

Category: Core: Brand Decision

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ABSTRACT

This proposal presents the idea that NFTV Network produces an animated interview series to feature ApeCoin holders on a weekly basis. The series would be produced by a decentralized team of industry professionals by NFTV Network team led by Greg Cipes.

Via our \$ApeCoin token-gated portal, anyone with a minimum of 10 \$APE in their wallet is eligible to be featured in the show. We plan to stream these episodes in the Otherside if / when possible. NFTV currently streams 24/7 across Facebook, Twitter, Twitch & YouTube.

In addition, these episodes will be turned into NFTs and sold exclusively in \$APE.

[Sample Episode](#)

MOTIVATION

Following the success of our first show #ApeFollowApe

and the enthusiasm surrounding future shows, we have decided to scale the show and feature all ApeCoin holders as well! Participation rewards will be sourced from partner NFT-based projects to help promote and draw attention to deserving partner projects. Token gating these interviews will prevent tourists from joining and encourage them to buy a minimum of 10 \$APE to participate.

At NFTV, we believe that cartoons are the purest form of entertainment. We believe combining our decades of experience in the entertainment industry with the Web3 community we can build some truly amazing content together to feature and highly our community members, which will encourage holders to tell and share their crypto and NFT journeys. We will stream these episodes in the metaverse & eventually the OtherSide. We feel sharing these episodes will bring people together and foster community. We will generate excitement while rewarding people for simply participating in the ApeCoin ecosystem.

OUR RATIONALE

NFTV believes, through a series of episodes. We can highlight the experiences, products, and stories of fellow community members, which will in turn create a more active and engaged ApeCoin community. It's with these shared mixed multimedia experiences that ApeCoin can realize its true potential to become the preferred token of web3. This AIP proposes we drop a weekly episode for 6 months. At the end of 6 months, we reassess interest, and community participation & can scale up or down production as needed.

SPECIFICATIONS

NFTV has several products, various episodes & experiences planned for the ApeCoin DAO, but this AIP outlines just one of our many community shows, which will feature the ApeCoin DAO members and their accomplishments.

- Animated Cartoon Series
- Weekly 2-3 minute interview style episodes for 6 months (max 10 participants per week)
- Streaming 24/7 for all time zones on [NFTVNetwork.com](https://nftvnetwork.com)
- Episodes sold in \$APE as NFTs (on \$APE preferred marketplace)
- Featured on NFTV Network YouTube & Socials
- Weekly 2-3 minute interview style episodes for 6 months (max 10 participants per week)
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- \$APE

- Funds will be used to pay creators, editors & reward participation
- Weekly featured member
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STEPS TO IMPLEMENT

NFTV Network has already made significant progress in accomplishing the stated goals with our first show #ApeFollowApe we have proven the concept has an interest with the Bored Ape Yacht Club community and broad NFT audience in general. We are even finding that normal people enjoy watching our episodes, which will help crypto adoption overall.

Portal - With the help of a token gate we will create a token-gated portal. We would absolutely be willing to undergo any security audits needed but would require funding for that.

Community communication - We propose that ApeCoin either tweet or retweet twice per week to update people about upcoming episodes and how they can get featured.

- Creative graphics and copy will be supplied for each tweet by NFTV Network.

TIMELINE

Once the DAO approves this grant, NFTV Network is positioned to implement these steps immediately. Let the show begin!

The estimated timeline for the above steps is as follows -

1. Create Ape coin specific questions [1 WEEK]
2. Record Voice overs [1 WEEK]
3. Animate Gory Greg [2-4 WEEKS]
4. Setup Interview Portal with Token Gate [2-4 WEEKS]
5. Edit video, post content, and find new participants [26 WEEKS]

OVERALL COST

This section highlights the rough cost structure including voice-over actors, licensing, design, web, and organization.

100% ApeCoin payment would be preferred.

Please see the attached document for the cost breakdown.

- [AIP BUDGET]

Budget Proposal

Prize Pool

Weekly Reward for Participation

5200

5200

Ape

Staff

Animator

5850

V/O

5850

Editor

5850

Writers

5850

Producers

5850

29250

Ape

Hosting & Development Costs

Hosting

520

Admin

2500

Web Design

520

Tokengate

329

3869

Ape

38319

Ape