

PROPOSAL NAME:

Startalk on ApeChain

TEAM DESCRIPTION:

The ApeCoin DAO is the largest most financially empowered DAO in the NFT enthusiast networks. Lukas Hosford has been interested in the Ape community and NFTs since he first learned of them. Before that, he had years of experience in relevant fields such as debate, economics, and alternative currencies.

He is familiar with certain dimensions of The NFT Space more intimately from the last year of building project connections, but now recognizes the value of onboarding himself into the ApeCoin DAO before he mints more projects.

He is turning his efforts toward marketing the time and services of The NFT Space and himself outward through a digital marketing agency for artists, coaches, and creators on the Meta platforms & Tiktok.

His overarching goal is to clear the FUD around art and creativity itself, replacing disempowering narratives with a sophisticated edutainment industry.

Advisors & Collaborators:

Matthew Bonstetter (

@MLBinWA

) is a leader in regenerative artist collectives organizing with stake-holders across all project categories.

Lunar DAO (

@lunar88dao

) & Chain Connect App (

@chain__connect

) are Web3 project incubators with aims to bring unique ecotourist destinations and gamified lifestyle products to market.

Web3Radio ([@WEB3RADIO](#)) is a broadcast production agency.

Conventional wisdom holds that no messaging entity can reach all demographic groups, or appeal to ideological groups & belligerent cynics, but the central networking hub of X for coordination & curation of comedy, story-telling, & music, is a game changer.

Brilliant and poignant short-form segments, both in-live-time and for asynchronous distribution, can have distinct and lasting impacts on public controversies, especially by focalizing talent where it can make the most impact.

Midas's Persona

(@Portmidas

) was involved in Marketing Campaigns for NFTs when they pumped big in 2021 and has since shifted focus to the asian segment of Web3.

PROPOSAL DESCRIPTION:

NFTs have had incredibly success with gaming projects and niche artist networks, but have yet to see their mass-onboarding campaign and legitimization in the public eyes.

The reputation of The NFT Space has been affected by the character its early adoption culture.

As a speculative marketplace within an emergent technology industry (crypto), it was only natural that short-sellers, scammers, and tricky tools like bots would pose major threats to the space and corrupt its optimal models.

Now though, all these problems can be solved simply by expanding the space.

Focusing on innovating an industry that is under-innovated and under-capitalized would be optimal, especially if it can be made to interface well with the existing online culture.

Astrology is the study of time as it is mapped in the heavens and is a major aspect in all traditional medicine systems, but has been essentially factored out of study in modern academia by a constrained paradigm for science.

The paradigm for science that Western Academic institutions have adopted reflects a split between metaphysics and the

material sciences enforced by church doctrines.

The debate is intense because true astrology is very subtle and particular, but its names, terms, and narratives have been misused and manipulated, supplying plenty of fodder for legitimate criticism.

The consequence of this limiting scientific paradigm and the overall delegitimization of Astrology is that it has suffered from limited access to centralized networking hubs and the technology resources that facilitate efficient aggregation of information and distribution of texts.

Insofar as they have engaged with astrology, most people have read generic horoscopes and even tried to puzzle out their own birth chart. But knowledge of precise and powerful astrological alignments that remain hidden to the unstudied eye has been something only wealthy & specifically-cultured people have experienced until this point.

Now though, the cost of personalized astrology readings can be brought down by supporting Astrological scholars with AI & social media tools.

A unique opportunity exist for coordinating everyone with a calendar app.

The calendar itself can be rich with art, storytelling, astrological information, & tools for navigating time-tables.

This would be a powerful branding move for the ApeCoin DAO to fill a major and much needed niche in the online-media marketplaces and Social-Finance networks.

One of the most important forms of leadership is pace-setting.

A calendar rich with both an abundance of natural information about the astral and seasonal influences of the material world on our bodies and minds—and also abundant with online meet-up times—has the potential to serve a pace-accelerating function for the collective that uses it.

More easily navigable schedules means better attendance, more connection, easier planning... all of which have cascading benefits when added up over days, weeks, and months.

BENEFIT TO APECOIN ECOSYSTEM:

NFTs need renewal for all the Made By Apes founders to be seen in the best light possible by the wider world!

The ApeCoin DAO is in a unique position to facilitate this industry innovation in a way that benefits everybody involved.

The influencers in the ApeCoin DAO are many and diverse. They have a wide variety of followings and resources at their disposal.

Their followers have money and many of them are also art collectors and business-people in other arenas.

The ApeCoin DAO is hereby invited to forge an alliance with Duke Startalker to support the success of his astrology project and to bind him into service to the Apecoin DAO.

He will do recorded public astrology readings for 33 ApeCoin DAO influencers, events, or projects.

ApeCoin DAO will recruit an AI team to build an AI Astrology engine for online communities, which they are free to monetize on an ongoing basis (subscription service) though ApeCoin and other paired crypto-currencies.

If the ApeCoin DAO is particularly keen to Ape into the astrology industry, they are welcome to support Lukas Hosford in whatever other ways they see fit with money and/or resources to employ his artists to design the calendar.

The more they empower him, the more he can dedicate himself fully to unlocking this intriguingly ancient and simultaneously cutting-edge knowledge industry.

STEPS TO IMPLEMENT:

Phase 1:

- Milestone 1:

Proposal approval and Brand Partnership decision

Phase 2:

- Milestone 2:

Public Influencer Marketing and AI dev team building

Phase 3:

- Milestone 3:

Mint of Astrology NFTs and ongoing future marketing across platforms of astrology services utilizing the Apecoin AI engine.

Total Estimated Time:

6 weeks - 6 months

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = TBD