Proposal Name:

$Ape x Innovation: Expanding the $Ape Universe

Proposal Category:

Ecosystem Fund Allocation

PDF Deck

: [$Ape & Innovation Expanding the $Ape Universe.pdf](4.8 MB)

Original Proposal

[AIP-187](#)

Reason for Return

[

Feb_Vulcan

667×603 265 KB

](https://global.discourse-cdn.com/apecoin/original/2X/d/d376af54d54e5581175639a886a519dc052f680b.png)

According to data (see Twitter snapshot) from Vulcan (@red_vulcan

) the prior proposal received 88.74% in favor to pass according to # of DAO wallets participating in the voting; this suggests a high % of support for the initial AIP idea. However, when analyzed by wallet voting power, the proposal received significantly less support (32.96%). As a result, the earlier proposal was not approved.

Resubmission Updates

Key differences:

1. Smaller scope

2. scale of proposal

: the original proposal sought funding for several hackathon events. This proposal focuses on one. The cost is significantly less, as a result. This proposal seeks $28,400, and the prior proposal sought $71,400.

1. $Ape-centric hackathon product:

$Ape is designed to drive culture forward and as a tool for developers to participate in the ecosystem by incorporating $Ape into services, games, and projects. This proposal intentionally amplifies $Ape by making it core to the participants' experience and product design. Plus, $Ape mentors from the DAO will be invited to lead sessions.

1. Art installation and product for ApeDAO members

: this proposal produces a limited edition artwork by Ladies of BAYC artist @Stellitart

in collaboration with local artists as part of the event. In collaboration with our local partner, ArtCor, we will build off last year's [Creative Industry Festival](#) by inviting the artists to co-create work inspired by the $Ape brand as a symbol for future innovation. The art will be made into a collectible for $Ape holders.

1. Playbook for ApeDAO hackathons/workshops:

we will make available a "playbook" for the hackathon, workshops, and learning experiences so that others in the $Ape community can transfer and apply to any geographic location; this offers replicability and scale opportunities.

The proposal should be approved because it will amplify ApeCoin DAO's mission to use web3 for innovation and to spread $Ape reach. By onboarding wider global communities into web3, we will fuel innovation, collaboration, and creativity so that ApeDAO can have a broader impact, expanding the $Ape ecosystem.

Abstract

:

In September 2022, NFTxExplore, a Ladies of BAYC member, teamed up with a friend and designed a web3 hackathon in Moldova where entrepreneurs created innovative business ideas using blockchain technology. The event received over 500 applications for 100 spots.

During the event, they introduced skills such as how to create a Smart contract, build community, and develop a DAO; NFTxExplore used the ApeCoinDAO as an example and tapped into builders across web3 as mentors to lead virtual sessions. Teams pitched their business ideas, and the top three joined the HUG, a leading web3 incubator that supports early stage web3 businesses.

Check out these two videos about the event:https://www.facebook.com/yepmoldova/videos/1121038925455387 and Se formează prima comunitate Web3 din Moldova - YouTube

This grant builds off of last year's event, and will place $ApeCoin at the center of the experience. $Ape is designed to drive culture forward and as a tool for developers to participate in the ecosystem by incorporating $Ape into services, games, and projects.

NFTxExplore and her colleague will provide web3 learning experiences to spread the $Ape brand and position $ApeCoin at the forefront of web3 innovation and creativity. We'll lead a hackathon, invite $Ape mentors from the DAO to lead sessions, and create an onsite art installation as part of the 4-day experience.

The art installation will be in collaboration with another Ladies of BAYC member, artist Stella (@Stellitart

), and local artists. As a part of this engagement, we will produce an art product available free to $Ape holders. We will also invite local and international media to cover the event and amplify the $Ape brand across web3.

We seek $28,400 USD.

Author Description:

NFTxExplore is the Chief Learning Officer of a non-profit that supports entrepreneurship as a lever for economic mobility. She has a PhD in Education and an MBA in Entrepreneurship, and has been designing learning experiences internationally for over 25-years. She occasionally Co-hosts Ladies of BAYC Twitter spaces, and designed and led Moldova's first web3-focused hackathon.

Additional Team Members

:

@Stellitart

, a fellow Ladies of BAYC, is a Digital & oil painting artist, yoga instructor, and Director of vibes@GalaxyFight_NFT

@Michael_Littig

is the Director of Creator Programming at HUG.

Motivation

:

We want to amplify ApeCoin DAO's mission to use web3 for innovation and to spread $Ape reach. By onboarding wider global communities into web3, we will fuel innovation, collaboration, and creativity so that the DAO can have a broader impact.

With support from local Moldovan organizations ArtCor and MediaCor, we build on the success of our prior event. We'll create workshops and learning experiences for entrepreneurs, creatives, and builders to promote co-creation and web3 innovation. Potential workshops include: Foundations of blockchain and decentralization, and how participants can apply them to their business ideas; the role of community in building one's brand in web3, and how to reach audiences; how to mint and launch a Smart contract as a minimum viable test; and, web3 marketing. In particular, as web3 grows and more people "ape into" the space, the ApeCoin DAO can lead the onboarding charge and help others incorporate $Ape into their projects.

To measure success, we will consider: a) participation: # of applications and # of participants; impact: survey data indicating 90% of participants or > indicate the event supported their web3 learning, helped build business and integrate $Ape, and expanded network; technical artifacts: evidence of participants incorporating $Ape into business ideas, quality of ideas and innovation; reach and visibility: # of articles / podcasts / press about the hackathon and $Ape brand.

We are also excited to produce a limited edition artwork by Ladies of BAYC artist @Stellitart

in collaboration with local artists. In collaboration with our local partner, ArtCor, we will build off last year'sCreative Industry Festival by inviting the artists in residence to co-create work inspired by the $Ape brand as a symbol for future innovation. The art will be made into a collectible for $Ape holders.

Rationale

:

In September, 2022, NFTxExplore partnered with Michael Littig from HUG (@thehugxyz

) and local organizations for a series of Web3-focused events and a hackathon. That initial event promoted a vibrant culture of creativity and innovation, development and application of web3 skills, and activated Moldovan solutions using web3 and blockchain technology.

Now, with proof of concept from the initial experience, we'd like this opportunity to deepen the $Ape Community's mission to steward web3 growth and development. We will create 4-days of events in collaboration with local partner organizations and ApeCoin DAO members (as mentors), and create an original art piece by @Stellitart

for $Ape members upon completion of the event.

We appreciate the support of the ApeCoin DAO to contribute to the continued spread of $Ape and web3 innovation, helping others incorporate $Ape into projects. Specifically, we will be ambassadors of the ApeCoin DAO and promote web3 for social good. This positions ApeCoin DAO on the front lines to impact promising pathways for hundreds of people, with an extended ripple effect.

This event can also be replicated across geographic areas by other $Ape members in other communities.

Specifications

:

1. https://thehug.xyz/

2. Zoom (for remote workshops, mentoring, and/or panel discussions)

Steps to Implement and Timeline

:

July 2023-August 2023: design workshops and coordinate with local organizations; identify mentors from ApeCoin DAO

September 2023: NFTxExplore, Michael, and Stelliart, will return to Moldova to provide workshops and a hackathon for creatives, entrepreneurs, and independent media. @Stelliart

will collaborate with local artist(s) to design and produce collaborative artwork. This will be reproduced as a product for DAO members.

In addition, with the support of the ApeCoin DAO and HUG community, we will secure interviews on leading podcasts in the web3 space and Sirius XM.

With an aim towards sustainability, Moldovan creators will be invited to continue mentorship with HUG, a leading web3 technology accelerator, over the course of three months to help Moldovan creators build their $Ape businesses and network with others. Those creators will be featured on HUG's social and curation platform, and further highlighted on social channels (combined social reach of 300K) to engage the international community beyond Moldova.

October 2023: Artwork will be reproduced for ApeDAO members

August 2023 - December 2023:

1. Submit to SXSW as a case study focusing on web3 for social good and how $Ape sparks innovation in web3 projects

2. Interviews with ApeDAO members/mentors on leading podcasts in the web3 space and Sirius XM.

3. Provide ApeDAO with post-event report, including: # of participants, business ideas fueled by $Ape, and additional impact metrics.

Proposed Budget

|Item & Detailed Costs|

1. Design & Development

Weekly meetings with Moldovan organizations

Design of learning experiences: 4 days of facilitation, PPT decks, workshops

Planning with local artist(s) / @Stellitart

/ HUG

$5000

1. Travel + Per Diem

(3 people)

Flights + Hotel + Food:

Flights: $1,400 each = $4200

Hotel: $1,200 each = $3600

Food $50/day each = $600

$8400

1. Honorariums for Mentors/Experts

(Zoom) and locals (Moldova)

Approximately 5-7 people ($350 – $500)

$3500

1. 3-month Mentorship: October 2023- December 2023

Mentorship for creators (3-4 creators/teams): personal mentorship from the HUG Team for 3-months. This incubator begins with a four-week intensive curriculum that engages other web3 projects from around the world. Mentorship includes training in customer/community discovery, brand development, media planning, go-to-market strategy, and more.

$10,000 (approximate)

1. Artwork & Supplies / Distribution

: $1500

Total Costs: $28,400