

Proposal Name:

Promote DAO Participation through Degenda

Proposal Category:

Process

Abstract | Two or three sentences that summarize the proposal.

Degenda (<http://degenda.io>) is a community engagement platform that increases visibility for DAO proposals and announcements. In-app DAO voting will be integrated into the platform to make it as quick and easy as possible for DAO members to vote on upcoming proposals. The platform also enables all-in-one-place event/announcement tracking for multiple Web3 communities that overlap significantly with ApeCoin DAO members.

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Author Description (mandatory if the AIP is requesting funds) | A brief background of yourself

@kalikade\_nft

has been engaged in the Web3 space since 2017 and has been deeply involved in the NFT scene since the launch of Yuga's Bored Kennel Club collection. She holds a PhD from the University of Chicago, and has garnered a wealth of experience in product and strategy during her tenure as a former management consultant. She is the CEO of Degenda.

[@degenBen](#) is an accomplished developer who has been actively involved in the Web3 ecosystem for nearly half a decade. With a PhD recently earned in 2022, he embarked on a mission to address the challenge of staying informed amidst the overwhelming abundance of events and announcements in the NFT and DAO space. Collaborating with @kalikade\_nft

, he co-founded Degenda to provide a solution. He presently holds the position of CTO at Degenda.

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

By subscribing to Degenda's community engagement platform, ApeCoin DAO can streamline the process of staying informed about upcoming proposals, bolster participation in DAO voting, and improve access to relevant information. Here are some of the key reasons why ApeCoin DAO should consider subscribing and funding customized feature development:

- The issue of low participation in proposal voting is widespread across the DAO space, but Degenda's platform offers a solution that can address it. The platform makes it easy for members to stay informed and reminded about upcoming proposals and participate in voting directly in-app.
- Funding the development of in-app voting via Degenda's platform is a vital component of this proposal. In-app voting will enhance voter convenience and improve the voting experience for members, which will lead to increased engagement and participation.
- Degenda's platform is currently monitoring events and announcements from major NFT projects, many of whose token holders share membership with the ApeCoin DAO community. This provides an efficient way for members to access pertinent information from other Web3 communities.
- Consolidating relevant information into a single calendar makes it simpler for members to stay organized and up-to-date with their community and token, providing a unique solution for community engagement and token tracking. This offers users an accessible way to stay engaged.
- Degenda is a proven solution that has already been implemented by other communities, providing a low-risk and high-reward opportunity for increasing engagement and participation.

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

One of the fundamental principles of ApeCoin DAO is to promote increased decentralization over time. By facilitating voter participation, Degenda helps to achieve this objective. In December 2022, Degenda successfully raised its first round of venture capital (\$162K) which was used to build the platform, launch the beta, and onboard NFT communities. As we embark on the journey of onboarding DAO communities, we aim to begin with ApeCoin DAO to customize the experience and features according to the community's preferences. As one of the most successful DAOs in the ecosystem, ApeCoin will play a vital role in shaping how this tool is tailored to the DAO space. In keeping with our commitment of supporting the ecosystem, Degenda will contract developers using ApeTalent (AIP-91) to ensure that Degenda's development is carried out by those who will use it.

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

The Degenda platform includes:

- Project Portal: Where communities push events and announcements to their token holders. Generally used by community managers. For DAOs, ApeCoin included, the process of pushing proposals to the platform will be automated given the decentralized organizational structure. However, Project Portal log-in can be given to members of the newly appointed Marketing & Communications Working group (AIP-246) should they want the ability to push custom announcements and events to ApeCoin holders.

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- Web Application: Where holders connect their wallet to check for partnered tokens (no signature necessary). This generates a QR code that is then scanned with the mobile application.

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- Mobile Application: The user-facing side of the platform – where users view all the events and announcements for their communities.

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For this AIP we will use these technologies:

- NodeJS
- React
- MongoDB
- Nextjs
- Flutter
- AmazonS3
- Solidity

Steps to Implement | The steps to implement the proposal, including associated costs, manpower, and other resources for each step where applicable.

Phase 1: Integration of ApeCoin DAO with Degenda's platform. The ApeCoin Foundation's Communication & Marketing working group will receive access to the Project Portal, while ApeCoin holders will be able to scan for the token using the Web App and download the Mobile App. Proposals will be available for review on the App, with holders receiving notifications of Live Proposals. There will be no cost associated with this phase.

Phase 2: Hire ApeCoin Dev Talent to develop in-app DAO voting. We will recruit a UI designer, a frontend developer, and a backend developer, with the designer being compensated at a rate of \$30 USD per hour, while the developers will receive \$60 USD per hour. There will be no cost associated with this phase.

Phase 3: Development of in-app DAO voting, followed by its integration into the mobile application. The creation of proxy wallets for every user on the application will be necessary, and they can choose to delegate their vote toward this feature. The cost associated with creating these proxy wallets will be \$24,000 USD worth of ApeCoin.

Phase 4: Collaborate with the ApeCoin community for future modifications to the platform. The ApeCoin forums will be

utilized to gather community input, and if significant, future AIPs will be submitted. Degenda's monthly subscription fee for ERC-20 tokens is 0.01 ETH/mo. per 1000 unique holders/addresses. This would put one year of subscription for the ApeCoin Foundation at 13.9 ETH worth of ApeCoin, assuming there are 116,000 ApeCoin holders. However, Degenda is going to waive the cost for the first year of subscription

. We believe it is both beneficial for us and the space to work with the ApeCoin community for free and iterate on the application before resubmitting a second AIP to ask for a subscription in Year 2. This gives the community ample time to try the application and communicate desired changes before subscribing.

Timeline | Relevant timing details, including but not limited to start date, milestones, and completion dates.

Below are the four stages with their time to completion and their related milestones. Any stage that involves a release of funds to Degenda from the ApeCoin fund must have the previous milestone's approved by the ApeCoin Foundation.

Phase 1:

- Time: 1 week
- Milestone: ApeCoin Foundation granted access to the Project Portal, and the Mobile App and Web App accessible for the community with ApeCoin added to the platform.

Phase 2:

- Time: 1 week
- Milestone: A dev team, consisting of 1 UI designer, 1 frontend developer, and 1 backend developer, is contracted for 1 month from the ApeTalent pool.

Phase 3:

- Time: 4 weeks
- Milestone: In-App voting functionality is developed and pushed to the mobile application. This milestone must be approved by the ApeCoin Foundation before moving on to Phase 5.
- Release of funds: \$24,000 USD worth of ApeCoin

Phase 4:

- Time: 1 year
- Milestone: Ongoing use of Degenda by ApeCoin DAO and continued development. Future changes to the platform are iterated with the ApeCoin community via ApeCoin forums and semi-regular twitter spaces, and future AIPs are submitted if substantial changes are requested. Degenda must reapply for renewal after 1 year.
- Subscription Fee: 0 ETH worth of ApeCoin

Overall Cost | The total cost to implement the proposal.

Assuming the APE-USD, APE-ETH, and # of ApeCoin holders on July 25th, 2023:

11,940 \$APE