

Abstract

The \$APE token must expand its reach and appeal to the wider web3 community.

While I am a MAYC holder (689 and 2549), many other communities have yet to learn of Ape Coin beyond enriching BAYC holders from an airdrop (semi-true) and potential use in gaming and future merchandise/drops.

I want to encourage those outside the Yuga ecosystem to adopt \$APE using the token as the lifeblood of their dAPP, loyalty programme or payment solution. The ApeCoin DAO must expand beyond existing Yuga asset holders.

Having previously worked for Outlier Ventures (Web3 Accelerator) and since left to form W3S, I support a major stablecoin and developed a token rediscovery plan that has been implemented and produced token holder growth on several occasions.

While at Outlier Ventures, we helped Fluf expand and extend by working with infrastructure partners and complementary projects.

I want my team and I to run a quarterly project recruitment drive; we'll source deal flow and find new and exciting projects to support.

This approach works well, spotlighting the project and the underlying protocol/token.

Author

I'm mayc689.eth or Jonathan Pullinger in the real world. I'm the managing partner of the W3S Group (<https://w3s.group>). I have been working in crypto for just over a decade. I began as a Bitcoin miner before attempting to mine Ethereum but deciding to purchase it instead; since then, I have gone on to create tokens for several projects, including the fourth largest ICO of 2017 (<https://www.tatatu.com/>); Tatatu has since converted into a publicly traded company.

I also developed an NFT platform for the now-defunct RedKite before joining Outlier Ventures (<https://outlierventures.io/>) as a Token Marketing Expert in 2021, helping several projects launch and raise more than \$25m.

I have also worked within traditional finance; I worked for JP Morgan on the Beeline project, which involved researching every department spend on contractors and building an assessment of needs matrix to reduce headcount while reducing the number of approved agencies for staffing, reducing percentage-based commissions and helped to introduce a fixed fee model.

My Twitter handle is [@ApedLate](#), and My Discord name is JPinWeb3#1211.

Motivation

My motivation behind this AIP is to increase the value proposition for the Ape Coin Community and DAO to achieve various objectives, including improving token awareness, fostering ecosystem partnerships, and supporting existing working groups.

Our plan prioritises growth, efficiency, and sustainable development, focusing on aligning payments with results and adapting to the current macroeconomic environment.

Rationale

The rationale is simple; I love the web3 ecosystem; I'm a huge fan of what they did to get things started and their amazing storytelling ability that has bound us all together on this mad-cap adventure.

I recently became disillusioned with some aspects of the community and the management of the DAO but didn't want to join the nay-saying fudders and wanted to use my experience, my team and our combined skills to help drive the DAO forwards; complaining is easy, rolling up your sleeves and pitching in, is harder but ultimately far more rewarding for all of us.

I want to help contribute, and while my company will profit if we achieve all of our goals, the key for me is that we are being paid on a results-based model. We'll be working with the DAO to help achieve shared goals while growing an ecosystem we can all be proud of.

Specifications

W3S (Myself and my team) will look for exciting new projects that will benefit the entire ecosystem. We will deep dive and complete due diligence on projects and their technology, helping to ensure the project is best placed for investment and incubation.

Using our experience from Outlier Ventures and our deep understanding of the traditional investment market and access to family/private office funding, we will help the project prepare for further investment.

Upon identifying a suitable project, we will apply for a project stipend to the Ape Coin DAO;

We should set aside \$500,000 per quarter for stipends (\$100,000 each), but the funds are only released upon the agreed criteria being satisfied.

Based on the teams' experience, we would suggest the following criteria;

1. A pitch deck that meets the expected standards of A16Z, Outlier Ventures and Animoca Brands. Demonstrating the following;
2. Project Overview
3. Problem/Solution/Secret Sauce
4. Competitive landscape
5. Competitor analysis
6. Initial traction/results
7. Financial overview/Investor benefits
8. Tokenomics
9. Community growth/exposure
10. Team structure and experience
11. Advisory board
12. Conclusion
13. A functioning website that enables the investor or customer to register for updates.
14. Social media accounts that demonstrate genuine engagement.
15. A basic overview of the project's tokenomics and how they plan to provide a unique utility to the broader community.
16. The beginnings of a go-to-market strategy and understanding what is needed to execute.
17. A strong core team with the relevant skills to achieve at least 60% of their planned roadmap.
18. Certificate of incorporation and token/share allocations, including a detailed cash flow forecast for the next eighteen months and other investor documentation were available.

Additional Benefits for \$APE holders

1. More projects that drive the adoption of ApeCoin
2. Ape Coin holders are eligible (based on terms specified by the project to co-invest and invest in future rounds).

Steps to Implement

1. Agree with the DAO and the participating members on the projects qualifying for stipends during the quarter.
2. Develop a go-to-market strategy to attract the agreed project types.
3. Agree on events and travel budgets with the ApeDAO special council.
4. W3S will attend networking events and conferences, create events and run social network lead-generation programmes to attract top talent to the ecosystem.
5. Once leads have been generated, the ApeDAO special council will vote on them receiving a stipend; upon approval, W3S will be paid a commission of 20% of the value of the stipend.
6. Additional follow on options will be made available to the ApeCoin holders on an ad-hoc basis.
7. The W3S team will monitor and advise the projects to help them achieve their roadmaps, raise further funding, and develop a working product/service to benefit all ApeCoin holders.
8. Quarterly investor updates will be produced by W3S and submitted to the ApeCoin Special Council for further dissemination/sharing.

Timeline

The agreement should be reviewed quarterly for twelve months to ensure W3S continues to add value to the ApeCoin community.

Overall Cost

The maximum cost to the DAO is \$2m plus carry, although this assumes W3S meets all agreed KPIs and a minimum of sixteen projects are approved for stipends, triggering drawdowns.

The initial payment to retain W3S is \$25,000 to cover the set-up and integration costs for W3S.

Some projects that I have worked on during my time at Outlier Ventures and Since with the W3S group that has benefitted from this model include;

1. [Dimitra.io](#) - I worked with the project to retrofit a project utility, communicate this clearly and re-engage with their community. We helped their token price recover through marketing and tokenomics from \$0.002 to \$0.08
2. [Archblock.com](#) - Archblock is the white glove service for TrueUSD and TrueFi we have advised on their product launch, launch strategy, regulatory changes, and jurisdiction changes from the USA to CH. W3S created high-quality brand guidelines and materials/processes to enable family offices to invest in them.
3. We launched several tokens/NFTs at OV, including;
4. Altered State Machine/Fluf
5. Unique Network
6. Cryptowalkers
7. CoinFX

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.