

PROPOSAL NAME:

Apechain for Good: Happy Ape Phygital Children's Book/Plush

TEAM DESCRIPTION:

Kevin - [@0xBoredDev](#), Owner of Bored Labs, LLC., MBA #00349

The Happy Ape,

I authored the book and will oversee its publication, as well as manage the production and shipping of our physical products. I also built the e-commerce platform and will develop our Shopify integration, including the ApeCoin payment system.

Jacopo - [@idrawanimation](#) - Artist, Book Illustrator

Rexx - [@rexquandoe](#)

- IP use of BAYC #6101

in children's book

PROPOSAL DESCRIPTION:

The Happy Ape, an official MBA #00349

, is a premium brand that aims to foster a culture of kindness, compassion and positive mental health in our future generations. This AIP would directly fund the creation of The Happy Ape children's book and plush, nfc tags, and dapp development on ApeChain creating a unique digi-physical web3 experience for both kids and adults. I believe in the future of ApeCoin and am proudly offering a 20% gross revenue back to the dao based on the initial products sold. With the development of AIP-378 I will use ApeChain and \$Ape to create innovative solutions, and integrate them into the products. Bored Labs, LLC. will take on the majority of work that is required, reducing costs needed from the dao and includes but is not limited to, e-commerce site creation ([thehappyape.io](#)), add \$Ape as an accepted payment for our products, develop the majority of ApeChain dapp work, and nfc configuration. All development will be open source and will be fully audited, ideally by boring security dao or in cooperation with Horizen Labs. (edited)

What makes any of this special? Our children's book will be one of the very first web3 books that can not only teach children and parents about the power of the blockchain, but also onboard them as well using ApeChain. The book is fully written and authored by myself. Here is a quick summary of the book below, or skip it for the juicy tech.

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happyapeandfriend

1920x1920 141 KB

](<https://global.discourse-cdn.com/apecoin/original/2X/4/4fa2a982de08cd201b68bfb210630005b085a7f8.jpeg>)

"The Happy Ape and his friend journey on a daily adventure, gathering bananas amidst the vibrant jungle. Their routine centers around a central tree housing a precious book where their banana counts are meticulously tallied and stored. When theft of the only book shatters their dreams, The Happy Ape crafts a magical book, uniting the jungle's apes in trust. With every ape receiving a copy of the newfound magical book, no one could lie, steal or cheat because all books have to agree. All of the ape's lives changed for the better, The Happy Ape and his friend finally could purchase the coveted bouncy ball, playing happily ever after together."

Such an amazing story isn't it, how can it get any better? I plan on integrating an nfc tag into every book. Thus delivering a digi-physical experience allowing the user to scan the tag with a compatible mobile device and instantly mint a digital version of their book. This will be a seamless cost free user interaction all powered by our ApeChain (kudos Horizen Labs). In order to do all of this I plan on partnering with IYK, a premier supplier of nfc tags in the web3 space. Their mobile app will allow easy access to our digi-physical experience. This requires the development of smart contracts and a dapp on ApeChain. The development will be achieved through Bored Labs, LLC., and will be open source. I believe that open source development leads to better community adoption, security, and transparency. I have many plans for the evolution of our digi-physical experience as well. IYK allows for OTA updates, easy updates to modules introducing the user to new features like unique stories, animations and more. In addition to this experience I will also have an e-commerce site with the ability to purchase the products with \$Ape.

To ensure an unforgettable and joyful experience, I have designed with meticulous attention to detail, a special Happy Ape plush, ensuring they become cherished friends for all. This plush will be approximately 15" in length and 6" wide. Many plushies are small and not even comfy. Our design ensures a warm, soft, and comfy embrace. The Happy Ape is sure to be a loving companion for so many around the world.

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](https://global.discourse-cdn.com/apecoin/original/2X/0/04f1f686c4ab2b5611831c4589006f0963fce7cc.png)

Digitizing Items

- Permanently link a 1:1 NFT to a physical Item (shown above irl test)
- Independently deploy Chips without any knowledge of code
- Schedule campaigns according to specific groups of Items
- Configure your digital experience using IYK Modules

So...“Who are you entrusting valuable DAO funds to, you may wonder, and what qualifies me for it?”

Let me start off by introducing myself. My name is Kevin, I'm 37 and I'm married with 3 kids. 8 yo girl, 6 yo boy, 2 yo girl. I'm a software architect and I've been in the web3 space for a few years. I have run a successful software company, Bored Labs, LLC., for 3 years now. I have bookshelves full of children's books and bags full of plushies. The amount of time I've spent reading to my kids and playing with plushies is measured in years! I believe in the power of community and helping others which is why I am here. My passion to share kindness and love back into the world while helping others is what motivates me to do this. I want to provide value back to the various communities connected to apecoin and help them grow as well. I hope that through future collaborations I can work with other communities like bulls on the block and mocaverse to continue creating positive and inspirational children's books along with animated videos. I believe this is a small stepping stone that will lead to a much larger goal of combining web3 ip use to bring people together.

I added a budget for marketing that will help ensure reach and the success of my brand. Half of the marketing budget will be given back to the buyers of my products. A simple marketing strategy i'll rely on will be asking product buyers to post images of themselves with my products and reward them with \$APE. The other half will be reserved for various marketing efforts as needed.

Motivation:

How many of you suffer from anxiety, depression or mental health in general? How many of you have seen your own kids suffering too? I have... It's time we use the power of the blockchain and web3 ip to inject a little happiness, joy, and hope into lives. If you are with me then please vote for this AIP and I will do just that. I won't stop until The Happy Ape and ApeCoin DAO reach millions around the world, but it all starts here with your vote.

This would be one of the first digi-physical experiences powered by ApeChain. The ability to purchase products in \$Ape is important for the support and growth of \$Ape. This is a great opportunity to connect with a new market the community has yet to explore. Our unique brand will inspire young minds and our future generations to come. This could be a parent and child's first interaction with the blockchain, why not make it as special as our first moments of discovering its power for the first time.

BENEFIT TO APECOIN ECOSYSTEM:

Most importantly ApeCoin DAO will be supporting and empowering our future generations through a unique onboarding digi-physical experience that will help amplify innovative solutions on ApeChain. This AIP will help promote the use and growth of ApeChain and \$APE by building one of the first dapps that will help onboard many new users and introduce them to ApeCoin. The Happy Ape products aim to give more visibility to the ApeCoin community in a positive light. We will also be reaching a new audience that we haven't explored much of. Our products support kindness, compassion, and positive mental health which is something we could all use more of.

We're offering 20% gross revenue back to the DAO to show gratitude and continued support back to the community. (Detailed under our Overall Cost)

As a result of this proposal, IYK has promised that they would add ApeChain as a supported chain to their application.

This would allow anyone using IYK to use ApeChain as their selected chain to mint nfts on. It would help guide the development and use of digi-physical experiences on ApeChain, and directly fund code that is open source leading to better security and adoption starting within our community. We need a better way for fast adoption of ApeCoin.

I will ensure resources like artists/animators are from the ApeCoin community. With many more future books and animated videos I plan to collaborate with more ApeCoin communities. I promise to innovate new ways of incorporating ApeChain and \$Ape into our future products as this is just a stepping stone for us. It's important that we continue development around ApeChain and \$APE. I would be honored to have ApeCoin DAO help us cultivate positivity into many lives of our next generation around the world.

DEFINITIONS:

NFC- Near Field Communication

OTA - Over The Air

PLATFORMS & TECHNOLOGIES:

Ingram Spark - Book license and publishing

CustomPlush: Plush supplier

thehappyape.io official website

- Powered by shopify

- Supports purchases in \$Ape

IYK - NFC Tags and mobile app

Custom DApp - Built by Bored Labs, LLC.

STEPS TO IMPLEMENT:

Q2 - Begin illustrations and editing the children's book. Begin The Happy Ape plush creation by ordering a prototype. Continue building e-commerce site and shopify. Place order for 10,000 nfc tags from IYK. Begin integrating ApeChain into IYK platform.

Q3 - Make revisions to The Happy Ape plush prototype. Manufacture The Happy Ape plushies by placing an order of 5,000 on a finalized prototype. Publication of the children's book. Order 5,000 books. IYK adds support for ApeChain to their app with official testing. Begin Integrating NFC tags into children's books. Audit ApeChain DApp and IYK. Integrate the ability to accept apecoin into the e-commerce site and test it. Look into shipping and handling arrangements and decide to offload or handle myself. Ask the apecoin community to vote on a few schools and hospitals to deliver books and plushies to.

Q4 - Q4 - Receive order of 5,000 plushies and install nfc tags into them. Finish IYK nfc tag customizing. Finish up any final tests between the app, apechain, IYK, and e-commerce site. Once everything is tested and ready launch the thehappyape.io e-commerce site with products for sale. The launch of products for sale is the final executable step in this AIP outside of gross revenue payments back to the dao. If plushies arrive on time from the manufacture I will feature both products at apefest in Lisbon. I will deliver products to the apecoin community voted schools and hospitals. After product sales marketing effort will go into giveaways by rewarding buyers with \$APE.

2025 - Pay 20% of gross revenue back to ApeCoin DAO Monthly or until products sell out.

Additional Clarifications

- The manufacturing of the plushies takes a long time and this would be the only thing to possibly delay the Q4 launch.
- The goal is to launch the e-commerce site and make products available for purchase, which would mark this AIP as fully implemented. The delivery of products to schools and hospitals is a personal promise I would consider a fulfillment of this AIP as well.
- Costs would range from handling marketing, additional development infrastructure and testing, any charges for publication or registration fees, monthly service charges like shopify, adobe photoshop, manual labor for nfc tag installation and customizing. If I travel to hospitals or schools then it will be on my own dime.
- There are no user costs or premium features expected to be associated with using our dapp. Even with ApeChain interactions, fees would be covered.
- There are no specific steps needed by the Foundation.

REPORTING EXPECTATIONS:

I will share an official quarterly report of my progress throughout implementation.

- Reports would list out details of completed, pending and future tasks, quarterly budget analysis, and overall progress.
- I plan on sharing many updates with the community through X, along with released articles and blogs of this experience.

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = \$135,460 USD Paid in ApeCoin.

Plush 5,000 count - \$40,756

Children's Book 5,000 - \$43,704

Illustrations - \$6,000

NFC Tags 10000 - \$10,000

DApp - \$15,000

Marketing - \$20,000

Total Funding: \$135,460

Estimated Gross Rev Return

Min

Book: $5,000 * 15 = 75,000 * 20\% = \$15,000$ usd

Plush: $5,000 * 20 = 100,000 * 20\% = \$20,000$ usd

Total Rev Share Return: \$35,000 usd

Max

Book: $5,000 * 20 = 100,000 * 20\% = \$20,000$ usd

Plush: $5,000 * 30 = 150,000 * 20\% = \$30,000$ usd

Total Rev Share Return: \$50,000 usd