ORIGINAL PROPOSAL:

[AIP-417: IP Ecosystem with CLIP Powered by ApeCoin](/c/final-aips/rejected-aips/25)[Rejected AIPs

](/c/final-aips/rejected-aips/25)

PROPOSAL NAME: IP Ecosystem with CLIP Powered by ApeCoin PROPOSAL BY: JasonJApe & Team PROPOSAL CATEGORY: Ecosystem Fund Allocation TEAM DESCRIPTION: The CLIP Team consists of experienced professionals from various backgrounds including technology, marketing, legal and IP management. We are passionate about revolutionising the way intellectual property is commercialized and empowering communities to participate in the process. CORE TEAM

Jason Au – Founder of Elite Apes, Accepted Author…

RESUBMISSION UPDATES:

In response to the tremendous feedback we got on our original AIP submission, we've made some major, major improvements. Believe me, these changes are fantastic. Here's what we've done:

1. Enhanced Clarity

: Refined the proposal description to provide clearer details about the benefits and implementation of the CLIP ecosystem.

1. Cost Breakdown

: Provide a more detailed breakdown of the requested funds and how they will be allocated.

1. Smaller Scope

: We will start with a smaller scope and hence reduce the total costs required.

1. Implementation Plan

: Included a more comprehensive implementation timeline with specific milestones and KPIs.

We choose to forgo the 7-day AIP Idea phase and request to enter directly into the AIP Draft phase.

PROPOSAL NAME

IP Ecosystem with CLIP Powered by ApeCoin and ApeChain - Resubmission

TEAM DESCRIPTION:

The CLIP Team consists of experienced professionals from various backgrounds including technology, marketing, legal and IP management. We are passionate about revolutionizing the way intellectual property is commercialized and empowering communities to participate in the process.

CORE TEAM

*   Jason Au – [Twitter](): Founder of Elite Apes, a Web3 community with over 150 early BAYC investors., Accepted Author of AIP-314, Director of Nasdaq listed fintech company Troops Inc, Ticker "TROO." OG Bored Ape Yacht Club holder, early Web3 project investors. Advisors to Web3 projects: Gold4HK, DIDOG, Bored Ape Golf Club. Founder of NFT Lab, a magazine about NFT & web3 projects.

*   Steve Pon – [Twitter](): Founder of Elite Apes, a Web3 community with over 150 early BAYC investors., Over 20 years of business operation management. OG Bored Ape Yacht Club holder, early Web3 project investors. Responsible for partnership and communications for Elite Apes with other Web3 communities. Organiser for various side events during ApeFest HK 2023.

*   Mark Caplan – [Twitter:]() Ex-VP, Sony Pictures Entertainment, IP Strategy & Management. Experience in handling top IPs such as Spiderman, Man-in-Black. Ex-VP of Licensing international with rich experience in managing licensing deals and merchandise production. He managed the licensing deals for Elite Apes from year 2022 till now.

ADVISORY BOARD

*   Evan Luthra – Forbes 30 Under 30, Angel Investor

*   AllCity – Elected ApeCoin DAO Governance Working Group Lead Steward

*   Andy Ku – CEO and Founder of Altava Group, a Korean-based global blockchain company specialized in Artificial Intelligence and digital fashion.

*   0x499 – earliest and largest DAO with 100+ contributors, 1000+ KOLs and 1500+ projects

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SUCCESS CASE & TEAM'S CREDIBILITY

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PROPOSAL DESCRIPTION

This is a resubmission of AIP 417. In response to the feedback received on our original AIP submission, we have made several key improvements to address the concerns raised. Specifically, we have:

1. Enhanced Clarity

: Refined the proposal description to provide clearer details about the benefits and implementation of the CLIP ecosystem.

1. Cost Breakdown

: Provide a more detailed breakdown of the requested funds and how they will be allocated.

1. Smaller Scope

: We will start with a smaller scope and hence reduce the total costs required.

1. Implementation Plan

: Included a more comprehensive implementation timeline with specific milestones and KPIs.

The proposal aims to support CLIP, a Community-Led IP ecosystem, powered by ApeCoin, which turns digital assets into real business. In CLIP, NFT holders earn royalties via IP licensing deals. Project owners & creators can come and kickstart their projects by licensing prominent Web3 IPs and obtain support from the community via crowdfunding & presales. Web2 brands who want to tap into the Web3 market can form partnerships by acquiring Web3 IPs and collaborate with various Web3 projects and communities.

CLIP will be implemented based on ApeChain. While ApeChain is the infrastructure that scales $APE and support the growth of ApeCoin ecosystem, CLIP will become the IP licensing engineer on top of ApeChain and be among the first few dAPP on ApeChain with real business operations.

We will setup a dedicated APE Team to serve ApeCoin DAO and ApeChain

- Identify opportunities with new brands and partners to collaborate with ApeCoin DAO and ApeChain

- Promote ApeCoin to all existing ecosystem partners to raise brand awareness and integrate ApeCoin into entertainment & lifestyle sectors such as movies, video games as skin, traits, characters, F&B, etc.

- Proactively develop high-end collectables with brand partners, exclusively for ApeCoin DAO members. These collections are revenue driven and profit wlll be shared with Ape Foundation

- 2 mid-range collectables per year, crossover with 2 different prominent brands, each collection has 1,000 items , 1 collection per quarter

- 2 high-end collectables per year, crossover with 2 prominent brands, each collection has 500 items , 1 collection per quarter

- 2 mid-range collectables per year, crossover with 2 different prominent brands, each collection has 1,000 items , 1 collection per quarter

- 2 high-end collectables per year, crossover with 2 prominent brands, each collection has 500 items , 1 collection per quarter

- Connect Made-By-Ape (MBA) products with sales channels and promote brand awareness for MBA builders.

- A CLIP ecosystem grant will be setup to provide initial funds for qualified creators if they are willing to

- Adopt ApeChain as the core blockchain infrastructure technology to their projects, and/or

- to include and promote ApeCoin in their projects (subject to ApeCoin DAO final approval);

- Initially we aim to fund a total of 20 qualified projects, each project will have a grant of 5,000 $APE.

Any projects receiving the CLIP ecosystem grant will have to contribute a certain percentage of their Net Revenue to the Ape Foundation. Recipients are selected based on their project's innovation potential, alignment with ApeCoin's core values, feasibility, and potential impact on the community. Adoption of ApeChain would be the prerequisite requirement. The selection is managed by the APE team, including community representatives, to maintain transparency and uphold community interests in the decision-making process.

We have consulted with legal and tax advisors to ensure compliance with applicable laws and will establish a governance framework that details oversight and use of funds. The typical investment period for projects is expected to range from 6 months, dependent on each project's specific requirements and scope. No management fees will be charged by CLIP operation on AIP-461, and we expect that successful projects could begin returning revenue or proceeds from sales to the

DAO within 10 months post-launch.

This will be able to attract high quality projects, as well as strong Web3 communities such as Mocaverse, Pudgy Penguin, etc., to the CLIP and APE ecosystem.

BENEFIT TO APECOIN ECOSYSTEM:

CLIP will provide a platform for any builders to launch and promote their IP and projects, fostering collaboration and driving innovation within the ApeCoin DAO ecosystem. By empowering creators and brands to leverage the power of NFTs, CLIP will attract new users and drive adoption of ApeCoin as a valuable digital asset. Additionally, by facilitating partnerships and collaborations with prominent brands, CLIP will enhance the visibility and credibility of ApeCoin DAO, positioning it as a hub for digital creativity and innovation.

Benefits

-
    1. Platform for builders to promote IP & projects
- Platform for builders to promote IP & projects

-
    1. Enhanced visibility and credibility for ApeCoin DAO with impressions up to millions of viewers. For example, one of our featured projects is with the Turkish football club Tranbzonspor which has 2.7M followers on Twitter. Another project will be re-make of a Hollywood movie and potentially bring millions of viewership from all over the world.
- Enhanced visibility and credibility for ApeCoin DAO with impressions up to millions of viewers. For example, one of our featured projects is with the Turkish football club Tranbzonspor which has 2.7M followers on Twitter. Another project will be re-make of a Hollywood movie and potentially bring millions of viewership from all over the world.

-
    1. Revenue contributions from supported projects in the range millions.
- Revenue contributions from supported projects in the range millions.

-
    1. Exclusive reward for ApeCoin DAO members
- Exclusive reward for ApeCoin DAO members

-
    1. Strategic partnership and high quality projects attracted to the ecosystem - refer to the 5 featured projects for more details.
- Strategic partnership and high quality projects attracted to the ecosystem - refer to the 5 featured projects for more details.

Ape Foundation shall receive:

- 20% of the Gross Revenue generated by the APE Team will be shared with ApeCoin DAO. (advised by Admin to revise this from 50% net revenue, though the actual monetary amount remains the same)
- Branding Integration opportunities into all the CLIP's featured projects that potentially will create millions of impressions, as a means to promote ApeCoin and ApeChain.
- Revenue contributions from projects supported by the CLIP ecosystem grant.
- 100 limited-edition collectables, licensed with Mocaverse NFT, cross over with a prominent brand, to be distributed to ApeCoin DAO's community members as exclusive rewards.
- 100 limited-edition collectables licensed with BAYC NFT, cross over with a prominent brand, to be distributed to ApeCoin DAO's community members as exclusive rewards.
- 50 conference tickets hosted by CLIP, providing ApeCoin DAO with opportunities to engage with industry leaders and stakeholders, in the next 3 years.
- All these collectables and tickets will be distributed to the top most active ApeCoin DAO's participants based on the CLIP's loyalty system. Anyone holding $APE on ApeChain will receive a multiplier and hence encourage $APE holder to migrate to ApeChain.

Click to expand more details regarding collectibles & loyalty system

The distribution of collectables and tickets is a strategy designed to reward the most engaged and active members of the ApeCoin DAO. This initiative is part of our broader effort to foster community involvement and promote loyalty within the ecosystem. The collectables will likely include limited edition items and digital assets linked to popular NFTs or collaborations with recognized brands in and outside of the Web3 space. These could range from digital art pieces, special edition merchandise, or unique experiences. The tickets will grant access to premier events, such as exclusive webinars, workshops with industry leaders, and passes to conferences like TOKEN2049.

We own these NFTs but as part of a bigger initiative to engage more community, we will openly recruit these NFTs and enter into a proper licensing agreement with them before we go for the production. This is a typical process of what CLIP does on a regular basis.

Any commercial activity involving ApeCoin trademarks will be conducted under a specific licensing agreement to ensure compliance with APE foundation and Trademark guideline.

The loyalty system is designed to quantitatively measure and reward community engagement and participation within the ApeCoin DAO and to track on chain activity with ApeChain. The system will track activities such as usage of dAPPs on ApeChain, voting on proposals, participating in discussions, contributing to community projects, and other forms of active engagement within the ApeCoin ecosystem. Members will earn points for various activities within the DAO. For example, might earn one point, while initiating a successful community project could earn ten points. The system will feature tiers that members can ascend based on their point accumulation. Higher tiers will unlock more valuable rewards and greater access to exclusive opportunities. Points and tiers will be transparently tracked using a dashboard accessible to all DAO members. This dashboard will provide real-time updates on point statuses and tier levels. The official final features will be announced later.

DEFINITIONS

CLIP (Community-Led IP)

: A platform dedicated to the commercialisation and licensing of NFT IP Asset

CLIPStarter:

The platform within CLIP for crowdfunding and project support

STEPS TO IMPLEMENT :

Project Start Date: AUG 2024

Project End Date: On-going

Phase 1: Platform Launch and Infrastructure Setup (August 2024)

1. Platform Launch, Infrastructure Setup, and Featured Project Announcements:

2. Unveil CLIP platform;

3. Announced the details of signed featured projects (minimum 5);

4. Develop robust infrastructure and setup backend operations to match with ApeChain;

5. Establish necessary legal frameworks and compliance measures.

Associated Personnel & Costs:

- Front End & Back End Development: 25,000 APE

- CEO (Jason): No salary

- Head of Business Development : 5,000 APE

- Operations & Miscellaneous: 2,500 APE

- Marketing Campaign Kickoff:

- Launch marketing campaigns to promote CLIP;

- Initiate PR & media outreach;

- Engage with Web3 communities;

- Plan and execute social media campaigns.

Associated Personnel & Costs:

- Marketing Agency: 20,000 APE

- Operations & Miscellaneous: 2,500 APE

Phase 2: Strategic Partnerships (September 2024)

1. Brand Acquisition and Sales Onboarding:

2. Onboard 2 brands for 1 x mid-range and 1 x high-end collectibles production

3. Develop sales channels and incentive programs;

4. Forge partnerships and loyalty systems.

5. Make announcement on the brands coming on board to CLIP

Associated Personnel & Costs:

- Brand acquisition & associated production: 250,000 APE [Ongoing cashflow, not spending]

- Sales incentive program : 50,000 APE

- Customer loyalty program: 50,000 APE

Phase 3: Tech Development and CLIP Ecosystem Grant (October 2024)

1. Tech & Platform Development:

2. Integrate with ApeChain;

3. Develop MBA Corner for project management;

4. Create a performance dashboard for KPI tracking.

Associated Personnel & Costs

- Tech & platform development - 90,000 APE

- Brand acquisition : 200,000 APE [Ongoing cashflow, not spending]

- CLIP Ecosystem Grant Allocation:

- Allocate grants to ApeChain and ApeCoin adopters;

- Support qualified creators and projects;

- Foster innovation and growth within the ecosystem.

Associated Personnel & Costs

- CLIP Ecosystem Grant : 100,000 APE

- Operations & Miscellaneous: 2,500 APE

Phase 4: Conference Event and Official Platform Launch for Product Sales (November 2024)

1. Licensing Japan Conference (Nov 2024):

2. Host inaugural conference event;

3. Focus on brand integration and partnerships;

4. On-board more prominent Web2 brands

5. Showcase CLIP and its potential;

6. Engage with industry leaders and stakeholders.

Associated Personnel & Costs

- Booth floor space (8m x 8m): 20,000 APE

- Standard boot constructions: 30,000 APE

- Extra booth decoration & figurines production : 28,000 APE

- Miscellaneous items, including souvenirs, marketing materials, 3 x people travel & accommodations, shipping & logistics: 12,000 APE

7 Sales start for 1st batch of collectable items - revenue generation!

- Start of sales for the 1st batch of collectables (high-end) with a prominent brand

Associated Personnel & Costs

- Marketing Agency: 20,000 APE

- Operations & Miscellaneous: 2,500 APE

- Legal & Compliance Framework Completion:

- Ensure legal compliance and regulatory adherence;

- Establish necessary legal frameworks and policies;

- Conduct compliance checks and audits.

Associated Personnel & Costs:

- Legal & Compliance Fee : 120,000 APE (10,000 retainer fee per month x 12)

Phase 5: Post-Launch Activities and Optimization (January 2025 to March 2025)

1. Post-Launch Optimization:

2. Integrate social login and FIAT payments;

3. Implement queuing system for seamless payments;

4. Collect user feedback and address any issues;

5. Continuously improve UX/UI and social farming quests.

6. Continue to acquire new brands and make sales for 3 more quarters, each quarter will have 1 collection crossover with prominent brand.

Up to Phase 9, the project would be considered successfully launched and is fully implemented. It will continue to be sustainable.

Associated Personnel & Costs:

- Tech & Platform Development: 85,000 APE

- Marketing Agency: 60,000 APE

- Operations & Miscellaneous: 5,000 APE

REPORTING EXPECTATION

- We commit to providing monthly progress reports throughout the duration of the project, with a comprehensive final report upon completion to summarize outcomes, financials, and key learnings.

It will be posted in CLIP's social media including X and websites.

- Key milestones and performance indicators will be documented and presented.

KPIs:

- Platform Revenue

: Measure revenue generated from fees, services, demonstrating financial health and sustainability of CLIP.

- Number of Successful Launches:

Measure the number of projects successfully launched on CLIP, indicating the platform's ability to attract and support creators.

- Engagement in Social Farming Campaigns:

Measure user interaction and participation in social farming activities, indicating the effectiveness of campaigns in driving community engagement.

- User Acquisition and Retention Rates

: Track new user acquisition and user retention over time, highlighting the platform's growth and user satisfaction.

OVERALL COSTS

Total Amount requested from the ApeCoin Ecosystem Fund = 1,180,000 APE

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Summary

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