

## PROPOSAL NAME:

AI-Generated Design + Custom Products Platform

## TEAM DESCRIPTION:

[WICKMEUP](#) - I am an accomplished art designer with a degree in Visual Communication and over 15 years of experience in the design industry. With extensive expertise in visual storytelling, i have worked across various design disciplines, constantly pushing the boundaries of creativity and innovation. My passion for blending technology and art has driven me to create a platform that seamlessly integrates AI and NFT technologies, bringing personalized, cutting-edge design to the world of custom products.

## PROPOSAL DESCRIPTION:

Our plan is to use NFT IP and AI technology to offer customized products, bridging ApeCoin DAO from the Web3 world to the Web2 market. Our goal is to increase ApeCoin DAO's visibility and engagement by providing personalized products, enhancing the NFT market's excitement, expanding usage channels for ApeCoin, and achieving a win-win outcome. Five percent of total Net Profit will go to the ApeCoin DAO treasury to support the continuous development of the community.

### Platform Overview

This is a customized product platform offering the following services:

#### 1. NFT IP Product Creation:

create products (T-shirts, hats, etc.) using their owned NFT IP.

#### 1. AI-Generated Pattern Merging:

combine multiple NFT IPs into a single design using our AI system and turn it into a product.

#### 1. Upload Custom Designs:

upload their designs and make them into products.

#### 1. One-on-One Design Service:

NFT owners can communicate with platform designers to create custom designs based on their requirements.

Any design created by our AI system will have joint ownership between us and the NFT owner. We commit to not using these design for production without the owner's consent, and similarly, the NFT owner cannot use AI-generated design without our agreement.

### Why Custom Products?

Providing customized products offers multiple benefits to the platform. It not only meets modern consumers' demand for personalization and uniqueness but also significantly enhances the platform's competitiveness and market position.

- Meeting Personalization Needs:

Modern consumers increasingly seek personalized and unique products. Customization allows them to design according to their preferences, enhancing satisfaction and willingness to purchase.

- Growing Market Demand:

With the rise of premium consumption, demand for personalized and meaningful gifts is increasing. Custom gifts not only express emotions but also have collectible value.

### Motivation

As NFTs (non-fungible tokens) become more widespread, more people are owning and collecting these digital assets. However, most existing NFTs are limited to the digital world, lacking interaction and application in real life. To bridge this gap, we will launch a custom product platform allowing NFT owners to turn their digital assets into physical products, such as T-shirts and hats.

Users can showcase their custom NFT-printed products anytime and anywhere, especially at blockchain gatherings or NFT events, making it easier to meet people from different circles. Some users also enjoy using products featuring their personal NFT IP. The proposal is supported by ApeCoin DAO, and all products will display the ApeCoin logo.

### Revenue Streams

- Single NFT IP customized product
- Uploading custom designs for product creation
- AI-generated designs combining two or more NFT IPs
- One-on-one design services
- Customers can purchase rights to AI-generated designs for use on other platforms or social media avatars

## **Payment Methods**

The platform will only accept \$APE payment.

## **BENEFIT TO APECOIN ECOSYSTEM:**

- Strengthening ApeCoin DAO's Image:

By providing high-quality custom products, ApeCoin DAO can build a professional, innovative, and customer-centric brand image, boosting brand recognition and competitiveness.

- Enhancing Community and Ecosystem:

Expanding ApeCoin DAO's brand influence will attract more Web2 users to the Web3 world, bringing together ApeCoin DAO and NFT holders outside the Yuga Labs ecosystem.

- Increasing Brand Exposure:

All custom products will feature the ApeCoin logo, increasing brand exposure and recognition in real life.

- Encouraging Engagement:

Offering personalized products and services will foster deeper emotional connections with NFT holders, increasing loyalty and encouraging repeat purchases.

## **Milestones**

Our goal is to significantly enhance ApeCoin DAO's engagement, influence across Web2 and Web3, and the application scope of ApeCoin.

Define any words or phrases within your submission that are unique to the proposal, new to the APE Community, and/or industry-specific.

## **STEPS TO IMPLEMENT:**

Implementation Steps & Timeline (12 months):

Starting from the time funding is secured:

Phase 1 : Development and Testing ( Month 1-2 ) 100,000 USD

- Platform Prototype Development
- Develop the initial prototype of the platform, including the user interface and back-end infrastructure.
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- AI Design Generation System
- Develop and test the AI system that generates custom designs combining multiple NFT IPs.
- Conduct thorough testing to ensure the AI system's accuracy and functionality.
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- Payment System

- Implement and test the payment system, including credit card and ApeCoin (\$APE) transactions.
- Ensure secure and seamless transactions, and offer a 10% discount for payments made with \$APE.
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#### Phase 2 : Internal Testing and Feedback Collection ( Month 2-3 ) 102,500 USD

- Internal Testing
- Launch an internal testing phase to identify and fix bugs and optimize the user experience.
- Invite selected NFT holders to test the platform and provide initial feedback.
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- User Feedback Collection
- Gather detailed feedback from internal testers regarding usability, design, and functionality.
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- Initial Marketing Campaign Launch
- Begin preliminary marketing efforts to build anticipation and awareness.
- Use social media campaigns and influencer partnerships to generate excitement.
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#### Phase 3 : Official Launch and Marketing Campaign ( Month 3-6 ) 30,000 USD

- Platform Launch
- Officially launch the platform to the public.
- Ensure all features, including AI-generated designs, custom product creation, and one-on-one design services, are fully operational.
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- Sales and Marketing Promotion
- Start aggressive marketing campaigns to promote the custom products.
- Maximize reach through collaborations with influencers and the NFT community.
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### **REPORTING EXPECTATIONS:**

- Quarterly sales report on our platform every quarter after platform launch, including individual product sales and regional distribution.
- Post-order confirmation survey to collect information about customer discovery channels, aiding future market strategy and increasing sales.
- Customer experience satisfaction survey to gather feedback and continuously improve the platform.

## **OVERALL COST:**

“Total amount requested from the ApeCoin Ecosystem Fund = \$232,500 USD.”

Three tranches of funding have been requested:

phase 1 - Development and Testing + Internal Testing and Feedback Collection = 100,000

phase 2 (2 months after phase 1) - Marketing + Employee = 102,500

phase 3 (1 month after phase 2) - Cash Flow = 30,000

Platform Build : 88,000 USD

Maintenance fee : 12,000

Marketing fee : 40,000

Cash Flow : 30,000 USD

Employee : 62,500