

[AIP-112 Official ApeCoin Card Deck](#)

Objective:

Get hands on the cards and eyes on ApeCoin. Our goal with this initiative was to reward the \$APE community with custom designed and illustrated physical playing cards. Featuring all 4 founders, these decks were manufactured, warehoused and shipped out of our facility in Vancouver BC with the goal of getting 1000 decks of ApeCoin branded playing cards to our most active members. Powered by tokenproof, anyone with 50+ \$APE was able to claim a deck at no cost through our custom built Shopify eComm store.

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Results:

The feedback has been overwhelmingly positive, the community has loved the quality, detail, and effort that went into these decks. The featured box illustration is now synonymous with the DAO and we've currently shipped to 42 (and counting) different countries, have had nearly 1M impressions on Twitter since launching the idea, and have helped onboard numerous new users into the ApeCoin DAO.

As far as we know, this is the first community initiative that the founders have agreed to be involved in. Big win.

Areas for improvement:

These serve as great takeaways and gifts to the existing community, but we could have done a better job at highlighting and introducing even more people to the DAO. As with everything we do, we aim to take learnings and apply them to our next ideas. The Onboarding Kit Has Entered The Chat

Budget:

\$45k USD Paid in \$APE

[AIP-145 First Trip, LEGO Edition](#)

Objective:

Utilizing a simple social gating strategy our goal was to bring awareness to the ApeCoin DAO. We created free digital LEGO Brickheadz instructions of community favorite, PPMAN.

Results:

Our small Twitter account of less than 3k followers was able to generate 78k+ views, 350+ retweets, and support from both founders.

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Areas for improvement:

Although we look at this initiative as a huge success and since launching have added 5 Apes and 20 Meebits to our LEGO library, fulfillment from LEGO can take 5-6 weeks. Ideally, we would have an inventory of these sets readily available and provide them to our community within a matter of days rather than weeks. When Second Trip?

Budget:

No cost to the DAO.

[AIP-212 Enable Shopify To Display APE in eComm Stores](#)

Objective:

Increase visibility and adoption of \$APE by adding it to Shopify product pages.

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Results:

Despite still waiting to receive the grant agreement & payment, we are making solid progress on this AIP and development efforts have begun. More updates SOON.

Budget:

\$25k USD Paid in \$APE

[AIP-156 Apes In The Wild, Global Street Art Initiative](#)

Update:

This AIP was rejected by the community but we remain excited to create the first ApeCoin original content and have strong conviction that this will be a well used tool. We intend to revise our proposal with a more clear vision, adjusted budget, and resubmit it for consideration.

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Truly appreciate everyone who has supported us along the way, building with ApeCoin DAO is a dream come true for us. -

[@12GAUGE](#) & [@Brazy](#)