PROPOSAL NAME:

Q2/Q3 2024 Governance Working Group Budget

PROPOSAL AUTHOR:

ALL CITY

PROPOSAL CATEGORY:

Ecosystem Fund Allocation

TEAM DESCRIPTION

The Governance Working Group is composed of up to three Stewards, three Facilitators, and one Secretary, collectively assuming a critical role in the day-to-day operations of ApeCoin DAO. Responsibilities cover a broad range, including project management, program development, election facilitation and oversight of various stages of the AIP process.

ABSTRACT

On February 28th, the ApeCoin DAO Governance Working Group (GWG) successfully concluded its Q4-2023/Q1-2024 budget cycle, delivering key initiatives outlined in AIP-317.

Highlights include establishing an independent legal structure, website and governance dashboard development, community reward programs, election facilitation, and the completion of a 47-page treasury and economic sustainability study. AIP processing times were reduced to an average of 16.5 days in the final draft stage, and we came in significantly under budget which allowed us to extend what was initially planned as a 6-month budget to 7 months or more. In addition, we were able to allocate legal startup costs for both new Working Groups.

The primary objective of that cycle was to increase output and develop programs that would provide significantly more value to the ApeCoin community than what was written into our original charter — a goal accomplished. Now, we're looking to strengthen the DAO from the ground up.

Starting in Q2 2024, the Governance Working Group will roll out three new pillars of what we're referring to as GWGV3: Education and training resources for AIP authors and leadership teams, cross-community on-chain grants programs, and a delegate accelerator initiative being developed to increase voting participation.

Following extensive preparation and careful consideration, the Governance Working Group is excited to introduce a comprehensive, long-term strategy to empower the ApeCoin ecosystem by providing training and development solutions aimed at strengthening candidates going through our AIP process and, in turn, our proposal implementation success rate. This framework involves the launch of 14 education-based initiatives over the next 12 months, tailored specifically for the ApeCoin DAO. These initiatives will be developed and overseen by OpenCampus in collaboration with core members of NewCampus — a cutting-edge growth and leadership school serving some of the world's fastest-growing organizations, boasting a client base of over 500 entities. Additionally, ForbesWeb3 will be joining us as a media and community growth partner to help put this program on the map and make ApeCoin DAO a premium destination for builders in Web3.

The Governance Working Group has also partnered with UMA to integrate their oSnap protocol for an initiative looking to explore cross-community small grant programs with the objective of extending our ecosystem into non-traditional communities. Additionally, the program will provide support for our current market, covering in-person events, NFT intellectual property propagation, professional service provider costs for ApeCoin-funded ventures, developers looking to build on ApeChain, and seed funding for early ideas.

This initiative aims to broaden ApeCoin DAO governance participation by incentivizing the formation of smaller-sized voting delegations by matching funds of up to 100,000 APE through GWG delegated wallets. An education protocol will be established to cover ApeCoin and ApeCoin DAO fundamentals contributing to our goal of a well-informed network of communities fostering an increasingly resilient ApeCoin ecosystem.

BENEFITS TO APECOIN ECOSYSTEM

- Leveraging cross-community on-chain grants and our delegate accelerator, we will target communities that are currently not part of our ecosystem. Partnering with entities such as ForbesWeb3 and Open Campus, we dramatically expand our reach, offering exposure to our opportunities and the 14 programs being offered within the APE_U curriculum, which will also include an ApeCoinDAO onboarding series of professionally produced, co-branded four-minute videos offered in multiple languages.

- By simplifying the process for grants under 8500 APE and establishing precise categories, we will empower the community by streamlining opportunities that the DAO has not been set up to do up to this point.

- We will better-prepare authors for post-grant success with access to mentorships and training resources which encompass managerial essentials, futures thinking and opportunities for fast-tracked access to an Open Campus 6-week accelerator program designed to provide support and growth opportunities for education-focused startups. We

- are also exploring the possibility of introducing a rewards program to maintain strong course completion rates.

- View the full APE_U program specifications here.

- In collaboration with UMA, we are set to implement automated on-chain grant distribution for our small grants programs. This move is designed to reduce standardized administrative costs and enhance cost-effectiveness for the ApeCoin community. This methodology will also serve as an opportunity to present a proof-of-concept illustrating how allocating a portion of the DAOs treasury outside of Coinbase custody could bolster the long-term sustainability of our resources.

- The GWG Delegate Accelerator will match APE for APE in small tiers, up to a maximum of 100k, to encourage the onboarding and establishment of qualifying groups and new communities committed to ApeCoin governance (voting) participation. The initiative will also serve as an optional collaborative program with our cross-community on-chain grants programs.

- Importantly, within the program, no APE will leave the possession of the Governance Working Group. Instead, it will be delegated from our Gnosis Safe as a governance token, with the goal of rotating access among various communities for limited durations. This approach aims to facilitate better assimilation, ensuring recognition as meaningful ApeCoin DAO contributors without favouring particular onboarded groups. Additionally, existing delegations meeting program requirements may also qualify as participants.

- By strengthening our ecosystem through training and education resources and amplifying our visibility by aligning with premium brands like ForbesWeb3 and Open Campus, we will instill an re-energized sense of pride within ApeCoin DAO community members and raise our standards for success among AIP authors, developing new heights in brand equity and reasons to build with ApeCoin, and on ApeChain.

- As exciting as all of our new initiatives are, it is crucial to emphasize that the Governance Working Group will also remain devoted to providing continued AIP processing, Discourse facilitation, Special Council and Working Group election facilitation, community rewards programs, stakeholder engagement, support for other Working Groups, proposal development, and various all of the other additional day-to-day ApeCoin DAO operational needs. In fact, as our scope expands through various initiatives, we're currently aiming to scale by adding members to the team, enhancing efficiency, and once again, increasing output.

KEY TERMS

Extending across educational endeavors, strategic partnerships, and impactful protocols, every name featured in this list stands as a fundamental component of the Governance Working Group's commitment to innovation and ApeCoin DAO community empowerment.

APE_U

APE_U is a collaborative initiative by OpenCampus and the ApeCoin DAO Governance Working Group designed to empower authors going through the AIP process.

Over 12 months, 14 initiatives will be implemented, covering AIP writing mentorships, managerial and leadership training, and discussions on futures considerations. Additionally, particularly exceptional proposals will have fast-tracked access into OC-X, Open Campus' six-week accelerator program.

GWGV3

An acronym for Governance Working Group Volume 3, symbolizing the third GWG budget and it's three core pillars: Training and education resources, on-chain small grants, and voting delegation growth

ForbesWeb3

ForbesWeb3 signifies Forbes' entry into the realm of NFTs and blockchain. Led by Forbes VP of Web3, Mani Patel, with a primary focus on elevating digital art and redefining people's perception of value and ownership.

NewCampus

NewCampus is a leading online management school serving hyper-growth businesses in Southeast Asia, with a client base of over 500 companies and access to more than 130,000 employees. They offer innovative learning experiences, strategic partnerships, and alternative financing models to support the growth and development of businesses in the region.

OpenCampus

OpenCampus is a community-led education protocol that empowers educators, content creators, parents, and students to shape the future of learning. By fostering collaboration, personalized learning, and innovative financial models, OpenCampus looks to revolutionize education and make quality learning accessible to all.

UMA and oSnap

UMA is the brand and protocol behind an optimistic oracle and dispute arbitration system, which offers a secure mechanism to bring various types of data on-chain. UMA's oracle system is instrumental in supporting diverse projects, ranging from cross-chain bridges and insurance protocols to custom derivatives and prediction markets.

oSnap is a protocol that facilitates the submission of transactions to their optimistic oracle, where they undergo on-chain validation and execution permissionlessly.

Cross-Community Grants

We classify cross-community grants as grant opportunities that we provide to non-traditional ApeCoin markets.

Intellectual Property Propagation

We use the term "Intellectual Property Propagation" when referring to grant categories that focus on providing funding to be used for opportunities that will utilize their NFTs images, particularly for branding or advertising purposes.

PLATFORMS & TECHNOLOGIES

There are many platforms and technologies that the Governance Working Group utilizes in our day-to-day operations. AIP processing primarily occurs on Discourse, Notion, and encrypted email; we use Notion and Slack for project management and internal discussion needs. Meetings are conducted on Zoom or Google Meet. External communications are handled on Discord, Discourse, and Twitter; although we have just established a page on GitHub that provides a wealth of DAO and GWG-related documentation and resources, as well as a website we will keep updated. Initiatives and stakeholder engagement vary, but Google Forms, email, Zoom and Google Meet tend to be our standards. Some voting analytics are collected using our recently built governance dashboard. Documents are typically created using shared Google Docs and Word; certain items are filed using Drive, and our spreadsheets are created in Excel. Basic graphic design needs are executed with Canva. We also have a Snapshot set up for our new Tempchecks voting protocol, and our treasury is held in a multi-signature Gnosis Safe.

We've also budgeted for more automation tooling in this proposal and better accounting tools while actively exploring different on-chain payment distribution products and various AI solutions.

Our APE_U initiative with OpenCampus and ForbesWeb3 will empower much of the same with a more advanced approach to preparing written materials and design work as well as video production. The on-chain small grants program with UMA will utilize its own multi-signature Gnosis Safe and Snapshot, as well as the UMA Optimistic Oracle. The GWG Delegate Accelerator will operate utilizing many of the platforms and technologies already listed.

OKR1: Revise the Working Group Charter

OBJECTIVE: Revise the Working Group Charter to enhance clarity when defining ApeCoin DAO Working Groups.

- KR1: Conduct research on other DAOs that have implemented Working Group structures to better assess what is being developed at ApeCoin DAO. Conduct at least one community-member interview from each DAO examined to help measure impact.

- KR2: Draft a clearly defined appropriate scope and expectations, including roles and responsibilities, for ApeCoin DAO Working Groups within an AIP based on research and development findings. Repeat for any associated AIPs.

- KR3: Allocate funds for up to five hours of review from a third-party professional services provider

- KR4: Post and advance the revised Working Group Charter AIP on forum.apecoin.com by August 1st, 2024.

OKR2: Launch APE_U education protocol with Open Campus

OBJECTIVE: Work with Open Campus (OC) to launch APE_U and 8 of the program's 14 projected initiatives shown on the (APE_U) Program Specifications document.

- KR1: Chaperone the OC development of an AIP Coaching framework and AIP Resource Bank

- KR2: Consolidate the fundamental principles of "AIP-354 Ambassador and Mentorship Program" and the "Initial AIP feedback beta testing" documents written by ALL CITY into OCs training of ~10 Coaches capable of supporting new AIP authors

- KR3: Oversee the OC development and launch of the AIP Authors fellowship to support ~15 AIP authors towards proposal success

- KR4: Launch the OC-created APE On Board video series to educate new and existing community members on ApeCoin governance processes

- KR5: Fast track 4 AIP projects to attend and complete the Open Campus Accelerator (OC-X) program.

OKR3: Optimize the CGIP Program for Service Providers

OBJECTIVE: Develop the Community Governance Improvement Program as a go-to hub for both internal and external stakeholders looking for service providers

- KR1: Establish a streamlined onboarding process for service providers, providing a clear pathway for their involvement in governance improvement initiatives and contract work for the GWG

- KR2: Actively drive awareness to the Community Governance Improvement Program on Discord, Discourse, Twitter, the GWG website and the GWG Gitbook

- KR3: Contract a minimum of five tasks to be completed by community members sourced through program submissions before September

- KR4: Recognize the successful completion of each contracted task through public GWG channels to showcase the community member's work

OKR4: Improve our Discourse user experience by utilizing community polls

- KR1: Conduct a comprehensive assessment of the current user experience on our Discourse forum.apecoin.com platform (including the AIP Draft Template) by leveraging surveys, user feedback, and analytics within six weeks of (budget) proposal approval. Identify pain points and areas for improvement.

- KR2: Implement improvements to Discourse's navigation and layout to ensure a more intuitive and user-friendly interface. Optimize the organization of topics, channels and categories for easy access and a streamlined experience.

- KR3: Establish a structured feedback loop for continuous user input encouraging community members to provide feedback on the user experience. Actively incorporate valuable suggestions QA testing and implement when deemed effective.

OKR5: Onboard a minimum of three new communities through bespoke small grants programs

OBJECTIVE: Onboard a minimum of three non-traditional communities into the ApeCoin ecosystem by September, through the development of tailor-made (on-chain) small grants programs for their holders.

- KR.1: Execute an outreach strategy and conduct needs assessments with at least six non-traditional communities.

- KR.2: Identify at least three suitable communities by the end of June.

- KR.3: Design and implement tailor-made small grants programs for each of the selected communities, ensuring alignment with their specific needs and ApeCoin's guiding values.

- KR.4: Establish key metrics to measure the engagement of onboarded communities. Regularly monitor these metrics and present an impact report before the end of September.

OKR6: Launch GWG Delegate Accelerator and onboard a minimum five new communities

OBJECTIVE: Rotate a minimum of five new communities by providing access to APE as a (delegated) governance token

- KR.1: Execute an outreach strategy and conduct needs assessments with at least six non-traditional communities.

- KR.2: Identify at least three suitable communities by the end of June.

- KR.3: Create and provide necessary support materials and other resources to educate new communities on ApeCoin and ApeCoin DAO

- KR.4: Establish and monitor key metrics to measure the engagement of onboarded communities to present an impact report before the end of September. Pay particularly close attention to changes in APE holdings, including retention after their access cycle has closed.

OVERALL COST

The total funding request for this budget is $1,269,700.00 denominated in APE. Of these funds, $728,000.00 will be either locked and delegated to the community as governance tokens or distributed back into the ecosystem via small grants and reward programs. Any surplus will be reported and rolled into the Q4/Q1 2024/25 Governance Working Group Operations Budget. Remaining funds from AIP-317, including repaid loans provided to the Metaverse and Marketing & Communications Working Groups for costs related to establishing their legal structures, will be reported and accounted for as discretionary funding to be used for, but not limited to, general contingency, new initiative development, community rewards, community grants, business and stakeholder development, and in-person ApeCoin DAO Working Group representation.

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