Booth and Banner for ApeCoin Display

13. Venue Insurance, Security, and Legal Fees：5K USD

14. Promotional Materials and Photography Content：5K USD

Please note that Sleap.io reserves the right to the final interpretation of the discount. Future platform updates may include optimizations of the AIP and processes. However, we remain committed to actively providing more comprehensive booking services for the community in future developments