PROPOSAL NAME

ApeCoin Payment Gateway

PROPOSAL CATEGORY

Ecosystem Fund Allocation - Funding of ApeCoin Payment Gateway white label software solution.

TEAM DESCRIPTION

Craig Moss

Project Manager / Operations

I am a Software Engineer who is passionate about web3 and thrives on creating pixel-perfect software applications. I have a keen eye for detail and enjoy working in a Senior Front-end role, building and refining user interfaces and solving UI & UX problems.

My professional experience extends to full-stack development where I have worked on a fair share of web applications. I have experience in Project management, Testing and devops and have worked in the IT sector since 2010.

I'm an active member of the ApeCoin DAO and community.

Dedicated Support Team / Services

Along with the white label software solution provided, a dedicated team will be allocated to the project to provide full support for the software solution.

1. Blockchain Consultant x1

2. Project Coordinator x1

3. UI/UX Designers x2

4. Web Developers x2

5. Testing Engineer x1

6. Server Engineer x1

ABSTRACT

This proposal aims to launch the ApeCoin Crypto Payment Gateway allowing online stores to easily accept APE token as a preferred payment method.

The ApeCoin Payment Gateway will include an API to connect with other platforms and integrate Shopify and Wordpress payment plugins for merchants and online stores.

Offer lower transactions fees for using ApeCoin as a payment method.

BENEFIT TO APECOIN ECOSYSTEM

1. Increase the use cases and utility of ApeCoin.

2. Encourage ApeCoin adoption by offering ApeCoin payment options to merchants and online stores

3. Increase participation in the ApeCoin ecosystem.

4. Offer ApeCoin as an a preferred payment method with a low transaction fee of 1%

5. Offer ApeCoin payment options to regular web2 online stores and users.

6. Additional incentives and benefits for ApeCoin communities, eg. discounts, reduced fees, rewards and more.

KEY TERMS

White Label Solution

White label solutions refer to products or services that are created by one company for the purpose of being sold by another company under that company's own unique branding.

Cryptocurrency Payment Gateway

Cryptocurrency payment gateways allow businesses to accept transactions of cryptocurrencies as payment from customers

in exchange for goods or services. These systems accept payments from any country and put an emphasis on security due to the nature of blockchain-based cryptocurrencies.

When the customer makes a purchase using a cryptocurrency as payment, the transaction often goes through the payment gateway at a fixed exchange rate and automatically converts to traditionally recognised fiat currency so the merchant can avoid the volatility of the cryptocurrency markets. However, some cryptocurrency payment gateways do not automatically transfer the cryptocurrency to fiat currency, allowing the merchant to hold the digital coins as long as they prefer, usually inside a cryptocurrency wallet.

Cryptocurrency payment gateways tend to offer lower fees than traditional credit card payment systems. Some of these tools can be highly customizable and provide native dashboards to help track all payments.

PLATFORMS & TECHNOLOGIES

The following technology and tools are used to create a powerful crypto payment gateway website and/or mobile app.

Technologies used include but not limited to Bootstrap, MongoDB, MySQL, Node, Java, Swift, Flutter, Kotlin and Angular.

KYC verification of merchants and latest security measures are used on the website and payment gateway.

Kindly review the provided demos below, these serve as examples of available functionality. The forward facing website can be styled and customized to ensure continuity in the ApeCoin brand and guidelines.

Demo: https://kryptonica.net/

Demo: https://bluuchip.com/

Demo: https://new.demozab.com/demopayment/user/public/

STEPS TO IMPLEMENT & TIMELINE

Estimated timeframe to implement the white label software solution and website will be approximately 35 to 55 working days.

Once the solution is in place and tested, we will move to the onboarding and promotional phases to grow our client and user base and increase ApeCoin adoption.

1. Begin setup of the ApeCoin Payment Gateway website and software modules.

2. Implement crypto payment gateway white label solution with API to connect with other platforms.

3. Integrate 6 crypto wallets: APE / BTC / ETH / BNB / USDC / USDT

4. Integrate Shopify and Wordpress plugins for online stores.

5. Implement customised UI/UX as per ApeCoin brand guidelines and requirements.

6. Soft launch of the ApeCoin Payment Gateway to merchants and online stores.

7. Full Testing of the software solution.

8. Promotional launch and marketing via ApeCoin community channels.

9. Focus on onboarding MBA licensed merchants to adopt ApeCoin as a payment method on their websites and online stores.

10. Ongoing monthly promotions and marketing to grow our client and user base.

Key Performance Indicators

Month 1:

Establish project and begin implementation of the crypto payment gateway white label solution.

Month 2:

Complete implementation of the software solution, API, Shopify and Wordpress plugins. UI customisations, testing and soft launch of the ApeCoin Payment Gateway.

Month 3:

Promotional launch via ApeCoin communication channels.

Thereafter ongoing monthly promotions and marketing to grow the user base and transaction volumes for the payment gateway.

Fee Structure

We will charge a flat fee of 1% for all ApeCoin transactions using the ApeCoin payment gateway.

A higher fee of 1.5 to 2% will be charged on other cryptocurrencies, we aim to offer a competitive solution overall to increase adoption and use of the APE token. Competitors charge approx 2% on average.

Expectations of the Ape Foundation

Once the ApeCoin Payment Gateway is ready, we would request a review of the solution provided.

On approval, we would request that a link be added to the apecoin.com website.

OVERALL COST

Project Setup Cost Breakdown

User and admin software modules = $3 000.00

Wallet installation (6 Coins x $750) = $4 500.00

Includes: APE / BTC / ETH / BNB / USDC / USDT

Merchant API, merchant tools & button maker = $2 800.00

2x Online Store Plugins (Shopify, Wordpress) = $3 500.00

Implementation of security mechanisms, ssl certs, etc. = $2 200.00

Testing, UI and refinement of solution = $2 000.00

Total Project Setup Cost = $18 000.00 once off

Monthly Operational Cost Breakdown

Server Hosting = $50.00 p/m

Dedicated Support service = $400.00 p/m

Marketing/ Designs / Promotions Budget = $400.00 p/m

Project Management / Operations = $1 800.00 (90 to 100 hours p/m @ $20 per hour)

Project manager rates currently average $40 to $60 per hour in the USA. Rates set at 50% less to reduce AIP costs, times given are an estimate of operational tasks and duties to manage project, handle merchant KYC, onboarding processes and any other tasks associated.

Total Monthly Operations Costs = $2 650.00 per month

12x Monthly Costs = $31 800.00 per annum

Total Grant Request

$49 800.00 USD equivalent in ApeCoin token (Approx 45 272 APE at $1.10 current price

Targets:

1. Reach $100 000.00 transaction volume @ 1% = $1 000.00 per month. Month 4

2. Reach $200 000.00 transaction volume @ 1% = $2 000.00 per month. Months 5 to 8

3. Reach $400 000.00 transaction volume @ 1% = $4 000.00 per month. Months 9 to 12

800 Made by Ape stores with $500.00 transactions per month will give us $400 000.00 total per month.

Proposal Notes:

1. I have opted to leave out certain extras we could include like Jumpseller and Primer plugins for online stores. These are not currently available as part of the white label solution and development cost is an additional $3500.00 each

2. We can include additional tokens at $750.00 each for wallet installation/integration.

3. The application will not integrate with any banking solutions or credit card providers initially and will utilise crypto wallets to store funds. We would like to launch an ApeCoin credit card

facility in future.

1. Additional features and plugin integrations will be funded via earnings received to continue adding features and functionality to the platform.

2. Monthly reporting will be provided for transparency.

3. We aim to give back to the ApeCoin community via ThankApe and the ApeCoin Innovation Fund initiatives.