

Proposal

: DAZE PropHouse for microgrant via PropHouse

Category

: Process

Abstract

: Mentoring and providing microgrants to artists and developers from the Indian Web3 ecosystem to encourage them to build projects and tools around \$APE.

A small and simple way to distribute the funds from \$APE treasury into smaller groups, followed by introducing and onboarding people to NFT and web3.

Allocate 16,500 \$APE to fund <https://prop.house/> for the Indian Web3 community aiming towards

- Onboarding existing bandwagon towards \$APE ecosystem
- Encouraging people to create art, projects and develop tools
- Ease onboarding experience for AIP with micro grant towards community building

10,000 \$APE allocated towards micro grants via PropHouse. 6500 \$APE for team management, mentors and irl activities.

Microgrants will consist of rounds running twice a month ranging from 100 APE to 1000 APE. 2 months will be a crucial testing phase for us as well as the community with each round having its own theme. These themes will focus on ideas to build products around \$ape ecosystem, MVPs and fun art activities. 4 rounds will focus on encouraging ideas, irl utilities of NFTs, products and art.

Apart from 10,000 APE, 6500 APE will be dedicated towards:

- Team Management
- Mentors
- IRL activities (Hosting meet up, merch distribution)

~Ultimately onboarding more people into the Apecoin ecosystem

~6500 APE to be converted into USDT

Motivation

: Apecoin's ecosystem is still growing, and needs to expand in different parts of the world more smoothly. The current method is something that might discourage small artists, builders and do-ers. To onboard new people who provide value towards /

Prop House is a tool that helps anyone with a digital wallet to submit their ideas. It's a place to provide opportunities to people without much effort in a simple manner that is oftentimes ignored during huge proposals and discussion. In prop house, voting works on an individual basis of a particular token, for example for DAZE PropHouse, only Yuga Labs' NFT holders will be able to vote instead of a team or DAO in positive or negative. Support by only voting yes to a particular proposal in a specific round. It has a specific time to propose ideas which is followed by another timeline for voting and at the end of voting time, the top voted proposal wins.

Using PropHouse is an amazing start for DAZE PropHouse as it's transparent, easy to use and open to everyone. Instead of us deciding where to allocate funds, to which individual or team, the holders of any specific token can vote. This serves as a perfect place to give out micro grants to small scale operations run by artist and teams, hence introducing more people into \$APE ecosystem.

Rationale

: This aligns perfectly with DAO's goal of decentralised governance as it is transparent and will be expanding its horizon to more communities. This experiment will onboard new people and sub-communities from India via micro grants and encourage

Above all, our aim as DAZE is to bridge the gap between web2 and web3 and create awareness around crypto and NFTs. We have organised and hosted curated NFT exhibitions for different communities and provide education and awareness about blockchain. As of now, one of our co-founder has been invited as guest lecturer for 4 colleges and has introduced blockchain, cryptocurrencies and NFTs to 500+ students in Indian universities.

With AIP and its grant we can fund small communities, builders and artists. Once executed in 2 months, this proposal can act as inspiration to other Asian communities in order to expand \$APE's utilities.

Key Terms : Some pointers that are unique in this proposal

- Onboarding micro communities to the Apecoin ecosystem
- Encouraging small builders to create tools around \$APE
- Engaging with artist
- Onboarding and introducing \$APE to the Indian web3 ecosystem which not many are aware of, or if they are and don't hold any.

Specification

: Prop House requires one's own community and funds to create a house. Once we are approved, Prop House will have a " DAZE House " that will give out grants to winning proposals in \$APE.

Breakdown of 10,000 APE to be used across 4 rounds ~

1. 2,000 APE : 4 Winners (500 APE) Create awareness about Blockchain in India with \$APE
2. 3,000 APE : 6 Winners (500 APE) Product Idea with use case for \$APE utilities and its ecosystem
3. 3,000 APE : 6 Winners (500 APE) Fan art, concept, derivatives projects celebrating Apecoin DAO
4. 2,000 APE : 2 Winners (1000 APE) Open round for ideas focusing on adoption of \$APE in India

Anyone can submit a proposal as long as they have a digital wallet. Only criteria is that the proposal should be focused on :

- NFT/ Web3 growth and development in India
- Building an ecosystem around Apecoin

All of these rounds will focus on awareness and ideas.

These will ultimately help bringing Apecoin in spotlight within our region and inspire others with endless opportunities directing them towards Apecoin DAO. Some future product building can be:

- CC0 and IPs
- Web3 Tools
- Merch and Brands for Apecoin
- Community building and growth
- Gamification around ApeDAO and sub DAOs
- More NFTs growth

Apecoin DAO will grow around smaller communities more efficiently if they will have a close and independent exposure. This is a chance for Apecoin to open up to more communities and groups via micro grants.

Steps to Implement

: As soon as the funds are received we will take these steps within a week :

1. Create DAZE House rounds for micro funding.
2. Host Twitter spaces to spread the words about rounds

3. Mentor people to help construct an impactful proposal before every round

4. Organise meet ups around voting periods to encourage people to explore Apecoin and propose for grants on ground before every new round.

All funds will be sent via multi-sig that will consist of 2 DAZE founders and mentors. If possible it would be amazing to have an Apecoin DAO representative as well for the same.

Timeline

: As soon as the proposal is approved, we will start taking necessary steps required to create the rounds in PropHouse. It depends on the PropHouse team but will be done under 2 weeks. About the irl events and online engagement, it will start with

For PropHouse grants, which will take 2 weeks per round; 1 week for submitting proposal and 5 days for voting. Each round will start in 2 days gap whenever the previous one will end.

Overall Cost

: We request a total amount of 16,500 \$APE , 10,000 APE for micro grants and 6,500 APE for team management. It's ⅓ of the entire amount but team management includes miscellaneous cost as well as on ground events. We are open to discuss about the miscellaneous cost if anyone is interested in knowing them

Additional Information

:

About DAZE:

Decentralised Art Zone Exhibition, was created by early adopters of NFT from India back in 2021. The artist involved in creation of DAZE were even earlier artist from the country when there were barely 10 artist who can be considered as "Artist who creates rare digital art " as back in 2019-2020, NFTs were called that. The group was called Cryptoart India Collective (CIC) and has significantly onboarded some of the very finest Indian artist from the space before 2021 NFT bloom. CIC artist came together during tough times of peak covid and created 2 NFTs, 1/1 for Makersplace and multi edition of 100 on Opensea to be auctioned off and donate the amount towards Polygon's co-founder Sandeep Nailwal initiative of "Crypto Relief Fund ". A bit of media coverage can be seen below :

[Cryptoart for the win;](#)

[COVID 19 Relief In India: Purchase NFT Art To Contribute](#)

We have also organised an exhibition showing 40 different NFTs with a footfall of over 400+ people. Along with this we have curated events in two different cities, one community that focused on Women in crypto and other one which focuses on indie art and local artist.

[Hindustan Times – 17 Dec 21](#)

[NFT art: The charisma comes to the Capital](#)

An exhibition of NFT art from India is curated in the city. It also has workshops and sessions to tell you what this art is, how to market it, how to build your community, and how to raise projects for your NFT art.

These 2 newspaper are major outlet india and Hindustan Times's printed newspaper got 1 million + coverage in the sunday at the day of exhibition. DAZE's founders were even invited by the editorial team of one of the major news outlet in India to be showcase in their crypto segment ending for the new year.

3:50 onward

[

](<https://www.youtube.com/watch?v=CQtNoKpsn-s>)

Socials :

DAZE - <https://twitter.com/DazeIndia>

CIC- <https://twitter.com/CryptoArtIndia>

DAZE Insta- https://www.instagram.com/daze_india/

About Mentors :

~ Jatin Pathi : Art, Community [<https://twitter.com/RageOfPotato>]

~ Vishesh Chopra : Branding, Marketing [<https://twitter.com/Vylkrom>]

~ Fabin Rasheed : Art, Technologist [<https://twitter.com/fabinrasheed>]

~ Archangel : Art [<https://twitter.com/TheArchangel22>]

~ Smit Khakhkhar : Dev, Blockchain [<https://twitter.com/0xSmit>]