

Personal Information

Discourse ID:

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Country of Residence:

Puerto Rico, USA

Educational Background:

MBA, Columbia Business School; Post-MBA: Presidents' Program, Harvard Business School

Professional Background:

Sr. Advisor, Horizen Labs; Advisor, Animoca Brands; Founder, [Airvey.io](#)

Nomination Statement

Concise statement on why you are running for the Special Council

As a Sr. Advisor at Horizen Labs during the creation of ApeCoin DAO alongside the founders of BAYC and Yuga Labs, I possess an intimate understanding of this ecosystem. Today, I sense that new challenges have arisen with the creation of ApeChain. I aim to leverage my experience in building EVM chains (Horizen EON), my insights gained as the Special Council of the Horizen DAO (after spending 18 months at the Foundation level), and my role as an advisor for the next token of Animoca Brands to ensure that ApeCoin DAO maximizes its chances of success.

Motivation

Details on your motivation for becoming an ApeCoin DAO Special Council member

My primary motivation is to restore the value of ApeCoin DAO to its initial release level (\$8 per token on day one). I believe there are several ways to regain positive momentum, starting with using \$APE as gas.

Rationale

Share relevant experience and skills that will bring value to the ApeCoin community

Six months before the release of the ApeCoin DAO on March 2022, I presented the opportunity to the community and many potential partners. I understand the pitfalls to avoid and the historical context.

Interestingly, one of the significant challenges we faced was the decision of Horizen Labs to distribute 10,094 APE tokens to BAYC holders. Community considerations were paramount throughout this process and should continue to guide our decisions.

Specifications

Further describe relevant experience, including crypto and governance participation, and/or ideas for DAO improvement

Having spent 18 months as a board member of the Horizen Foundation and currently serving as Special Council on the Horizen DAO (Animoca Brands being one of the other six members), I believe that this experience will bring value to the DAO. Additionally, I recently celebrated my 10 years in crypto; you can find an article recapping my journey here: <https://cointelegraph.com/magazine/journeys-herve-larren-on-bitcoin-apes-and-the-psychology-of-blue-chip-nfts/>. Finally, I have been involved in moderating panels for BAYC, including at Paris Blockchain Week, the largest crypto conference in Europe. You can find the video here: <https://www.youtube.com/watch?v=f8FOX6lvrjA>

Concluding Statement

Summarize your statement as to why you are the best choice for Special Council

I have collaborated with many of the key players in this ecosystem over the past few years. If fortunate enough to be elected, I am confident in bringing immediate value to the DAO without having to go through a long onboarding process.