

Proposal Name: Brand Decision: Animoca's Benji Bananas

Proposal Category: Brand Decision

Abstract

This document proposes a brand decision to acknowledge Animoca's Benji Bananas as an integral part of the Ape Ecosystem. It is the first game to adopt ApeCoin as a currency that can be earned by players. Currently there are 5,000 passes minted and sold for players to earn ApeCoin. Outlined below is a brand decision to support Animoca's Benji Bananas to further the DAO's goals.

Motivation

The main motivation behind this proposal is to acknowledge and support Benji Bananas as an Ape-specific initiative that has been led by Animoca Brands. There are currently 5,000 minted membership passes. Players holding these passes will earn an in game token that can be swapped for ApeCoin. This game represents the first that will showcase how ApeCoin can be used as a gaming token and method for distributing small amounts of ApeCoin to players.

Rationale

Animoca's Benji Bananas game is the first of many that will adopt ApeCoin as an incentive for its player base. A liquidity earning pool has been created on Uniswap and other exchanges. At launch, the first reward campaign has been completed, awarding \$PRIMATE equally to each player. The second reward campaign is ongoing in a more competitive way.

Allocating a significant number of ApeCoin to the earning pools of this game can effectively distribute the token worldwide. Allocations made by ApeCoin DAO and sales of these passes will add more to the earning pool of this game. These additional ApeCoins allocated add more holders to our ecosystem and attract an audience of worldwide gamers and press.

Key terms

There are some key terms in gaming that are used to define games that are free to play. In this proposal and in the future, they'll often be referred to in short form as F2P or P2E. Here's a short list:

Free-To-Play (F2P) – A game setting requiring no money to play and often accompanied by in-game purchases to generate revenue.

Play-To-Earn (P2E) - A game setting (sometimes requiring a pass) where players earn ingame currency that can be traded for tokens such as ApeCoin.

These are common terms that are used across the game industry. For the purposes of creating direct and straight proposals, we will limit the amount of acronyms used to the above terms.

Specifications

In the specifications below, we've compiled information about the Benji Bananas game and history. This proposal seeks to make a Brand Decision to further support Benji Bananas. Included in this document is information on the plans for allocating ApeCoin earning pools for players to earn inside of the game.

GAME INFORMATION

Benji Bananas has grown over the last 9 years to become a worldwide game. It balances a mix of fast-paced gameplay with strategy, while also rewarding players who practice mastery of the game mechanics. There are communities of fans and players throughout the world who love the product.

Benji Bananas Mobile Game was released in 2013

Considered a classic and popular game around the world

Currently a Free-To-Play Game with upcoming Apecoin Integration

Total of 50 million+ downloads on iOS and Android indicates longevity

Official Website: <https://benjibananas.com> Owned by: <https://animocabrands.com>

This game was acquired in its early days by Animoca and has continued to see great success and growth through consistent updates, responding to user feedback, and promoting a competitive 2-player mode.

Benefits of Brand Decision

There are numerous benefits to being associated and having an approved brand decision made by the ApeCoin DAO. These include allocations from the Ecosystem Fund, ongoing licensing of the ApeCoin brand and logo, as well as promising future opportunities unrealized within the Ape Ecosystem.

Steps to Implement

In the fast moving world of cryptocurrency, NFTS, and gaming: Animoca is considered a leader of the pack. They have completed setting up the initial liquidity pools for this game on Uniswap.

Animoca has begun tracking player metrics to awards players with a “leaderboard”

Upon creation of the initial earning pool, 5000 first members will begin to play

ApeCoin DAO will add to the uniswap \$APE/ \$PRIMATE liquidity pool for earnings

These first players will gain attention for earning ApeCoin through the game. It will attract an audience of worldwide players to look closer at our token and overall system. This additional liquidity gives more incentive for players to promote and play the Benji Bananas game and others in the ApeCoin ecosystem.

TIMELINE

This is the first game to utilize ApeCoin and the play-to-earn feature has been announced to begin shortly. Currently 5,000 membership passes are distributed and additional passes sold in the future will add to the earning pool. The initial earning pool has been launched on Uniswap and other exchanges.

Overall Cost

An initial liquidity earning pool has been set up by Animoca Brands for the first membership pass holders of this game. There are currently 5,000 distributed passes in circulation across the globe. Player rewards have begun already and will continue for the foreseeable future. There are currently 125,000 ApeCoin dedicated to the initial earning pool for these players.

Initial membership passes of the game will earn from this first liquidity earning pool.

Made available from the Ecosystem Fund for this earning pool is 425,000 ApeCoin

This allocation will be added to the Uniswap \$APE/\$PRIMATE pool for players to earn

Animoca has led the way in play-to-earn games and strategies. They have multiple gaming coins and great experience when it comes to managing expectations and player experiences. There are great advantages to granting them a Brand Decision and rewarding Apecoin players.