Proposal Name:

ApeCoin IRL - Decentralized Events Network

Category: Core

- Ecosystem Fund Allocation

Author:

[SSP](#) - [Author AIP-64 IRL Events Feasibility Study](#)

Abstract | Two or three sentences that summarize the proposal

- ApeCoinIRL is bringing the power of local, in-person gatherings to the forefront of the ApeCoin Ecosystem. By establishing a Decentralized Events Network

, we're creating a seamless onboarding ramp for those entering Web3 and the ApeCoin ecosystem.

- Small local meetups, informational events, and ApeCoin DAO at expos and conferences worldwide are hosted and managed by Local Champions, active members and ambassadors from the community including several BAYC/MAYC Clubs.

- The Events Network will be built upon a cutting-edge tech stack that integrates a master calendar, an events directory, a CRM, and ticketing apps.

- To complete the flywheel, ApeCoinIRL will serve as the IRL distribution network for all products and services born in the DAO.

Note: This is an experiment in possible Guilds, Squads, etc

Motivation | A statement on why the APE Community should implement the proposal

Motivation

tl;dr IRL Events are magical for community building and brand awareness.

- However, in the last year the ApeCoin DAO has approved and funded just[one, single, solo IRL event](#) (and [one virtual event](#)) - that's an unsustainable model if our goal is to attract builders, founders, entrepreneurs, artists, creators, businesses, and new members to the ApeCoin ecosystem.

- Our goals for 2023 could be to: double the number of ApeCoin members, triple the number of active DAO participants and quadruple the number of creative ideas, projects and proposals.

- IRL events are just one pathway to accomplishing this, and sure I'm biased, but I'm a major advocate for funding as many well-crafted IRL events as possible, in as many cities across the world, led by as many community members willing to take on the role of local event organizer.

- With this effort, we open up the doors for hundreds of local ambassadors to get involved and in return onboard thousands of new members.

- And most importantly, we streamline the funding so that events can be designed, hosted and funded faster. Do you really want to to read 200+ AIPs for small, local events? I'm guessing the answer is no.

- A Decentralized Events Network solves for this through an innovative, streamlined process.

Rationale | An explanation of how the proposal aligns with the APE Community's mission and guiding values

Rationale

- Boldness:

We don't shy away from the weird, the hard, or the new.

- Equality:

One APE equals one APE.

When the DAO was founded, a clear directive was issued to promote Web3 culture through the power of EVENTS. The founders also recognized the value of in-person social gatherings in ensuring our growth and sustainability.

This proposal puts forth several fresh ideas to the DAO, which includes establishing a network that creates multiple opportunities for members to participate in local activities, regardless of their location. This by default enhances diversity,

equity, and inclusivity within the DAO.

Key Terms (optional) | Definitions of any terms within the proposal that are unique to the proposal or new to the APE Community

Key Terms

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Cool looking slide showing solutions

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- Local Champions - DAO members, founders of local BAYC/MAYC Clubs, event professionals and Web3 advocates committed to hosting 5-12 events a year in their town, city, or region as ApeCoin DAO Ambassadors.

- Prop House - is public infrastructure by Nouns DAO that helps internet communities incentivize ecosystem development.

- Master Calendar - A public calendar showcasing every event where ApeCoin is represented IRL - mobile app to follow

- Events CRM & Directory - backbone of our tech-stack powering connectivity, data aggregation and analytics

- Discourse "Regular" Trust Level 3 - Regulars are the backbone of the community, the most active readers and reliable contributors over a period of months, even years. Because they're always around, they can be further trusted to help tidy up and organize the community.

- Working Group Zero (WG0) - Approved by AIP-196, WG0 was tasked with completing an RFP process to replace the original ApeCoin DAO administrators and propose an initial framework for DAO working groups.

Author & Team

This proposal has been a collective team effort:

Proposal author is SSP:

- Author of AIP-64 - IRL Events Feasibility Study

- ApeCoin Discourse Trust Level 3 (250+ consecutive days)

- Working Group Zero, member ApeComms and Twitter Spaces Co-Host

Previous

- 10+ years Luxury Brand Activations at Coachella Fest

- Operations Manager Yellowstone Club World - a Luxury Destinations Network

- Opening SWAT Team for multiple 5-Star Resorts and Private Country Clubs

- Tech Startup junkie - biggest win: sold a Virtual World for Kids Gaming App to king.com

Local Champions are:

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Cool world map of local champions - version 1.0

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- UK Ape Club

- MD3K - Founder & BAYC 2724

- UK Ape Club

- LeeAI, Creative Director FTC Festival, MAYC 1900

- French Ape YC

- [Labmax, BAYC 5408/4068](#)
- Nordic-Baltic Apes
- [Sander the Ape, BAYC 95](#) - [Organizer of NFT Tallinn](#)
- Aussie Apes Surfer Club
- [KennyL, BAYC#8855, CEO Metacollect NFT Gallery](#)
- EU Apes (Prague)
- [Strakovic, MAYC, building NFT Ticketing, Proof Collective](#)
- Dubai
- [Mantis, HBCU Esports, active DAO contributor](#)
- BAYCKada Phillipines
- [JBond, Founder, Investor, BAYC Maxi](#)
- Chinese ApesClub
- [Halina, Founder, MAYC#10108, ApeComms, BoredCalifornia](#)
- Shanghai, China
- [0xChrisL, BAYC#4706, Author ApeVerse](#)
- Pacific NW
- [Vulkan, Founder Bored Bulletin, Steward, MAYC](#)
- NorCal Apes
- [ChrisB, Founder CryptoLogically, DEI](#)
- NorCal Apes
- [Lost, BAYC#9736, ApeComms, WG0 Steward](#)
- Denver Atlanta
- [Kalah, Founder St Rock Media, DEI](#)
- SoCal Apes
- [Bored LApes](#)
- Central Florida
- [Serpunk & web3cfl](#)

Technology Launch Partners include:

- [Enter.xyz](#)

[Enter.xyz

- Tech & Ticketing](https://twitter.com/enterdotxyz) - [Lubo](#)
- Club.ID

[Club.ID

- Identity & Payments](https://twitter.com/ClubIDofficial) - [Fred](#)

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Cool world map of technology partners and ApeCoin DAO products/services

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Specifications | A breakdown of the platforms and technologies that will be used

Collaborations with ApeCoin DAO service providers and members have taken place for the past 3 months, contracts and agreements TBD:

Specs

- Domains: [apecoinIRL.com](), [apecoinIRL.xyz](), apecoinIRL.eth

- Twitter: @apecoinirl

- Website & Hosting: TBD

- Web2 Email & CRM: Outseta

- Web3 CRM: Club.ID and/or Blocksee (both ApeCoin DAO services)

- Master Calendar and Map: Localist or Splashthat

- Ticketing and Passport: [Enter.xyz]() (ApeCoin DAO member)

- Branding/SWAG/Promos/Merch: TBD (ApeCoin DAO members)

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Super cool mobile apps

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Steps to Implement | The steps to implement the proposal

Should the DAO see the need for a Decentralized Events Network

and this AIP passes, here are the steps to implementation with a probable Timeline based on funding in March, 2023:

Steps & Timeline

- April 15 - Complete the set-up of ApeCoinIRL as a non-profit organization, probably based in the US (Legal Counsel TBD)

- April 15 - Set-up Accounting & Financials

- April 15 - Set-up Multi-Sig Gnosis SAFE Wallet to accept Grant

- April 15 - Direct Local Champions to provide their Local Events Calendar for the year including Event, Dates, Venues, Estimated Budgets, Purpose

- April 15 - Local Champions to provide wallet address, social handles, emails and team

- April 30 - Set-up ApeCoin IRL Branding & Social Handles

- April 30 - Set-up ApeCoin IRL official website

- April 30 - Set-up Club.ID or Blocksee for CRM

- April 30 - Set-up Enter for Ticketing and Passport

- April 30 - Set-up Clickup/Outseta for Emails and Messaging

- April 30 - Set-up Localist/Splashthat

- April 30 - Set-up Prop House for Ad-Hoc Events

- April 30 - Set-up Collaborations with ApeCoin DAO products & services

- April 30 - Begin distributing Quarterly Funds to Local Champions

- April 30 - Design Branded Event Collateral, Promotional Items, Merch, SWAG

- April 30 - Create Protocols and Processes for Community Accountability & Reporting

- April/May/June - Begin socializing ApeCoin events

- April/May/June - Begin onboarding additional members as Local Champions

- April/May/June - Begin ApeCoin IRL Twitter Spaces/IG/Tik-Tok/YT

- More

Overall Cost | These are Guidelines and Best Estimates

Notes:

85% of Grant goes to Local DAO Ambassadors for 200+ Local Events

- Full-Time: 10-15 Events - 20k Events Budget & 5k Comp (in APE)

- Part-Time: 5-7 Events - 5k Events Budget & 2k Comp (in APE)

- Prop House: Up to 60 Events - 90k Events Budget & 10k Comp (in APE)

Funding is distributed quarterly for 4 consecutive quarters for the duration of one year

Total Request:

- 570,619 APE (in USD equivalent at $4.20 APE = $2,396,600)

- Plus ApeCoin Logo Usage for Events, Merch, SWAG and Promo Material

- Plus ApeCoin Twitter/Instagram/Tik-Tok reshares of #apecoinIRL

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Cool Budget Slide Revised

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MISC Notes | Pitch Deck & Financials

Final Notes

- This proposal is anticipating the changes in the AIP approval process, working groups and voting protocols - but instead of waiting for April 1st, the individuals, BAYC/MAYC groups and tech partners involved in ApeCoinIRL have decided to get this into the pipeline and waitlist

- This proposal is based on financials that are purely estimates and guidelines only

- This proposal is intended to create the MVP infrastructure for a Decentralized Events Network across 20 markets worldwide with an expectation to scale exponentially in 2024

- We will return with separate proposals to build out the tech-stack once we have the analytics, data and best practices from this year - a platform that will be open for all ApeCoin DAO member events

- This proposal is designed and open to letting other DAO members step-up to take on any and all responsibilities in this proposal - it is after all a DAO-owned operation

Here's the pitch-deck (right-click and open in separate tab/window):

Pitch Deck

Here are the estimated financials:

Estimated Draft Opex

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