

Hi everyone,

This is just an idea and I'm not be able to move it further than just rise you attention on it. So be lenient, please.

We've got an [AIP-405](#) created by [@alexmccurry](#) intended to make a branded DEX on the ApeChain ([AIP-378](#)). I've got no doubts that we need branded DEX on ApeChain, but the matter is how expensive it could be? [@leyota](#) has [fairly mention](#) that the asking price for the DEX in AIP-405 may be higher than it really costs.

So my idea comes down to the following:

1. Start an AIP on whether we need a branded DEX on ApeChain
2. In case of the positive decision of point 1 promote a call for developers willing to create a DEX on ApeChain by publishing appropriate AIPs (AIP-405 is going to be a good example of that)
3. Choose a winner by votes from coming proposals as we did for the ApeChain itself

Thanx for reading.