

Proposal Name

ApeCoin merch for the ApeFest

Proposal Category

Ecosystem Fund Allocation

Abstract

I would like the ApeCoin DAO to give away (for free) ApeCoin DAO merch to Ape Fest participants meeting some criteria. This is aimed to increase the awareness about, and participation in, the DAO among the wider Yuga ecosystem.

Author Description

I'm a bot developer and have worked with many notable NFT projects in various capacities. I have advised two projects about merch. The research phase involved talking to several NFT project teams who had issued merch to their communities and understanding their pain points, what worked etc. I have also spoken to a couple of turnkey merch service providers which are popular in the NFT space.

Team Description

Not applicable

Motivation

- The participation in our DAO is significantly lower than the desired level.
- The DAO has not experimented with merch in a meaningful way yet.
- People love merch.
- Good quality merch provides a great return on investment.

This AIP intends to address all of these.

This can also be treated like an MVP for future merch activations.

Rationale

This AIP proposes doing a small merch run which will be distributed during the ApeFest. This will minimize the shipping cost as the entire merch package can be sent to one (or two) volunteers in HK.

We can give away merch to participants only if they meet all of these conditions:

1. Assembly role in the ApeCoin DAO discord
2. Attending ApeFest

This will ensure that a small merch batch will be sufficient and our costs are minimal. These conditions will also ensure that only the most enthusiastic participants in the ecosystem are rewarded.

Benefit to ApeCoin Ecosystem

- Increase participation meaningfully among the most enthusiastic audience (ApeFest attendance is a good proxy for enthusiasm for the ecosystem and "meaningful participation" can be ascertained by linking our giveaway to apply only to Trust Level 2 holders).
- Word of mouth - Imagine this conversation repeated 100+ times at ApeFest. "That's a great tshirt/ cap, where did you get it?" "I got it from the ApeCoin DAO because I'm active in the ApeCoin discord." "Wow, I didn't even know something like it existed."
- Minimal cost: We can have a control over quality and costs. We could get something basic (but good quality) for \$80 per person (cap + hoodie + t-shirt). Limiting to 100 merch bundles, the total cost would be ~\$8k.

Steps to implement, timeline

- Stage 1: If this AIP gets approved, the initial outlay required will be ~\$300. These funds will be used to procure and ship merch samples (plain, uncustomized) to 3 different users for their feedback. If the quality is found to be satisfactory, we can proceed further. If it is not satisfactory, this AIP can be deemed completed or failed and no further disbursement or work will be done on this.
- Stage 2: Assuming we proceed, we can reserve one week for merch design. From 2-3 designs for each product, the

final designs can be decided through a discord vote among Ape Assembly members. Eligible users would need to DM me on this forum to claim their merch kits. Once 50 kits are claimed by eligible users (1 kit = 1 cap + 1 hoodie + 1 t-shirt), we can place an order to procure and ship these. A payment of \$4k will be required at this point.

- Stage 3: At this point, we can take another vote in the Ape Assembly on whether we should do another run of 50 merch kits. (We would not need another batch if the 50th merch kit gets claimed with just a couple of weeks to go for the ApeFest, for example). If the vote does pass, we can place an order for the remainder of the merch kits which are claimed till 1 month before the ApeFest. The final payment at this point would be $80 * \text{the number of kits to be ordered}$.

Overall Cost

A maximum cost of \$8,300

I understand that the ApeCoin discord server is not a Foundation asset and that dependence on it would require approval by the ApeCoin DAO Discord moderation team.