

AIP Name:

[AIP-379: Thank APE - Phase II: Amplifying a Movement](#)

Implementation Status:

Pending

Author:

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Abstract Summary:

ApeCoin must create value now. To do that, we must attract, fund, and coordinate the best talent to address our DAO's biggest needs. Speed and accuracy matter. Trust matters. Automation and decentralization matter. Utility is essential.

Thank APE - Phase II is a one-year initiative that proposes to:

- Continuously sense into the biggest needs and opportunities for ApeCoin DAO
- Attract, fund, and coordinate the best talent to quickly respond to those needs
- Incentivize community members to engage and support value-creating projects

Initially funded nearly a year ago, Thank APE has attracted, funded, and coordinated more talent to create value for ApeCoin DAO than the rest of our DAO AIP process - combined. And we've done it with less than 0.4% of the treasury.

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](<https://global.discourse-cdn.com/apecoin/original/2X/d/d2a9883d1dc095dc605e9dbbc726afbe84adb7e5.png>)

Overall Cost:

4.2Million ApeCoin

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