

Proposal Name: Apeverse - A Multi-language Information Hub for the Ape Ecosystem

Proposal Category: Ecosystem Fund Allocation

Original Proposal

[AIP-232: Resubmission of Building Apeverse: A Multi-language Information Hub for the Ape Ecosystem](#)[Rejected AIPs

]/(c/final-aips/rejected-aips/25)

Proposal Name: Apeverse - A Multi-language Information Hub for the Ape Ecosystem Proposal Category: Ecosystem Fund Allocation Original Proposal

Reason for Return The previous AIP was rejected in the community voting event. Resubmission Updates The updated version is stated below.

Abstract The creation of the multi-language information hub, Apeverse, is a move aiming at aggregating information dissemination and community engagement for the rapidly growing Ape ecosystem. With the expandi...

Reason for Return

The initial proposal was not accepted during the community voting event. Nevertheless, following further discussions with community members, we reaffirm the importance of establishing a multi-language information hub for the DAO. This initiative is crucial for maintaining global community confidence, particularly in the current market scenario.

Resubmission Updates

The modified proposal features refined motivations and enhanced core functionalities. The proposal now adopts a phased approach towards the development of specifications. More details on these updates are included below.

Abstract

The creation of Apeverse, a multi-language information hub, is aimed at streamlining the dissemination of information and promoting community engagement within the rapidly expanding Ape ecosystem. As the Ape community continues to grow, there is a growing need for a platform that offers readily accessible information on the latest developments, data, and activities within the ecosystem.

Beyond serving as an information resource, Apeverse also functions as a platform where community members can interact and collaborate, thereby fostering a sense of unity and facilitating growth. It keeps track of dynamic changes relating to Apecoin and Ape-associated NFTs, and provides data analysis to illustrate the ecosystem's progress, thereby enhancing transparency and accountability within the community.

Apeverse surpasses language barriers to become an essential hub for information delivery, given the rich array of information the Ape community encounters daily but lacks a singular space to consolidate it efficiently. Therefore, Apeverse is seen as a key resource for the community, facilitating greater inclusivity and communication efficiency within the diverse global Ape ecosystem.

Author Description

[@ChrisL](#): A seasoned crypto professional with 5 years worth of experience in strategic planning, business development, and marketing for blockchain projects. These encompass public blockchains, infrastructure projects, and decentralized applications. An active member of the Ape community, Ape forum, and Ape Chinese community. Well-versed in navigating multi-language and multi-cultural environments.

Motivation

Since its establishment, ApeCoin DAO has witnessed unprecedented growth and popularity, necessitating an effective platform for disseminating information and engaging the community. Apeverse is designed to meet this demand, offering a multi-language information hub to ensure the community remains informed about the ecosystem's latest developments.

Considering the Ape community's widespread demographic, addressing communication challenges due to language barriers is paramount. The presence of ApeCoin users across continents highlights the need for a platform like Apeverse. We anticipate fostering a more expansive and diverse community. Apeverse multi-language capabilities will make the ecosystem accessible to a broader audience, thereby attracting new members and stimulating growth in various corners of the globe.

Apeverse is more than just a platform—it is a global community for Ape enthusiasts to connect, collaborate, and grow together. We aim to foster a spirit of cooperation by enabling members to share updates and events relevant to the Ape community. Aside from offering real-time official updates, Apeverse is designed to monitor the dynamic evolution of Ape NFTs and Apecoin, providing insightful data analysis to visualize the ecosystem's progression.

Rationale

Apeverse stands as a reliable source of information, crucial in mitigating confusion and misinformation within the Ape community. By offering data trends and insightful analysis, Apeverse equips community members with informed guidance, bolstering trust and confidence within the ecosystem.

Apeverse functions as an attractor for potential members. Showcasing both online and offline activities, the platform enhances the visibility of the Ape ecosystem and fuels its expansion by inviting participation from a wider audience.

Additionally, Apeverse harbors the potential for exploring novel utilities for ApeCoin, contributing to the token's versatility. Envisioned possibilities include ApeCoin-funded memberships granting access to advanced functions, or using ApeCoin as a currency for event tickets. These endeavors emphasize Apeverse's role in promoting ApeCoin's practicality beyond its existing use cases.

Specifications

Apeverse will present its products in the form of web pages, divided into the following categories: Homepage, News, Ape NFT, ApeCoin, and Activities.

- **Homepage:** The home page will provide an overview of the sub-pages, including News, Ape NFT, ApeCoin, and recent activities. The homepage will feature a scrolling display of key content, such as major events from Yuga, important proposals and voting from the ApeCoin DAO, changes in Ape-related collateral and data, etc.
- **News:** The News page will be divided into three modules. The first module will display Ape-related news from official channels and mainstream media. The second module will feature articles on the Ape ecosystem, with independent writers regularly invited to report on recent developments. The third module will show the latest proposals on the ApeCoin forum, including recent APIs and ongoing votes.
- **Ape NFT:** This section will capture and display relevant data on the NFT market, including the floor price transaction volume and other key data of Ape NFTs. Advanced functions may be added in the future, such as tracking whale activities, KOL accounts, large transactions, and address profits.
- **ApeCoin:** This part will display the price chart of ApeCoin, real-time data updated in a timely manner, and a daily statistics summary updated on a daily basis. More information, such as its circulation and release schedule, will also be aggregated.
- **Activities:** The Activities page will consist of two parts, online and offline activities. The website will regularly launch creative campaigns with ApeCoin rewards. For offline events, the website will provide timely information about gatherings, conferences, and exhibitions where Ape has a presence.

In addition to the sub-pages, the website will be available in multiple languages, starting with English, Chinese, Japanese, and Korean, with plans to expand to more languages in the future to build a global community. As Apeverse grows, more sub-pages and derivative products may be added in the future.

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UI example of the ApeCoin page

1882×2648 175 KB

](<https://global.discourse-cdn.com/apecoin/original/2X/5/5f5e7a67f29f872b6c16620ad041c17eb8c1c0e8.jpeg>)

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Recent events in Asia for Ape holders

1358×1149 251 KB

](<https://global.discourse-cdn.com/apecoin/original/2X/6/62920150e1b9fef8990bc909c2e8fb559e379b71.jpeg>)

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Derivative product samples made by Ape Asian communities

1781×1140 210 KB

](<https://global.discourse-cdn.com/apecoin/original/2X/3/3a18318641383f7ad7362c91f84328370f7f3b04.jpeg>)

Steps to Implement

The development of Apeverse will adopt a phased approach, prioritizing the establishment of the News and Activities pages initially, followed by the ApeCoin and Ape NFT pages. As the project grows and more partnerships with local Ape communities are formed, we plan to expand the language options to promote greater inclusivity.

1. Design: Creation of the website to visualize the layout and flow of the different pages. This will help to ensure that the website meets the requirements and is user-friendly.
2. Development: Based on the design, start developing the website. This may involve writing the code, integrating APIs, and configuring the back-end systems.
3. Testing: Once the website has been developed, conduct thorough testing to ensure that it functions as intended and meets the requirements.
4. Launch: Once the website has been tested and is deemed ready, launch the website and make it available to the public.
5. Monitoring and maintenance: Regularly monitor the website to ensure that it continues to function as intended and address any issues that arise. Additionally, plan for regular maintenance and updates to keep the website up-to-date and secure.
6. Iteration: add more functions and contents to Apeverse based on its growth, including but not limited to, adding more languages, advanced data flow or charts, and new sub-sectors.

While our focus will initially be on building the core functionalities, the addition of more sophisticated features will be considered based on the evolving needs and demands of the Ape community. It's our aim to make Apeverse a sustainable project that provides long-term service to the community, constantly evolving and adapting to ensure its relevance and usefulness.

Timeline

- Proposal and voting: June - July 2023
- Website design and development: August - October 2023
- Testing and official launch: October 2023
- Membership system and advanced functions: November - December 2023
- On-going operations and updates: January 2024 - July 2024

Overall Cost

- UI/UX design * 1 people * 2 months = $6,000 * 1 * 2 = 12,000$
- Website front-end development * 3 people * 2 months = $4000 * 3 * 2 = 24,000$
- On-going development and maintenance of the website * 1 person * 10 months = $4,000 * 1 * 10 = 40,000$
- Smart contract development * 1 people * 1 months = $8,000 * 1 * 1 = 8,000$
- Smart contract audit = 10,000
- Website content operations * 1 person * 10 months = $3,000 * 1 * 10 = 30,000$
- Invited writers * 1 articles per month * 10 months = $500 * 1 * 10 = 5,000$
- Marketing campaigns * 1 every 2 months * 10 months = $1000 * 0.5 * 10 = 5,000$
- Others (domain name, server, etc.) = 3,000

Total: \$135,000 for the first year.

Related Articles

The invited writer published on the biggest Chinese crypto media, BAYC's Successful Evolution: Analysis of the Brand Value Behind It (English version): [The Successful Evolution of BAYC: Anatomy of the Brand Value Beh... — 0xChrisL 6](#)

Periodically summarizing stats of Ape NFT to Asian communities. Example: [Bored Ape Weekly Report \(Aug 1 to Aug 7\) — 0xChrisL 2](#).

Forwarded by the Bored Ape Gazette: <https://www.theboredapegazette.com/post/stats-take-a-closer-look-at-the-sales-numbers-for-the-bayc-mayc-from-aug-14-20-2022> 1.