

## PROPOSAL NAME:

ApeCoin DAO Goes to Hollywood

## PROPOSAL CATEGORY:

Ecosystem Fund Allocation

## ABSTRACT

How would you like to own a piece of the rights to the Joe Rogan's podcast or the kids show Bluey? That's what we're aiming to create with APE.

We're seeking funding to produce audiovisual content in both English AND Spanish, telling stories across various successful genres that resonate with a wide audience. In doing so, we're not just looking to generate financial benefits for DAO members by tokenizing these rights; but it'll also crack open a whole new market: the massive and untapped Spanish-speaking world.

This move will expand the APE ecosystem to larger audiences interested in investing and Web3, thereby increasing its recognition and value.

## TEAM DESCRIPTION:

**DIXO:** The first podcasting network in Mexico (and maybe the world). Since 2005. Podcast landmark company in Mexico and Latin America. Downloadable presentation [here](#).

**MEDIOS MODERNOS:** Podcast network based in Honduras. Founded in 2021, provides multiple services for content creation (studio, post-production services and original productions).

Dany Saadia

X / Twitter: [@Dany](#)

Wikipedia: [Dany Saadia](#)

Dany Saadia is an award-winning filmmaker, podcast producer, entrepreneur, mathematician, and writer with a prominent footprint in the Spanish-speaking entertainment industry. He has embarked on a diverse range of creative endeavors, spanning from directing films to making significant strides in the tech scene with innovative startup initiatives. His work consistently reflects a keen interest in blending storytelling with cutting-edge technology and innovation. As the founder and CEO of [DIXO](#), a pioneering podcast production company, he set the standard in Latin America's podcasting landscape.

Toni E. Cantó, "Yuri"

Web: [La Pizarra de Yuri](#)

Toni E. Cantó, renowned as one of Spain's leading voices in independent popular science education, is also celebrated for his storytelling skills, weaving meticulously researched narratives across both fiction and non-fiction. Since joining forces with DIXO in 2016 and collaborating with Dany Saadia, they've produced a series of standout podcasts resonating with Spanish-speaking audiences across Europe and the Americas. Their portfolio includes [Los 100 Millones](#), an apocalyptic fiction series; [La Ansiedad de Sofía](#), which delves into popular science education; and [Un Afortunado Error](#), a series exploring technical and historical blunders that eventually changed the world for good.

Gustavo Flores

LinkedIn: [Gustavo Flores](#)

Honduran marketer, entrepreneur and founder of multiple ventures. Founder, in 2009, of the leading A2P SMS Central-American company Movitext and Director and founder since 2021 of the first Honduran podcast network: [Medios Modernos](#).

Rodil Rivera

LinkedIn: [Rodil Rivera](#)

Honduran lawyer, with a lot of focus for the creation of ventures in the middle of arts, laws and technology. Co-founder in 2009 of the leading A2P SMS Centralamerican company Movitext, Director and founder of TodoLegal, the leading legaltech company in Honduras and co-founder since 2021 of the first Honduran podcast network: [Medios Modernos](#).

Edax Ucles

GitHub: [Edax Ucles](#)

Honduran software engineer whose passion ignited at the young age of 15 when he dove into the world of coding during high school. This initial fascination turned into a 12+ year adventure in web development, where he embarked on

entrepreneurial ventures, built startups, and contributed to innovations in the GPS and medical software sectors. He transitioned from mastering the MERN and MEAN stacks to becoming an adept web3 developer, ready to explore the wonders of the decentralized web space.

## RATIONALE

In an innovative venture, we are embarking on a project designed to revolutionize the audio and audiovisual content creation industry, while simultaneously promoting ApeCoin within this creative ecosystem.

Intellectual property has emerged as the foundational pillar of content creation. It allows authors and other stakeholders to profit from their work or investment, retain the rights to develop them, be recognized and further capitalize on all of it for future endeavors across all media and revenue streams, from (high-value) franchises to merchandising.

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Yet, there's a catch: when media companies fund your creative projects, they often retain these intellectual property rights. As a result of the significant power imbalance between large business and small creators and investors, the control of your creative output ends up in the hands of those with the financial clout. So any ancillary profit or derivative development (such as TV series, movie, book, merchandising, etc.) of these IPs are totally owned by those companies, with the original creators or investors not having a voice on it.

That's why independent intellectual property development and content creation are particularly well suited to be integrated in Blockchain and DAO ecosystems. This is a concept that has been barely exploited until now.

In the next stage for this project, we plan to tokenize the IPs and build technology to facilitate the regulation for off and on-chain relationships. It would not just allow the legitimate stakeholders to profit on these IPs, but they open up new revenue streams, expand the audience, and extend the lifecycle of the IP far beyond its original form. With this, the original stakeholders' rights are protected while also maximizing their potential across all different platforms and formats forever.

For the ApeCoin community, this project is more than an investment; it's a leap into a future where creativity and collaboration take center stage. This initiative not only promises economic opportunities but also heralds a new era of inclusive, diverse, and powered content creation.

### Why also Spanish?

Spanish is the second most natively spoken language globally (after Chinese) and in terms of global reach, represents a colossal yet still largely untapped audience of approximately 550 million people (compared to about 420 million native English speakers.) In regions spanning three continents, including the United States with its 57 million Spanish speakers, the demand for quality Spanish-language podcast content is skyrocketing.

As a Latin America-based company with extensive experience in content creation, IPs and podcasting, we are uniquely positioned to capitalize on this market.

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[NOTE: After this initial goal is achieved and proven, profits could be used to broaden our reach even more by adding further global languages to the mix (French, German, Portuguese, etc.), along with some high-value local and regional languages (Catalan, Basque, Scots, etc.)]

Beyond economic prospects, this endeavor heralds an era of inclusive, diverse, and empowered content creation, underscoring the transformative impact of embracing multiple languages such as English and Spanish, thereby broadening accessibility and fostering global engagement within our innovative ecosystem.

### Why Podcasting?

Podcasts are more than just a passing trend; they're reshaping how we consume media, offering a personal touch in the digital age's vast sea of content.

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Top Podcast Growth Rate Per Country:

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Sources: Statista and Edison Research

This ApeCoin DAO project is structured to revolutionize the audiovisual and podcasting landscape, as follows:

#### Intellectual Property Creation

Intellectual Property Creation focuses on producing 4 universally appealing Intellectual Properties in the most popular genres (as identified by the Internet Advertising Bureau (IAB): Kids, True Crime, Horror, Fiction), plus a standalone weekly podcast for crypto and Web3 enthusiasts, for a total of 5 productions in AUDIO first.

Kids, True Crime, Horror, Fiction

DIXO already has the 4 IPs conceived in various stages of development for a speedy production, created by an Award-Winning Film Director and an Award-Winning Storyteller and Public Educator:

- Kids

King Rat / Rey Rata

: Follow Ralph, the laziest rat turned royalty, on his quest to Switzerland to claim a cheese-filled crown in a tale of destiny, adventure, and fun for all ages.

- True Crime

Guilty Until Proven / Perdón Por Ser Inocente

: The harrowing saga of Mario Flores Urbán, wrongfully convicted and fighting against a corrupt system from death row to deportation, spotlighting the dark corners of American justice.

- Horror

Frightorama / Espantorama

: Eight top film directors unite to craft a bone-chilling horror anthology, each episode a masterclass in terror that promises to keep you on the edge of your seat.

- Fiction

GPTTO / GPTTO

: A self-aware AI navigating the complexities of human emotions, society, and the quest for its own identity, eventually becoming a mirror of ourselves.

You can read a more detailed 2-pager [here](#).

Standalone Podcast for ApeCoin DAO

In our APE-dedicated podcast, we're focusing on two key areas that are essential for educating, informing, and sharing expertise. Our format will feature discussions in both English and Spanish with knowledgeable professionals eager to

provide insights on topics relevant to Web3. The duration of each episode will vary from 30 to 60 minutes, tailored to the guest speakers and the subjects at hand.

#### First Area of Focus: Cryptocurrency and Blockchain Technology

- We aim to demystify blockchain technology and explore its practical applications.
- We'll delve into current trends, news, and analyses within the cryptocurrency domain.
- Expect in-depth interviews with industry leaders and pioneers.

#### Second Area of Focus: ApeCoin Updates and Community Engagement

- We'll provide the latest updates on ApeCoin's development, strategic partnerships, and key initiatives.
- The podcast will host community-centric discussions on ApeCoin's vision, governance, and strategic direction.
- Interactive Q&A sessions with the ApeCoin team and community members.

A preliminary list of episodes is outlined [here](#), offering a glimpse into the subjects we plan to cover.

Intellectual Property Creation is a venture into the rapidly growing field of both English and Spanish-language podcasting and Web 3.0, and targeting an underserved yet vast audience worldwide. This action is not just about content creation; it's about seizing a 'now or never' moment in a burgeoning market and forging a new path in community-driven creativity.

ApeCoin holders will have the unprecedented opportunity to own a piece of these Intellectual Properties (IPs), directly involving them in the success and evolution of these creative ventures. This phase is designed to harness the creative power of the ApeCoin community, allowing them to invest and benefit from the IPs, thereby creating immediate engagement and a strong sense of ownership.

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It is worth mentioning that adapting hit scripted podcasts into TV series or movies is an already well-established industry practice. For instance, "Homecoming" started as a podcast on Gimlet Media with Catherine Keener and David Schwimmer and then adapted to a TV Series starring Julia Roberts. Other examples are "Dr. Death"(with Joshua Jackson) and "Dirty John" (with Eric Bana and Connie Britton). In Spain, the podcast "El Gran Apagón" on Podium Podcasts became a TV series on Movistar+ called "Apagón". Even a moderately successful TV show routinely blasts the original IP's visibility into the mainstream, which in turn, will do likewise for the APE community.

#### BENEFIT TO APECOIN ECOSYSTEM:

- The APE Community will own 50% of the IPs (including all derivatives, ancillary, royalties and direct income) funded through this AIP.
- Exclusive content to help evangelize and promote APE, Blockchain and Web3 principles and uses.
- Every podcast episode, will include a mention of the APE Foundation.
- Products or Brands made by Apes will have a free 20-second spot (as long as the product and/or brand is compliant with the APE Foundation guidelines).
- Products that aren't made by Apes but have a direct relation with the ApeCoin DAO will have a 70% discount of market price ( as long as the product and/or brand is compliant with the APE Foundation guidelines).
- A real opportunity to create a highly successful and highly profitable worldwide franchise, both in the entertainment industry and in Web3.
- Future tokenization of IPs that can spinoff to other media, products and entertainment categories that help ApeCoin have a wider use and grow in value.

## KEY TERMS:

- IPs: Intellectual Property

: Intellectual properties (IPs) are invaluable assets driving innovation, creativity, and revenue generation across diverse platforms and industries. From content creation and brand building to technological innovation and economic growth, IPs play a pivotal role in shaping the digital landscape. They enable content creators to protect and monetize their work, facilitate brand recognition and differentiation, fuel technological advancement, stimulate economic activity, and provide opportunities for licensing and commercialization.

- Podcast

: A podcast is a digital media format consisting of episodic series of spoken-word, audio-focused content, often covering various topics such as entertainment, education, news, storytelling, interviews, and more. Typically available for streaming or download, podcasts are accessible through various platforms and devices, allowing users to subscribe, listen on-demand, and engage with content at their convenience. They may feature a single host/actor, multiple hosts/actors, or interviews with guests, and are distinguished by their audio-centric nature, fostering a sense of intimacy and connection with listeners.

- Ancillary / Derivatives of an IP

: ancillary products could include movie adaptations, TV series, graphic novels, merchandise like t-shirts and action figures, video games, and even theme park attractions. Each of these derivatives allows fans to experience the world and characters in new and immersive ways, often contributing significantly to the IP's profitability and cultural impact.

## PLATFORMS & TECHNOLOGIES:

Content will be produced in Dixo in Mexico and Medios Modernos in Honduras, edited with Avid Protocols and Adobe Audition.

Content will be published on an open RSS Feed or exclusively on a particular platform (Amazon Music, Spotify, etc) if a deal of partial sale of the IP and/or distribution is reached.

## STEPS TO IMPLEMENT & TIMELINE:

1. Development of 4 Scripted IPs in Podcasts

Full production of 8 to 12 episodes per IP that will be published strategically.

- Months 1 and 2.
- Pre-production:
- Scripts development
- Casting
- Recording Planification
- Scripts development
- Casting
- Recording Planification
- Pre-production:
- Scripts development
- Casting
- Recording Planification
- Scripts development
- Casting
- Recording Planification
- Months 3 and 6
- Production and Post-Production
- Audio Recording

- Sound Design + Editing
- Mixing and Mastering
- Audio Recording
- Sound Design + Editing
- Mixing and Mastering
- Production and Post-Production
- Audio Recording
- Sound Design + Editing
- Mixing and Mastering
- Audio Recording
- Sound Design + Editing
- Mixing and Mastering
- Months 6 to 7 to 8
- Publishing and Distribution
- Marketing and Promotion
- Publishing and Distribution
- Marketing and Promotion
- Development of a stand-alone APE and Web3 chat show:

Full production of 40 weekly episodes (20 in Spanish and 20 in English)

- Months 1 and 2.
- Pre-production:
- Concept development
- Host/hostess hiring
- Concept development
- Host/hostess hiring
- Pre-production:
- Concept development
- Host/hostess hiring
- Concept development
- Host/hostess hiring
- Months 2 to 12:
- Production and Post-Production
- Audio Recording
- Sound Design + Editing
- Mixing and Mastering
- Publishing, Marketing and Promotion
- Audio Recording
- Sound Design + Editing

- Mixing and Mastering
- Publishing, Marketing and Promotion
- Production and Post-Production
- Audio Recording
- Sound Design + Editing
- Mixing and Mastering
- Publishing, Marketing and Promotion
- Audio Recording
- Sound Design + Editing
- Mixing and Mastering
- Publishing, Marketing and Promotion

Schedule of 4 IPs:

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Schedule of stand-alone APE and W3 weekly talk show:

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OVERALL COST:

TOTAL: \$380,050 USD

Budget of 4 IPs:

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Budget of stand-alone APE and W3 weekly talk show:

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CONCLUSION

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- We're unlocking new niches, not just with languages, but by spotlighting mass-consumption content to push ApeCoin into the mainstream.
- The ROI could be huge, benefiting the ApeCoin DAO financially.

- A real possibility in the near future to develop blockchain technologies to fund and create content IPs with transparency and mutually beneficial outcomes.
- And last but not least, it's a chance to raise awareness about the wrongly convicted with "Guilty Until Proven", making a real difference beyond the profits.

LET'S TAKE APECOIN TO HOLLYWOOD!