

AIP Name:

[AIP-452: Expanding APE ecosystem via SOG - Revolutionary Blockchain MOBA Game](#)

Implementation Status:

Pending

Implementation Date:

N/A

Author:

[@Hannah](#)

Proposal Description:

Playcraft Studio was established in 2022, and the core team has nearly twenty years of professional knowledge in game development and editor development.

At present, our studio is one of the few MOBA chain game teams in the world with the experience of operating millions of daily online active users.

Andy - Producer and Co-Founder: Andy has more than 16 years of experience in producing MMORPG and MOBA. He leads a creative R&D team of 20 members, responsible for creating the game experience.

Jason - CMO and Co-Founder: Jason graduated from UC Berkeley and has 15 years of gaming experience, leading a marketing and operations team composed of 5 senior Web3 practitioners. He has rich experience in global game distribution to increase our game's user base and brand awareness.

Roxi - head of web3 Marketing, CMO @ Aria, Ex Marketing Lead @ PXN, Ex Marketing Lead @ SleekCard, Ex Advisor @ Seedify and Multiple other projects.

Marketing team members have worked on successful web3 projects before which saw millions in revenue.

Johnny Lee | [@Johnny_2](#) - ApeCoin DAO Web 3 Development Working Group Steward

Founder of Chinese Ape Club (CAC), passionate about building the APE ecosystem

-Hong Kong's leading AI cloud technology company

-Reverse takeover of listed companies

-Former head of Hong Kong region of multinational fund company

-Business consultant with extensive experience in public relations, partnership, project planning and development

-Upon learning about this project's proposal, he is willing to serve as an advisor on an unpaid basis.

Overall Cost:

Total amount requested from the ApeCoin Ecosystem Fund = \$246,000 USD

Related AIPs:

Timeline Updates:

Interview Q&A: