

## Abstract

To create a news media platform to deeply cover BAYC/APE ecosystem, community insides, Jane Goodall Institute, ape derivatives, personal stories of holders, etc

## Motivation

\*Too many things are happening in the community, it's easy to lose important information and miss some crucial aspects, we should research the BAYC/APE space, cover, document and structure it in order to deliver knowledge to the wide audience in an easy-to-consume way. And of course to deliver some fun as well

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## Rationale

News media that covers exclusively one web3 ecosystem is something that never happened before, the challenge worth to take. This platform should be governed by DAO of \$APE holders giving the coin a new use case and the opportunity for any community member to participate in building of a new kind of a news platform.

## Specifications

\*Ghost or wordpress as a CMS for the website, [snapshot.org](https://snapshot.org) for voting. \*

## Steps to Implement

\*Start small and scale so first months will not require huge funds.

Below is some example of funding, but community can suggest better ideas.

Approximate calculation for the first month is around \$20000:

Domain, hosting, template, design, installation and setup - \$3000 max.

1 part time editor - \$2000

2 full time reporters -  $2 * 5000 = \$10000$

1 full time SM manager - \$5000

Approximate calculation for the 2nd month is around \$35000:

1 full time editor - \$5000

3 full time reporters -  $3 * 5000 = \$15000$

2 full time SM managers - \$10000

We also can accept high-quality guest posts from contributors and pay them a bounty of \$500 per article, and allocate \$5000 for 10 articles per month\*

## Overall Cost

The first year will require around \$500k investments and in the process of this year should reach self-sufficiency.