

PROPOSAL NAME:

ApeCoin DAO Governance and Operations Budget

PROPOSAL AUTHOR:

ApeCoin DAO Governance Working Group Stewards

PROPOSAL CATEGORY:

Ecosystem Fund Allocation

ABSTRACT:

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Simplified Chinese: [Here](#)

The primary objective of this budget proposal is to outline a strategic plan for the Governance Working Group (GWG) that ensures continued smooth operations of ApeCoin DAO and effective management of the AIP process. It initiates a more decentralized ApeCoin DAO through the GWG adopting a new non-profit DAO LLC structure, distinctly separate from the Foundation as a grouping of grant recipients and service providers.

The budget also includes provisions for conducting inclusive third-party sustainability and compliance studies tailored to the ApeCoin DAO and outlines plans to create a global community committee, bringing representatives together from delegations worldwide in a think-tank environment. Additionally, there are plans for a governance-centric community rewards program to incentivize actionable suggestions for operations process improvements.

An ApeCoin DAO voting and AIP analytics dashboard will be developed and a collaboration with Alex McCurry and [Solidity.io](#) will elevate the [Apecoin.com](#) website by providing language selection choices and enhancing the overall user experience to motivate visitors to delve deeper into the ApeCoin ecosystem. The GWG will closely coordinate with the recently approved Marketing & Communications Working Group to ensure that alignment with the ApeCoin brand identity is adhered to.

The proposal presents a comprehensive framework of Objectives and Key Result (OKR) measurements designed to ensure accountability, inform the community about initiative progress, and hold Governance Working Group personnel accountable for their roles.

The Governance Working Group is a seven-person team comprised by Amplify, ALL CITY, Tiger, Lost, 12Guage, CryptoLogically and Vulkan.

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Author Description:

Amplify has been active in the ApeCoin DAO since its inception and BAYC since June 2021. He currently serves as the Lead Steward of the Governance Working Group. He is also the lead author of [AIP-239: Working Group Guidelines](#) and co-

author of [AIP-196: BORED AIP: Bringing Order and Reliability via Ecosystem Decentralization](#) Amplify has over 7 years experience trading, being early and active in DAOs, using DeFi and collecting NFTs with ~4,000 txns at his public ENS [0xamplify.eth](#). He has managed significant on-chain assets and serves as a multisig-signer for [ThankAPE](#), and the [ApeCoin Marketplace](#).

TEAM DESCRIPTION:

The ApeCoin DAO Governance Working Group is stewarded by Amplify, ALL CITY, and Tiger. Amplify has extensive DAO experience, co-authored The Working Group Guidelines and managed significant on-chain assets. ALL CITY's expertise in compliance-focused project management and consulting has made him a key contributor to multiple successful proposals that fall within the ApeCoin DAOs scope. Tiger, with over a decade in business project management and a love for DeFi, co-founded the Ladies of BAYC and led growth for renowned NFT brands. Collectively, under the guidance of strategic legal advisory, shape the DAO's governance and operational blueprint.

The Discourse Facilitator team, comprising Lost, 12Gauge, and Cryptologically, holds a critical responsibility in coordinating between AIP authors, the Cayman administration, and Special Council. They help to execute all nine of the steps of the AIP process seven days a week and maintain an average response time of less than twenty-five minutes. Additionally, the team takes on responsibilities such as Discord and Discourse moderation, ensuring adherence to platform rules, producing comprehensive AIP analysis reports and promote transparency through follow-ups with grant recipients to gather data and provide progress updates for the DAO, as shown on their weekly Facilitator Notes posted in the Help & Resources channel of our Discourse forum.

Vulkan, currently serving as the ApeCoin DAO Secretary, closely monitors DAO metrics and tracks AIP statuses, keeping stakeholders informed. His role in inter-DAO communication has enhanced ApeCoin DAOs presence in the larger ecosystem. Vulkan also handles content creation, including DAO newsletters and meeting minutes, promoting transparency. Additionally, he actively supports key committees like the Ape Assembly, emphasizing his dedication to the DAO's operations.

MOTIVATION:

The primary goal of the Governance Working Group is to facilitate the day-to-day operations of ApeCoin DAO. This involves managing various aspects such as the AIP (Ape Improvement Proposal) process, community committees, and other initiatives. Additionally, the group aims to introduce innovative processes and technologies to enhance the community's overall experience.

The long-term objective is to shape a flexible organization that can effectively adapt to challenges within the dynamic Web3 ecosystem, extending beyond traditional grants.

In summary, the overarching motivation behind these efforts is to create an organization that is fiscally responsible, capable of funding initiatives, salaries and other ongoing operations in a sustainable manner.

BUDGET CATEGORY RATIONALE:

Personnel

Personnel:

The GWG team holds substantial expertise in project management and specialized knowledge in DAOs and DeFi, coupled with an intimate comprehension of ApeCoin DAO which positions us well to execute operations that consistently prioritize the community. Our responsibilities encompass formulating and executing governance and operations strategies and budgets, in addition to facilitating the AIP process – with no increase in salary being requested.

Operations

Operations:

This includes, but is not limited to Discord and Discourse security and tooling, ApeCoin DAO-centric ChatGPT solutions, translation tools and improvements for both Discord and Discourse platforms, and any additional products and services that may arise.

Professional Service Providers

Professional Service Providers:

Incorporating professional service providers in fields such as legal, accounting, and consulting is crucial for establishing a solid foundation. Their expertise not only enhances the strength of our existing operations but also lays the groundwork for future working groups. Additionally, they will serve as a review board to ensure that messaging from the GWG remains clear, concise, and free from any confusing language that could lead to avoidable misinterpretations.

Research and Development

Research and Development:

In order to steer the transformation of ApeCoin DAO into a dynamic entity, we recognize the critical importance of participating in strategic initiatives. These encompass commissioning third-party research to create an economic sustainability roadmap and emphasizing a protocol-centric approach to DAO governance. The GWG's intention is also to offer an invaluable foundation for forthcoming Working Groups through the outcomes of this research.

Community Committees

Community Committees:

The establishment of committees is pivotal for the ApeCoin DAO to advance its decentralization efforts and enable community members to enact significant transformations. The Ape Assembly comprises our most enthusiastic and engaged members and the proposed Global Community Council will help better-align representatives from delegations around the world.

Contingency

Contingency:

One months worth of operations.

BENEFIT TO APECOIN ECOSYSTEM:

This proposal is aimed at enhancing the ApeCoin ecosystem in multiple ways. First, it seeks to uphold our commitment to providing seamless day-to-day DAO operations and an efficient AIP process. It introduces critical research and development ventures focused on broader economic sustainability and compliance for the ApeCoin DAO. Moreover, it places significant emphasis on community empowerment through various committee programs, thereby giving community members a more impactful role in the ApeCoin DAOs decision-making processes.

To recap, the proposal's core benefits encompass continued operational efficiency, sustainable legal frameworks, fiscal responsibility towards DAO spending, innovative R&D initiatives, and enhanced community involvement.

1. Ongoing Operations of the ApeCoin DAO:

Continue to effectively manage the day-to-day operations of the ApeCoin DAO including AIP processing, facilitating Discourse and Discord, overseeing elections, drafting and implementing budgets, coordinating community committees, and implementing process improvements.

1. Sustainability and Compliance Strategies:

Contract research firms to gain actionable insights and assess on-chain structures to better understand economically sustainable options for the broader ApeCoin DAO, prioritizing a non-custodial environment.

1. Increased Adoption of APE:

We anticipate that our sustainability study and enhanced governance will stimulate both adoption and value within the ecosystem. This will offer an essential strategy for the APE token, enabling its widespread utilization across DeFi and web3 platforms.

1. Enhanced Transparency:

Provide detailed quarterly reports on expenditures, offering comprehensive insights into the DAO's spending patterns for the community, while identifying potential areas for optimization.

1. Building the Working Group Blueprint:

As the first Working Group to be established and newly assembled, we will take no chances in building a safe, compliant organizational structure with the right professional service providers and advisors mentoring our every step. Our goal is simple: to become the gold standard of all Working Groups and build out the framework for others to follow.

1. Website and Dashboard Development:

Elevate the user experience on [Apecoin.com](https://apecoin.com) by creating a captivating interface that welcomes users, enables language selection and motivates visitors to explore and discover more about ApeCoin and the ApeCoin DAO. Our governance dashboard will display real-time analytics on key voting and AIP metrics as well as the ApeCoin DAO treasury.

1. Community Empowerment:

Increase decentralized decision-making within the ApeCoin DAO and empower members to drive impactful change through committees and other initiatives aimed at providing a larger voice to constituents.

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KEY TERMS:

Initiative

Initiative:

Projects or processes that fall within the scope of a Working Group. This encompasses any activities carried out by individuals for the DAO within the purview of a Working Group, utilizing a budget that has been either approved or designated to or by that specific Working Group. As initiatives, it is the corresponding Working Group's duty to adjust their scope, or terminate if deemed unsuccessful.

Funding Window

Funding Window:

Occurring biannually, within the last 15 days of February and August, Stewards can present Budget Proposals for thorough evaluation by the DAO. This time frame serves as the expected period during which Stewards unveil their proposed budgets for the upcoming interval, but can be put up for request at any time.

Request for Proposal (RFP)

Request for Proposal (RFP):

A formal invitation inviting bids from competent contractors to undertake a project or fulfill a specified task.**

OKR (Objectives and Key Results)

OKR (Objectives and Key Results):

A strategic method used by Working Groups to set goals. OKRs are a goal-setting framework that helps teams and organizations define clear and measurable objectives and track their progress through key results.

SPECIFICATIONS:

The Governance Working Group is approaching the finalization of all four OKRs outlined in AIP-239. Their current focus is directed towards the formal ratification of the legal structure for the Ape Assembly as a committee under the GWG DAO LLC.

1. [Published the ApeCoin DAO Handbook detailing the current ApeCoin DAO structure](#)
2. [Facilitated Special Council election process](#)
3. [Facilitated Governance Working Group election process](#)

The GWG is currently working with the following service providers:

1. [Meta Law](#)
2. GWG legal counsel
3. Meta Law team members have been involved in the crypto sphere since 2013, providing regular counsel to NFT projects, matters related to securities law, and DAO governance structures. Their experience in tech and startup law equips them to offer expert guidance to web3 platforms, including exchanges, marketplaces, and other SaaS products.
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6. [Alex McCurry, Solidity.io](#)
7. GWG website development and tech consultant
8. [Solidity.io](#) offers solutions encompassing consultancy and technology services such as smart contract, website and mobile app development. Their expertise extends to smart contract audits, protocol development, and liquidity management, supporting organizations in realizing their goals within the blockchain ecosystem.

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11. [ThankAPE](#)
12. GWG rewards program partner
13. ThankAPE is a decentralized, automated rewards program spawned out of [AIP-124](#) and operated by [ThriveCoin](#).

STEPS TO IMPLEMENT:

The Governance Working Group will take on these distinct Objectives and Key Results (OKRs) to be achieved by the next Funding Window in February, 2024. These OKRs serve as a compass for our paramount Initiatives, offering a means to gauge and quantify our advancement.

OKR1: Publish Technical & Governance Documentation

1. OBJECTIVE:

Improve ApeCoin DAO transparency by publishing comprehensive technical and governance documentation.

- Key Result 1: By February 28th, develop and publish ApeCoin DAO governance documentation on Gitbook, encompassing the governance structure, relevant AIPs, decision-making processes, voting mechanisms, and community engagement guidelines.
- Key Result 2: Host the documentation on [docs.apecoin.com](#).
- Key Result 3: Include a prominently positioned link to the Governance Documentation directly on the ApeCoin website's homepage, with the aim of achieving an 80% increase in visits to the ApeCoin DAO governance documentation Gitbook.

OKR2: Launch Governance & Community Participation Dashboard

1. OBJECTIVE:

Elevate ApeCoin DAO governance transparency with a user-friendly governance and community participation dashboard.

- Key Result 1: Design and deploy a dynamic, Snapshot-enabled dashboard that showcases real-time community participation metrics such as voting rates, live proposal statuses, detailed voting outcomes, and community engagement.
- Key Result 2: Deploy and host on [vote.apecoin.com](#).
- Key Result 3: Enhance user accessibility by integrating a clearly visible link to the Governance Dashboard directly from the main ApeCoin website

OKR3: Launch Community Governance Improvement Program

1. OBJECTIVE:

Drive community engagement through the launch of the GWG Community Governance Improvement Program.

- Key Result 1: Develop and formalize detailed policies and procedures for the efficient submission, categorization, and review of community suggestions, improvements, and ideas.
- Key Result 2: Outline and publicize a comprehensive incentive structure for accepted submissions.
- Key Result 3: Design a clear and effective pathway for the implementation of vetted and tested submissions, with the goal of assessing at least 10 community-led improvements by February 28th, 2024.

OKR4: Economic Sustainability & Compliance Study

1. OBJECTIVE:

Explore economic sustainability options through a comprehensive third-party compliance study.

- Key Result 1: Publish a request for proposal (RFP) and begin communicating with recognized third-party research firms to embark on a detailed study, scrutinizing sustainable DAO operations and initiatives, with the aim of unearthing actionable insights for the ApeCoin DAO community.

- Key Result 2: Dissect and assess diverse on-chain structures, prioritizing those that resonate with the ApeCoin DAO's guiding values while promoting a non-custodial environment. The goal is to shortlist at least three suitable structures to explore further.
- Key Result 3: Provide a comprehensive compliance and regulatory analysis for each shortlisted structure, ensuring the identification of potential risks, requirements, and opportunities to the ApeCoin DAO community. This should lead to a final report that offers a clear recommendation on the most viable structures Before February 28th.

OKR5: Optimize the ApeCoin Website

1. OBJECTIVE:

Optimize the ApeCoin Website for Enhanced User Experience and Engagement.

- Key Result 1: By November 15th, begin work on the website with [Solidity.io](https://solidity.io).
- Key Result 2: Revitalize the ApeCoin DAO website by February 28th, prioritizing a captivating design, enhanced user experience, and clear tab visibility to foster more interaction and learning about the DAO.
- Key Result 3: Provide the ApeCoin DAO community with a comprehensive qualitative and quantitative website traffic and performance report within three months from launch.

OKR6: Global Community Council

OBJECTIVE:

Strengthen the ApeCoin DAO's global alignment and engagement through the establishment of the Global Community Committee.

- Key Result 1: Establish a formidable Global Community Committee
- Key Result 2: Implement a revolving seat mechanism to ensure that we are promoting diverse representation and perspectives from more global constituents and delegations.
- Key Result 3: Schedule and conduct monthly meetings.

OKR7: Facilitate November 2023 Special Council Elections

OBJECTIVE:

Facilitate 2024 Cycle 1 of the Special Council election process beginning in November 2023.

- Key Result 1: "Publish Nomination Announcement – Ape Foundation Special Council Term Beginning January 2024" on the ApeCoin DAO Forum on November 1st, 2023.
- Key Result 2: Publish the Special Council Nomination Profiles on the ApeCoin DAO Forum on November 22nd, 2023.
- Key Result 3: Facilitate the community vote period from December 7th until December 21st.

OKR8: Facilitate November 2023 Governance Working Group Steward Elections

OBJECTIVE:

Facilitate 2024 Cycle 1 of the Governance Working Group election process beginning in November 2023.

- Key Result 1: "Nomination Announcement - Governance Working Group Steward Term Beginning January 2024" on the ApeCoin DAO Forum on November 1st, 2023.
- Key Result 2: Publish the Governance Working Group Steward Nomination Profiles on the ApeCoin DAO Forum on November 22nd, 2023.
- Key Result 3: Facilitate the community vote period from December 7th until December 21th.

TIMELINE:

Summary

See proposal Abstract section:

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WorkingGroup Timeline 9132023

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OVERALL COST:

This budget proposal requests the allocation of APE tokens totaling \$488,600 USD to cover the ApeCoin DAO's six-month governance and operational needs.

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Budget spreadsheet [download](#).

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The Governance Working Group shall invoice the Foundation against this budget as needed but still reserves the right to take custody in full, as approved through this AIP.