PROPOSAL CATEGORY:

Ecosystem Fund Allocation

TEAM DESCRIPTION:

This proposal is written by Ravi Bakhai who is the founder & CEO of Hypeshot - a crypto-native livestreaming platform which is backed by Y Combinator.

ABSTRACT:

Proposal

Live entertainment is one of the best ways to build exposure, bring communities together, and onboard new people into the space.

This proposal's goal is to build a livestreaming channel for ApeDAO to host token-gated livestreams, public livestreams and to build out specific ApeCoin related features such as the ability to utilize ApeCoin as a way to tip streamers, airdrop viewers, and other requested features to make the viewing experience more native to ApeCoin holders.

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BENEFIT TO APECOIN ECOSYSTEM:

I believe this will benefit the ApeCoin ecosystem in a few ways:

1. Community Engagement: Facilitates direct engagement between ApeCoin holders, streamers, and the broader community. Token-gated livestreams offer a new place for ApeDAO to host curated events as well hopefully creating a stronger sense of community. Having things like POAPs that people can mint during streams as well is something that can help the DAO engage the community more too.

2. For example it looks like there are awesome events in the pipeline such as and it'd be great to have a place to come together for them: AIP-338: The First ApeCoin Sponsored Competitive E-Sports Tournament with Wreck League - #8 by SmartAPE or AIP-346: Monthly Laughing Ape Stand-Up Comedy Show Utility for all $APE Holders

3. Exposure: Having a place to broadcast with people natively buying ApeCoin on stream to tip or ultilze can bring more awareness to the ecosystem as well and get more participation from people who are not involved yet. Livestreams and clips can also be repurposed across social media to drive more awareness.

4. Increased Token Utility - Things such as in-stream tipping or using token balances for things such as token-gating provides more utility for the underlying ApeCoin ERC-20 token.

5. More fun

6. Livestreams are really fun and way to have more shared experiences. Having a dedicated place for ApeDAO members to stream seems like it can have a lot of potential

PLATFORMS & TECHNOLOGIES:

This proposal would utilize Hypeshot - a crypto-native livestreaming platform and require engineering work to make it easy to add ERC-20 token-gating (we only support NFT gating right now) as well as ERC-20 tipping / buying on stream.

Hypeshot has primarily been working with independent artists, creators, and collectives in web3 and has powered streams for Proof.xyz (Beeple Live), Sound.xyz, Zoratopia, Forefront, Glitch, and others.

Certain crypto-native things that you can already do on Hypeshot: Can mint different clips while the stream is happening, sell NFTs live, spend crypto in stream, have your NFT be your profile picture, see the other wallet addresses who are in the stream, give users special badges based off of NFTs they own, and airdrop all or random viewers in a stream:

Here is a full overview on Hypeshot and it's crypto-native features if helpful!

Notion

Notion – The all-in-one workspace for your notes, tasks, wikis, and databases.

A new tool that blends your everyday work apps into one. It's the all-in-one workspace for you and your team

Here is our twitter: twitter.com/hypeshothq

STEPS TO IMPLEMENT & TIMELINE:

Steps to implement:

1. Proposal approval

2. Eng/Product work

3. Coordinate with community for marketing and hosting events

Eng/Product:

1. Design: 2 days

2. Token-gating feature timeline: 4 days

3. Tipping/buying ApeCoin on stream: 2 days

4. Testing + Polish: 5 days

In total we see this being built end to end in ~2 weeks since we already have a lot of the core infrastructure in place. However, this would also be a continuous product that we'd take suggestions from by the community to improve upon and we'd like to also have an event to properly roll this out with.

Personnel: 2 Engineers

Start date: As soon as approved or if positive community feedback can get started on it sooner

Milestone 1 - $10,000 USD equivalent of $APE funding to cover some costs

- Design: 2 days

- Token-gating feature timeline: 4 days

- Tipping/buying ApeCoin on stream: 2 days

- Testing + Polish: 5 days

Milestone 2 - Host livestreams + Community Feedback

- Host initial livestreams

- Retro on how to improve the experience and product

- Iterate

- Host more livestreams!

Milestone 3 - Ongoing Support

- Make changes to product based on feedback from the community and continue improving the experience

- Continue to run more livestreams