Hey everyone,

I'm Dany, CMO at 3look

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Today, I want to share the story behind our project, from its inception to later stages.

Excited to share this experience as part of our participation in the BBAC Accelerator Program by Thank Ape, which we're proud to be a part of!

If you've never used our platform before, please do visit us here and we're sure you'll come back for more cool GIFs: https://3look.io/

First Steps

Right after the big NFT boom of 2021-2022

, the two co-founders of 3look (previously NFTlook), Dan Dober and Andy Ocean, met and realized they shared a passion for web3. With their backgrounds in founding and leading traditional businesses, they decided to dive into this exciting new space, full of opportunities.

The journey began with visits to numerous NFT events, where they met countless NFT holders and web3 enthusiasts. These interactions opened their eyes to new perspectives and ideas. One thing stood out: many NFT owners loved taking selfies and swapping their faces with their NFTs (especially BAYC) to stay anonymous or just for fun

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That's when they got the idea for an app that could do this quickly and easily

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As time went on, more ideas emerged, and our team grew. I joined the team during this exciting period, BTW.

Initially self-funded, it soon became clear that we needed additional resources to fully realize the platform's potential. That's when ApeCoin DAO stepped in, giving us a helping hand.

We worked for months before finalizing the vision for NFTlook and crafted AIP-182, a proposal outlining what has now evolved into 3look. The community loved the idea and helped us fine-tune it

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With the DAO's support and funding, 3look gained the resources needed to continue building and expanding our scope!

3look Now

3look has been providing value to over a hundred web3 communities!

Around 10,000 people use it to create content every month, and we've integrated with more than 100 partners ranging from NFT collections and crypto projects to farming platforms and marketplaces across various blockchains, including Ethereum, Solana, Polygon, and Cardano either through onboarding them on the platform or creating special content widgets/Whitelabel solutions they use on their websites.

We created a token-gated content library for the ApeCoin community (3look.io - a new way to Interact & Create with Digital assets) and have been continuously supporting ApeCoin MarComms' initiatives by creating and adding various themed content to the platform.

But we're not stopping here

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Many new ideas are on the way, set to evolve into something even bigger and more significant for the ecosystem.

Future Plans and Ambitions

Oh, we have big plans for 3look! Here's what we're aiming for:

Grow Even Bigger

: We want to build on our success and make 3look even more popular.

Welcome More Projects from various Chains:

Our goal is to bring many more cool projects onto our platform.

Add SocialFi elements to the Platform:

This is one of our bigger goals. We want 3look to evolve from a content creation tool into a platform that allows people to monetize their creativity and influence on top of creating while helping boost projects they love.

We can't share all the details just yet — it's still a bit of a secret! But don't worry, we'll be making this public soon. When we do, you'll get to learn all about the exciting new features we have in store

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We're really excited about this next step. It's going to take 3look to a whole new level!

But as of now, we're grateful to be a part of the BBAC Accelerator Program, which supports businesses like ours in achieving their full potential.

Most challenging obstacles we have faced or overcome while building the business, biggest successes or watershed moments

Building 3look has had its challenges. Our biggest obstacle came early on with the Russian invasion of Ukraine. As our team is originally from Ukraine, this event forced us to pause development. With only five team members at the time, our main focus shifted to ensuring everyone's safety. Everyone had to find a safe place for themselves and their families, and we even organized a small charity fund to help those in need.

Another challenge we faced was finding the right people to bring our vision to life. Given the unique nature of our business, it wasn't always easy to find developers who truly understood what we were trying to achieve. We had to replace quite a few team members along the way. As a startup, we went through many changes before finding our core team—the people who have done and continue to do amazing work for 3look

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Despite these obstacles, we made it here and are grateful for every day working with amazing people and projects in this space!

One of our proudest achievements is the successful implementation of our AIP-182 proposal. We're one of the few AIPs that have been fully realized and continue to function effectively. We've explored various revenue streams, actively developed our platform, and maintained a functioning business throughout.

Our product has gained wide recognition in the NFT community, as evidenced by our collaborations with some of the biggest projects in the space, like Mocaverse, Chimpers, 0N1 Force, ACKB, and many more. These partnerships started in the early stages of our platform and have only continued to grow with more exciting collaborations

Another notable success is our steady user base growth. Since our launch, we've maintained a stable growth rate of at least 15-25% monthly

These challenges and successes have shaped 3look into what it is today. We're proud of how far we've come, overcoming obstacles and achieving milestones along the way. As we look to the future, we're excited to continue growing and evolving in the dynamic world of Web3!

Come join us on socials:

Discord:

3look – daily opportunities to win $ with content-creation

X:

x.com