

PROPOSAL BY:

Mister Hype

PROPOSAL NAME:

Official ApeCoin DAO Booth at Animoca Brands Event in HK (Apefest)

PROPOSAL CATEGORY:

Ecosystem Fund Allocation

ABSTRACT:

Apefest is set to take place in Hong Kong, organized by Yuga Labs. This proposal aims to establish and operate Official ApeCoin DAO Booth in HK during Apefest, participate in the upcoming Animoca Brands event, Co-hosting Mocaverse and EliteApes

. This booth will serve as an educational and networking platform, strategically aligned with the Apefest, to deepen connections, exchange knowledge, and contribute to the vibrant Web3 community.

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AUTHOR DESCRIPTION:

I am Mr. Hype, an enthusiastic member of the ApeCoin community dedicated to fostering inclusivity and driving community growth. Within the ApeCoin DAO, I actively contribute by streamlining proposals and integrating valuable feedback to ensure optimal success, and the lead author of [AIP-259: Language and Market Focus for ApeCoin DAO in 2024-2025](#) and [AIP-291: Approve and Publish ApeCoin DAO Brand Guidelines v1.1 on apecoin.com](#). My professional expertise lies in establishing and expanding early-stage media and technology ventures. With a solid background in law, I have accumulated five years of experience providing legal counsel in infrastructure sectors, including green energy, water, communications (5G), and natural gas. Notably, I served as a legal advisor for The Quarry Rehabilitation Fund, overseeing multimillion-dollar valuation executions, shaping long-term policies, and actively collaborating with the public sector to ensure democratic laws and implementation strategies.

About the web3 landscape, I have dedicated the past two years full-time to web3 endeavors. As CEO of an NFT investment DAO, I meticulously analyze market trends and possess in-depth insights into blockchain technology from a programming standpoint.

My educational qualifications include an LL.B and B.A. from Reichman University, specializing in Finances and Risk Management. Presently, I take pride in my role as the creator of The Pixelated Apes and the visionary founder of Pixelabs DAO.

In short, The Diamond Handed Zombie

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diamond-handed-zombie

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MOTIVATION:

Our motivation stems from the desire to expand ApeCoin DAO's reach in Hong Kong. By establishing the ApeCoin DAO Booth, we seek to showcase the tangible utilities of \$APE, foster meaningful connections, and ignite meaningful discussions around the evolution of Web3 technologies.

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RATIONALE:

Participating in the Animoca Brands event aligns with our mission to drive Web3 adoption. It allows us to educate, collaborate, and strengthen our position as innovators in the Web3 space.

BENEFIT TO APECOIN ECOSYSTEM:

Securing an official booth benefits the ApeCoin ecosystem by increasing our visibility in the Hong Kong Web3 community. It fosters knowledge exchange, Animoca Brands' networking, and collaboration, ultimately driving greater adoption of ApeCoin.

By providing an official booth for knowledge exchange, networking, and collaboration, this summit contributes to a more connected, informed, and empowered Web3 community, thereby catalyzing further adoption of ApeCoin.

SPECIFICATIONS:

A Booth will be strategically located within the event. We will design it to showcase ApeCoin DAO process, include the approval AIPs, and its contributions to the Web3 ecosystem. In addition to it we will design Apekin mascot costume to be engage with the in the event, which will be transferred to Marketing & Communication Working Group for future events ([AIP-289](#)).

Venue: Will be announced by Animoca Brands

Sponsor include:

- Logo presence on photo backdrop
- PR and Social mentions
- Priority ticket allocation
- Marketing Campaign Activations

Clarification: Any cost beyond sponsorship fee are not remitted to Animoca Brands.

STEPS TO IMPLEMENT:

Phase 1 (OCT 2023)

1. Booth Booking and Logistics
2. Booth Marketing and Promotion
3. Team arrive HK organizing booth and marketing operation

Note: If we are unable to produce the Mascot costume due to a time limit, the author of the AIP reserves the right not to produce it, and this must be notified up to two weeks after the approval of the AIP to Ape Foundation.

Phase 2 (NOV 2023)

1. Booth is live

TIMELINE:

Milestone #1: OCT 2023

1. Booth Booking and Logistics
2. Booth Marketing and Promotion
3. Team arrive HK organizing booth and marketing operation

Milestone #2: NOV 2023

1. Booth is live

OVERALL COST:

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Total Proposed Funding: 94,500~ \$APE, \$105,000.00 USD