

Abstract

This proposal seeks to establish a video game publisher, titled “Ape Publishing”, within our Ape (DAO). By leveraging the existing infrastructure, treasury, and framework of the DAO and combining it with the robust gaming economy, the publisher aims to foster the creation, promotion, and support of various gaming initiatives that MUST use Otherside ODK OR support Otherside distribution. The distinctive advantage of utilizing our ApeCoin treasury as the primary granting vehicle for in-game transactions on platforms like Otherside will be a key feature. A strategic partnership with Otherside development partners and Yuga Labs will be pursued to provide publishing support for the games we finance that use Otherside ODK. Along with these objectives, we aim to implement a set of governance rules for the publisher to ensure fair and transparent operations.

Motivation and Rationale

The global video game industry has proven its economic vitality and cultural relevance, and its integration with blockchain technologies has opened up novel avenues for investment, monetization, and user engagement. Ape Publishing can be at the forefront of this intersection, stimulating innovation, diversity, and financial growth within the ApeCoin ecosystem. By fostering relationships with Otherside, Yuga Labs, and game studios, we can build a network of support for game developers and game projects, helping them find their audience and thrive financially. Using ApeCoin as the central operation for Otherside growth will further integrate our DAO with the wider gaming community, fostering a more immersive, seamless, and financially beneficial gaming experience.

Specifications, Implementation Steps, Timeline, and Overall Cost

To kickstart Ape Publishing, we must first review the Treasure DAO infrastructure to estimate a feasible budget. The treasure DAO’s budget would be used as a reference, and based on our capabilities, we would formulate a reasonable budget. Next, agreements with Otherside and Yuga Labs could be drafted, defining the specific responsibilities and support these partners will provide for our publishing endeavors. The development of a publisher governance ruleset will ensure all decisions and actions taken by Ape Publishing adhere to a fair, transparent, and democratic process.

(rough estimate for discussion) The timeline for this project will span roughly 18 months. This includes initial budgetary considerations and partnership agreements (3-6 months), financing of the first round of games for Otherside/ODK (9 months), and refinement and expansion of the governance ruleset (3 months).

As for the overall cost, it is difficult to provide an accurate estimate without a comprehensive examination of the Treasure DAO budget and our intended scope. Nonetheless, a preliminary figure might be in the range of \$5-\$20 million, which covers partnerships, initial game development funding, operational costs, and contingency funds. Once we secure a more accurate budget based on the Treasure DAO infrastructure, we can provide a more precise figure. Please keep in mind the budget is open for discussion, but it should be noted that building games that will grow the DAO and Otherside are not cheap. The gaming business is not the same as other businesses proposed in other AIPs. Please let me know your thoughts.

Proposals submitted to the AIP Ideas category can be vague, incomplete ideas. Topics submitted here are not required to be submitted as a formal AIP Draft Template, however, you may still use the [template](#) if you wish.