

## TEAM DESCRIPTION:

### Team Structure:

1. Alliance Director - [Phil Watkins](#)
2. Role: Provide leadership, manage Alliance operations, and set long-term goals.
3. Responsibilities: Oversee partnerships, financial management (including managing \$ApeCoin reserves), and membership growth strategies.

Phil is a Founder at OVI Interactive, Apecoin DAO Metaverse Steward.

12 years as a Senior Leader Business Improvement Officer for Rio Tinto in Western Australia, successfully creating 1B sustainable revenue per year.

Speaker at NFT Paris, NFC Lisbon

1. Business Development Officer - [Eva Shalenko](#)
2. Role: Build relationships with potential members and partners to drive growth
3. Responsibilities: Attract new partners and members, develop and execute membership sales strategies

Eva is a bizdev and growth advisor, public speaker, CBDO at OVI and co-founder at gaming media GMGames. Eva is a C-level manager with more than 15 years in management, marketing and business development in web2 and web3 spaces.

Along the way Eva was a co-founder & CEO of an international marketing agency with a 72 person team. Founded worldwide PR agency "Famous" and since her personal pivot she has been advisor for 26 startups so far for the last 7 years.

1. Partner Liaison - [Agito](#)
2. Role: Manage relationships with all partners, ensuring they receive maximum exposure and benefits
3. Responsibilities: Communicate with members, preferred service providers, maintain partnerships, and monitor collaboration opportunities.

Agito is an engineer turned web3 community builder and public relations specialist.

Having 3 years of experience as a space host and crypto twitter panelist, he is known for his strong interpersonal skills.

He has established collaborations with brands such as AssetDash, Nifty Island and is a respected member of the DeGods community.

1. Social Media Manager
2. Role: Handle all communications and social media platforms to engage the community
3. Responsibilities: Manage social media campaigns, promote member games and services, and increase overall brand awareness

#### Advisors

- Role: Overseeing Ape Gaming Alliance team activities. Sharing of commercial networks and assist in executing some consultation roles within tiered memberships
- Responsibilities: Participate in monthly meetings, monitor progress and suggest improvements where necessary.

[Dan Dober](#) - Co-Founder & CEO [@3look\\_io](#) | Angel Investor | Author of [@apecoin](#) AIPs (182, 258) | Co-organizer [@IberianApesYC](#) |

[David Metaworld](#) - [@apecoin](#) Metaverse Steward | Founder of [@Chinese\\_ApeClub](#) | Web3 VC & Incubator | Crypto & NFT Investor

## PROPOSAL DESCRIPTION:

### Vision:

Ape Gaming Alliance (AGA) will become a premier decentralized hub for blockchain gaming, fostering partnerships, exposure, and cross-collaboration within the gaming and blockchain ecosystem. AGA will empower members through a tiered membership model, providing exclusive access to partnerships, preferred services, discounts, and promotional

opportunities.

The ability for members to search and connect with other members will establish an AGA professional network, accessible to certain tiered members, driving demand and additional value for the alliance.

Underneath the AGA, all Made By Ape products and services will be invited to participate, enabling a sufficient number of connections and activations from launch.

The AGA will also play a crucial role in driving positive demand for \$ApeCoin as a foundational currency within its ecosystem, eventually becoming a key delegator in the ApeCoin ecosystem.

## **Mission:**

To date, too many initiatives have been requested/funded, with very little value returning to the DAO. This needs to change. AGA will create a dynamic ecosystem for blockchain gaming enthusiasts, developers, and service providers, with all transactions settling in \$ApeCoin as the primary currency. We will provide members with exposure opportunities, technical and business partnerships, with discounted services while generating demand for \$ApeCoin. AGA will offer a catalog of membership discounted services, boosting innovation and collaboration while positioning itself as a key player in the Gaming ecosystem. All memberships will receive voting rights and governance within the AGA.

## **Founding Partners:**

Establishing an AGA Founding Council is crucial to the success and longevity of the alliance. With the existing brands which are in the ecosystem, forming a council of founding partners such as Yuga Labs, Animoca brands, Horizenlabs, Mocoverse, Apecoin and more will provide solid brand positioning and attract both premium web2 and web3 brands to the alliance.

As founding partners, we will be able to drive rewards and benefits exclusively to Alliance organizations.

## **BENEFIT TO APECOIN ECOSYSTEM:**

### **Core Objectives:**

1. Maximize DAO Sustainability: Building on the already established brands and reach of Yuga, Apecoin and Horizenlabs, the demand for such an alliance is high due to the cross-exposure opportunities and brand association, thus providing a gaming beacon for all to join and be a part of. The more members we have, the more benefit we can deliver.
2. Membership Monetization in \$ApeCoin: Create tiered memberships with benefits with all paid settlements in \$ApeCoin to drive revenue and generate demand for the token.
3. Partnership Development: Establish partnerships with technical service providers, gaming DAOs, marketing firms, exchanges, and more, all using \$ApeCoin for transaction settlement.
4. Community Building and Exposure: Foster a collaborative community for developers, gaming businesses, marketing and advertising entities providing visibility and opportunities for growth.
5. Membership and Voting Rights: Membership levels and governance voting power within the AGA, reinforcing long-term commitment and decentralized decision-making.
6. Preferred Sponsored Services: Leverage partnerships with media outlets and service providers to offer premium discounted services to members.
7. 100% profit returned to the DAO in form of a licensing fee. This is after all costs and reward incentives have been deducted. This model is designed to drive value and sustainable revenue back to the DOA.

### **Revenue Streams:**

1. Membership Subscriptions: All membership transactions will be settled in \$ApeCoin, with tiered pricing to incentivize higher engagement and increased demand for the token.
2. Sponsored Services Fees: Preferred sponsored services will accept \$ApeCoin as payment for exposure to AGA members, generating additional demand for the token.
3. Event Fees: All payments for event participation, co-hosting, and attendance will be settled in \$ApeCoin.
4. Partnership Programs: Collaboration fees and partnership opportunities will be priced in \$ApeCoin.
5. Consulting Services: Offering consulting services to members for blockchain integration, exposure strategies, and technical implementation.

# Membership Tiers (in \$ApeCoin):

Membership Fees and revenue will be conducted and managed via Portal Pay integration with a designated % being transferred directly to a multisig wallet for maximum security. The multisig will be a three way participation consisting core team members and advisors. It is important to always have an operating float readily available for daily expenses, with the majority treasury appropriately protected.

## 1. Ape Tier – Entry Level

Cost: \$500 / yr (in \$ApeCoin)

Target Audience: Personal Accounts, Individuals, Consultants - non business entity accounts.

Benefits:

- Access to AGA forums and community groups for networking and collaboration.
- Access to select preferred services (discounts on specific tools like blockchain wallet providers, minor exposure on social media).
- Governance Voting – Ape Tier members receive entry-level voting rights.

## 2. Bronze Tier – Entry Level

Cost: \$1000 / yr (in \$ApeCoin)

Target Audience: Small independent developers, new blockchain gaming enthusiasts.

Benefits:

- Access to AGA forums and community groups for networking and collaboration.
- Discounts on events and workshops hosted by AGA, paid in \$ApeCoin.
- Exposure in AGA newsletter (featured under “New Members”).
- Access to select preferred services (discounts on specific tools like blockchain wallet providers, minor exposure on social media).
- Governance Voting – Bronze tier holders receive voting rights on entry-level proposals.

## 3. Silver Tier – Intermediate Level

Cost: \$5000 / yr (in \$ApeCoin)

Target Audience: Established indie developers, mid-tier gaming startups.

Benefits:

- All Bronze Tier benefits.
- Priority listings in AGA publications and forums.
- Increased social media exposure across AGA platforms.
- Discounted services from partner companies including marketing, streaming services, exchanges, or payment gateways.
- Eligible for co-hosted events to present products or games.
- Invitations to exclusive webinars with key blockchain and gaming experts.
- Governance Voting – Silver tier holders receive more voting power in decision-making.
- Priority support from AGA staff for business development, marketing, and technical consultation.

## 4. Gold Tier – Premium Level

Cost: \$10000 / yr (in \$ApeCoin)

Target Audience: Larger gaming companies, developers with established blockchain titles, blockchain service providers.

Benefits:

- All Silver Tier benefits.
- Featured position in AGA website and social media channels.
- Exclusive speaking opportunities at AGA-hosted events and conferences.
- Full access to all preferred sponsored services, including media outlets for interviews and features.
- Tailored partnership opportunities with exchanges, wallet providers, and DAOs.
- Collaborative marketing campaigns with other Gold tier members.
- Governance Voting – Gold tier holders have substantial voting power and can propose new initiatives.
- Priority support from AGA staff for business development, marketing, and technical consultation.

## **5. Platinum Tier – Enterprise/Partner Level**

Cost: Custom pricing for enterprises, payable in \$ApeCoin.

Target Audience: Large corporations, blockchain exchanges, industry-leading gaming services and infrastructure.

Benefits:

- All Gold Tier benefits.
- Exclusive strategic partnerships with AGA and access to special AGA funding opportunities, with all payments settled in \$ApeCoin.
- Branding as AGA premier partner, with logo placements on all AGA materials and events.
- VIP speaking and event hosting opportunities.
- Direct collaborations with top-tier service providers, including blockchain networks, streaming platforms, and payment processors.
- Priority support from AGA staff for business development, marketing, and technical consultation.
- Governance Voting – Platinum tier holders have the highest voting rights and decision-making power in the AGA ecosystem.

## **Member Classifications:**

AGA will cultivate collaborations in key areas, all with a focus on ecosystem adoption, increasing awareness and token utility across the blockchain gaming space.

### **1. Technical Solutions:**

- Blockchain Gaming Developers

Games paid for or utilizing in-game currencies settled in \$ApeCoin.

- Streaming Services

Offering discounts and services paid in \$ApeCoin.

- Wallet Providers

Wallet integrations for \$ApeCoin.

- Payment Processors

Ensuring seamless \$ApeCoin payment processing.

- Exchanges

CEX and DEX members utilizing \$ApeCoin.

- Gaming DAOs

Partnerships with DAOs.

## **2. Service Providers:**

- Marketing Agencies

Offering discounted services to AGA members.

- PR Firms

Offering PR services to AGA members at preferential rates

- Consulting Services

Blockchain gaming consulting services

- Media Outlets (Preferred Sponsored Services)

Paid features, interviews, and exposure services

Voting Rights:

### **Membership Voting:**

- Each member will receive voting rights tied to their tier level.
- Voting Power: Governance and voting rights within the AGA ecosystem, with higher tiers carrying more voting weight.
- Governance Participation: Members will have voting rights on key decisions, including new partnerships, event themes, and AGA growth strategies.

### **Long-Term Delegator Role:**

- AGA will become a key delegator within the ApeCoin ecosystem, contributing to governance decisions within the broader blockchain gaming and DeFi space.
- Delegation of Voting Power: As AGA grows, members will contribute to AGA's voting weight in the broader ApeCoin ecosystem, further increasing \$ApeCoin's influence and utility.

## **STEPS TO IMPLEMENTATION:**

The only expectation from the Foundation for this AIP is the use of branding approvals and cross market social collaborations.

Once the Steps to Implementation outlined below are complete, this AIP would be considered complete. It is the goal of this AIP to take an initiative and return consistent value and income back to the DAO.

Milestone 1 - Tranche 1 - \$140000USD

Start Date: upon receipt of funds from the ApeCoin DAO

1. Project Management, legal consultation and administrative duties
2. Architecture Design
3. UI/UX Designs
4. Web3 Components; Payment and Wallet Integration Design
5. Onboarding of critical workforce and Lead Advisors
6. Back end architecture; memberships, product offerings, brand assets and data schemers
7. Front end designs and asset creation

Timeline - 8 Weeks.

Milestone 2 - Tranche 2 - \$50000USD

Start Date: Completion of Milestone 1 and submission of update report to DAO

1. Wallet and payment processor integration: Portal Pay, Thirdweb

2. Audits and reports provided by third party payment providers.
3. Organization Onboarding:
4. Partners and Members
5. Social Media Management Plan and engagement

Timeline - 4 Weeks.

Milestone 3 - Tranche 3 - \$45000USD

Start Date: Completion of Milestone 2 and submission of update report to DAO

1. Product Integration and AI tooling systems for tiered members
2. AGA Phase 2: AGA Professional Network established - Tier connections, share corporate details and connect
3. AGA Platform Launch
4. Social Media / Marketing and Advertising publications
5. Organization Onboarding:
6. Partners and Members

Timeline - 4 Weeks.

Once the completion of the three milestones have been completed, this AIP would be considered complete. The reporting schedule outlined below will continue for as long as the AGA is active.

## Key Performance Indicators (KPIs):

1. \$ApeCoin Transaction Volume: Tracking the total value of all memberships, services, and transactions conducted in \$ApeCoin.
2. Membership Growth: Quarterly growth in membership subscriptions across all tiers, with a focus on increasing transaction settlement in \$ApeCoin.
3. Partnership Engagement: Number of strategic partnerships formed and maintained, emphasizing \$ApeCoin integration.
4. Event Participation: Attendance and engagement in AGA-hosted events and webinars, with all fees paid in \$ApeCoin.
5. Member Satisfaction: Feedback from members on the benefits and opportunities provided, new features and functionality will be created reinforcing the onboarding and retention fly-wheel.

By creating a decentralized ecosystem where \$ApeCoin is the primary medium of settlement and governance is facilitated by voting, the Ape Gaming Alliance (AGA) will not only empower its members but also play a crucial role in the long-term success and growth of the \$ApeCoin ecosystem.

Cementing Ape Gaming Alliance in the future as a beacon for gaming, a mix of web2 and web3 brands, users and adoptions.

## Reporting Expectations:

As part of the tiered benefits, members will be invited for regular spot light spaces to provide opportunity for exposure and introduction to key milestone events.

AGA updates will be discussed and open suggestions/improvements can be made. We will work closely with DAO advertising agencies and MBA products to ensure ecosystem consistency, maintaining transparency and ensuring connection with the community / DAO.

Social media updates with video announcements and branded assets will be created to ensure top tier marketing funnel and execution.

### 1.Reporting Expectation

Ensuring transparency and keeping stakeholders informed is priority #1

. We are committed to providing regular progress reports according to the following schedule:

Quarterly Progress Reports: Every three months (i.e., at the end of Q1, Q2, Q3, and Q4), we will release a comprehensive progress report. Each report will cover:

- Growth and milestones reached - achievements
- Constraints encountered and corrective actions taken
- Revenue and budget updates
- Upcoming objectives next quarter targets including execution strategy

2. Annual Summary Report: At the end of the 12-month period, a final report for the year will be shared. This report will summarize the entire year's progress, evaluate the project's impact, and outline the plan for the next year, if applicable.

1. The AGA is a DAO focused product. Even once the AIP is complete, these reports will continue to be released as they will form a crucial part of the ecosystems reporting structure, successes and historic story.

#### OVERALL COST:

The total amount requested from the ApeCoin Ecosystem Fund = \$235000 USD payable in \$Apecoin.

Budget:

Product Development - \$110,000 USD

- UI/UI Design
- Front-end Developer contractor
- Back-end Developer contractor
- Product Design and Management
- Legal Consultation
- Internal security monitoring and integrity alert system

Marketing - \$35,000 USD

- Social media campaigns
- Domains
- Publications, advertising and marketing materials

Security - \$25,000 USD

- Payment Processing Audits
- Platform Security Audits (external)

Maintenance and Support - \$10,000 USD

- On going servers and product licenses.

Personnel, Business development and membership management - \$55,000 USD