

Category:

Core - Ecosystem Fund Allocation

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ABSTRACT

This document proposes the APE Foundation's budget for March 17, 2022 until December 31, 2022, which as outlined below allocates up to 6% of the total APE Ecosystem Fund, for events, game development, education, marketing, and merch.

MOTIVATION

The main motivation behind this proposal is to set up the APE Ecosystem for success in year 1. We propose using 6% of the total APE Ecosystem Fund on four foundational spending categories. DAO members will vote throughout the year on the specific proposals within each category. The amount proposed for each category is being recommended to accelerate adoption, adequately support projects and collaborations, and create opportunities for ROI in year 1.

RATIONALE

It is essential to launch the DAO with an Ecosystem Fund that is set up to maximize funds, create opportunities for growth, and support the long-term operation of the DAO. This proposal seeks to do that by setting aside a foundational budget of 6% for the following categories.

Up to 3.2% of the Ecosystem Fund for game development:

This makes it possible to partner with game developers ranging from top-tier studios to indies, creating games and providing in-game incentives that bring the APE community to the forefront of web3 gaming. This also provides a potential opportunity to generate funds for the benefit of the APE Ecosystem.

Up to 1.2% of the Ecosystem Fund for events:

This allows for the execution of virtual and IRL events that have high engagement, strengthen the community, and reflect our mission to serve the community and drive web3 culture forward.

Up to .8% of the Ecosystem Fund for merch production:

This allows for merch launches of high-quality products that tie into other APE Ecosystem projects and, in cases of merch that must be purchased, generates funds for the Ecosystem Fund.

Up to .5% of the Ecosystem Fund for education and marketing:

This will support initiatives and partnerships that can grow the user base beyond the current APE community and early adopters. The more adoption there is, the more the community can do in the short-term and long-term future.

Up to .3% of the Ecosystem Fund for development of an ApeCoin NFT marketplace:

This allows for the creation of a decentralized NFT marketplace, subject to advice from counsel, where creators can set their own secondary fee, and the marketplace's commission fee will feed back into the Ecosystem Fund.

SPECIFICATIONS

Up to 3.2% of the Ecosystem Fund for game development

Up to 1.2% of the Ecosystem Fund for events

Up to .8% of the Ecosystem Fund for merch production

Up to .5% of the Ecosystem Fund for marketing and education efforts

Up to .3% of the Ecosystem Fund for an ApeCoin NFT marketplace

TOTAL - Up to 6% of the Ecosystem Fund

STEPS TO IMPLEMENT

Create a new wallet in Coinbase

Transfer 6% of the Ecosystem Fund to that new wallet

TIMELINE

These budgets will cover up to the calendar year end from the date of ratification of this proposal.

OVERALL COST

Up to 6% of the Ecosystem Fund from March 17, 2022 to December 31, 2022.