ABSTRACT

This proposal presents ApeCoin-powered iOS/Android/Web app to empower collectors to create content with their NFTs (photos during the IRL meet-ups, content for social media, memes, GIFs, or any other visual content).

Web3 Creative Studio will use our collection-tailored algorithms to automatically cut-off faces of NFT characters, modify them with editor tools and apply them to a variety of content-templates (including animated content).

The app will be free to use with an option to get Premium features where $ApeCoin will be integrated as the primary payment currency.

MOTIVATION

Despite extreme market demand on constant content production (Twitter, Discord), the Web3 space lacks an easy-to-use tool to create content with NFTs. NFT collectors should never struggle with editing images in Photoshop again.

By supporting our proposal, the ApeCoin DAO will ensure that:

1. $ApeCoin will be integrated as the primary payment currency to all paid features of the app (by using ApeCoin for payments within the app, users will take advantage of a discounted rate). It will drive an increase in ApeCoin demand as a result of the app adoption by most communities in the NFT space.

2. Yugaverse collections and holders of ApeCoin are the first to get all the benefits of content-creation with Web3 Creative Studio and will always be prioritized for new features & templates.

RATIONALE

The rationale behind this proposal is to provide the community with easy-to-use tools to create visual content with NFTs powered by ApeCoin.

This is fully aligned with DAO principles to increase the utility of $ApeCoin and drive Web3 culture forward providing more social use-cases.

SPECIFICATIONS

We did our homework. In mid-October (Twitter), we released Web3 Creative Studio V1 to gather feedback and gauge interest in the product. Following an overwhelmingly positive reaction, we dug further and carried out dozens of user interviews to identify pain points, unaddressed needs, and improvement areas.

Based on the above, we developed a product vision that covers ALL the needs of collectors related to creating content with NFTs. With this in mind, Web3 Creative Studio will have an extensive list of features available through our web app, iOS, and Android app.

1. Editor

* the first-of-a-kind tool for the custom creation of all types of content with your NFTs.

Mix up your IRL photos with NFTs

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1.1 Mix up your IRL

1920×1080 200 KB

](https://global.discourse-cdn.com/apecoin/original/2X/3/3165e8325a00a997b06a099875eaa3f3ae1a1175.jpeg)

Use your NFTs to create memes

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1.2 Use your NFTs to create memes

1920×1080 148 KB

](https://global.discourse-cdn.com/apecoin/original/2X/0/09b802ab964cdbec876606f1cdcdbfe14ae6f289.jpeg)

Create custom stickers with your NFTs

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1.3 Develop stickers

1920×1080 91.4 KB

](https://global.discourse-cdn.com/apecoin/original/2X/4/4f131f9e929b109f7fef47f107f422f29c78a9eb.jpeg)

Create whatever collages you want

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1.4 Create whatever collages

1920×1080 152 KB

](https://global.discourse-cdn.com/apecoin/original/2X/d/de8173532fa9f90c5f83ec8f526555ede8ce805b.jpeg)

Make your personalized GIFs

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1.5_Make_your_personalized_GIFs

1920×1080 99 KB

](https://global.discourse-cdn.com/apecoin/original/2X/4/4f1db79790ef4ad3a77dadc1a12c8b52dcf0e026.jpeg)

Use NFTs to craft social media visuals

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1.6 Twitter Banner (Social Media)

1920×1080 128 KB

](https://global.discourse-cdn.com/apecoin/original/2X/0/0c88d3819f31683f57b86899a2a8b3ee559ec5fc.jpeg)

Generate wallpapers for phone or desktop

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1.7 Generate wallpapers

1920×1080 100 KB

](https://global.discourse-cdn.com/apecoin/original/2X/6/68f46e97357461ee86fe71366cb4365d8f932065.jpeg)

2. Personal Profile - connect all your NFTs and save time searching for multiple items from your wallets.

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1. Visual of how you connect PP 2

1920×1080 199 KB

](https://global.discourse-cdn.com/apecoin/original/2X/1/15734cb41c629f7decdb0cceba26703531d1c4dc.jpeg)

3. Template Library -

save time by selecting among templates for GIFs, memes, stickers, or custom visuals.

These templates will be organized into different categories or themes. Some templates will be specific to a particular community.

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3.

1920×1070 106 KB

](https://global.discourse-cdn.com/apecoin/original/2X/e/e4133f6d5e0b7cbb7de5b0d1965f39872cde187c.jpeg)

Additional Features

will include quick posting to social media and the opportunity to save the content you work on to your Drafts

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3.1. Visuals of post button + "saved" folder 2

1920×1080 178 KB

](https://global.discourse-cdn.com/apecoin/original/2X/5/54c7b0de842c1e23be9037ca939f0fc907176631.jpeg)

Web3 Creative Studio Premium

We envision the majority of the features of Web3 Creative Studio to be free of charge.

However, certain commercial uses of the product will be available and payable with $ApeCoin. Web3 Creative Studio Premium will provide users with unlimited count of projects & access to Premium Templates.

Please note that Web3 Creative Studio Premium features are subject to change as we further analyze the product use.

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Premium

1920×1080 106 KB

](https://global.discourse-cdn.com/apecoin/original/2X/6/69bdcf557aeaf4a00ffd9eac2ea02627048cd16c.jpeg)

FUTURE STEPS AFTER THE GRANT

4. Community Area (Lounge) -

access to community-specific templates & content.

Community Area, also known as the lounge, is a space within the app where users will be able to connect, create & share content. Community Area will be a dynamic space where users can engage with each other and build connections within their community.

To access Community Area, users will identify themselves using their wallet.

In this area, users will be able to access community-specific templates (memes, GIFs, etc.) to create visuals with their NFTs.

In addition to accessing community-specific content, users will also be able to create and share their own templates in the lounge.

We will introduce the first beta-test lounges to the Yugaverse collections.

It will give collectors the opportunity to shape the future of how Community Areas work within the app. Collectors will be able to test out new features and provide feedback on their experience, which will help the development team improve the functionality and user experience of the lounges. It will shape the future of content-creation for all collectors in the Yugaverse.

MORE ABOUT US

We're an independent self-funded team - 3Verse Lab.

I'm Dan (Twitter), a serial entrepreneur, BAYC #5315

, and a member of the UA tech entrepreneurs community. Before starting NFTlook, I founded & sold an 8-figure CPA affiliate network. During my entrepreneurial path worked with TemplateMonster, Weblium, and Vapingdaily. My web3 exposure dates back to 2017.

My co-founder Andy (Twitter) founded a 6-figure B2B SaaS ChordChord that runs on autopilot and built a music-tech app with 500K+ downloads on Google Play.

After entering the NFT space in the spring of 2021, we both fell in love with the potential of NFTs and how the tech brings communities together.

We've been working on NFTlook since December 2021. Most of blockchain & software development is completed. 3Verse Lab team comprises 3 engineers, 2 designers, a product manager, and 2 marketers with extensive backgrounds in both web2 and web3.

People who gave us feedback and support:

- ArchanNair ([Twitter](#))

- KimonoNFT ([Twitter](#))

- FUDmaster ([Twitter](#))

- Maks Niko ([Twitter](#))

- Chasten.eth ([Twitter](#))

- Riddler ([Twitter](#))

- Jack & Jackie ([Twitter](#))

- Hydraze ([Twitter](#))

- AdioKing.eth ([Twitter](#))

With ApeCoin DAO support, we want to:

1. Accelerate the mobile development of our platform by making key additional hires

2. Grab the market share that's neglected by big players

3. Bring value to the ApeCoin ecosystem.

STEPS TO IMPLEMENT & TIMELINE

NFTlook has achieved significant progress already. To date, we've released:

1. A web version of Web3 Creative Studio V1 is accessible here:https://nftlook.io/tools/creative-studio .

2. A web version of the Personal Profile demo is accessible here:https://nftlook.io/demo

Moving forward and once the ApeCoin DAO approves this grant, we envision completing the full development of Web3 Creative Studio in 20 weeks with the following milestones and resource allocation:

Stage 1. Mobile apps infrastructure & web app with Editor functionality

Milestone

: Optimize backend infrastructure for mobile apps & implement all features of Editor to web app.

Duration

: 6 weeks.

Resources

: Our existing team (self-funded) + 2 x Backend devs + 1 x Flutter dev + 1 x Frontend dev

Amount of $ApeCoin required

: $40,000 equivalent.

Stage 2. iOS app with Editor functionality

Milestone

: iOS app allowing custom creation of all types of content with the support of Yugaverse & other blue-chip NFT collections.

Duration

: 6 weeks

Resources

: Our existing team (self-funded) + 2 x Backend devs + 1 x Flutter dev + 1 x iOS dev

Amount of $ApeCoin required

: $40,000 equivalent.

Stage 3. Android app with Editor functionality

Milestone

: Android app allowing custom creation of all types of content with the support of Yugaverse & other blue-chip NFT collections.

Duration

: 6 weeks

Resources

: Our existing team (self-funded) + 2 x Backend devs + 1 x Flutter dev + 1 x Android dev

Amount of $ApeCoin required

: $40,000 equivalent.

Stage 4. Web3 Creative Studio Premium & $ApeCoin integration

Milestone

: Introduction of Web3 Creative Studio Premium and integration of $ApeCoin as a payment currency

Duration

: 2 weeks

Resources

: Our existing team (self-funded) + 1 x Backend dev + 1 x Flutter dev + 1 x Blockchain dev

Amount of $ApeCoin required

: $15,000 equivalent.

OVERALL COST

Given that the scope of this proposal will be partially funded by internal resources, the additional cost to implement the proposal is estimated at $135,000