

PROPOSAL NAME:

NFT Event Check-in Solution based on ApeChain

TEAM DESCRIPTION

:

Our team comprises technical experts and innovators with extensive experience in hardware and software development, as well as a deep understanding of NFT technology and the web3 ecosystem. Each team member will leverage their professional strengths to ensure the smooth implementation and promotion of the check-in solution. Our core team members include:

- Project Lead - Not Burger (@notburger_): A postgraduate from the University of Manchester with a degree in Business Analysis and Strategic Management. Previously worked at Deloitte and other consulting and financial firms. Currently all in Web3, Not Burger founded WIS (WorldinShadow), a Web3 offline event exposure platform (X Handle: @WorldinShadow

/ Website: <https://wis.global/>) at year of 2023, and showcased the NFT Event Check-in solution at the 20th ChinaJoy by integrating NFC with clothing, bags, and hats, creating a unique product with Web3 characteristics, which received positive feedback.

- APP Developer - Pan: A senior full-stack developer with eight years of extensive development experience in various projects across traditional industries. In the Web3 era, he has helped multiple projects develop various products on different chains, including but not limited to ETH-based DeFi projects, BTC-based RUNE launchpad, and SOL-based NFT launchpad.
- Product Manager - Sean: An executive at an information technology company with extensive experience in full-process product development management, from concept to market. He previously managed a product with over one million registered users and a daily active user base of 100,000.
- NFC Expert - Dustin: Leads a team with complete NFC and scanner supply capabilities. Many of Asia's shoplifting prevention systems, based on RFID (Radio Frequency Identification) technology, originate from his team.

The design and production of the NFC and scanners will be handled by Dustin (NFC Expert). Our app will be developed by our team, with Pan (APP Developer) and Sean (Product Manager) leading the team to complete the entire app design and development.

Our team will collaborate closely, leveraging each member's expertise to ensure the smooth implementation and promotion of the check-in solution.

PROPOSAL DESCRIPTION:

This proposal aims to introduce an NFT event check-in solution based on ApeChain, combining hardware products (NFC chips and scanners) and software products (an app based on ApeChain) to provide NFT holders with an immersive experience at all NFT offline events.

Specific Implementation Plan:

In terms of hardware products, we will use NFC technology combined with RFID (Radio Frequency Identification) to embed NFC chips into peripheral products, including clothing, hats, toys, and skateboards. We will also design and manufacture NFC scanners to detect products with NFC chips and read selected NFT image data in an app based on ApeChain, then display on a large screen to realize the conceptual scenario of NFT as our web3 identity and participate in real offline events. Simultaneously, scanners will also be used to support the "Unmanned check-in" model in Merch stores.

In terms of software products, we will develop an app based on ApeChain, offering features such as wallet connecting, NFT selection, and animated scene corresponding to the ticket you purchased. The app will provide a user-friendly interface for NFT holders to easily use the check-in system. All check-in animations can be individually created and saved by users, forming a unique user-generated content (UGC) culture, which also makes it easier to spread within communities and out of the web3. For event organizers, animating event tickets to become a unique background for attendees can help expand the brand's influence and generate much higher traffic than traditional marketing methods.

This solution will fully leverage the image of all NFTs, providing NFT holders with a more immersive experience and enriching existing methods of peripheral product distribution. It will create unique and native web3 gameplay during the offline events and provide all NFTs with more practical value beyond avatars.

BENEFIT TO APECOIN ECOSYSTEM:

The proposed NFT event check-in solution will bring several benefits to the APECHAIN ecosystem:

- **Enhanced Adoption and Engagement:** By providing NFT holders with an immersive experience at web3 offline events, the solution will increase adoption and engagement within the \$APE ecosystem. NFT holders will feel more connected to the ecosystem and be incentivized to participate in events and activities.
- **Increased Visibility and Recognition:** The innovative nature of the check-in solution, coupled with its use of ApeChain, will enhance the visibility and recognition of \$APE in the broader market. This will attract more users, projects, and potential collaborators to the ecosystem, driving its growth and fostering a vibrant community.
- **Diversification of Use Cases:** The check-in solution will demonstrate the versatility of \$APE beyond where we are right now, showcasing its potential in the realm of NFT event management and engagement. This diversification of use cases will attract new projects and investors to \$APE, expanding its reach and utility.

Overall, the NFT event check-in solution will contribute to the growth and development of the APE CHAIN ecosystem, defining APE CHAIN as the primary chain for all NFTs and continuously providing value for all \$APE holders.

STEPS TO IMPLEMENT:

Period 1: week 1 - 4

- **Milestones:** Complete design of NFC and scanners; Sample production and testing
- **KPIs:** Design approval, production test success(NFC and scanner compatibility)
- **Associated Costs:** NFC Design: 80,000 \$APE; Scanners Design: 120,000 \$APE; NFC Assembly: 20,000 \$APE; Display Equipment: 20,000 \$APE
- **Personnel:** Hardware Engineers, Production Team
- **Platforms Needed:** CAD software, manufacturing facilities

Period 2: week 5 - 12

- **Milestones:** Develop and test the app on Ape Chain, integrate NFC functionality
- **KPIs:** Beta version release, successful testing
- **Associated Costs:** Software Development and Testing: 192,000 \$APE
- **Personnel:** Software Developers, QA Testers
- **Platforms Needed:** Ape Chain, development tools
- **Requests to APE Foundation:** APE CHAIN related technical support

Period 3: week 13 - 15

- **Milestones:** Conduct user testing with selected participants, gather feedback; Real event test (side events during APE FEST are preferred)
- **KPIs:** User satisfaction scores, bug reports
- **Associated Costs:** User incentives and feedback collection - 19,200 \$APE
- **Personnel:** Test Coordinators
- **Platforms Needed:** Survey tools, bug tracking software
- **Requests to APE Foundation:** Provide the Foundation the ability opt-in to coordinate with the team in order to use Check-In Solution for certain ApeCoin DAO events.

Period 4: week 16 - week 18

- **Milestones:** Launch marketing campaigns, reach out to potential event organizers
- **KPIs:** Event onboard, marketing reach metrics
- **Associated Costs:** Product Promotion and Marketing: 19,200 \$APE; APP Launch Preparation: 4,800 \$APE; Technical Support and Maintenance: 4,800 \$APE
- **Personnel:** Marketing Team, Social Media Managers

- Platforms Needed: Social media platforms
- Requests to APE Foundation: Social media interaction (with plans for the team to utilize the ApeCoin DAO Social Media Request Form)

Week 18 will be fully implemented. After this, we will invite more NFT projects and other offline event organizers to use and purchase our solution, creating a culture and playstyle characteristic of Web3.

50% of gross revenues will be returned to ApeCoin DAO, in perpetuity, to be distributed at the end of each month, in compliance with relevant regulations. An expected schedule for the distribution of revenue back to the DAO treasury will be announced at a later date.

To ensure the security of our app, which requires token holders to connect their wallets, we have planned comprehensive security audits. These audits will be conducted by reputable third-party cybersecurity firms with expertise in blockchain and web3 technologies. We are obligated to protect the collected user data.

REPORTING EXPECTATIONS:

We will provide regular progress reports to the community to ensure transparency and keep stakeholders informed.

The reporting schedule is as follows: Monthly Updates

Frequency: Every Period

Content: Progress on milestones, financial updates, challenges faced, and next steps

Channels: ApeCoin community forums, project website, social media

Frequency: As needed

Content: Major milestones, urgent updates, significant changes

Channels: ApeCoin community forums, social media

We are committed to maintaining open communication and ensuring the community is always informed about the project's status and progress.

OVERALL COST

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Total amount requested from the ApeCoin Ecosystem Fund = 480,000 \$APE

The specific allocation is as follows:

1. Hardware Design and Production (50% of the budget, 240,000 \$APE):
2. NFC Chip Design and Production: 100,000 \$APE
3. Design and Customization: 80,000 \$APE
4. Production and Assembly: 20,000 \$APE
5. Design and Customization: 80,000 \$APE
6. Production and Assembly: 20,000 \$APE
7. NFC Scanner Development and Production: 120,000 \$APE
8. Design and Development: 80,000 \$APE
9. Production and Assembly: 40,000 \$APE
10. Design and Development: 80,000 \$APE
11. Production and Assembly: 40,000 \$APE
12. Display Equipment: 20,000 \$APE
13. Software Development and Testing (40% of the budget, 192,000 \$APE):
14. APP Development: 115,200 \$APE

15. Front-end Development: 38,400 \$APE
16. Back-end Development: 38,400 \$APE
17. Blockchain Integration and Smart Contract Development: 38,400 \$APE
18. Front-end Development: 38,400 \$APE
19. Back-end Development: 38,400 \$APE
20. Blockchain Integration and Smart Contract Development: 38,400 \$APE
21. Application Testing and Optimization: 48,000 \$APE
22. Functional Testing: 19,200 \$APE
23. Security Testing: 19,200 \$APE
24. User Experience Optimization: 9,600 \$APE
25. Functional Testing: 19,200 \$APE
26. Security Testing: 19,200 \$APE
27. User Experience Optimization: 9,600 \$APE
28. Entrance Animation Creation and Display Function: 28,800 \$APE
29. Animation Design and Development: 19,200 \$APE
30. Animation Display Technology Integration: 9,600 \$APE
31. Animation Design and Development: 19,200 \$APE
32. Animation Display Technology Integration: 9,600 \$APE
33. User Testing, Promotion, and Launch (10% of the budget, 48,000 \$APE):
34. User Testing and Feedback Collection: 19,200\$APE
35. User Testing Planning and Execution: 9,600 \$APE
36. User Feedback Collection and Analysis: 9,600 \$APE
37. User Testing Planning and Execution: 9,600 \$APE
38. User Feedback Collection and Analysis: 9,600 \$APE
39. Product Promotion and Marketing: 19,200 \$APE
40. Social Media Marketing: 9,600 \$APE
41. Online and Offline Event Promotion: 9,600 \$APE
42. Social Media Marketing: 9,600 \$APE
43. Online and Offline Event Promotion: 9,600 \$APE
44. Launch Preparation and Support: 9,600 \$APE
45. Platform Launch Preparation: 4,800 \$APE
46. Technical Support and Maintenance: 4,800 \$APE
47. Platform Launch Preparation: 4,800 \$APE
48. Technical Support and Maintenance: 4,800 \$APE

This detailed description of fund allocation will ensure the smooth development, testing, and promotion of both hardware and software products, guarantee the high quality and user satisfaction of the final product.

We do not have an estimate of costs for users to use the app's features at the moment; we will know the cost range once the app development is complete and we begin the user testing phase.

APECOIN REVENUE MODEL:

Single Instance Revenue Forecast

Item

Quantity

Unit Price (\$APE)

Total Revenue (\$APE)

Hardware Sales - NFC Chips

10,000

5

50,000

Hardware Sales - NFC Scanners

50

1,000

50,000

Project Subscription - Check-in System (including Venue NFT issuance)

1

10,000

10,000

Project Subscription - "Unmanned Check-in" Model

1

10,000 + Total Revenue * 1%

10,000 + Total Revenue * 1%

Total Revenue:

120,000 \$APE + Total Revenue * 1%

This table clearly outlines the revenue forecast for a single instance, providing a comprehensive view of the potential earnings from our proposed solution.

*50% of gross revenues will be returned to APECOIN DAO, in perpetuity.

NOTE:

- Fees will be charged for the services provided by the check-in solution and "Unmanned check-in" model, and only \$APE will be used for payment.
- Offline merch stores adopting the "Unmanned check-in" model can only be paid with \$APE.
- NFC customization will be charged separately and paid for using \$APE.
- \$APE will be consumed in the APP as Gas fee

By implementing this proposal, APECOIN will establish a robust check-in solution that benefits NFT holders, drives revenue growth, and expands its influence in the web3 space.