Proposal Category: Brand Decision

ABSTRACT

To hire PR experts to promote building in the APE ecosystem.

In order to minimise risks of overspending the The ApeCoin Foundation funds I suggest to start with small funding and gradually increase the amount, if the criteria are met. The schedule is attached below in the timeline section.

MOTIVATION

The APE Coin community states that there's presently minimal utility for APE and we need more builders to grow the ecosystem around APE Coin. So the community should spread words through DAO enthusiasts and educate them. I want to offer the DAO my help hiring and managing PR experts.

RATIONALE

I will hire a PR team who will work only under one important task - to encourage crypto builders to expand the APE Coin ecosystem.

My proposal is to hire PR experts and crypto journalists or editors who want to turn their careers to APE Coin ecosystem PR.

To ensure the best quality I suggest that the team will get paid by the The ApeCoin Foundation one time per month and just one key metric would determine whether the payments will continue or not.

- Number of articles about building in the Ape Coin ecosystem they got

If the metric did not met, The ApeCoin Foundation will stop cooperation with the PR team.

In total for one year I suggest hiring 8 PR experts to build relations with media and get publications. 3 journalists will help with high quality copywriting and their connections, 1 team manager will make sure that everything is organised well.

STEPS TO IMPLEMENT

- One-two weeks for preparation

- Update https://apecoin.com/ website with contacts of the PR team

- Let the team to do their job

- After each month the team will report on what was done

- Check each month if the criteria are met

- If the criteria are met, the team receives an advance payment for a next month

- If the criteria are not met, the team stops its work

TIMELINE

This is a basic schedule, to be improved with your comments.

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OVERALL COST

The first month is $8,000 and then increases if all criteria are met. If the team is successful for one year then the total budget for one year will be $356,000.