

Forever Apes // Upgrade #7

// Enable Shopify to display \$APE in eComm stores

Category: Ecosystem Fund Allocation

Submitted by: Forever Apes Team: [12GAUGE](#), [Brazy](#), [HolocronApe](#)

## ABSTRACT

eComm platforms including Shopify are currently limiting adoption of \$APE by not supporting it as a displayed currency on products. This proposal presents the idea that the Forever Apes team develop a custom built plugin to address this issue and facilitate the integration of \$APE into the displayed currency on Shopify product pages. This plugin will be available to retailers at NO COST and will immediately enhance the platform's functionality, while increasing visibility and encouraging wider adoption amongst their 2 million plus DAU. We're choosing to build this plugin on Shopify but recognize it caters to a mostly North American audience, we will expand the plugin's availability to other eComm platforms once demand is proven.

Product mock for visual purposes only. We're not selling golfballs...yet:

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foreverapes-ecommBall2

1920x1708 93.6 KB

](<https://global.discourse-cdn.com/apecoin/original/2X/2/2e834f5ab92fd226ebb0d8742640b69b51c4eac6.jpeg>)

(BACK: Current Shopify eComm in USD // FRONT: Proposed Shopify eComm in \$APE)

## TEAM / AUTHOR DESCRIPTION

Brazy and 12GAUGE - We co-founded a digital agency and grew it to 30+ people before stepping away last year to focus on web3. A Creative Director, Brazy has 15+ years of experience in graphic design. 12GAUGE has a background in Video Production and has been actively producing digital media for 10 years. Combined we successfully passed one AIP, one PropHouse and are committed to fostering the ApeCoin community.

Portfolios below, case studies upon request.

[Brazy portfolio](#)

[12GAUGE Portfolio](#)

HolocronApe - Co-founder of ApeTalent and software engineer with more than 15 years of experience. The last 10 years I have been working with several European startup "unicorns" at varying stages. Although my field of most experience is the development of mobile apps, in recent years I have been more focused on the backend side expanding my skill set as an engineer (full stack profile) focused on creating in web3 with technologies like React, Solidity and Rust. Crypto enthusiast since 2017, in love with the BAYC community, avid traveler, and passionate Star Wars fan (hence my nickname).

## MOTIVATION

Shopify is a great platform but it has limitations. In an effort to accept and display ApeCoin on our eComm platform we learned that it is not actually possible to display \$APE on the Shopify product pages. This is an unnecessary hurdle on our mission to increase mass adoption and bring awareness to ApeCoin. The availability of this free plugin on Shopify's App Store is necessary and we believe this will be an important tool of our business development team and further adoption of \$APE as an accepted payment method.

(The people want more \$APE integration! GIVE THE PEOPLE WHAT THEY WANT!)

## RATIONALE

Shopify has 27% eComm market share and is set up to accept but not display \$APE. It is important to make it easily accessible and visible. This can be achieved by integrating it into the front end of platforms like Shopify, which would allow more people to see and interact with it. This increased visibility and awareness would help to educate people about the potential uses of \$APE, and support more widespread adoption. Once we prove demand on Shopify we will expand this plugin to other eComm platforms.

## SPECIFICATIONS

Our goal is to provide this plugin to all online retailers. Initially, we will assess demand through Shopify, and then make the plugin available on other eComm platforms. Following launch, we will report monthly analytics updates to the DAO discord. We plan to onboard retailers through organic outreach and community based articles.

## Plugin Features

- Display products in \$APE converted from USD.
- Crypto rates updated in real time.
- Available to all Shopify retailers at no cost.

## STEPS TO IMPLEMENT

1. Begin design on plugin interface.
2. Create educational / tutorial material.
3. Begin development and testing.
4. Submit for review from Shopify team.
5. Once approved, publish it to the Shopify Apps.
6. Continue to monitor and maintain.

## TIMELINE

Once the DAO approves this AIP, Forever Apes is positioned to implement these steps at once. Design and development will begin immediately.

The estimated concurrent timeline (12 weeks) for the above steps is as following:

1. Design [1 Weeks]
2. Educational marketing materials [3 Weeks]
3. Development / Testing [6 Weeks]
4. Shopify review & integration [12 Weeks]
5. Retailer outreach / onboarding [Ongoing]
6. Monthly KPI updates [Ongoing]

## OVERALL COST

This section highlights the rough cost structure including design, development, tutorial material, maintenance and hosting for 1 year.

100% ApeCoin payment would be preferred.

We are additionally asking the Ape Foundation to Tweet about the availability of this plugin at a minimum of once per month.

Total Estimate: \$25,000 USD PAID IN \$APE

[Budget Breakdown](#)