Proposal Name : A.C.T. on Twitter Spaces – 60 Day trial

Category : Ecosystem Fund Allocation

Note: ALL funds stay in the ApeCoinDAO Treasury until invoiced. The author won't be taking custody of the funds at any point of the time all unused funds will roll-over into a follow-up proposal if warranted.

Abstract :

TLDR :

This proposal aims to present the ApeCoinDAO brand and weekly AIP updates on well-respected 3rd party Twitter Spaces to reach new audiences

This proposal aims to leverage Twitter Spaces as a resource to raise awareness about the ApeCoin ecosystem.

By educating new users about the ApeCoin DAO through regular Web 3.0 focused Twitter Spaces, we encourage community engagement and aim to onboard thousands of potential new members.

This effort will be instrumental in increasing participation and the number of stakeholders invested in the governance of the project, which adds to the further decentralisation of the DAO.

dNFTs more like damn, NFTs

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We'll use on chain data from Dynamic NFTs connected to Chainlink's oracle to track KPIs and performance metrics. These NFTs will go through stages of Evolution, reflecting acknowledged contributions. This data and feedback from the pilot will inform their potential use across the entire DAO.

More about it in the dedicated section

Check this out : ApeCoin Tracker

Brief Overview :

- This proposal is for a 60-day trial-run to provide a weekly ApeCoinDAO update across multiple Web3/NFT Twitter Spaces deemed the best audience-DAO-culture-fit.

- By reaching new users through regular Web3 focused Twitter Spaces, we encourage curiosity and onboard hundreds of potential builders, creators, artists and other NFT communities to the DAO.

- This effort is instrumental in increasing participation and the overall number of stakeholders invested in the governance of the project, which adds to the further decentralisation of the DAO.

- This proposal requests a grant of UP TO 15,000 ApeCoin tokens to go directly to 10-15 Twitter Spaces and their teams as a Scholarship

for an initial trial period of 60 days (approximately 60 appearances).

We are shooting for 5 spaces in the first month at up to 1000 APE each, which'll be scaled up to 10 in the 2nd month.

Obligatory "Up to" cause some spaces will be much less, some would be sponsored giveaways and the better ones will be Scholarship based.

Motivation :

- There's a lot of misinformation out there about the ApeCoin DAO, be that a result of the individual's ignorance itself or a systematic negligence on our part due to the lack of our ability to get the word out and make our stance clear. We think that Twitter Spaces is a low hanging fruit which we can capitalise on and help us change this perception. There's a need for us to get the word out more frequently, swiftly and expeditiously.

- Spreading the ApeCoinDAO weekly update across Spaces that reach thousands more listeners than our own Spaces and current marketing efforts would be a blessing. Our aim is to not just go after the spaces with most reach, it is also to find the spaces which fit the demographic we're looking for i.e. builders, creators etc. The main thing is to strike a perfect balance.

- If the trial-run works, the relationships and networks created will also serve as a great incubation channel for ideas, projects and proposals from within the DAO

Rationale :

- Boldness:

We don't shy away from the weird, the hard, or the new. Reaching out and embedding ourselves in other communities shows we are not a self-serving DAO and that we are open to innovation, ideas, collaboration and building Web3 together.

- Equality:

One APE equals one APE - sharing this guiding value with the wider Web3 community will open eyes and doors to many more collaborations and token utilization.

Based on our outreach to various "top-tier" Spaces (RugRadio, Nifty Portal, etc) for their sponsorship and appearance prices (kinda expensive) and the many non-sponsored Spaces that show-up every week, we feel there is an opportunity to collaborate with the latter to reach communities not active in the ApeCoinDAO.

We also believe that by supporting these 2nd tier Spaces, our grants will go further, our relationships will be more authentic, and the network effects could be exponential - as they grow, so does our reach.

We as responsible members of the DAO have an obligation towards the appropriate use of Treasury funds.

During these Weekly Updates, we'll cover AIPs up on Snapshot, new AIPs in Discourse and reports from the Special Council, Working Groups, and other newsworthy items.

Team

- Author: CEO of Web3

Web 3 education Maxi and Professional Bozo Twitter : @ThreatT0Society

- Advisor: SSP#1111

Ofc you know him

- Endorser: TBD

Specs

- Calendar for Twitter Spaces schedules which can be sync'ed to device
- Creating a system for content curation using either Notion, Confluence, Google Docs, Airtable or a mix
- Affiliate Program – maybe ThankApe or Catapult or Karma for Affiliate Codes

All of this paired with seamless integration will help create a collaborative environment

Steps to Implement

Upon approval and funding:

- CEO and SSP will confirm with DAO members for selected Twitter Spaces and work with their teams for the schedule and start dates
- Will provide agreements (if required) to Admins or Grants Working Group for signature
- Will provide wallet addresses for Admins or Grants Working Group for payout directly to Twitter Space Teams
- Will appear at scheduled Twitter Spaces with Weekly DAO update and report back to DAO with snippets, clips, transcripts or links to recordings
- Apecoin twitter account will Retweet each Space

Note: opportunities to present Weekly DAO Updates will be available to any and all members upon request and a formal procedure could be developed as we scale up.

Timeline

Run it as a Pilot Project for 60 days as a Proof of Concept.

This program will run for 60 days and the DAO will make roughly 60 appearances.

Based on when funding is approved : (Let's take 25th April as example)

- April 25 - 30: Schedule and Agreements confirmed and submitted to Admins

- May 1 - 31: 4 Weeks of providing DAO Weekly Updates at minimum 5 Twitter Spaces

- June 1 - 30: 4 Weeks of providing DAO Weekly Updates at minimum 10 Twitter Spaces

Overall Cost

The maximum cost for this proposal over its 60 day running period (including giveaways, scholarships and partnerships) is estimated to be up to 15,000 ape with a max cap of 1000 ape per space

The funds will be transferred by the treasury directly to the Creators without the need for external management. This ensures no misappropriation of DAO funds can take place.

We'll start with 5 spaces in the first month and scale it upto 10 spaces in the following month.

- May - working budget of 5,000 APE

- June - working budget of 10,000 APE

For comparison:

Rug Radio costs approx. $5k USD for a single appearance

Nifty Portal costs approx. $10k USD for a month of once weekly updates read by a team member

Total Request is 15,000 APE for 60 Days

Author is taking Zero Comp for this effort, a follow-up proposal may include some form of compensation

Measuring KPIs using Dynamic NFTs:

We'll track KPIs and other performance metrics using the On Chain data of our Dynamic NFTs. They'll be connected to Chainlink's oracle to Level Up !!

the individual by querying data from various API's (Discourse, Catapult etc) and taking in human input.

There'll be stages of Evolution

which'll be an On chain manifestation of your acknowledged contributions. And no one'll be able to take that away from you.

There's also new platforms like Contri.build which we're waiting to hear back from that enables us to test that out on a smaller scale.

Outside of this proposal, Dynamic NFTs also can be used across the entire length and breadth of the DAO after we get actionable data and feedback from this pilot we'll be running. which allows us to best optimise and scale the system accordingly.

Indexing Appearances:

As stated earlier, we'll make roughly 60 appearances over our 2 month pilot (roughly 1 space per day)

We'll Index all appearances on ApeCoinTracker.xyz (prev apespaces.xyz) and setting that up with a backend + an Interactive UI which makes it easier for anyone to access that information whenever they want with the aim of consolidation.

This can be later expanded to do the same with all future spaces related to the Monki genome

(Ooh Ooh Aah Aah ApeCoin)

That content can be later repurposed as Podcasts or snippets for our various funnels to be used accordingly.

Closing Statements :

The aim with this is to nurture the next generation of thought leaders and disruptors for our DAO. With this outreach plan, we want to recruit the most dedicated individuals who can help shape our future going forward.

It's time to get our voices heard, There's a lot of misconceptions about the ApeCoin DAO out there. Now those might be stemming from sheer ignorance or the lack of representation, but the problem is that they exist. We'll have to make sure to change that notion ourselves, cause no one's gonna do that for us.

It might get a little overwhelming for a new individual to set everything up on their own and then getting familiar with how everything works, especially without any help. It takes a lot of time commitment which can be a bit frustrating.

I experienced this first hand when I joined the DAO a couple months ago, but I was able to push through the adversities cause of my conviction and with the help of the awesome community members here.

Nurturing talent imo is an important part of keeping your competitive edge and attracting the best talent that's out there is one essential piece of that puzzle.

Special Thanks again to [@ssp1111](#) , without him this proposal wouldn't have reached its full potential. You are truly a gem my friend.