

PROPOSAL NAME: BORED BREWING BEER CO - Resubmission

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[AIP-375: Bored Brewing, \\$APE on Consumer Beverages and \\$APE Taproom - AIP Resubmission](#)[Rejected AIPs

]/(c/final-aips/rejected-aips/25)

Original Proposal: [AIP-341: Bored Brewing Marketing \\$APE to Beer Drinkers](#) Resubmission Updates: Many loved the AIP (42.85% for), but wanted us to elaborate a little on IRL and Otherside use cases, and also use the recent info about being able to give back to the DAO to enhance it even further. Changes that have been made and why it should now be approved We elaborated on IRL and Otherside use cases, increased the AIP amount by about \$75K and added 2% equity to the DAO. Proposal Name: Bored B...

Resubmission Updates:

Reason it was not approved:

Confusion around some of the key elements of the AIP.

Changes that have been made and why it should now be approved:

We've added visuals and context to clear up any confusion

Proposal Name:

Bored Brewing (Resubmission)

Proposal Category:

Ecosystem Fund Allocation

Team Description:

Pieter Boekhoff ([@PieterWeb3](#)) - Pieter Boekhoff is a visionary entrepreneur and innovative thinker, known for his relentless pursuit of technological advancements that drive positive change and continuous improvement. With a diverse background in engineering, retail, and hospitality, he has consistently led groundbreaking projects that push the boundaries of what's possible, making him a trailblazer in the world of innovation. As an OG BAYC holder, Pieter is driven and passionate about bringing innovation, storytelling, and community to the world through incredible IP alongside, and for, incredible people.

Gene ([@17ikoola](#)) - With over a decade of experience in corporate strategy and business operations within The Wonderful Company, Gene has established himself as a powerhouse in the consumer packaged goods (CPG) industry. Gene's career has been defined by shaping and evolving household name brands, including FIJI Water, POM Wonderful, Wonderful Citrus, and Justin Wines.

More recently, Gene has leveraged his wealth of knowledge and forward-thinking vision to provide invaluable counsel to emerging players in the dynamic web3 space. Working closely with visionary companies like Bored Brewing and Ape Beverages, Gene has been a guiding force, helping them navigate this transformative landscape with a blend of wisdom, strategy, and connections. By facilitating thoughtful entry into the web3 arena and connecting his clients with the right partners, Gene is actively shaping the future of the industry.

Dave Zastrow ([@dzastr_eth](#)) - Dave has been an active crypto/NFT participant since early 2020 and a member of the YUGA ecosystem since late 2020. Dave has been a thought leader focused around NFT gaming, originally focused around Axie Infinity. Dave has held seminars, training, created content and spoke at conferences discussing his excitement for blockchain technology and the future of gaming. In Dave's career background, he has 10+ years working in the retail and product sector. He has spent time in operations, sales, merchandising and purchasing. Most recently, Dave helped launch Dr Bombay Ice Cream into Walmart across more than 3000 stores.

Abstract:

1. \$75K for 2.5% equity to the DAO = \$3M Valuation
2. 10,000 DAO Dark Lager free for \$APE holders
3. +10,000 Cans of Beer for 10 Communities irl events (10 \$APE holder independent panel who will decide which events get the beer) + Feld, Quit, Pieter, David & Gene

4. We have brewing capacity and the ability to deliver to events in Asia, UK, Canada, and the US
5. \$APE Gamified Educational Platform
6. Boring Brewery Clubhouse/Taproom IRL in 2024
7. Otherside and others (such as Faraway) Assets for Yuga Labs Gaming

Benefit to ApeCoin Ecosystem:

1. We will work with the DAO and legal to give 2.5% equity to the DAO. This first of its kind give back will usher in the next wave of AIP's and set the stage for true value creation within the DAO amplified by the marketing impact through branding, education and culture driven social content and sharing. By taking this on, Bored Brewing will lay the difficult, but exciting groundwork for giving back to the DAO.
2. We will be spreading knowledge about \$APE to less crypto native people who enjoy drinking beer. We believe that \$APE can become a currency for the digital revolution and we want to be a small part of spreading the name to a demographic thirsty for this type of knowledge outside of the crypto community.
3. We will sponsor partnered events and share the ApeCoin brand across other relevant crypto/nft communities. The goal is to market the coin and share the background and goals of the DAO for the future.

Motivation:

The Bored Brewing Company (Bored Brewing) has already partnered with over 50 apes/mutants/punks and others to join in the mission of spreading Web3 around the world through the power of sharing a cold one IRL.

Rationale:

Bored Brewing is a fully operational beverage brand based in Canada, onboarding production and distribution partners in the US, UK, and Asia.

Specifications:

In order to drive value back to the DAO, Bored Brewing will use a portion of this AIP funding as scale up and growth capital for marketing and distribution with our already built out channels in Canada, the USA, Europe, and Asia. Our partnerships, and our positioning with the Made By Apes initiative will increase our impact exponentially and pave the way for the opportunity to return back to the DAO significantly.

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We are major believers in what the future of \$APE can be and want to be a steward working towards further adoption globally.

Deliverables:

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Beer is better with frens and we want to empower and collaborate with incredible NFT communities who may not be as exposed to or aware of the power of ApeCoin, but are obvious early adopters and an incredible target demographic to onboard into our inclusive and welcoming ecosystem. Some examples of potential collaborations are below.

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Create ApeCoin branded beer and deliver 10,000 cans free for \$APE holders.

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Platforms and Technology:

- We use Adobe products combined with Figma for final designs and prototyping.
- QR Code routing is done using custom DNS solutions and in house developed backend and frontend.
- Our gamified mobile deliverable is currently scoped for html5, javascript, sql and will leverage standard git repositories.
- 3D assets are rendered using a combination of 3rd party software such as 3ds Max and other rendering tools.

Steps to Implement & Timeline:

Timeline:

Start Date: Q2 2024

Key Milestones:

2024 - Taproom, Can education platform, first batches of Beer with Frens and ApeCoin DAO Dark Lager, Faraway Skins and 3D development preparation for the ODK

2025 - Continued execution of Beer with Frens, DAO Lager, and ideally finalized delivery of all deliverables from the AIP.

Our goal is to support events and deliverables over 1-2 years instead of just rushing to every event presented to us. We truly want to help spread the word about [\\$APE](#) to other projects and create the culture of sharing beer with frens.

Additional resources required include:

- World Class Design work for Unique Can Concepts

- Recipe Creation and Testing
- Operations and Logistics for collaborations with brand creation, beer production, & shipping
- Project Management and Business Development to work with amazing NFT Communities
- QR Code Technology leveraging Blockchain verification (for randomization) and custom analytics for reporting.
- Marketing and Comms support for all initiatives within the AIP
- Procurement and Production for each SKU and Collaboration
- ApeCoin content for educating and onboarding newbies
- Proof of \$APE with the goal to streamline irl proof of “membership” (tech and implementation tbd).
- Resources needed:
 - 1 Designer
 - 1 Developer
 - 1 Technical Lead
 - 1 Ops Person
- Note: we have all of the positions filled with qualified team members, except we would look to hire a part time Comms and Marketing position
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Overall Cost:

149,696 \$APE

Approx 50K [\\$APE](#) - \$75K USD in exchange for 2.5% equity utilizing the SAFE agreement mentioned above.

40K [\\$APE](#) for 20,000 (approx \$3/can including shipping) Cans of Beer. Designed, recipe developed, partnered with, produced and project managed to deliver Globally.

10K [\\$APE](#) towards skins and assets for Metaverse, Gaming, and ODK activations.

15K [\\$APE](#) towards software development, design, testing, and deployment of the [\\$APE](#) gamified educational platform for ApeCoin (<50% of the total cost/budget).

20K [\\$APE](#) towards the IRL Clubhouse/Taproom build out (<25% of the total budget).

5K [\\$APE](#) for technology integration and distribution setup for direct to consumer shipping

9,696 [\\$APE](#) for marketing, comms, project management, and graphic design/assets for promotion of each activation and partnership as well as content creation for each of the deliverables.