Proposal Name | Ape Water Powered by ApeCoin - post AIP review

Proposal Category | Ecosystem Fund Allocation

Abstract |

Ape Beverages is a distribution vehicle for ApeCoin into the mass market at the most culturally relevant IRL experiences in the United States; including concerts, festivals, conferences, events and more.

We are the first water + technology beverage company utilizing a "smart can". Enabling this new mass branding tool, we advertise our partners to propagate their company's messaging.

This "smart can" initiative is designed to be the number one mass awareness tool through our core outreach which includes online subscription, IRL premiere events and metaverses.

Motivation |

Events, organizations, and individuals desire a sustainable non-plastic solution for single use water.

Ape Beverages intends to be the preferred beverage of choice for the entire Web3 community and beyond. Offering programs for home, office, and events through custom branded programs and licensed IP.

Ape Water will allocate 5% of ApeCoin on its ledger to do good, through partnerships such as Kryp.to with blockchain philanthropy technology, with NGOs / Nonprofits; supporting water or environmental solutions. I.E: Send safe drinking water to the residence recovering from Hurricane Ian in Florida.

Rationale |

Ape Beverages and the APE community are one in the same. The can is a grandiose brand awareness and distribution tool to elevate the APE community, cryptocurrency ecosystem, and Web3 collective.

Ape Water is the only beverage for the Web3 space and will take over as the beverage of choice for essentially all Web3 events and home offices.

Ape Water's "Smart Can" technology allows for our beverage to break into markets such as sporting events, festivals, and concerts.

Ape Water powered by ApeCoin will be seen at hundreds of live events. Only the attendees will be able to access the unique experiences on the can, by going through ApeCoin branded features.

Millions of bottled water is handed out each year at live events in the US. We plan to eradicate plastic consumption, by offering an infinitely more sustainable solution with the highest quality water. All while simultaneously promoting ApeCoin through interactive experiences off the can.

Examples of what Ape Beverages has already done to align with the community:

- Raised capital on a 15m pre-seed SAFE NOTE

- 25 x BAYC holders have invested in the company

- Secured a water source from one of the worlds best natural springs (Mt. Shasta, CA)

- Partnered with a top 5 aluminum supplier in the United States

- Manufactured over 200K cans

- Established a full time team of subject matter specialist and advisors which includes former senior executives from Anheuser Busch & Redbull

- Secured distribution at some of the most noteworthy events, nightclubs and conferences in the United States

- Partnered with the Food Fighters Universe (Bored & Hungry, Bored Taco) distributor in Korea to distribute Ape Water in South East Asia

- Partnered with "Clean Miami Beach" non-profit organization for an Art Basel activation

- Art Basel event partners:

- BAYC / NTS

- OtherBlock

- DCentral

- Metaverse Miami

- Wonderfair

- BitBazel @ Scope

- Epic Pool Parties @ The Sagamore South Beach Hotel

- Crypties "Academy Awards" for the NFT community

- Clean Miami Beach nonprofit

- Art with Me

- Many more…

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Key Terms |

"Smart Can": the newest way to drive demand and raising awareness - leveraging QR codes on the can to create deeper connection to ApeCoin - which serves as two fold:

- Consumer engagement: airdrop an NFT, activate an AR Game, point to a web2 site, etc.

- Consumer information: Data Capture for measuring KPIs, customer details, heat mapping, engagement time, etc.

- Field Teams: Utilize paid promotional staff to engage with the community at large IRL events and busy foot traffic locations.

- Drink2Earn: Rewards based system that encourages game play.

- In-Kind: Providing water for free to be given away at events, conferences, stadiums, etc.

- NGOs: a nonprofit organization that operates independently of any government, typically one whose purpose is to address a social or political issue.

Specifications |

The Tech Stack + IRL Tech

Ape Beverages creates infinite opportunities IRL through the "smart can" interactive technology. When a 1 of 1 dynamic can is scanned, it instantly captures user data while simultaneously activating a time-released geo-fenced program.

The geo-fenced program includes play to earn games, air dropped NFT rewards, loyalty tracking, and AR experiences to name a few.

Smart cans:

- scanned IRL creating real-time analytics. Visual heat mapping, geo-fencing and traditional engagement data allows for robust engagement and data.

- Has the ability to act as virtual tickets. They are Web3 virtual wallets that can store ticketing information for general admission, VIP sections, or anything in between. The can also can act as a vehicle for "treasure hunts" at IRL events

that unlock rewards such as tickets, air drops, merch, etc.

Integrating with leading social media platforms APIs, blockchain smart contracts, and cloud technology ecosystems the smart can is the bridge between IRL experiences and all things

Web2 / Web3.

PROOF OF CONCEPT - MVP

- The Smart Can MVP is an AR experience basketball game to be tested at American NBA Stadiums and more.

Technology/Development:

AR Development

- Games activate from the cans with AR tech running off the blockchain; making Web3 interactions seamless for mass engagements.

Data capture:

- User data capture with an AWS backend and Tableau for business intelligence. This will provide a new class of touch points facilitated by smart can technology. Note this data will not be sold to 3rd parties and will only be used for retargeting and increasing engagement for ApeCoin.

General technology stack:

- An AWS cloud stack for real-time gaming with many concurrent users, data capture, and business intelligence via Tableau. Tableau integrates with third-party vendor APIs of leading social media platforms, and seamless bidirectional Web3 integrations facilitated by familiar single sign-on logins.

- A Solidity stack of smart contracts can be used in self-custody or provisionary wallets to ensure mass adoption.

- A library of Unity games to take advantage of best-in-class AR game development technology with a broad market of developers.

Utility With Tokens:

In addition to live experiences, Ape Beverages is the world's first water company to allow consumers to purchase yearly water subscriptions via ApeCoin, Bitcoin, Ethereum, and fiat currencies.

- Discounts are offered for purchases made with ApeCoin.

- A percentage of ApeCoin will remain on the Ape Beverages' ledger.

- A percentage of ApeCoin will be used for positive change; funding communities with water issues, through existing nonprofits to manage the distribution.

- ApeCoin merchandise will be sold online and at physical events creating new utility for ApeCoin. 50% of gross profit from ApeCoin merchandise will be used in the form of a give back to a selection of charities and or allocated to additional ApeCoin branding support. We are open to the community's recommendations for fund allocations as well.

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](https://global.discourse-cdn.com/apecoin/original/2X/3/3d8d5936f57282b46de2b2286185ea7af99dd2ce.jpeg)

Metarverse IRL convergence:

- Various Metaverses have already offered Ape Beverages real-estate to develop water stores for their users.

- The Metaverse stores will allow for water to be purchased and delivered IRL as well as other activations.

- Ape Beverages has trademarked the slogan "Quench Your MetaThirst" and intends on being the branded water partner at all Metaverse large format events IRL and in their digital spaces.

- ApeCoin Cans will be part of our metaverse store activations with added branding and education.

Events:

- Ape Beverages is building field teams to distribute cans at key tastemaker events throughout the United States to create added brand awareness and educate customers about the product and ApeCoin.

- The photo to the right was captured at Ape Beverages' first drop event where a limited supply of Ape Water was sold on September 22nd, 2022.

Steps to Implement |

1. Can production + management, logistics / distribution costs : dependant on volume : 1M cans = $750,000

2. Merchandise: Estimated $50,000 on clothing and unique merchandise to be distributed.

3. Staffing: we have an existing team of five paid by Ape Water - so not funded by ApeCoin DAO.

4. Hire a full time ApeCoin DAO National experiential branding director at an estimated cost of $100K salary + benefits

5. Hire four full-time experiential branding assistants (regional) $80K salary + benefits

6. Field Teams - estimated onboarding 100+ paying hourly rates of $20p/h for 3hr blocks through the year + cargo truck, equipment, and ancillary fees; total $245,000

7. Technology/Development:

8. AR Development: $500 - 700K

9. Data capture: $500k - $1M

10. General technology stack: 500K

AR Development:

- Games activate from the cans with AR tech running off the blockchain; making Web3 interactions seamless for mass engagements.

Estimated cost: $500 - 700K - 800 hours

Data capture:

- User data capture with an AWS backend and Tableau for business intelligence. This will provide a new class of touch points facilitated by smart can technology.

Estimated cost: $500k - $1M - 1280 hours

General technology stack:

- An AWS cloud stack for real-time gaming with many concurrent users, data capture, and business intelligence via Tableau. Tableau integrates with third-party vendor APIs of leading social media platforms, and seamless bidirectional Web3 integrations facilitated by familiar single sign-on logins.

- A Solidity stack of smart contracts can be used in self-custody or provisionary wallets to ensure mass adoption.

- A library of Unity games to take advantage of best-in-class AR game development technology with a broad market of developers.

Estimated cost: $500k - 800 hours

Total Estimated cost: $2M - 2880 hours

Timeline |

1. February 2023

2. Launch of Ape Beverages D2C subscription model, accepting ApeCoin for annual subscriptions.

3. Development timeline to be finalized as AR activations are scoped out on an individual event basis.

4. Design and finalize Ape Water x ApeCoin Dao artwork and design for can production - all final designs will be available to the ApeCoin Dao.

5. March 2023

6. Start production of 1M cans

7. Tech Dev of first set of AR games and QR code activations

8. Gamify social media interactions

9. Q2 Spring/ Summer 2023

10. Main roll out of 1M Custom ApeCoin co-branded cans to be distributed through music festivals, sporting events, and

cultural festivities with field teams handing out water for their events across major states: LA / Miami / NYC / Atlanta / Chicago / Denver

11. Employee Field teams and training for deployment (similar to RedBull) for national distribution - what better way to get your brand in front of the masses.

12. Continued data capturing consumer data off the QR code for retargeting for education and brand building.

13. Examples of Distribution Q1 - Q4 2023:

14. Web3 Conferences: NFT LA, Bitcoin conference, Dcentral, NFT NYC, Token2049

15. Culture / Collectables Conferences: Comicon, Complexcon, Sneakercon

16. Gaming Conferences: E3

17. Live Event Spaces: Crypto.com 2, Madison Square Garden, Sofi Stadium, FTX Arena

18. Festivals: Coachella, EDC, Lollapalooza, Ultra, TomorrowWorld

19. Private Social Clubs: Soho House etc…

20. Offices: Yuga, Opensea, Coinbase, Binance, Crypto.com 2, Gemini

21. In real life activations

Overall Cost |

1. $3,750,000