

Proposal Name:

Feasibility Study for Web3 Village

(an NFT Conference & Festival)

Proposal Category:

Branding, Marketing, IRL Events

Abstract:

- This proposal is for a Feasibility Study ONLY

(not an actual event)

- This proposal is based on our collective experiences at NFT-nyc and the countless requests for a “better” NFT conference/festival
- This proposal is NOT a substitute for ApeFest – YUGA will do their own thing for their communities
- This AIP is proposing to do the legwork to secure letters of interest from various NFT Communities, Brands, Sponsors, Venues and Event Cos BEFORE drafting a separate proposal for putting together a DAO-Owned and Managed Conference & Festival - aka Web3 Village

Motivation:

- As NFT-NYC showed this past week, IRL events are a great way to bring online communities together.

Further, it was clear as day that if all the satellite events joined up to create a space where attendees could walk from project to project, where combined resources would save major \$\$\$ while elevating activations, and where a master calendar would help avoid scheduling conflicts, the effort would be well received

Rationale

- The APE Coin DAO is all about bringing NFT communities together and onboarding newcomers to the space.

As NFT-NYC showed this past week, IRL events are a great way to accomplish both. And while there are countless ideas floating around for a better NFT event, it would be fire

if the APE Coin DAO was the foundation on which this flagship event and combined ideas were built upon

Key Terms:

- Web3 Village

= General concept and working name for our NFT Conference & Festival

- Feasibility Study

= gathering resources, contacts, venues, producers, brands, sponsors, etc, aggregating feedback and converting to actionable data*

Specifications

- Landing Page
- Airtable
- Phone

Steps to Implement

1. Get this proposal approved along with an APE Coin DAO “Stamp of Approval”
2. Work with Graphic Designer for visual collateral and social media assets ≈ \$2.5k
3. Set-up Landing Page - executed by author at zero cost or with professional designer ≈ \$2.5k
4. Set-up Airtable - executed by author at zero cost
5. Begin campaign of reaching out to Web3 attendees, activations, brands, sponsors, venues and talent - author and volunteers at zero cost – with paid VA’s ≈ \$5k

Timeline:

- July - AIP drafts, rewrites, feedback, approval
- August - Create collateral and begin outreach campaign
- September - Aggregate content and actionable data in the form of a Pitch Deck and AIP for APE Coin DAO to consider and vote upon

Overall Cost:

- Sub \$10k
- PS - Author receives zero \$\$ from this proposal - but happy to continue leading the Web3 Village AIP