

This December, Melonade brings you back to the Christmas of '07

Category: Core: Brand Decision

Submitted by : Melonade

Abstract

It's Christmas of '07. The weather's freezing cold but you're warm in your cozy little bed. You wake up to snow falling outside. You hear the slightest noise of wrapping paper getting torn and run towards the shining and decorated Christmas tree as you stumble across the hallway while you rush to open your gift before your brother. You rip apart

the wrapping paper to reveal the gift you'd wanted for MONTHS

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For old times' sake, The Melonade Team is bringing back a timeless, classic masterpiece. Our proposal is simple: If you're an \$APE holder, you wouldn't want to miss this free-to-claim

(+shipping) nostalgia-in-a-box

package. Having only 100 \$Ape Coins makes you eligible to claim your luxurious

gift. Don't worry! We won't let imposters claim your ticket to the good ol' days

using TokenProof's token-gating technology

. We present "The Bored Game".

We firmly believe this never-before-done concept will generate more awareness about the NFT community and will most definitely be quite beneficial to particularly our beloved

ApeCoin DAO community.

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board mockup (1)

1920×1282 189 KB

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This illustration does not represent the final product. The final product may differ.

Motivation

As a result of the digital world growing exponentially by the day, people have started isolating themselves. How many times have you noticed yourself not even taking time out for yourself

? Let alone your family. We're here to remind you to take a well-deserved

break. Behold!

As we bring the perfect opportunity to regain PRECIOUS

family time.

We are bringing back the OG

, family pass time activity with a modern twist of NFTs. It's a fast paced, highly enticing

multiplayer board game. Perfect

for occasions when you want to spend quality time

with your loved ones.

We believe our project will propel the \$APE community in uncharted directions but we have firm

faith in our community who will show unwavering

support for our cause.

Rationale

When everyone from your family is gathered in a circle, sipping on hot chocolate and ready to play The Bored Game, their eyes widen

seeing the magnificent illustrations and top-notch quality.

Your aged uncles to your cute nieces, everyone uses ApeCoin to navigate along the board. It's bound to create curiosity in their mind. They'll research ApeCoin. They might like it. Before you know it, your niece will be applying to be a mod for BoredApes.

Not losing the precious memories our members create with their loved ones but rather engraving

them in the forum here goes to show substantial potential in building a stronger and a more engaging community.

How to play:

It's basically Monopoly, the board game with a twist

of NFTs. You cruise on your yacht as you navigate through the stops while buying different bored apes, mutant apes, doggos or kodos. Stay clear of the freemint and allowlist tasks as they'll test your ability to steer through hard waters. Collect an \$ApeCoin airdrop as you complete one circle around the board!

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BOARD-01

1268×1266 309 KB

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Specifications:

- 16" x 16" board with custom illustration.
- 33 luxurious matte finished cards. (size: 3" x 5")
- Metal casted player tokens (size: 1" x 0.8").
- Custom illustrations on the shiny outer box.
- Glow in the dark cloth containing info about free mint and allowlist task.

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941×774 41.3 KB

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925×647 29.5 KB

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These are 3-D renders. Final product may differ.

Our Story:

From not being able to pay for college to working hardly 12 hours a day and still getting paid \$100/month. From taking our passion of customizing sneakers as 19 year olds to trying our hands on web2 (spoiler: failed miserably). We've had our share of highs and lows throughout the journey.

We guess it was fate which brought us into web3 and the NFT community. We started connecting with people through our shared love for sneakers. Not long after, our sneakers were featured on the official Bored Apes' twitter handle...

Our conscience has been crystal clear

since the beginning. We strive to make our customers nothing but happy

. A smile is all

we desire. That's been our motto since Day-1

. Be it custom designing sneakers or producing a bored game (pun intended). We, as artists, feel fulfilled when we see our customers' faces light up with a smile.

Our Socials:

Instagram:

- <https://www.instagram.com/vansh.jain.13/>
- <https://www.instagram.com/laksh.chadha/>
- <https://www.instagram.com/themelonade/>

Twitter: <https://twitter.com/TMelonade>

Steps to Implement:

NFTs are spreading like wildfire and The Melonade Team is here to help fuel it. We have already made a game incorporating 18 communities and we will be sending them out to art basels this December. We have confidence in our games. They will generate more awareness about our community and will prove fruitful, ultimately to \$APE community.

Upon logging on our Tokenproof Gated website, users will be asked to verify \$APE tokens in their wallet. Having 100 \$APE coins will make you eligible to claim the game. Enter shipping details and you'll receive the game in a few weeks!

Only 1 game is eligible to be claimed per wallet.

Steps:

1. Manufacturers and printers (Locked in).
2. Design and illustration (In-progress).
3. Tokenproof technology for \$Ape Authentication (Not started).
4. Production and shipping (Not started).

Timeline:

Once our grant is approved by the DAO, The Melonade Team will be positioned to work on these steps at once

. The Production for the game would be started instantly

as the design will be started when we send our proposal to avoid delays.

1. TokenProof- token gated website (2 weeks)
2. Production (2 weeks)
3. Claim lunch (2 - 2.5 weeks)
4. Shipping (3 weeks)

Overall Cost:

This highlights cost structure for \$ApeCoin Bored game which includes Website, design, board game and shipping:

Develop a token gated website that can be used for future claims.

Design, produce and ship 1000 Bored games.

Estimated cost of the project: \$70,000