PROPOSAL NAME

: W3GrandPrix - Creating the largest F1 community in WEB3

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TEAM DESCRIPTION:

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- Pukerrainbow - Founder of Pukecast & Rug Radio Asia

Pukerainbow: [x.com]

Run the largest Asia Web3 NFT media. Have a team of 23 peoples, where it covers countries such as: Malaysia, Thailand, Vietnam, China, Philippines, Korea & Indonesia. Each team does local languages for twitter spaces, IRL events and have a collective number of around 30k community member spanning across all the platform.

On Social Media "X":

Pukecast stats:

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Content such as IRL interviews, reels, vlog, for Pukecast, Rug Radio & Decrypt

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- Lost - aka TheHodlrCollective, Host at ApeComms

Lost: x.com

- Lost was the submitting author of AIP-348, a no-funding proposal which was approved by the DAO to engage an ongoing collaboration with the ApeComms team. The ApeComms team has been providing a channel for the community to share and receive information about the ApeCoin ecosystem for nearly 2 years, resulting in numerous successful collaborations between other community members and millions of social media impressions.

- Lost's understanding of both the technical aspects of the ApeCoin DAO and the unique culture of the APE community will help to reduce friction in introducing ApeCoin to the Motorverse community.

- Pukecast and the ApeComms team have worked collaboratively since ApeFest HK, in an effort to engage a wider audience and provide more equal access to information about ApeCoin.

- Solly - Former F3 racer, Brand Ambassador of Motorverse by Animoca Brands

Matt Solomon: x.com

Having been with Animoca Brands since 2020, Matt has been building in the space for several years now. Matt (otherwise known as "Solly") is the Brand Ambassador for the Motorverse ecosystem by Animoca Brands. Matt has been putting in the

ground work of bringing the IRL and Web3 motorsports world together. His time at Motorverse has seen him onboard several big names including F1 legend Juan Pablo Montoya, Nascar champion Joey Logano and MotoGP sensation Brad Binder to name a few.

Previously, Matt was a professional racing driver, competing in F3 with the likes of Charles Leclerc, George Russel, Alex Albon and more. His experience in Motorsports makes him an expert in the particular field, while his experience in Web3 gives him a deep understanding and appreciation for the culture of the industry.

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The [Motorverse] is building a community with a shared interest in cars & bikes, racing games and motorsports. With a core team that includes members from EA games, Codemasters, Atari, Google and more, the Motorverse is covering its bases with strong capabilities in gaming and web3. The ecosystem is made up of 3 world class games studios, 13 games across PC, console & mobile, as well as a host of licenses and brand partnerships.

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The Motorverse is built around a key set of elements, products and processes, the $REVV token, the Motorverse games and experiences, Motorverse licensing and metadata standards, and the Motorverse Hub. $REVV is the web3 motorsport token that is used across Animoca's portfolio of racing games and an ever increasing set of partners from the motorsports ecosystem. Our vision is for $REVV to be synonymous with web3 motorsports and serve as the token underpinning digital vehicle culture.

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Motorverse by numbers -

Twitter (x.com): 36.4k

Twitter (x.com): 120.5k

Discord: 10.6k

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- Popil - [ApeCoin MarComms Steward], x.com
- Popil will assist this AIP for better communications to align our interest with the ongoing & Future apecoin initiatives.
- Founder @BoredArt_LLC

, @TheBoredTea

@BoredInApe

, @NoSleep_Art

Bored Brunch,

BoredIn MBAs Newsletters

@apecoin

MarComms &

Ex- Manager @opensea

An Artist

Cooperated Nike, Apple, MoMa

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Cooperated Nike, Apple, MoMa

The Team Members listed here will not be receiving compensation from this proposal.

PROPOSAL DESCRIPTION:

Calling all F1 fans! Introducing "W3GP", an exciting initiative that aims to merge the adrenaline-fueled world of F1 racing with the culture of Web3. With the most recent Apecoin sponsorship of the BWT Alpine F1 Team, W3GP will further support and amplify the partnership in all fronts

This proposal seeks to cultivate the largest and most engaging community of F1 fans in the Web3 space, leveraging the reach of Pukecast & Rug Radio's media network, Solly's IRL F3 experience and Lost's knowledge of the ApeCoin ecosystem, to bring degens and petrolheads together. The main objective is to attract the millions of F1 fans into the ecosystem with the current Apecoin X Alpine F1 partnership.

BENEFIT TO APECOIN ECOSYSTEM:

Benefit to Apecoin Ecosystem:

"W3GP" is designed to deliver direct benefits to the ApeCoin community & brand, by uniting a network of Motorsports fans and leveraging key channels such as Pukecast, ApeComms and Motorverse by Animoca Brands. The initiative also aims to bring awareness to the Alpine F1 team partnership, both in and out of Web3.

1. Brand Awareness and Marketing

Promotional Campaigns: Run targeted marketing campaigns such as spaces, live streaming, IRL event booth to introduce ApeCoin to a broader audience & f1 folks.

Media Coverage: Provide regular updates and news coverage about F1 partnership via BWTAlpine team through, developments in F1, content, partnerships, on site media coverage behind the scenes, reels, vlogs etc

(Support from Rug Radio + Decrypt on socials & Branding for exposure helps us to curate a large audience via the love the F1, where we can then introduce them to the Apecoin ecosystem)

F1 Spaces stats example:

-Spaces: (510 listeners): ([x.com](x.com))

-X streaming (782 listeners ([x.com](x.com))

-Binance Live: (https://www.binance.com/en/live/video?roomId=2200917)

-Producing content for Apecoin's Youtube channel, YouTube shorts, Podcast, with F1 drivers. [Our team, Solly has the network to reach to these people]

2. Community Building

- Online Communities: Creating the largest WEB3 F1 community and actively introducing them into the apecoin ecosystem via love of F1, introducing F1 Fantasy League, where participation requires apecoin for fantasy participation.

- Events and Meetups: Organize virtual and physical events like meetups during TOKEN2049, watch party, supporting the current on-going plans with Special Council. Will be working together with @Hazel for TOKEN2049, joining forces to amplify their current planned event via our network (Rug Radio, Pukecast & Decrypt), and also adding the W3GP (F1 element), currently already undergoing discussion with her. Also working with @AllCityBAYC for Asian Blockchain Summit, in Taipei for side events & more apecoin branding activation.

Past Rug Radio activations for Kraken NFT / Williams Racing:

Video Link: https://www.youtube.com/watch?v=q4XhIrb5bnM

Same support will be provided by Rug Radio & Pukecast

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Movement started out in 2 weeks, numbers of community has been increasing on a steady rate. Currently having a WEB3 F1 telegram chat of 100+ active users, estimate in 2 months, to be above 300 active users.

Interactive Content: Develop interactive content like quizzes, games, and virtual experiences that incorporate the F1 & apecoin ecosystem

NFT Integration: Use ApeCoin for buying, selling, or minting NFTs, leveraging the media company's platform to promote and sell digital assets. (Future plans for launch passes on apechain)

Motorverse Games:

-karting/drifting experience with Motorverse

-Ape avatars & branding in Motorverse Games

Web3 community:

- We are able to utilize F1, which is a growing motorsports to connect with every web3 community, and use F1 as a core interest to bring them into a apecoin ecosystem, via participations, purchasing of apecoin etc

Web2 community:

- Currently there are about 1.1 million accounts that plays fantasy f1, using the official website current platform users is able to see our competition & prize pool, whereby it will attract them to participate to win the prize pool, allowing more users coming into the ecosystem

F1 Fantasy:

F1 fantasy Outlook: https://fantasy.formula1.com/

Choose your driver & team

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Future Plans:

Utilization of Ape Chain to launch NFTs which can be add as a participation pass.

Several elements make up "W3 GP". At the core of it is a "token gated" Fantasy F1 league, hosted through F1's own fantasy

platform, allowing communities to compete with friends and earn bragging rights as to who has the most "wheel knowledge". Players will score points across the remainder of the 2024 F1 season, and whoever has the most points at the end will win an amount of $APE from the prize pool.

Secondly, the community will find its place within the [Motorverse - the home of vehicle culture in Web3, built by Animoca Brands] (http://motorverse.com/). A dedicated Discord channel within the larger Motorverse Discord will be set up to host all the banter and heated discussions that come with an F1 race weekend. There will also be opportunities for Apecoin to feature in upcoming game releases & IRL activations by Motorverse.

Last but not least, we want to bring the community together! We want to host an IRL F1 watch party at Token2049 in Singapore, which happens to coincide with the 2024 Singapore F1 Grand Prix. The idea is to book out a venue for the W3GP community to experience and enjoy the race together.

In the future, we also want to host IRL karting or drifting experiences, which will be subject to the success of W3GP in 2024. So let's go ApeCoin fam, let's bring W3GP on track!

STEPS TO IMPLEMENT:

- Start & End Date: May 17th - December 9th 2024

- Steps to Implement & Milestones - The Plan:

Stage 1: Community outreach & user acquisition

- Community outreach, running it similar to a massive project, we will deploy collab managers from pukecast team,to start recruitment from every web3/NFT community, to gather users and funnel them into the ecosystem.

- Motorverse will provide a seamless website integration where interested users would be able to participate.

Stage 2: Building the largest WEB3 F1 Fantasy League

- Funneling all participants into a single f1 fantasy league, which currently will be using the official site, in future, will make plans to have our own platform on apechain with an estimated target of minimum 300++ active participants.

- Participation will be free to join & get them onboarded to the ecosystem

- Please note that there isnt betting element in the fantasy, users who join the fantasy will be able to select their favourite players to join the league, points rewarded based on the race outcome, end of the year we will check the leaderboard to determine the winner.

KPI: 300 active participants

Cost:$50k USD, will distributed to the winners

Stage 3: IRL activations

July 2024

- Starting a IRL sim racing event during Malaysia Blockchain Week, [https://myblockchainweek.com/] and the goal is to start touring in different countries, to attract web2 racers into the apecoin ecosystem, via motorsport games, F1 that uses apecoin x alpine livery. The event will be free for the public, and intended for motorsport lovers to join and get to know about ApeCoin, our events from Malaysia, Taipei to Singapore will be working together with sim racing centre where we get web3 fans, and also existing community from the sim racing centre to join and get a mixture of audience.

Partners in 1st activation: [https://game.raceroom.com/]

September

- Targeted during TOKEN2049, IRL watch party, for participating members & apecoin ecosystem members

Examples:

KPI: 2 events hosted, each totalling more then 500+ active participation

Cost: 50k $APE

- Stage 4: Season Finale

- Last F1 race ends at Dec 8th, where the winners of Fantasy F1 will be determine via the official F1 fantasy app

We anticipate raising third party capital. As the Malaysia Blockchain event is happening on the 28th, we went ahead and secure partnership with brands like:

The Motorverse: [x.com](x.com)

Racino Gaming: [x.com](x.com)

We still proceed to include Apecoin branding into the event, here's the official posting:[x.com](x.com)

REPORTING EXPECTATIONS:

Reporting at least once per month on engagement metrics, spending, (other.)

- Total View generated in a month from all socials

- Community size & active participation on Fantasy F1

- IRL event hosted, photos, participations

- Month-to-month growth if the community

The report will be posted on [x.com](x.com), where we will include the monthly updates on:

- Total listeners, increase of community size, IRL event update & Photos, how many participant joined etc

- Duration of the report is 7 days, beginning of the month to be posted.

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = $165,000 USD

Prize Pool for Fantasy F1: $50k USD

- 1st prize: $25k USD

- 2nd prize: $15k USD

- 3rd prize: $5k USD

- 4th - 8th prize: $1k USD x5

IRL event activations: $80k USD

1. Malaysia Blockchain Week

2. Asian Blockchain Week: -$10k USD

3. Details:

4. Sim Racing Venue, $5K USD

5. Marketing Materials, banners, merchandize, $3K USD

6. F & B, $2k USD

7. Sim Racing Venue, $5K USD

8. Marketing Materials, banners, merchandize, $3K USD

9. F & B, $2k USD

10. TOKEN2049: $70k USD

11. Details:

12. Venue, $35k USD

13. Marketing Materials, banners, merchandize, $10k USD

14. F & B, $5k USD

15. 20k $USD Networking, Dinner event to actively engagement with new people into the ecosystem.

16. Venue, $35k USD

17. Marketing Materials, banners, merchandize, $10k USD

18. F & B, $5k USD

19. 20k $USD Networking, Dinner event to actively engagement with new people into the ecosystem.

Media coverage: $35k USD

- For 3 events:
- Camera Crew- $20k USD
- Production & Editting - $10k USD
- Equipments- $3k USD
- Graphic Designs- $2k USD
- Camera Crew- $20k USD
- Production & Editting - $10k USD
- Equipments- $3k USD
- Graphic Designs- $2k USD