

Proposal Name:

To set up an APE Coin discord channel

Proposal Category:

Brand Decision

Abstract

To set up an APE Coin discord channel

Motivation

This forum fits more for DAO enthusiasts, ApeCoin Twitter mostly for announcements. But there are tons of \$APE holders who are craving a place to chat and hang out with other holders, and Discord will work the best.

Rationale

There is no real place for the community of holders at the moment, and it's extremely important to build a SM space for \$APE holders. One central place will ensure more convenient coordination, spread of ideas and increase of \$APE value.

Specifications

Captcha.bot to avoid spammers in a main channel

Collab.Land for community management

chatsight.ai for protection from scammers

Steps to Implement

- Hiring
- Creating channels
- Setting rules and roles
- Implementing tools
- Promotion of the server
- Nurturing your community
- Regular revises and improvements

Breakdown of expenses

- Admin/coordinator - 1000 \$APE / month
- 4 experienced moderators - 4000 \$APE / month
- PR and marketing specialist - 1000 \$APE / month
- Part time security specialist - 500 \$APE / month

= 78000 \$APE per year

Timeline

2 weeks for hiring and setting up the server. This time to make sure that everything will start smoothly.

Overall Cost

78000 \$APE per year