

PROPOSAL NAME:

APE JUNGLE - Ecosystem DEX Aggregator on ApeChain

TEAM DESCRIPTION:

Our team consists of highly skilled technical experts and innovators with extensive experience in both hardware and software development. We possess a deep understanding of Layer 2 (L2) technology and the web3 ecosystem. Each team member will bring their unique professional strengths to the table, ensuring the smooth implementation and successful promotion of the ecosystem aggregator. Our core team members include:

Project Lead:

Name: [JC | jawe.eth](#)

Background: Full time web3 crypto native and a Bored Ape holder since 2021.

Business Development and Accounting Lead:

Name: [Lester | DeFi Goddess](#)

Background: Full time web3 crypto degen since 2017 and an OG ape.

Developer:

Name: [Abram | BountyAO

](<https://x.com/BountyAo>)Background: 3 years experience in full-stack development with additional experience in blockchain engineering.

Developer:

Name: Zac |

Background: Extensive experience in web3 engineering.

Product Manager:

Name: [Yuan Ming | Decentraleo

](<https://x.com/decentraleo>)Background: Experienced in Web3 advisory in terms of product design and architecture.

DEFINITIONS:

Social Farming = a system where users complete social tasks (e.g. create meaningful content or simply follow, like, RT) to earn points, compete with each other, and get rewarded.

PROPOSAL DESCRIPTION:

This proposal aims to develop a comprehensive ecosystem aggregator on Ape Chain that includes a DEX aggregator, token launchpads, data analytics tools, and other DeFi protocols.

This project will provide users with a seamless trading experience, DeFi products, and robust analytical tools. The goal is to simplify the Ape Chain experience for users and create a leading hub for on-chain activities by integrating various functionalities into a single platform.

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BENEFIT TO THE APE CHAIN ECOSYSTEM:

The proposed ecosystem aggregator will provide numerous benefits to the ApeCoin ecosystem:

- **Simplified UI for Complex Ecosystem:** Integrating multiple DeFi applications into a single platform simplifies Ape Chain's diverse ecosystem which will attract more users and developers, thereby increasing ApeCoin's adoption and utility.
- **Enhanced Liquidity:** A DEX aggregator will increase liquidity and reduce slippage for trades on the Ape Chain.
- **Innovative Financial Products:** Token launchpads will enable creators and developers to launch their projects easily, fostering innovation and growth within the community.
- **Data-Driven Insights:** Advanced data analytics will provide users with valuable insights, aiding in informed decision-making and improving overall market efficiency.
- **Exposure to Ape Chain:** People will start to know more about ApeChain as there is a great aggregator swap for them to use.

The funding requested will be utilised to develop and aggregate the various applications from the ape chain ecosystem, ensuring they meet high standards of security and performance.

Monetization Strategies

1. **Transaction Fees:**
2. **Description:** Charge a small fee on each transaction made through the DEX aggregator, token launchpad, and other DeFi applications.
3. **Implementation:** A percentage fee (e.g., 0.3% to 0.5%) will be applied to each trade or transaction. For tokens launched through the platform, a listing fee or a commission on sales may also be applied.
4. **Revenue Sharing:** A portion of the transaction fees (e.g., 20%) will be directed back to the APE DAO, supporting community initiatives and further development of the ApeCoin ecosystem.
5. **Advertising:**
6. **Description:** Allow select advertising on the platform, including sponsored listings, banner ads, and promoted content.
7. **Implementation:** Advertisers can pay for visibility on the platform, targeting specific user segments. Sponsored projects on the launchpad and promoted analytics reports are potential ad opportunities.
8. **Revenue Sharing:** A portion of the advertising revenue (e.g., 10%) will be channelled back to the APE DAO.
9. **Custom Integrations and API Access:**
10. **Description:** Charge developers and third-party applications for access to the app's APIs and custom integration services.
11. **Implementation:** Offer tiered pricing for API access based on usage and feature requirements. Custom integration services can be offered at a premium.
12. **Revenue Sharing:** A percentage of the revenue from API access and custom integrations (e.g., 20%) will be contributed to the APE DAO.

Converting Revenue Back to APE DAO

To ensure a portion of the revenue generated by the app goes back to APE DAO, the following mechanisms will be implemented:

*Trading Fees Sharing: Trading fees accumulated by Ape Jungle Dapp will be shared by a certain percentage back to APE DAO after 36 months.

- **Regular Reporting:** Provide monthly reports detailing revenue generation and the amount allocated to the APE DAO. These reports will be available on the project website and shared through community channels.
- **Community Voting:** Engage the APE DAO community in decision-making on how the allocated funds should be utilised, ensuring alignment with the ecosystem's goals and priorities.

By incorporating these monetization strategies and revenue-sharing mechanisms, the app will not only generate sustainable income but also contribute to the growth and development of the APE DAO and its ecosystem.

STEPS TO IMPLEMENT:

1. Planning and Research (Period 1: Week 1 to 2)

2. Conduct market research and feasibility studies.
3. Define project requirements and technical specifications for each component.
4. Identify potential DEXs for integration and other necessary partnerships.
5. Development (Period 2: Week 3 to 10)
6. Develop the core DEX aggregator, NFT/token launchpads, and data analytics tools.
7. Implement user interfaces and APIs for each component.
8. Conduct internal testing and security audits.
9. Deployment and Testing (Period 3: Week 11 to 12)
10. Deploy the DEX aggregator, launchpads, and analytics tools on Ape Chain.
11. Perform extensive testing to ensure functionality and security.
12. Launch beta versions for community feedback.
13. Launch and Marketing (Period 4: Week 13 to 15)
14. Officially launch APE Jungle.
15. Implement marketing strategies to attract users and developers.
16. Monitor performance and make necessary adjustments.
17. Partnership with ApeNames

REPORTING EXPECTATIONS:

- Monthly progress reports will be shared with the community via the ApeCoin forum and other communication channels.
- Key milestones and performance indicators will be highlighted in each report.

The reporting schedule::

Monthly Updates

- Frequency: Twice a month
- Content: Updates on progress toward milestones, financial status, challenges encountered, and upcoming steps
- Channels: ApeCoin community forums, project website, social media platforms

Ad-hoc Updates

- Frequency: As necessary
- Content: Announcements of milestones, urgent developments, significant changes
- Channels: ApeCoin community forums, social media platforms

OVERALL COST:

The total amount requested from the ApeCoin Ecosystem Fund = \$800,000 in APE.

The cost breakdown will be as follow:

- Design and Development: \$200,000 in APE
- UI/UX Design: \$10,000 in APE
- Frontend: \$40,000 in APE
- Backend: \$50,000 in APE
- Smart Contract: \$20,000 in APE
- AWS Cloud Costs: \$80,000 in APE

- CEO (JC | jawe.eth) does not take any salary
- UI/UX Design: \$10,000 in APE
- Frontend: \$40,000 in APE
- Backend: \$50,000 in APE
- Smart Contract: \$20,000 in APE
- AWS Cloud Costs: \$80,000 in APE
- CEO (JC | jawe.eth) does not take any salary
- Auditing and Security: \$100,000 in APE
- Legal Costs: \$50K in APE
- Entity Costs: \$50K in APE
- Legal Costs: \$50K in APE
- Entity Costs: \$50K in APE
- Marketing and Community Engagement: \$500K in APE
- Social Media Campaigns: \$65,000 in APE
- Content Creation (Blogs, Videos, etc.): \$50,000 in APE
- Influencer Partnerships: \$75,000 in APE
- Community Management: \$50,000 in APE
- Events and Meetups: \$75,000 in APE
- Advertising (Online and Offline): \$70,000 in APE
- Merchandise and Business Development/Accounting: \$65,000 in APE
- PR and Media Outreach: \$50,000 in APE
- Social Media Campaigns: \$65,000 in APE
- Content Creation (Blogs, Videos, etc.): \$50,000 in APE
- Influencer Partnerships: \$75,000 in APE
- Community Management: \$50,000 in APE
- Events and Meetups: \$75,000 in APE
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