We are thrilled to introduce you to metaSTUDIO, a groundbreaking initiative that is set to revolutionize the Metaverse. Imagine a unique blend of podcasting and gaming, a platform that not only entertains but also educates and inspires. That's what we're building - a vibrant community of Metaverse enthusiasts and gamers.

Our team, a dedicated group of experienced producers, game developers, and content creators, is passionate about the Metaverse and its potential. We're on a mission to attract both traditional gamers and new audiences, helping to increase understanding and adoption of platforms like The Otherside. Our podcasts cover a wide spectrum of Metaverse-related topics, serving as a beacon of knowledge in this rapidly evolving space.

We are seeking a 12-month "Powered by" sponsorship from the ApeCoin DAO. This partnership will not only fuel our current and future projects but also bring significant value to the ApeCoin ecosystem. With ApeCoin prominently featured in all our content, we aim to drive awareness, adoption, and ultimately, increase the value of ApeCoin.

We invite you to read through our proposal, to explore the potential of this partnership. We believe this investment will yield significant returns, amplifying awareness and adoption of ApeCoin. Your consideration and support can make this vision a reality. Thank you for your time, and we look forward to your positive vote.

Proposal Name:

metaSTUDIO - Podcast Network in the Metaverse: "Powered by ApeCoin" Sponsorship

Proposal Category:

Ecosystem Fund Allocation - Sponsorship and Content Creation

Abstract:

metaSTUDIO seeks a 12-month "Powered by" sponsorship from the ApeCoin DAO. This sponsorship will enable us to continue producing our current show, Behind the Avatar, and allow our Creative Director & Host (Krafter) to work full-time on creating new shows and marketing content for all social media platforms.

[Behind the Avatar](#) is a weekly podcast where Krafter sits down with a web3 pioneer and gets to know them, their story and what they've been working on. The podcast highlights guests who are building innovative things with ApeCoin, The Otherside, and the Metaverse at large.

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Author Description:

Our team is spearheaded by Krafter, Creative Director & Host, who brings enthusiasm and an eagerness to learn and grow with his community while exploring all that the Metaverse has to offer. He has been creating content and learning all that he can find about the Metaverse over the last 3 years.

Team Description:

We are metaSTUDIO, a dedicated team of experienced producers, game developers, and content creators passionate about the metaverse. We have the skills and expertise needed to make metaSTUDIO a success.

We are partnered with the Metaverse Studio, Tuschay Studios, who will help bridge our podcasts from web2 platforms (YouTube & Spotify) into the Metaverse & web3. Currently, we are working in partnership with The Sandbox to create our first Podcast Experience in the Metaverse. When The Otherside releases the ODK/SDK we will get started on doing the same there!

- [Overview Slide Deck](#)

Motivation:

The metaverse is a rapidly growing space with immense potential. However, many traditional gamers and potential audiences are still unaware of its possibilities. By introducing a podcast network like metaSTUDIO, we can tap into the curious audience around the Metaverse & gaming, and bring greater awareness to the activities within The Otherside and the Metaverse at large.

Rationale:

Our proposal aligns with the APE Community's mission and guiding values by driving awareness and adoption of ApeCoin and The Otherside, fostering community education & engagement, and innovating in the Metaverse. We aim to position The Otherside as an innovative platform that's pushing the boundaries of what's possible in the Metaverse.

Benefit to ApeCoin Ecosystem:

As a "Powered by" sponsor, ApeCoin will be prominently featured in all our content. This will drive awareness and adoption of ApeCoin and The Otherside, increase the value of ApeCoin, and benefit all holders. We will promote ApeCoin in our content, educating our audience about its uses & benefits and interviewing guests who are also utilizing ApeCoin in their projects.

Specifications:

Our podcasts are currently hosted on YouTube/Spotify/Apple. We are developing a Metaverse experience in The Sandbox and plan to do the same in The Otherside. We will also be utilizing blockchain technology to curate an ecosystem for our community members (web3 "Patreon").

- What we are building in The Sandbox

Steps to Implement:

We have already been producing and marketing our current show offering, Behind the Avatar. Continued implementation will involve weekly recordings of new show segments (gm Metaverse, Explore the Metaverse & Metaverse Update), editing the video to create clips for marketing, and community engagement inside of our Discord server & on social media.

Once approved, we will be adding ApeCoin branding to our shows and will have segments dedicated to education around the ApeCoin ecosystem.

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Growth on all Social Media Platforms is our main priority over the next 12 months. Below are our current metrics and our goal for the next 12 months. Thanks to the sponsorship from ApeCoin DAO, we will be able to put all of our energy into creating engaging (and VIRAL) content to gain the attention of the masses.

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Timeline:

We've already launched our first podcast series (Behind the Avatar) and plan on expanding our show offerings & marketing content after receiving funding, with regular podcasts and live events following thereafter. We are asking for 12 months of sponsorship to allow for full-time focus to drive growth and community engagement. This positions us to have the momentum and user base to monetize our shows and be self-sufficient into the future.

Overall Cost:

The total cost of the 12 month "Powered by" sponsorship is $60,000 USD. This will allow Krafter to put full-time focus on growing our Podcast Network in the Metaverse, including content production, marketing, and community engagement. Thank you for the support and I hope to have you on the show someday soon if you'd like to be a guest!