Abstract:

I'm proposing the DAO fund a service that orders, packages & ships custom merch kits based on the buyer's NFT & social media handles. The kits will include an assortment of custom items such as: Ball Cap, Conference Badge, Pins & Stickers. The box itself would be a custom collectible for the buyer to store conference materials or memories in.

Author Description:

I'm an entrepreneur with over 15 years experience in business. I've been active in the Web3 space for over 2 years.

Motivation:

Since July 2021, I've attended 2 NFT.NYCs, 2 Veecons, 2 Apefests, 1 SXSW, and various other Web3 meetups. 1 major takeaway is IRL event-goers LOVE flexing their digital identities. I've seen attendees sporting custom jackets, hats & shirts with their PFPs. However, not everyone has the time to craft or custom order items individually. My proposed service would be a one-stop-shop for the Web3 community to order their "Starter Pack" showcasing their forever PFP. Since every item in these kits would feature the buyer's PFP, this would be marketed & priced as a premium product.

Rationale:

This proposal would give Web3 event attendees exposure to the Apecoin DAO because:

Verbage such as "Funded by ApeCoin DAO" would be prominently displayed on the website & socials

$APE would be a payment option for them to purchase the kits

Key Terms:

IP, Custom Merchandise, Events

Specifications & Steps to Implement:

Secure funding of 20,000 $APE to begin R&D.

Research & establish vendor partners to lock-in pricing & turnaround time.

Potential Partners for the custom merch may include:

Badges - https://flextag.io/

Hats - https://customlids.com/ (Offers custom embroidery)

Boxes - https://www.packola.com/

Pin & Stickers - https://www.stickermule.com

Establish Drop-ship / Fulfillment partners

Build site & social media channels

Market & presell 1,000 kits via burnable NFT drop. Presale would include a genesis POAP or other early-supporter accolade, and serve as proof-of-concept.

Future orders would be placed as limited-edition drops, and marketed ahead of upcoming major conferences.

Timeline:

3-6 months to implement