

Proposal Name:

Bored Gaming

Category

: Ecosystem Fund Allocation

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ABSTRACT

This AIP is to bring awareness to ApeCoin and ApeCoin DAO through sponsorship of Bored Gaming to create gaming content, activations, and winning teams that attract the millions of potential ApeCoin holders who game. The next wave of crypto and NFTs has already started and is driven by web3 gaming. Gaming influencers, professional players, and tournaments will drive attention to our space from the web2 gaming communities.

Bored Gaming's initial target audience is the thousands of gamers who are beginning to explore web3. NFTs are viewed with apprehension by some web2 gaming communities, but Dookey Dash demonstrated that the right gameplay, entertaining influencers, and fun content will drive awareness and adoption. Content creation will drive much of the activity over the year from our creators who were web2 pros and are now making waves in web3 gaming. The team will create and manage a discord server to provide community and connection for gamers. Merch, team participation in web3 tournaments, activations at gaming events, and partnerships with publishers and other relevant brands will increase reach and revenue potential. Bored Gaming will also explore low cost sponsorship of up and coming teams in popular web2 titles like Valorant and Rocket League and will deliver engaging \$1-10K prize pool tournaments throughout the year. Larger league sponsorships and million dollar prize tournaments are the ultimate multi year goal for any gaming organization, but are too expensive for ApeCoin DAO to sponsor until awareness is increased and additional sponsors and partners are secured.

Bored Gaming and ApeCoin DAO will provide scholarships to young enterprising gamers through 501c3 nonprofit Coalition of Parents in Esports (COPE), a leader in esports and web3 for youth. Founding members of Bored Gaming previously established this nonprofit to pay it forward for younger gamers. DAO members will have the opportunity to vote for the recipients of the scholarships in Fall 2023 and Spring 2024 curated to a top list based on essay and/or portfolio submissions thus introducing ApeCoin to countless parents and their teenagers.

The Bored Gaming team includes esports, finance, marketing, and technology business professionals, as well as engaging content creators, and pro players.

Cost 62,500 \$APE upfront with a possible unlock of 62,500 \$APE at 6 months

Disclaimer: Bored Gaming is not an official organization of ApeCoin or ApeCoinDAO.

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Author Description:

[Demigodzx](#): Christopher “Demigodzx” Gervais, Bored Gaming Team Manager

- Demigodzx has established himself as a rising leader with an engaged community of over 200 Twitter Spaces episodes and focused content creation.
- Recognizing the incredible synergies between NFTs, gaming and the influencers, he realized an esports team was the next bridge ApeCoinDAO should use to educate and bring awareness to the gaming sector
- Previously a Financial Advisor with top US investment firm Edward Jones focused on emerging markets
- In crypto since 2017 after seeing the benefits of the technology on transforming businesses and funding models
- Been in the Bored Ape Yacht Club since mutant mint
- Joining Bored Ape Yacht Club led to a shift in his fundamental investment focus and realizing others needed help learning how to invest and engage successfully

Team Description:

Content Creators & Professional Players

[Sceptic](#): Griffin “Sceptic” Spikoski

- Sceptic brings years of experience in building successful pro teams, content channels, and his own internationally recognized gaming brand
- Sceptic is best known for “blowing up” as a YouTube creator at 14 in the early days of Fortnite by creating a viral video about killing Tfue in a game
- Many young gamers would have stopped there but Sceptic turned that overnight success into a marketing business across Twitter, Twitch, TikTok and now even LinkedIn and a successful and lucrative SnapChat show
- Sceptic has amassed over 2+ million followers across all social platforms and is one of the most recognized faces in competitive gaming often requested for mainstream interviews
- At 14 he was one of the youngest pro players signed to an organization, Misfits Gaming
- During his tenure with Misfits, he qualified for the Fortnite World Cup, surpassed 1 million subscribers on YouTube, and entertained fans as he traveled around the world
- Sceptic has also partnered with and made appearances for the Miami Heat, the Orlando Magic, and the PGA Tour,

and also collaborated with Marshmello

- Sceptic has done activations for Puma, American Eagle, Totinos, Intel, and Microsoft
- Sceptic jumped into crypto in 2020 and has been a Mutant since mint day
- In 2020 Sceptic co-founded the internationally recognized 501c3 nonprofit, [COPE](#), supporting youth in gaming and web3 with programs and scholarships

[Orangie:](#)

- Orangie brings a robust experience from gaming being a recognizable name in the web2 space leading up to the release of Dookey Dash becoming one of the most leading names in the web3 space.
- Orangie boasts an impressive online following, with 130K subscribers on YouTube, 60K on Twitch, and over 500K on other social media platforms.
- The player has been instrumental in building Overtime Gaming from scratch and has also participated in the BAYC ecosystem for the past two years.
- By playing Dookey Dash, they have successfully bridged the gap between Web2 and Web3 gaming, introducing Web2 gamers to the world of Web3 gaming and helping to boost ape passes.
- He is passionate about expanding the reach of Web3 gaming and is eager to serve as a bridge between the two communities.

[Cotal:](#)

- Cotal's key value to the team will be in his roles as an established early content creator for Dookey Dash as well as other rising web3 games
- Cotal was a creator for One Percent, the biggest Fortnite content creation organization later acquired by Ghost Gaming
- He is a both highly accomplished content creator and pro gamer with a robust following across all social platforms
- Cotal's demographic reach is wide with audiences from his original home base in Dubai to his US audience after his move in 2018
- Cotal entered crypto in 2021 as marketing and operations for NFT projects

[FrostyJays:](#)

- Jay brings his years of experience he's had from his web2 content creation and professional gaming experience as well as his early contribution from the web3 gaming space.
- Jay is a professional gamer and content creator with an active following.
- Jay's competitive spirit was unleashed as a top competitive player in multiple tournaments and LAN events.
- Jay entered the crypto/web3 space in 2021 as an active trader and helped market multiple NFT projects.
- Jay has a loyal fan base and active community he's been growing since 2017.

[Nicolai:](#)

- Nicolai brings his active and loyal Spanish speaking audience which is a huge asset as one of the fastest growing and most viral audience sectors
- Nicolai grew up on the streets of Medellin, Columbia, moving to the US as a young teenager. While adapting to his new country and language, he managed to establish himself as an accomplished professional gamer and content creator with a following of thousands from the game savvy Spanish/Latino communities.
- Nicolai entered the crypto space in late 2021 and entered web3 gaming the following year

Further Team Accomplishments:

Top 3 Twitch Rivals, Multiple Tournament Wins (Fortnite) 4x DreamHack Online, 31st FNCS Finals, 26th Winter Royale, 20x Top 50 Placements across online events. 12th Microsoft LAN Duos Grand Finals, 5th Fortnite Ultimate Gamer Lan, 10x Top 20 placements, Grand Finals in NeoTokyo Crab game & Top 500 Overwatch. World Cup Fortnite Finals.

Backoffice Team Players:

[Shaemmon](#): Shae Williams, Advisor, Strategy & Operations

- CoFounder [COPE](#) Coalition of Parents in Esports, a 501c3 nonprofit focused on leveraging gaming and web3 to inspire youth success and show parents and educators the benefits of their kids' gaming and social metaverses.
- Former IBM WW Sales and Marketing executive advising web3 and gaming founders.

[COPE Chris](#): Chris Spikoski, Marketing, Events, & Content Management

- Chris has 20+ years senior management experience in the healthcare industry before entering esports 6 years ago as a side gig managing the successful careers of professional esports players and influencers
- He co-founded COPE in 2020 after recognizing a gap in the market of boomers not realizing that our youth had found the next big thing in Gaming and Web3
- Chris currently works as a Marketing Director for a VC funded web3 tech startup while also raising funds to help kids turn their gaming passions into lucrative careers.
- Resident team boomer

[Blackline](#): Cameron Kruger, Social Media & Partnerships

- Cameron "Blackline" has 4 years of experience working in esports organizations driving marketing, business development, and partnership management
- He is currently employed as the Social Media Marketing and Web3 Partnerships Manager for a vc and "crypto whale" backed web3 technology company while also donating his time to run socials and secure partnerships for COPE.

MOTIVATION

Gaming influencers and competitive players hold significant influence over millions. ApeCoin needs to tap into the influencers who will drive interest through not only their own gameplay but in supporting influencers and competitive players who will drive awareness in ApeCoin. While esports professional teams have struggled to be financially viable, gaming influencer organizations have proved much more financially stable with opportunities to earn significantly through sponsorships, content creation channels, tournament prizes, and selling merchandise. Bored Gaming will reach gamers with awareness while building toward a profitable business model. Having an esports team powered by ApeCoin would attract sponsorships from endemic and non endemic brands. The crazy interest and excitement around even a mini game like Dookey Dash demonstrates the power of gaming and the Yuga Labs brand to attract new web3 enthusiasts and ensure all things ape continue to lead the way. The influencers that played in those tournaments were key in driving interest and would be even more powerful as a supported, focused team driving awareness of ApeCoin.

RATIONALE

ApeCoin DAO's Mission Statement

As ApeCoin DAO exists to support the future growth of the metaverse, we feel the time is now to have a representation within esports. We recognize this is a challenging market to break into successfully, but we have the established leaders to ensure success. Having taken the time to gather established and professional gamers across multiple growth segments we feel Bored Gaming is poised to make an impact and convert from awareness to participation within the ApeCoin ecosystem.

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Gaming Context:

For the gaming and esports enthusiasts, you get why this is important. For the non gaming voters, here is a bit more context on our rationale behind Bored Gaming. As we all know ApeCoin is successfully building awareness through the Otherside metaverse game. Otherdeed holders have had access through the first and second trip of the Otherside and its features are similar to multiplayer virtual world game Roblox. The game is expected to draw on the success of Roblox platform. As of October 10, 2022, Roblox has 5.7 million users at its all-time peak usage. There are 9.5 million developers and over 40 million games on Roblox.

Most gamers got their start in Roblox and Minecraft and still play them, but as gamers reach their teenage years many become more focused on watching content creation or competitive gameplay around many other titles including Fortnite, Valorant, and Call of Duty. A growing number of web3 publishers are also creating competitive games with professional players and enticing prize pools with growing viewership as more web3 tournaments are held.

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Esports-Viewership

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Esports Marketshare:

Twenty years ago, if you told someone that you wanted to change the channel from football to watching others play a video game, they would have thought you were crazy. Times have changed. Content around gaming, gaming influencers, and gaming tournaments continues to grow astronomically compared to other sports.

2021 Highlights (not even including China, which is on a whole other level here)

- M2 World Championship had a peak viewership of 3.08 million viewers
- M3 World Championship raised that bar with a peak viewership of 3.19 million viewers
- PUBG Mobile Global Championship had an impressive 3.8 million peak viewership
- 2021 League of Legends World Championship had a peak viewership of 4.01 million
- Free Fire World Series 2021 Singapore had the most extensive peak viewership of the year, with an incredible 5.41 million concurrent viewers across various platforms.
- The Fortnite World Cup 2019:
 - One of the largest prize pools in esports history (\$30,000,000)
 - Average viewers of 1,149,324 peaking at 2,334,826
 - Sceptic participated as one of the most recognized celebrity gamers

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Global esports revenues grew 20.5 percent to \$2 billion in 2021. In 2019, 593.2 million people watched livestream gaming content, per data from Newzoo. In 2020, that number jumped 11.7 percent to 662.7 million. Throughout 2021 esports audiences grew a further 10 percent to 728.8 million viewers. This number is expected to reach 800 million by the end of 2023.

To put that into perspective, consulting firm Activate predicted that in 2021, 79 million people in the U.S. will view Major League Baseball content, versus 84 million watching esports. This year, Activate suggests that NFL viewership will be the only sports audience larger than esports!

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Stacked Studios Fortnite Valhalla Invitational:

- Our members placed 1st & 4th Place in the first ever Web3 Tournament hosted by Valhalla with Clone X, Azuki, Nouns esports, Pixelmon, Sappy Seals, Doodles, & Cyberkongz

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But what about web3 gaming? It will drive the next bull run.

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SPECIFICATIONS

- Bored Gaming social and content channels
- Bored Gaming Discord Server
- Bored Gaming Tournaments
- Bored Gaming Spaces
- Bored Gaming Merchandise: Team Jerseys, casual wear, and giveaways
- Bored Gaming Activations online and at events

BRANDING

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Content Thumbnails & Overlays

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Stream Overlays

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Team Member Branding Requirements:

- Player name branding - Player names will include Team Bored in their in-game names e.g (BORED Sceptic) as well as all social media bios

- Players will include Bored Gaming logo overlays and ApeCoin logo image while streaming per agreed legal parameters and Twitch guidelines
- Team jerseys worn at irl events and in online content

STEPS TO IMPLEMENT: How we will use the funds

Proposal is for one year, broken down into two 6 month time periods, after receiving feedback in the idea phase to extend the timeline in a single proposal.

Funding Phase 1: First 6 months

Phase 1

June 23

July

Aug

Sept

Oct

Nov

Talent

Players/Creators/Team Mgr

\$12,000

\$12,000

\$12,000

\$12,000

\$12,000

\$12,000

Engagement Incentives

\$9,000

\$9,000

\$9,000

\$9,000

\$9,000

\$9,000

Marketing

Social Media & Advertising

\$4,000

\$4,000

\$4,000

\$4,000

\$4,000

\$4,000

Editor & Graphics

\$2,500

\$2,500

\$2,500

\$2,500

\$2,500

\$2,500

Marketing/Content Mgmt

\$1,500

\$1,500

\$1,500

\$1,500

\$1,500

\$1,500

Contests & Mini Tourneys

\$1,500

\$1,500

\$1,500

\$1,500

\$1,500

Online Tournaments

\$13,000

Merch + Jerseys

\$2,000

\$1,000

IRL Events & Travel

\$2,500

\$2,500

\$2,500

\$2,500

\$2,500

\$2,500

Ops

Legal/Accounting

\$3,000

\$1,000

\$1,000

\$1,000

\$1,000

\$1,000

Biz Dev/Ops Mgmt

\$2,500

\$2,500

\$2,500

\$2,500

\$2,500

\$2,500

Misc Expenses

\$2,000

\$2,000

\$2,000

\$2,000

\$2,000

\$2,000

Charity

COPE Scholarships

\$6,000

Total/Month

\$42,500

\$38,500

\$38,500

\$38,500

\$51,000

\$44,500

Costs by Phase

\$253,500

Funding Phase 2: Second 6 months

Phase 2

Dec

Jan 2023

Feb

Mar

Apr

May

Talent

Players/Creators/Team Mgr

\$12,000

\$12,000

\$12,000

\$12,000

\$12,000

\$12,000

Engagement Incentives

\$9,000

\$9,000

\$9,000

\$9,000

\$9,000

\$9,000

Marketing

Social Media & Advertising

\$4,000

\$4,000

\$4,000

\$4,000

\$4,000

\$4,000

Editor & Graphics

\$2,500

\$2,500

\$2,500

\$2,500

\$2,500

\$2,500

Marketing/Content Mgmt

\$1,500

\$1,500

\$1,500

\$1,500

\$1,500

\$1,500

Contests & Mini Tourneys

\$1,500

\$1,500

\$1,500

\$1,500

\$1,500

Online Tournaments

\$13,000

Merch + Jerseys

\$1,000

IRL Events & Travel

\$2,500

\$2,500

\$2,500

\$2,500

\$2,500

\$2,500

Ops

Legal/Accounting

\$1,000

\$1,000

\$1,000

\$1,000

\$1,000

\$1,000

Biz Dev/Ops Mgmt

\$2,500

\$2,500

\$2,500

\$2,500

\$2,500

\$2,500

Misc Expenses

\$2,000

\$2,000

\$2,000

\$2,000

\$2,000

\$2,000

Charity

COPE Scholarships

\$6,000

Total/Month

\$38,500

\$38,500

\$39,500

\$50,000

\$44,500

\$38,500

Costs by Phase

\$249,500

TIMELINE

Month 0: Completed, Already in Progress, or will be started at proposal approval

- All founding team members committed
- All marketing, operations, and management resources committed
- Bored Gaming rev 1 branding kit complete (by respected esports artist)
- LLC incorporation in Florida
- Accounting and payroll plans secured
- Procuring social media handles
- Building Discord server
- Building Social Media Calendar
- Building Content Strategy Plan
- Snapchat Show pitched

Months 1-3

- Announce team online
- Announce team live at a gaming event - if June: Dreamhack Dallas or XP3
- Announce discord server
- Social and Content Execution begins
- Giveaways and Contests on Spaces and in Discord to build engagement
- Design Merch and build order plans
- Tournament plans created (web2/web3 games, mini monthly plans, larger 10K tourney)
- Secure partners for tournament organization and irl engagement
- Begin establishing sponsorships with software, hardware, and non endemic brands
- Determine Bored Gaming Stream Team plan (Anyone can apply to create gaming content as Bored Gaming/ approved stream team members will receive support, education, editing/social services, and the possibility of compensation with growth)

- ApeCoin DAO & Bored Gaming scholarship opportunity created and posted through COPE on [Bold.com](#)
- Identify Valorant, Rocket League or Overwatch up and coming teams with potential for low cost sponsorship and experienced support
- Create submission form for sponsorship for content creators and for teams for up to \$5K sponsorship funding for events, tournaments, or teams

Months 4-6

- Prepare second half plans for approval by the DAO to unlock remaining funds on Jan 1
- Execute on all strategies, plans, and partnership agreements
- Evaluate metrics for all revenue streams, awareness plans, channels execution, tournaments to determine next steps
- DAO votes to select recipient of first two ApeCoin DAO & Bored Gaming \$3K scholarships (grants for some countries)

Months 7-12

- Execute all social engagement and content plans
- Continue to secure partnerships and sponsorships
- Sell merch
- Deliver tournaments and activations
- DAO votes on second set of scholarship recipients
- Evaluate metrics for all revenue streams, awareness plans, channels execution, tournaments to determine next steps
- Explore growth opportunities and revenue potential for like higher prized tournaments or additional pro team sponsorships into year 2

OVERALL COST

Costs for Bored Gaming are split with an unlock vote to continue Phase 2.

Phase 1: 6 months (June-Nov) 62,500 \$APE

Phase 2: 6 months (Dec-May) 62,500 \$APE

Bored Gaming

Phase 1

Phase 2

Talent

\$126,000

\$126,000

Marketing

\$86,500

\$84,500

Operations

\$35,000

\$33,000

Charity

\$6,000

\$6,000

Total

\$253,500

\$249,500