

There needs to be a focus on boring infra, policies, and procedures. My reactions after a few weeks of lurking and one 1 AIP Idea proposal: it's still too early to fund vertical expenditures.

Related thoughts:

1. \$5.5 billion FDV without dedicated personnel building foundations. Currently, DAO is only capable of writing checks for others to build tall and fast. We need deep and wide ownership.

Step-forward: [Establish DAO Communications Team and Processes - #54](#)

Consider: SNX model; democratized, specialized representation.

1. Lack of participation.

Consider: Aavegotchi is one of if not the most active DAO. Consider their system of xp for meaningful proposals and votes (gotchi xp drives in-game rewards and level-ups). <https://wiki.aavegotchi.com/en/dao>

1. Require self-identification of benefits and

risks and

ROC/KPI in all proposals. To the extent there are similar proposals, include a comparative of the other submissions. Providing an objective foundation will help drive meaningful discourse. For example, you want \$1M for x: quantify direct and indirect benefits, the timeline back to break-even, and material risks.

1. ApeCoin DAO cannot accept revenue. A cost-center without resources, direction or ownership of economic upside is unsustainable.

Rounding out 1 and 2, subDAOs may drive discrete participation and drive collective value to \$ape.

Potpourri from my AIP Idea:

\$ape subDAO staking in exchange for finder's fee using veSPOOL model of fee accrual and vote influence, also signaling willingness to participate in marketplace decisions with possible incentives tied to good proposals and implementations following the aavegotchi model of xp? or maybe \$ape staking unlocks gated marketplace with tiered-down finder's fees based on thresholds of \$ape staked? Lots of indirect ways to encourage marketplace adoption while driving utility to \$ape.