

## PROPOSAL NAME:

A Revolutionary Web3 IP Marketplace Powered by ApeCoin

## TEAM DESCRIPTION:

Our team is made up of technical experts and innovators with deep experience in software development and the Web3 ecosystem. Each member brings unique strengths that are essential for the seamless implementation and success of the marketplace. Our core team includes:

1. [likkee.eth @maplerichie](#) - Project Lead/Blockend Developer
2. 9+ years in SaaS and E-commerce applications development
3. 4 years of experience in leading the development of multiple blockchain projects
4. BAYC holder since 5/2021, actively involved in NFT communities and DAO governance
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7. BAYC holder since 5/2021, actively involved in NFT communities and DAO governance
8. [James](#) - Full-stack Developer
9. Experienced in building scalable web, mobile, blockchain applications in MERN stack, React Native, Flutter
10. MAYC holder since 5/2022
11. Experienced in building scalable web, mobile, blockchain applications in MERN stack, React Native, Flutter
12. MAYC holder since 5/2022
13. [Nicholas](#) - UX/UI Developer
14. Experienced in designing and developing user-centric interfaces for various application including e-commerce and blockchain applications
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## PROPOSAL DESCRIPTION:

Our platform aspires to be the premier global hub for Made by Apes (MBA) products, NFT collections, and individual creators' merchandise. We are committed to revolutionizing Web3 IP e-commerce by providing a reliable, streamlined, and intuitive marketplace. With support for multiple transaction models, such as pre-orders, auctions, and crowdfunding, our platform is designed to cater to the diverse needs of the Web3 community and beyond. — By Apes, For Apes, Beyond Apes - Powered by ApeCoin.

Key features:

1. Dedicated MBA product showcase: Highlight and promote MBA products globally
2. NFT collections official merchandise store
3. Individual creator's IP products store
4. Token-gated access to private launch
5. Other ecommerce models
6. Pre-orders
7. Auctions
8. Crowdfunding

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10. Auctions
11. Crowdfunding
12. ApeCoin as the primary payment method
13. Fiat on-ramps to purchase ApeCoin
14. DEX integration to swap ApeCoin instantly
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17. Referral/Affiliate marketing: Incentivize user acquisition and earn while promoting IP products
18. Wishlist: Share desired products with others
19. Chain: Including, but not limited to Ethereum, [ApeChain](#), [Abstract](#), Solana

#### E-commerce core features:

1. Unified Shopping Cart & Seamless Checkout

Enable users to buy items from multiple stores in a single transaction.

1. Reviews and Feedback

#### Transparent rating system for products and sellers

1. Store management
2. Product listing
3. Intelligent search, Filtering and Categorizing
4. Order, Shipping, Return and Refund management
5. Promotion management
6. Token-Gated Promotions: Create exclusive deals for specific collections.
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8. Tax engine
9. Dispute resolution system
10. Platform administration

#### Revenue model:

1. Commission:
2. 2.5% fee on each transaction
3. Tiered fee structure based on seller volume
4. Tiered fee structure based on seller volume
5. Waived for MBA merchants in the first year onboard
6. Waived for first \$10,000 transacted in \$APE
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12. Advertising:
13. Sponsored banner, email, and promoted content
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15. Featured Listings:
16. Premium product slots for increased visibility
17. Boosted search results
18. Premium product slots for increased visibility
19. Boosted search results
20. Premium Membership Subscriptions:
21. Early access
22. Exclusive deals and discounts
23. For example, 33 APE/month will grant access to Pre-sales of Snoop Dogg's physical album of limited supply, behind-the-scenes insights of creators, some discount vouchers of products from partnered creators.
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27. Dedicated Merchant Services:
28. Custom storefront development
29. Customize sales activity
30. Priority customer support
31. Custom storefront development
32. Customize sales activity
33. Priority customer support

#### UI Concepts

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Home

1440×3524 499 KB

](<https://global.discourse-cdn.com/apecoin/original/2X/6/654639034f12c05b937ccb2355c8a722b9314723.jpeg>)

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Made by Apes

1440×2191 202 KB

](<https://global.discourse-cdn.com/apecoin/original/2X/9/99f5b4099e3949a11536b22e8e0b1a99ff2c6b00.jpeg>)

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Product details

1440×1421 122 KB

](<https://global.discourse-cdn.com/apecoin/original/2X/6/675b984572b027d532a6587cc2d762c756c5aeab.jpeg>)

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Pudgy Penguins Official store

1440×1887 184 KB

](https://global.discourse-cdn.com/apecoin/original/2X/c/c1e8768a085e4701c628436c05ebd6e0fb3f8eaa.jpeg)

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Auction sales

1440×1084 151 KB

](https://global.discourse-cdn.com/apecoin/original/2X/8/8e2d53947045de6c12a431709f32de13b4765cc9.jpeg)

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BAYC Official store

1440×1887 204 KB

](https://global.discourse-cdn.com/apecoin/original/2X/a/a59a1823249f58e36d580f599042d8065948f22d.jpeg)

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Crowdfunding

1440×780 112 KB

](https://global.discourse-cdn.com/apecoin/original/2X/2/25ef1fc29b764314a37b0d86b00633cea998b583.jpeg)

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Crowdfund details

1440×1104 93 KB

](https://global.discourse-cdn.com/apecoin/original/2X/3/37f0dca6ede5d8377d105bf7c8ce26140afd4873.jpeg)

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Checkout

1440×878 91.8 KB

](https://global.discourse-cdn.com/apecoin/original/2X/1/12f715d4e10fd6020c43b3693f54c481a01b209c.jpeg)

We believe the recent improvements on MetaMask or Rabby already perform well on user layer's security. As a dApp, we will focus on preventing common attack surfaces like Cross-Site Scripting (XSS), Malicious code, phishing injection, and will perform audit with 3rd party on application, infrastructure and smart contracts.

Just like any marketplace app, there is no starting cost for both users and creators, it's a freemium model. Premium features can refer to the revenue models.

## **BENEFIT TO APECOIN ECOSYSTEM:**

The ApeCoin Marketplace Platform will bring substantial benefits to the ApeCoin ecosystem:

1. Increased Utility: Creates a significant use case for ApeCoin, potentially driving up adoption and awareness.
2. Brand Enhancement: Positions ApeCoin as a pioneer in Web3 commerce.
3. Community Growth: Fosters a stronger, more engaged NFTs community through shared economic interests.
4. Expanded User Base: Attracts merchants and buyers from various sectors, introducing ApeCoin and Web3 to a wider audience.
5. Partnership Opportunities: Facilitates collaborations with other projects and traditional businesses.
6. Innovation Hub: Serves as a testing ground for various business models utilizing Web3 technologies.
7. Contribution to ApeCoin DAO: 10% from transaction's profit and 25% from other revenues (such as advertising, featured listings, user subscriptions, and dedicated merchant services) will be given back to DAO to support the ecosystem development. We remain open to the possibility of gross revenue as well. Quarterly distribution will be the

best for platform's performance to reflect on the average Profit and Loss statement.

## DEFINITIONS:

- MBA: Made by Apes, referring to products created by members of the Bored Ape Yacht Club ecosystem.
- Crowdfunding: Project-based funding campaigns with set goals, timelines and reward tiers.

## STEPS TO IMPLEMENT:

### Timeline and Milestones

1. Planning and Design Phase (Month 1)
2. Determining technical specifications and 3rd party providers
3. Architecture and user interface/experience design
4. Talents hiring (Backend developer, DevOps engineer)
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6. Architecture and user interface/experience design
7. Talents hiring (Backend developer, DevOps engineer)
8. MVP Development Phase (Months 2-6)
9. Build seller, buyer and admin frontend and backend systems
10. Develop smart contracts for certain marketplace functionality
11. Integration of 3rd party system/protocol
12. Talents hiring (Business development, Community manager)
13. Cost: \$100,000
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15. Develop smart contracts for certain marketplace functionality
16. Integration of 3rd party system/protocol
17. Talents hiring (Business development, Community manager)
18. Cost: \$100,000
19. Beta Launch and Iteration (Months 7-8)
20. Launch beta version to onboard MBA and a limited user base
21. Gather feedback and implement improvements
22. Cost: \$150,000
23. Launch beta version to onboard MBA and a limited user base
24. Gather feedback and implement improvements
25. Cost: \$150,000
26. Testing and Auditing Phase (Months 9-10)
27. Conduct thorough testing of all platform features
28. Perform security audits and bug bounty program
29. Cost: \$150,000
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31. Perform security audits and bug bounty program

32. Cost: \$150,000
33. Full Launch and Marketing (Months 11-12+)
34. Official platform launch
35. Genesis membership launch
36. Execute marketing campaign to drive adoption
37. Cost: \$190,000
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39. Genesis membership launch
40. Execute marketing campaign to drive adoption
41. Cost: \$190,000
42. Ongoing Development and Support
43. Continuous improvement of platform features
44. Provide customer support and community management
45. Pivot to decentralized governance model
46. Continuous improvement of platform features
47. Provide customer support and community management
48. Pivot to decentralized governance model

Key Performance Indicators:

- Number of MBA, NFT & Creator products listed and sold
- Number of active users and merchants
- Gross Merchandise Value
- DAU, MAU, and Retention rates

## REPORTING EXPECTATIONS:

We commit to providing comprehensive progress reports to the community on the following schedule:

- Monthly written updates posted on the ApeCoin DAO forum and newsletter for at least one year
- Seasonal community AMAs (Ask Me Anything) sessions
- Immediate disclosure of any significant developments or challenges

## OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = \$590,000

## Detailed Budget Breakdown:

Infrastructure and tools: \$30,000

- Cloud services: \$15,000
- Compute instances, Database, CDN, Security, etc
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- 3rd party API/SDK integration: \$10,000
- On-ramp payment, Shipping, etc
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- Code repository and CI/CD: \$2,000
- Design tools: \$1,500
- Project management tools: \$1,500

Security audits and Bug bounties: \$80,000

- Application and infrastructure audit: \$30,000
- Competitive audit & Bug bounties program: \$50,000

Global legal and compliance: \$100,000

- Legal consultation: \$50,000
- Regulatory compliance: \$50,000
- Contingency reserve

Marketing and launch: \$100,000

- Community events: \$30,000
- MBA cashback campaign: \$25,000
- Influencer partnerships: \$25,000
- Social media campaigns: \$10,000
- PR and media relations: \$10,000

Development and Team: \$280,000

- Project lead: \$48,000/year
- Full-stack developer: \$42,000/year
- UX/UI developer: \$42,000/year
- Backend developer: \$36,000/year
- DevOps engineer: \$36,000/year
- Business development: \$30,000/year
- Community manager: \$21,600/year
- Hiring and operating expenses budget: \$24,400

Proposed Tranches Schedule:

- 1st month: \$100,000
- 6th month: \$150,000
- 8th month: \$150,000
- 10th month: \$190,000

Additional Requests to APE Foundation:

- Assistance in promoting the platform on official ApeCoin channels
- Integration of marketplace updates into the ApeCoin newsletter
- Support in facilitating partnerships with key MBA/NFT projects in the ecosystem