

## Abstract

To create a news media platform to deeply cover BAYC/APE ecosystem, community insides, Jane Goodall Institute, ape derivatives, personal stories of holders, etc

## Motivation

Too many things are happening in the community, it's easy to lose important information and miss some crucial aspects or news. We should research the BAYC/APE space, cover, document and structure it in order to deliver knowledge to the wide audience in an easy to consume way. And of course to deliver some fun as well.

Rationale | An explanation of how the proposal aligns with the APE Community's mission and guiding values.

News media that covers exclusively one web3 ecosystem is something that never happened before, the challenge worth taking.

## Specifications

Ghost or wordpress as a CMS for the website, Twitter, Discord and Telegram as social media.

## Steps to Implement

Start small and scale so the first months will not require huge funds.

Below are some examples of funding, but the community can suggest better ideas.

Approximate calculation for the 1st month of work is around \$13000:

- Domain, hosting, template, design, installation and setup - \$3000 max.
- 1 full time platform manager (CEO) - \$10000

Approximate calculation for the 2nd month of work is around \$35000:

- 1 part time editor - \$2000
- 2 full time reporters -  $2 * 5000 = \$10000$
- 1 full time SM manager - \$5000
- 1 full time platform manager - \$10000
- Part time idea manager and growth hacker (me) - \$3000
- Reserve budget for unexpected expenses such as for freelancers to do small tasks to resolve ongoing issues, simple redesigns, tech updates, subscription services, etc - \$5000

Approximate calculation for the 3rd month (and further) is around \$68000:

- 2 full time editors - \$10000
- 3 full time reporters -  $3 * 5000 = \$15000$
- 1 full time SM manager - \$5000
- 1 full time community engineer - \$5000
- 1 full time PR and outreach specialist - \$5000
- 1 full time platform manager - \$10000
- Part time idea manager and growth hacker (me) - \$3000
- Guest Posts - \$5000
- Sales Manager - \$5000 + 10% of generated sales
- Budget for freelancers to do small tasks to resolve ongoing issues such as simple redesigns, tech updates, etc - \$5000

I spent a few days doing outreach to journalists and editors, and reached a tentative arrangement with a journalist who works for Coindesk and CoinMarketCap to organize and manage the platform. Also, a few other journalists from CoinMarketCap, HackerNoon, Cointelegraph and Bitcoin Magazine are excited to work for or contribute to the Apes media.

We can accept high-quality guest posts from contributors and pay them a bounty of \$500 per article, and allocate \$5000 for 10 articles per month.

#### Timeline

First month is for the website setup and hiring

2nd: First articles and organization of workflow

3rd: New reporters, editor, SM managers

4th: More staff for steady workflow

#### Overall Cost

1st month \$13000

2nd \$35000

3rd \$68000

4th \$68000

Then \$64000 per month

= \$728000 for one year, then the platform will go self-sufficient

The Special Council should decide on how they will transfer the budgets. For example each month or each 2 months.

The only one source of monetisation is extremely high quality and interesting to read sponsored articles. The costs of articles will range from \$5000 to \$10000, and can be increased with demand, so we will have to publish only 10-15 sponsored articles per month to generate profit and grow. Profits will be reinvested in the platform growth (new staff, promo activities, operation costs, scaling).

#### Kinda FAQ

Q: Is this proposal an investment or donation?

A: Donation to create a media resource about our ecosystem. Having our own media resource that is growing will help us to expend for a wider audience and to grow Ape influence

Q: How many posts are estimated/targeted per day/week?

A: Starting from 3rd month we will be able to produce around 40-50 articles per month

Q: What are the content types?

A: Articles: news, interviews, education, opinions, analysis, guest articles, personal stories. Later we can extend to video and podcasts.

Q: Who is going to recruit, manage, administrate, and oversee the editors, social media managers, and reporters?

A: The platform manager.

...To be updated with more answers

This is a resubmitted proposal

Link to the original proposal: [AIP Idea: To create a news media platform to deeply cover BAYC/APE ecosystem](#)

Reason it was not approved: The Special Council deemed that the proposal as written would overwhelm the community with regular votes. The Special Council ask the community to rethink certain AIPs which would likely overwhelm the community with regular votes.

Changes that have been made and why it should now be a approved: I excluded the DAO from the proposal and updated it to avoid overwhelming of the community

#### About me:

I am a growth hacker, BAYC, Otherdeed and \$APE holder. Author of the proposal to [stay with the Ethereum ecosystem](#) If you like what I do protecting and promoting the ecosystem, you can [delegate](#) your vote to my ETH address 0xA06bd718818fdB24EdF4A32e509FC911B5784881