

PROPOSAL NAME:

Expanding APE ecosystem via SOG - Revolutionary Blockchain MOBA Game

TEAM DESCRIPTION:

Playcraft Studio was established in 2022, and the core team has nearly twenty years of professional knowledge in game development and editor development.

At present, our studio is one of the few MOBA chain game teams in the world with the experience of operating millions of daily online active users.

Andy - Producer and Co-Founder: Andy has more than 16 years of experience in producing MMORPG and MOBA. He leads a creative R&D team of 20 members, responsible for creating the game experience.

Jason - CMO and Co-Founder: Jason graduated from UC Berkeley and has 15 years of gaming experience, leading a marketing and operations team composed of 5 senior Web3 practitioners. He has rich experience in global game distribution to increase our game's user base and brand awareness.

Roxi - head of web3 Marketing, CMO @ Aria, Ex Marketing Lead @ PXN, Ex Marketing Lead @ SleekCard, Ex Advisor @ Seedify and Multiple other projects.

Marketing team members have worked on successful web3 projects before which saw millions in revenue.

Johnny Lee | [@Johnny_2](#) - ApeCoin DAO Web 3 Development Working Group Steward

Founder of Chinese Ape Club (CAC), passionate about building the APE ecosystem

-Hong Kong's leading AI cloud technology company

-Reverse takeover of listed companies

-Former head of Hong Kong region of multinational fund company

-Business consultant with extensive experience in public relations, partnership, project planning and development

-Upon learning about this project's proposal, he is willing to serve as an advisor on an unpaid basis.

PROPOSAL DESCRIPTION:

Summon Of Glory is developed by Playcraft Studio, and is already supported by @Animocabrands

, @Shimacapital

, @bigbrainvc

, @mechanismcap

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We aim to integrate outstanding Yuga NFTs into Summon of Glory's gameplay, with the three main goals of (1) creating fun gaming experiences, (2) increase ApeCoin's brand awareness, and (3) to generate revenue share

for ApeCoin DAO and the selected ape NFT holders.

The classic gameplay and strong social interaction within SOG leaves a lot of room for scalability plus interoperability for players across different communities.

BENEFITS TO APECOIN ECOSYSTEM:

Enhance Apecoin's brand influence and exposure via:

1. including Apecoin's art and information in SOG's startup screen plus banner
2. accepting \$Ape as a payment option for trading SOG's in-game assets
3. putting the "ape" logo of Apecoin at the central position of SOG's logo
4. dedicating a section of SOG's website for promoting and educating viewers on Apecoin's ecosystem
5. provide Apecoin community creations as rewards, such as booklets, collectibles, badges, autographs from Yuga holders

Generate revenue for Apecoin:

1. SOG team will use the proposed funding to create game content for SOG Heroes based on 8 NFTs (such as BAYC/Movaverse, chosen via voting by Apecoin DAO members), covering all content such as character design, 3D modelling, skins and skill effect. 30% of the revenue generated in game from the Heroes created based on those 8 chosen NFTs will be permanently shared with ApeCoin DAO, while 15% will be shared with the corresponding NFT holder.
2. When SOG's token is listed on exchanges, it will prioritise airdrops to ApeCoin DAO community users

Boost Apecoin's community participation:

1. SOG will hold exclusive activities for members of the ApeCoin Community
2. Initiate an Ape Voting event to give every Yuga asset holder a chance to appear in the game
3. Part of the \$Ape from the funding proposal will be rewarded to Apecoin community members who take part in the NFT selection votes
4. Sponsor Apecoin DAO events

DEFINITIONS:

Strong Social Interaction : SOG's fast-paced 5v5 battles last only 10 minutes, promoting social interaction and viral spread

Interoperability : Users can seamlessly transfer progress and gain multiple benefits between games within the SOG ecosystem.

Scalability : Smooth and seamless gameplay experience regardless of the number of concurrent players. Gameplay encourages participants to invite friends and new members to join

NFT Application : Trade heroes and skins based on existing NFTs, unlocking new ways to participate in games and monetization methods.

History of SOG:

Q4 2022: Completed the Seed round of financing, with a financing amount of \$2 million, with investors including Shima, Animoca, Bigbrain, Mechanism, Origin, etc. After completing the financing, we began to build a team and determine the direction of our game development, that is, to combine NFT and Game, and provide players with a different Gamefi experience through the classic gameplay of 5v5 competition.

Q1~Q2 2023: We have screened 15 of the hundreds of NFT images as our in-game heroes, and given these heroes different classes, skills, skins, and special effects.

Summon of Glory (@SummonOfGlory

) on X

UGC MOBA Game | Backed by @animocabrands

@shimacapital

@bigbrainvc

@mechanismcap

Q3~Q4, 2023: We launched a playable version of the game and conducted gameplay tests in the YGG community and Google Play Store, with a total of more than 10,000 users experiencing our products.

Q1~Q2 2024: We are developing and perfecting our games and optimizing the operation details. At the same time, we started community operation in Q2, made an official website, and developed our mission system. We are also preparing for the beta test of Q3 to ensure that we can give users a better gaming experience.

The following is our community and website:

[X:x.com](https://twitter.com/Xxcom)

[DC:discord.gg/summonofglory](https://discord.gg/summonofglory)

[Web:www.summonofglory.com](https://www.summonofglory.com)

STEPS TO IMPLEMENT:

2024 Q3

Hold NFT collection activities within the ApeCoin Community

Enhance product experience and launch exclusive game testing experience for ApeCoin Community

Expand number of SOG players

2024 Q4

Beta 1.0 test, launch exclusive game testing activities in the ApeCoin community.

Target 100,000 SOG registered users and further promote the ApeCoin brand among SOG game users.

2025 Q1

Launchpad and exchange listing for SOG's token, token airdrop for the ApeCoin community.

Global game release.

2025 Q3

SOG UGC platform goes online

Hold UGC content creation competitions in the ApeCoin community, users can create heroes/maps New games in the SOG universe.

REPORTING EXPECTATIONS:

Progress reports will be shared with the community at a frequency of 1~2 times per month for 18 months. The reports will include NFT voting campaigns, NFT character development progress and corresponding milestones, SOG playtests, NFT character revenue figures, and other important matters about SOG.

We will make and provide a project progress report to the ApeCoin DAO, and if necessary, we can publish it on the SOG official website, www.summonofglory.com.

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = \$246,000 USD

Concept Art: 10,000 USD, for the creation of individual concept art for 4 characters and 4 multi-character concept art pieces;

3D Assets: 100,000 USD, for the design and production of three views, costumes, weapons, accessories, class designs, and the creation of 3D models for 4 characters;

Skins: 80,000 USD, for the production of skins, animations, and skill effects for 4 characters;

Sound Effects: 5,000 USD, for the creation of music and sound effects for 4 characters;

Promotional Videos: 30,000 USD, for the production of promotional video content for 4 characters.

Community Rewards : 6,000 USD, of which 2,000 USD is allocated for rewarding participants in the ApeCoin DAO community who vote on the selection of game NFT characters, and 4,000 USD for rewarding the 4 NFT Holders who are ultimately chosen.

Community Events: 11,000 USD for the ApeCoin DAO community users who participate in the SOG game testing and become SOG game promotion ambassadors, including cash rewards and exclusive game merchandise for the ApeCoin DAO community.

Community Gatherings: 4,000 USD sponsored by SOG for two offline discussions, sharing sessions, and gatherings for the ApeCoin DAO community.