PROPOSAL NAME:

Made By Apes Documentary Series: Showcasing the Entrepreneurs, Creatives & Networking within the BAYC Community

PROPOSAL CATEGORY:

Ecosystem Fund Allocation

TEAM DESCRIPTION:

My name is Ryan Miller, aka NFT Art Collective, aka Bored Ape 3127. You may recognize me from my recent HV-MTL mockumentary, Vote 4 Vote: The Road to Nowhere

https://youtu.be/eNup_VJ52ow

I started recording music 30 years ago, added video production in 2013, and worked my way up to the director of post-production at Condition One VR. I've shot, edited and mixed projects for brands like Google, NASCAR, Participant Media, and the World Wildlife Fund.

I've also been an active contributor to the BAYC community, organizing a fundraiser for Project Chimps, with 100% of proceeds going directly to their rescue center. More recently, I used my experience playing HV-MTL to create a mini-mockumentary entirely by myself. "v4v : The Road to Nowhere(https://youtu.be/eNup_VJ52ow))" was viewed and shared thousands of times, with hundreds of comments. I think anyone who watches, especially those who played, will see not only the quality of my work, but also my love for the club.

My unique blend of skills, experience and understanding of the BAYC ecosystem enable me to efficiently produce this series. Over the past 30 years I've worked with everything from budget gear to the finest cameras & microphones, by myself and with teams of all sizes, with budgets from zero to millions of dollars. I have extensive experience documenting a variety of subjects and a strong sense for finding a compelling story. Regardless of the situation, I know how to maximize a budget and bring exceptional value to all parties. I also know my limitations, and while I record and mix music, I don't compose, so for that I will be using apes like Grammy award winner Richard Vagner, guitarist Sepak, and hopefully illaDaProducer and more!

ABSTRACT:

The Made By Apes program is fantastic, but there isn't enough exposure for the builders pushing our ecosystem forward. I'm seeking funds to produce a series of short documentaries highlighting MBA businesses and the networking that ties apes, ApeCoin, the DAO and MBAs together.

For the core of the series, I will travel to 3 major hubs for MBAs: LA, NYC and Miami, filming 3-5 businesses and a networking event in each city. Each featured business & meetup will have its own approximately 5-10 minute long episode and a short teaser. The first episode will debut about 1 month after shooting begins, with a new episode released every 3-4 weeks.

I will feature MBAs from many industries and show a variety of use cases and business strategies. Small boutiques like Frens Chocolate and international brands like Bored & Hungry have compelling stories, as do projects with existing links to ApeCoin such as the Bored Brewing Company, Aaron Haber's Laughing Ape, and the Bored Ape Gazette, a potential distribution partner for this series. The Bored Trading Co's unique model helps smaller MBAs distribute products at events across the world, an example of the synergy being created every day by apes, MBAs & the ApeCoin DAO, something that deserves far more attention. An episode featuring Horizen's launch of ApeChain would be a unique opportunity to take control of the narrative and show tangible community and business utility within the ApeCoin DAO & BAYC.

As a gesture of my commitment, I'm proposing that full ownership of the completed pieces along with any streaming and distribution revenue belong to the DAO itself. Also, I will only work on this project for the entire term, collaborating with apes every step of the way, from selecting featured MBAs to hiring apes for music and organizing MBA meetups.

I've believed in BAYC's potential as a modern social club since the day I minted. This series will celebrate the businesses and social capital being created by MBAs with the help of apes and the ApeCoin DAO.

BENEFIT TO APECOIN ECOSYSTEM:

This series aligns with the ApeCoin DAO's mission to foster community led projects that drive culture forward into the metaverse. Entrepreneurship and IP have been a part of BAYC's culture since the beginning, and Made By Apes is the next evolution. This series will bring much needed exposure to ApeCoin funded projects, highlighting the DAO's impact in the real world and showing various ways apes have integrated BAYC into their own expressions of culture, from food & beverage to arts & entertainment.

By showcasing successful MBA & ApeCoin projects, it will:

- Add to the sense of professionalism & community in the ApeCoin DAO by showcasing skilled creatives & entrepreneurs, including those who have already received ApeCoin funding.

- Potentially increase demand for ApeCoin & ApeChain by demonstrating their ties to the BAYC community and showcasing real-world use cases for the tokens.

- Show outsiders that BAYC is more than just a jpg one can right click 'n save, but rather a passionate community of skilled entrepreneurs building in the real world across industries.

- Educate apes on how they can leverage the MBA program for their own pursuits, providing concrete examples and inspiration for those looking to commercialize their IP or use ApeCoin in their projects.

- Provide valuable exposure for the featured projects and the apes behind them, promoting their ventures and attracting new customers or even potential investors.

- Show the power of networking & diversity of skills in BAYC to foster more collaboration within the community, and facilitate IRL networking via the meetups in each city.

- Attract new members to the BAYC & ApeCoin communities by highlighting the unique opportunities for IP commercialization and the supportive nature of the ape community & DAO, both online and in real life.

By providing a behind-the-scenes look at the innovative ways apes are utilizing their IP, the Made By Apes series has the potential to drive growth and engagement for the entire BAYC ecosystem.

PLATFORMS & TECHNOLOGIES:

I can talk gear all day, so let me know if you'd like details, but all episodes will be shot in 6k RAW with Blackmagic cameras, cinema lenses and top of the line audio gear, then edited and delivered in 4k.

Considering 99% of NFT energy is on X, I think it would be wise to focus on that for distribution, perhaps with the ApeCoin funded Bored Gazette as the main X distributor, or ApeCoin's official X account for monetization. The official MBA website should host the best episodes, and hopefully the main Yuga accounts on X and YouTube will also share. Since some of the stories have a 'lifestyle' aspect, they might perform well on Yuga's Instagram too. As always, the community itself will be the main driver, but for one of the first times in several years, they'll finally have engaging video content to share, something that's been conspicuously missing.

I will continue to seek other distribution networks and media partners through former colleagues and the ape community, and any revenue from the series and final documentary will go to the ApeCoin DAO, which could also host a YouTube channel to monetize the series long term. I will also investigate screenings at web3 conferences & events to maximize exposure.

STEPS TO IMPLEMENT & TIMELINE:

1. Pre-production (1 month)

2. Choose featured MBA's with the help of prominent apes

3. Create production schedule and travel itinerary

4. Develop interview questions and shot lists

5. Find Hosts & Venues for MBA Meetups in each City

6. Production - City #1

7. LA - Summer (1-2 Weeks)

8. Film & Interview 3-5 Featured MBA's (1-2 days each)

9. Film a Meetup (1 day)

10. Film City, MBA / Ape B-roll & Pickup shots (1-2 days)

11. Post-production - City #1

12. LA (6-10 weeks)

13. Edit first MBA episode

14. Work with Ape musicians on music

15. Color grade and sound mix

16. Renders and Quality Control

17. Release Episode on Social Media

18. Repeat for remaining episodes from City #1

*Repeat Steps 2 & 3 for Two Additional Cities, NYC (fall) & Miami (winter)

1. Production - ApeFest Lisbon (7-10 days, October 18-20th)

2. Film interviews with as many MBA holders as possible

3. Film an MBA / IP Meetup

4. Film MBA's with business presence at ApeFest (booths, meetups, sponsors)

5. Film community feedback & reactions to the MBA program

6. Post-Production - ApeFest MBA Episode (2 weeks)

-Same steps as #3

1. Longer Form Documentary (As Time & Story Allows)

2. Edit individual episodes into a cohesive 60-90 minute documentary or 20-30 minute short

3. Conduct additional interviews or gather new footage as needed

4. Research and apply to relevant festivals, pitch to potential streaming partners

TIMELINE:

- Pre-production: 1 month
- LA Production: 1-2 weeks
- LA Post-production: 7-10 weeks
- NYC Production: 1-2 weeks
- NYC Post-production: 7-10 weeks
- Miami Production: 1-2 weeks
- Miami Post-production: 7-10 weeks
- ApeFest Filming: 7-10 Days
- ApeFest Post-Production: 2 Weeks

Total time estimate:

- Low end: 31 weeks (~8 months)
- High end: 43 weeks (~11 months)

*considering the dynamic nature of producing a documentary, it makes sense to go with the longer timeline. Production issues can arise with changes in weather, event scheduling, flight cancellations, changes in subjects' availability, acts of god, etc., but I will always do whatever I can to deliver on time. Ask anyone who's worked with me in the past - I put everything I have into my projects and work tirelessly to deliver at a high level. If there is any time remaining after the completion of all episodes, I will continue to work on creating additional content around the MBA program.

Using the existing funds, I'm also willing to add trips to the schedule if it makes sense to cover a standout MBA like the opening of Bored Brewing in Calgary this summer. By shortening time in one of the core cities, or if there is additional time leftover after delivering all episodes, I can add another short trip or two along with additional episodes.

OVERALL COST:

Total amount requested from the ApeCoin DAO = $141,600 USD, to be paid in ApeCoin.

- LA - 2 weeks; flight, hotel & car = ~$3,000
- NYC - 2 weeks; flight, hotel & car = ~7,000
- Miami - 2 weeks; flight, hotel & car = ~$3,000
- ApeFest - 1 week; flight, hotel & car = ~$3,000

- Music Licensing & Scoring - $20,000

I will bill my time at $60 / hour, less than industry standard, equivalent to $9600 per month. It's hard to estimate exactly how long a project like this will take to complete, but on the high end, rounding up to 11 months, my salary would be $105,600. Combined with the travel budget of $16,000 and music budget of $20,000 we reach a total of $141,600 for 11 months of production covering at least 4 major cities (NYC, Miami, LA, Lisbon).