Title: Designing a Mascot for Apecoin

Proposal Category: Ecosystem Fund Allocation - Education & Marketing Proposal

ABSTRACT:

This proposal aims to create a unique, ape/monkey-inspired mascot for the Apecoin DAO. The mascot will add depth and personality to the brand, creating an emotional connection and sparking curiosity. My proposal highlights the benefits of having a mascot, including brand recognition, collaboration promotion, community building, adaptability, inspiration for artists, narrative elements, and improving the Discord environment.

AUTHOR DESCRIPTION:

My name is Annie, I am 32 years old and I'm from beautiful Dresden, Germany.

Some might think I'm a full time artist, but I actually still grind the 9 to 5, doing artsy commissions in my spare time. My main occupation is in the field of tourism. I also have a degree in project management.

In 2021 I discovered the world of web3, amazed by its possibilities and innovations. Since then, I have actively participated in various communities and co-founded my own NFT project. Especially Discord management and creating emotes/stickers have been my passion on this journey. I have been an emote artist in the Twitch space since 2016. Throughout my journey, I have had the opportunity to create over 20 mascots for various communities both in web2 and web3 and it would be an honor to make one for the Apecoin community aswell.

MOTIVATION:

The overwhelming response to Apekin, my Thankape art contest entry in June, has demonstrated the need for a mascot among the Apecoin community. Apekin's design has already sparked engagement within the community. The motivation behind this proposal is to continue building on the momentum generated by Apekin and explore the development of a captivating mascot that truly represents the spirit and supports the goals of the Apecoin ecosystem, adding a valuable asset to the brand. A mascot plays a crucial role in brand identity by making it recognizable and memorable, adding infinite opportunities for further brand development. Aside from that I would like to inspire and break the ice, inviting other artists to contribute to the Apecoin brand aswell, fostering a collaborative and inclusive community.

This is Apekin:

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Image

368×573 40 KB

](https://global.discourse-cdn.com/apecoin/original/2X/e/e703961b29eaf581226498507361ade40024d71f.jpeg)

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Image

720×478 226 KB

](https://global.discourse-cdn.com/apecoin/original/2X/7/7e703e5112876adf981e1a9e0ec1a886ed5b6066.png)

Thank you @adventurousape and @SeraStargirl for the inspiration

RATIONALE:

Introducing a captivating mascot for the Apecoin DAO offers numerous benefits and opportunities for the community. A mascot serves as a visual representation and ambassador of the brand, igniting excitement and fostering a sense of connection among community members. Beyond its visual appeal, a mascot has the power to inspire creativity, create a unique identity, and enhance storytelling. By embodying the spirit and values of the Apecoin ecosystem, a mascot becomes a powerful symbol that can unite the community, strengthen engagement, and elevate the brand's visibility.

BENEFITS TO THE APECOIN ECOSYSTEM:

● Brand Recognition: A well-designed mascot will make the brand easily identifiable and memorable.

● Collaboration Promotion: The mascot will spark curiosity and encourage collaboration among community members, fostering a culture of engagement.

● Unity and Community Building: It will bring life to the DAO, creating an exciting and inspiring culture.

● Adaptability: The mascot's design can be leveraged for various marketing materials, merchandise, and promotional activities.

● Inspiration for Artists: The mascot will serve as a collaborative art subject, fostering creative contributions from artists within and outside the community. It can inspire others to also contribute to the development of the Apecoin brand.

● Narrative Element: A mascot can act as a narrator in graphics, guiding the audience and conveying the DAO's values and mission. (Example: As a narrating character in the guide for DAO newcomers by BojangleGuy)

● Discord Enhancement: The mascot can be featured on DIscord in the form of emotes and stickers, supporting conversations and creating a fun and expressive environment on our Discord and others.

SPECIFICATIONS:

● Design a unique, ape/monkey-inspired mascot that aligns with the spirit of the DAO, ensuring that the mascot is visually appealing, memorable, and versatile for different applications. It should be unique and fresh, yet visually related to the roots of Apecoin.

● Create a style guide and usage guidelines to maintain consistency in the mascot's representation across various platforms.

● Collaborate with the community to gather feedback and input during the design process.

● Work closely with the Marketing and Communications Work Group to ensure that the final mascot will go well with and support the Apecoin brand.

● Provide regular updates and iterations based on the community's and Marketing Group's preferences and suggestions.

● Create final visual assets for community and marketing purposes.

STEPS TO IMPLEMENT & TIMELINE:

Month 1:

● Research and concept development for the mascot design.

● Seek input and ideas from the community through surveys or open discussions.

● Create various sketches and further design drafts for review and feedback.

Month 2-3:

● Refine the mascot design based on community feedback.

● Develop final mascot illustrations and 3D model (in collaboration)

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● Create a style guide and usage guidelines for the mascot.

Month 4:

● Conduct a final review and minor adjustments based on community input.

● Finalize the mascot design and prepare other necessary graphic assets.

● Present the completed mascot design to the DAO community.

● Formal transfer of IP ownership to the DAO.

Side note: I'm not a full-time artist. In my spare time I do art commissions and web3 stuff. I will temporarily close commission requests to fully focus on this project. You can expect the entire project to be completed within 3-4 months. Thank you for your understanding.

OVERALL COST:

As the artist and initiator of this proposal, I kindly request a grant of $5,750 denominated in ApeCoin (breakdown see below) from the Apecoin DAO to support the mascot design project.

The proposed budget will cover the following:

● Research and initial development of alternative designs

● Complete development process of the final mascot

- Style guide development

- ~15 Discord emojis/stickers

- ~10 graphic assets for marketing purposes

- 3D model (in collaboration)

- Complete transfer of IP ownership to the Apecoin DAO

COST BREAKDOWN

Average hourly rate of $40

- Brand and market research and evaluating community feedback to ensure that the mascot embodies the brand and DAO perfectly

(7-8h) = $300

- Sketches of variations and alternatives to choose from incl. process of gathering references and inspiration

(8-10h) = $400

- Final detailed mascot character sheet incl. front, back, and side view

(8-10h) = $400

- 15 discord Stickers

($40 each incl discount) = $600

- Telegram sticker set

($10 per sticker) = $150

- 10 illustrations to use for graphics, guides etc

($100 half body, $280 full body) = $1900

- 3D model (in collaboration) = $500

- Mascot guide (incl. character sheet, facial expressions and poses, color guide, material, details, accessories and variations, personality description) and usage guidelines

(10-15h) = $600

- Transfer of full IP ownership (incl. renunciation of profit share from merch etc. distributed by someone else) = $1500

= ~$5750

I kindly request $5,750 denominated in ApeCoin as my budget for this project.

If everything goes smoothly and faster than expected, I would add more illustration assets to the package.

With the support and help of the Apecoin community, I'm sure I can create the perfect mascot for the Apecoin DAO.

Thank you for your time!

I'm excited to discuss my proposal with you.