

PROPOSAL NAME:

Promoting the Ape Community through Engaging Promotional Videos featuring the BAYC 3D model

TEAM DESCRIPTION:

DecentStudio is a leading creative agency with extensive experience in digital storytelling, video production, and innovative content creation. Our team consists of talented professionals, including:

Jan Banaś: Co-founder, CEO. Ex-RTB House. Business-oriented lawyer with nearly a decade of experience in copyright and regulatory law. For four years, closely collaborated with McKinsey and PwC alums in growing a European AI-driven startup, reaching a +\$1B valuation. Successfully negotiated agreements with major brands such as Zulily, Zynga, [King.com](https://www.king.com), Christian Dior, eBay, Rimowa, Volkswagen & more.

Twitter/X: [x.com](https://twitter.com/x.com)

Linkedin: <https://www.linkedin.com/in/jack-baas>

Lukasz Bukowiecki: Co-founder and Creative Director. Ex-Netflix. Filmmaker with over 15 years in the Film and TV industry. Responsible for creating visual effects for many iconic films like: Avatar, Gravity, Paddington and Harry Potter. Collaborated with renowned directors such as the Wachowskis, Spike Jonze, and Louis Leterrier and worked with Charlie Brooker on the "Black Mirror" series.

Twitter/X: [x.com](https://twitter.com/x.com)

IMDB: [Lukasz Bukowiecki - IMDb](https://www.imdb.com/name/nm1046774/)

Together, our team brings a wealth of experience in film production, animation, and community engagement, making us well-equipped to deliver impactful content that resonates with the Ape community.

PROPOSAL DESCRIPTION:

DecentStudio seeks a grant to produce a series of 25 high-quality promotional videos designed to elevate and expand the Ape community. Each video will feature a different model, showcasing 25 unique NFT PFPs (Profile Pictures) from the Ape collection. These PFPs will be selected on a First Come, First Served basis by the ApeChain Community (e.g. by social media) ensuring fairness and inclusivity within the community. The videos will highlight the distinctive culture and values of the Ape community, utilizing advanced storytelling techniques and the innovative "Bring PFP to Life" feature to engage both current members and potential newcomers. Our goal is to drive growth and strengthen community bonds, making the Ape ecosystem more vibrant and appealing.

Video: [APE_PROPOSAL_VIDEO_02.mp4 - Google Drive](#)

x.com

[DecentStudio](#)

[@DecentStudio_io](#)

Thrilled to inform that we've submitted a proposal to [@apecoin](#) DAO. Some lucky [@BoredApeYC](#) holders are in for something special! Apes Together Strong. Link in the next post

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BENEFIT TO APECOIN ECOSYSTEM:

This proposal directly benefits the ApeCoin ecosystem by enhancing community engagement and attracting new members through captivating promotional content using official BAYC's 3d models. By showcasing the unique aspects of the Ape community, the videos will align with the APE Community's core mission of fostering creativity, collaboration, and inclusivity. The "Bring PFP to Life" feature further enriches the user experience, making the community more interactive and immersive, which in turn can increase the utility and appeal of ApeCoin within the ecosystem.

Each 30-second video becomes a mini-advertisement for ApeChain, showcasing its logo at the corner of the video.

For the ApeChain community and BAYC-holders, this is a chance to learn about content creation using BAYC's 3d models and digital storytelling, fostering a more skilled and engaged user base.

The videos may be used before and during ApeFest. The inclusion of ApeChain branding ensures that the chain will be at the forefront of this exposure.

With this grant, we help ApeChain community members by covering the initial fee and giving them the opportunity to order

additional videos at a much lower price. The cost of integrating the model with our technology and producing the first animated video is estimated at \$200. After the BAYC 3D model is integrated into our system, each additional 20-second video for any 3D model will cost \$10.

DEFINITIONS:

PFP (Profile Picture): A digital avatar or image used to represent a user's identity within a community.

Bring Your PFP to Life: A feature designed by DecentStudio that allows users to animate and interact with their profile pictures, enhancing personalization and engagement. More info: <https://www.decentstudio.io/services/bring-your-pfp-to-life>

STEPS TO IMPLEMENT:

Key Milestones: Participant Selection (Week 1), Video Submission & Production (Week 2-4)

WEEK 1: Selection Process (Week 1 since transfer of the funds)

Associated costs: \$0

KPI: 25 BAYC holders engaged with the announcement and expressed interested in having their BAYC 3D animated

Platform: X/Twitter

Choosing Participants: We will select 25 individuals whose PFPs will be brought to life in the videos. These 25 different NFTs will be chosen through the FCFS or raffle system. The selection of participants will be conducted through a post on social media, either from the ApeCoin DAO account or our own DecentStudio account.

WEEK 2-4: Video Submission & Production (Week 2-4 since transfer of the funds)

Associated costs: \$5000 (25x\$200 for each video pipeline and animated video)

KPI: 25 animated videos delivered to selected BAYC NFT holders

Platforms: Jotform, [Decentstudio.io](https://www.decentstudio.io), Google Drive

Participant Involvement:

Video Acquisition for Movement Mimicking

Form submission via Jotform

Video Collection: We gather video submissions from NFT holders through JotForm, ensuring that the videos adhere to the required specifications (length & format) & video recording guidelines.

There are Video Recording Guidelines that should be followed in order to get the best result of animation:

- the submitted video must be a single, continuous shot with no cuts or edits.
- the actor's hands should be kept below chest level.
- the video should avoid overlapping compositions where the actor might be obstructed by other elements.
- no other actors or objects should pass in front of the camera during the recording.
- if the actor has long hair, it should be secured close to the head.
- the submitted footage should not be cut into multiple clips.
- the actor should avoid touching hands or body during the recording.
- the actor should refrain from interacting with objects or using props.
- No hand gestures near the head.
- blocking or obstructions by other actors during the recording should be prevented.

Selected individuals can express their preferences for the video. They may submit their own video ideas or leave the creative direction to us, allowing us to use our templates for how their character is presented.

Rigging 3D Models in Blender

3D Model Rigging: We will correctly rig the 3D models to ensure compatibility with our technology. Once the rigging is complete, we will produce the animation.

Using Blender we inspect and clean up the mesh and ensure that the 3D model is free from any non-manifold edges, overlapping vertices, and other mesh issues that could affect the rigging process.

If the model has any non-destructive modifiers (e.g., subdivision surfaces, mirror), apply them to finalize the geometry.

We will adjust the mesh's topology to ensure proper deformation during animation.

Video Acquisition for Movement Mimicking

Animation Enhancement with AI

We will use the submitted video to animate the rigged 3D model by mimicking the actor's movements. We enhance the animation process using AI technology. Once the animation is finalized, we render the video in high quality in mp4 format for optimal compatibility and sharing.

Delivery of Final Product

File Delivery:

Google Drive Upload: We will upload the final .mp4 video to Google Drive and provide the client with the access to the video on Google Drive ensuring easy access and secure storage.

REPORTING EXPECTATIONS:

After week one we will send the first report in a Google Docs format regarding the selection of the winners and the PFPs that will be animated.

After week 4, we will send a report in a Google Sheets format regarding the finished videos. Where possible will provide a link to any published animated videos created thanks to this proposal along with metrics such as reach, likes, and comments that these videos have gathered across social media.

The community will be able to find these reports through a link that we will post in the ApeCoin DAO forum as a follow-up to the proposal. Additionally, we will include an additional section in the FAQ on the "Bring Your PFP to Life" dedicated website, where the report link will also be available.

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = \$5,000.

25x \$200 to properly rig the model, set up the video pipeline in our technology, and deliver a 30-second animated video.

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