

Proposal Name:

The Ape Board - all in dashboard for the ApeCoin & Yuga Community

Proposal Category:

Core: Ecosystem Fund Allocation

Abstract

We want to create an all-in-one dashboard for the \$APE/Yuga ecosystem, to help it thrive, come to life and onboard new people.

A space where everyone can understand, discover and participate to help build out the lore and the outlines of the Yuga ecosystem. A beautiful space that covers everything Ape, from news articles to sales, from the last tweet to the live \$APE price, from the IP Ecosystem examples to best twitter threads, where everyone can submit ideas & projects.

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Motivation

Our objective is to create a place to help communities thrive, through effortless access to information and empowerment of users.

We want to reinvent the way people share knowledge, tell stories, and inspire their audiences to act within the Yuga ecosystem.

Yuga Labs has had tremendous reach and firepower through their holders from the first hour. It truly illustrated the power of having 10k people invested and believing in a project.

From fashion brands to food, beverages, games...the way the IP has been exploited is impressive to say the least. The beauty of Yuga's approach is: everyone wins.

This model is an interesting development that could become a small revolution in how companies think about building out brands.

However the Yuga Labs ecosystem is vast and complex, and the tools we use to navigate through it at the moment are quite unadapted.

Whether it's going through tons of tweets or threads, through each project's website or even Discord, there are too many sources, information and noise.

There is a need for a live, beautiful and UX friendly dedicated page to keep track of everything, and we can help.

We want to create a front page to the ecosystem, an all-in-one dashboard.

A beautiful space that covers everything Ape, from news articles to Otherdeed sales, from the last tweet to the \$APE price, from the IP Ecosystem examples to best twitter threads.

A space where everyone can understand, discover and participate to help build out the lore and the outlines of the Yuga ecosystem.

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We want to create an all-in-one dynamic dashboard with:

- All Yuga related events
- Discord announcements (+ AI Tagging for updates)
- Official pages latest Tweets
- Official founders latest tweets

- Top Community Tweets (ranked by trending/hot)
- Eligible Premints/giveaways/claims
- Off chain and on chain data (social engagement, floor, volume)
- Holder breakdown
- Team
- Project Roadmap
- Live sales
- Events
- Links to all official pages
- Merchandising
- IP & ecosystem initiatives
- Curated & Latest related news

We are already halfway there. In just over 5 months, we've built a fully functioning platform, hosting most active projects in the space, and already compiled a LOT of data (social engagement, on-chain data, holder composition, roadmaps, teams, discord announcements, tweets and community tweets, events). All the development until now has been self funded. As of today, thousands of users already enjoy most of these features on our existing app, pfpedia, for 1k+ NFT projects in the space.

Rationale

An app like this will be foundational to help onboard and educate people on the ecosystem, showcase the different projects and initiatives powered by \$APE or the BAYC IP for example.

As the community has expanded into a global brand and DAO, the need for a trusted, transparent and UX friendly data source has never been more important.

We want people in web3, especially those that aren't full time in the space, to become empowered by an easier access to knowledge and information on their holdings, and an interface like this gives everyone a chance.

Our platform would support the APE Community in the following ways:

- Demonstrates the strength of the community to the outside world, making it far more appealing for outsiders to join the community and resulting in global ecosystem expansion.
- Bringing all members together to form new ties and partnerships.
- Driving value to asset holders and builders by exploiting the full scope of utility the NFTs they hold have to offer
- Allowing you to display your Yuga related business or initiative and attract supporters within the community.
- In order to make Yuga/APE-related suggestions (list a project, merch, business concept, alpha group...), we could set a minimum holding barrier of \$APE, driving demand.

There are also great possibilities going forward once this exists, like creating tools to help people share that data, add memes to the images and have the ability to share those insights across socials. We've already developed an MVP for this, "pfpedia studios", which allows anyone to select their Ape, add data behind it (Floor, volume, engagement) and share it in seconds.

Key Terms

Pfpedia - Our existing app and tech that we want to build this on top of

AIP - Ape Improvement Proposal

Specifications

In May 2022 we created an app, pfpedia.xyz, that provides live on-chain and off-chain information on 1K+ NFT projects in the space (Discord announcements, tweets, data, events...).

We have been tracking all Yuga related projects since our launch, and more than 600+ people already follow Yuga related

projects on a regular basis through pfpedia (BAYC, BAKC, MAYC, Otherdeed, Meebits, Punks).

We have worked hard to become a trusted source of information in the space, by collaborating with numerous projects, and we can see a way to leverage our skills, connections and knowledge to support this community faithfully.

Since our platform is already live, our team would be implementing the creation of a dedicated page that leverages our existing tech, data collection and team skills to build out this new project, The Ape Board.

We're a team of efficient builders, with a track record of delivering functional products that degen love. In less than a year, we fully bootstrapped a product, locked 40+ partnerships

(including Rug Radio, Zeneca, Azuki Alpha Beans, Boki and many more), built a tool hosting 1k+ projects with 500k+ data points, and went on numerous podcasts and spaces to defend our vision.

Pfpedia is the outcome of our team's collective experience in web2 and web3, focused on showcasing the strength of each of these hosted NFT communities.

Team

Demian / https://twitter.com/demian_eth

Co-founder @pfpedia

, ex Head of Marketing Ops in Fintech. Music producer & Independent label record owner.

G. Seldon / <https://twitter.com/seldonseldom>

Co-founder @pfpedia

, 8 years XP in software, product, data & growth. Co-founded three companies.

Steps to implement

- Buy and setup domain
- High fidelity homepage design, requires UX designer (outsourced)
- High fidelity pages and overall product design, requires UX designer
- Source off chain data, retrieve news sources, merch, IP use, ecosystem and more (might require outsourcing to active community members)
- Retrieve entirety of on-chain data
- Build integrations: Apecoin, Contracts, News integration
- Continuous 1-to-1 user testing and feedback on improving and master the right/best UX/UI, requires funds to compensate Apes and other degens for interviews
- Handpick curators to source/add content to feed into the page going forward, requires a small hand budget to reward some contributors
- Build missing back-end integrations, add user auth for admin and sourcing mods/users
- Front-end build & JS animations, requires an external 3d animation / web dev for the JS build

Budget will be used to compensate ourselves and external contractors and contributors during those three months. As well as running necessary cloud computations and/or runaway costs.

Timeline

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Month 1

- Pre-production planning: create, implement and split tasks to related contributors & low fidelity design
- Start development: high fidelity design, code back-end & front-end skeleton

- Onboard contributors to source projects for key community features

Month 2

- User research: Run on-going User research with Ape community to review features and UI & usage.
- Implement final version of front-end UX
- QA & updates

Month 3

- Go live, monitor & fix bugs & add last touches
- Establish integrations with other \$APE related tools (transactional, social...)

Month 4-12

- Ongoing sourcing of information
- Clean platform, fix bugs, talk with users on a regular basis
- Iterate on new features we could add to the page

Overall Cost

We've mapped spend to cumulate to an overall budget of 12,000 \$APE broke down as follows:

A 3-months building budget of 7500 \$APE to fully build a functional and operational platform (hosted on a dedicated domain) and compensate core contributors.

A following 9-months of 4500 \$APE to cover server costs, additional feature iterations, taxes and administrative costs.

Discourse feedback & updates:

- Update/fix AIP Name
- Added details on our links with \$APE community & reception of our existing interface
- More detailed and specific information about the team
- Detailed use of budget + vision on 12 months

Additional links:

pfpedia.xyz

[Join Pfpedia](https://pfpedia.xyz)

An intelligence and social layer on top of PFP projects, facilitating the management of your PFP collection

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An intelligence and social layer on top of PFP projects, facilitating the management of your PFP collection

<https://twitter.com/pfpedia>

[Discord](#)

[Join the pfpedia Discord Server!](#)

Check out the pfpedia community on Discord - hang out with 166 other members and enjoy free voice and text chat.