

AIP Name:

[AIP-468: Bored Trading Co Powered By ApeCoin](#)

Implementation Status:

Pending

Implementation Date:

N/A

Author:

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Abstract Summary:

Bored Trading Co (BTC) concept evolved as a clear need to build collaboratively with over 400+ MBAs (Made By Apes) and numerous IP brands and projects. Coordinating with multiple IP brands, especially around major conferences, is arduous. Sending products, particularly internationally, is costly and time-consuming. High-profile events are often too expensive for a single IP brand to justify.

Recognizing the collective strength of the community with the launch of the MBA program, Jason co-founded BoredIn, a subcommunity supporting 200 MBAs founders building together. Boredin focuses on spotlighting and aggregating IP brands and product media and research. Feedback from numerous IP brands & BoredIn highlighted the following major challenges:

1. Poor Visibility

: Limited visibility and awareness outside Web3. While Web3 thrives on platforms like X, web2 consumers are on Facebook, Instagram, and TikTok where there has yet to be an incentivisation of customers, buyers, influencers to drive content.

1. Limited Resources

: Small IP brands struggle with time and money, even for essential functions like shipping, where commercial rates are 35-60% below published rates.

1. Distribution Challenges

: Scaling distribution for large order volumes or international shipments is challenging.

1. Payments Barriers

: Accepting crypto for E-commerce is challenging to set up and expensive with gas fees. Although there are some solutions for Shopify for an online store, there are no known solutions for in real life point of sale (POS) solutions which include ApeCoin and ApeChain. We plan to work with NiftyKit and other tech partners to help develop.

Overall Cost:

Total amount requested from the ApeCoin Ecosystem Fund = \$853,700 USD.

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