

Proposal Name:

An Apes Gotta Eat! Pancho's Poppin Foods

Proposal Category:

Ecosystem Fund Allocation

Team Description

[@SandmanNY](#)

Twitter @joemangrum

@panchopoppins

@poppinfoods

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Joe Mangrum / Sandman has been a part of BAYC since May 1st 2021 A lifelong artist earning his moniker "Sandman" from the people of NYC by publicly creating over 1200 sand paintings for over a decade in NYC. Joe has exhibited at Museum of Art and Design NYC, Sunshine Museum, Beijing, Museum of Contemporary Art North Miami, de Young Museum, Doe Museum Netherlands and Sharjah Calligraphy Bienalle. He has been featured on Sesame Street, NY Times Best seller "Humans of New York" and Episode 1 of HONY Facebook series. Joe has worked with fashion designers Prabal Gurung and Jen Kao to create visually stunning runways and created large scale installations for Coachella Festival, Electric Daisy Carnival and worked with brands like Volkswagen, Trader Joes. His passion for materials, colors and textures enters many facets of his life including cooking as an extension of his love of ephemeral art. Joe enjoys cooking for friends and has mastered recipes that he hopes to bring to market as part of Pancho's Poppin Foods. His Ape Pancho Poppins is Founder of Poppin Foods with his trusty doggo Little Fella as (CTO) Chief Tasting Officer

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Jennifer English [@JENEFOODS](#) Jeni Poppins

Jennifer is a Gracie Award and James Beard Award winning culinary broadcaster, Editor-at-Large at Food & Beverage Media/Proof Magazine, Hospitality Industry Futurist, CPG Brand Consultant, Chief Culinary Officer at JENEFOODS, and Marketing Consultant with Blau & Associates. Jennifer is a Woman of Her Word, and Ape Coin Holder and the proud steward of 2, first generation BAYC derivative Ape nfts. Jennifer continues to be heard hosting culinary conversations across multiple platforms and radio shows including Max & Friends: Sunday Suppers

with Max Tucci on L.A. Talk Radio, FEAST

on AMP, Metabite:The Future of Food & Hospitality

with Aakash Patel. Jennifer is the founder of The Food & Wine Radio Network

, The "22" Club

& H.O.S.T. token, and was Co-Host of Fong on Food

with Nathan Fong on Roundhouse Radio. Presently, Jennifer serves as an Advisor to several Food Tech Ventures, CPG Brands, Digital Media Companies, NFT Projects, DAOs and is a sought after global strategic consultant and wordsmith. Jennifer is a graduate of the Frank Sawyer School of Management, and Newton Country Day School of the Sacred Heart.

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JeniPoppins

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Abstract:

Presenting Pancho's Poppin Foods Pancho's Poppin Foods Presents a Premium line of Signature Recipe Quick Serve Meals, Frozen Specialty Food Products, Salty Snacks & Confections. Pancho's Poppin created a line to satisfy the cravings of every Ape with Pop In Your Mouth Ease and, Craveworthy Taste in partnership with the most acclaimed and successful Chef's in the world. Pancho's Poppin Delivers meals, comfort, nutrition and quality in the very finest quality an Ape can find.

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apes gotta eatpancho_boapainting-postcard final

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Because Pancho Poppins lovingly prepares every bite with the finest ingredients from signature, secret family recipes, these are guaranteed to Satisfy the Cravings of the most discerning. Pancho's Poppin is cooking up new, exciting ideas, and believes that our "Ape Certified" recipe for success is built on an unwavering commitment to quality, a lasting passion for great food and fun. This, Pancho believes, is the short route to satisfaction and success for the entire Ape community. Pancho's Poppin has created A premium menu in collaboration with award-winning food manufacturers using functional ingredients with top taste, and a unique provenance offering sustainably produced, responsibly sourced and lovingly made.

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Benefit to ApeCoin Ecosystem:

By introducing Pancho's Poppin Foods as a premium food brand, the ApeCoin ecosystem gains credible, essential, opportunity for diversification beyond traditional cryptocurrency offerings. This diversification can help attract a wider Guest/user base with varying interests.

As Pancho's Poppin Foods becomes a recognized, beloved and trusted brand within the Ape community, users gain confidence in, and may be incentivized to use ApeCoin for purchasing their premium food products, Hospitality Industry products and services and groceries. This increased usage can drive up the demand for ApeCoin, potentially leading to a positive impact on its value. a strong sense of community by addressing the cravings and preferences of the Ape community. This can foster a sense of loyalty among ApeCoin users, making them more likely to actively participate in the ecosystem and hold ApeCoin. Because an Ape's Gotta Eat, and Pancho Poppins and Momma J want to make sure that every Ape eats well at our community's table. Food delivery will account for 60% of the food Apes eat by the end of the decade. Pancho Poppins believes that delivering ready to eat meals, fresh, frozen or prepared foods will create an investment in the health and wellness of the Ape community. In addition, Pancho Poppins Foods knows that 'Food Unites Us' and by sharing meals "together" will enrich the BAYC community. The Pancho Poppins products are fun and will cultivate true connection and conviviality for the Ape community, which will enhance broaden and proliferate the Ape community and relationships more broadly. Lastly, the Pancho Poppins Foods will generate a source of revenue which the Ape community with experience in multi-focal financial ways.

The goal of Pancho Poppins foods is to BETA test with Ape Coins, Crypto and fiat in a novel pricing model which will allow for immediate testing.

Pancho's Poppin Foods aims to ensure every Ape within the community has access to and enjoys healthy, delicious, high-quality meals, leveraging food tech, delivery, blockchain, and with a vision to invest in the Ape community's health and unity. Their revenue generation plan aligns with ApeCoinDAO's mission to empower the Ape ecosystem and explore innovative financial approaches. By testing novel, ApeCoin, blockchain, hospitality industry transaction payment models, they contribute to the shared goal of revolutionizing the digital landscape, fostering innovation, and strengthening Ape community bonds through the joy of shared meals.

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Platforms & Technologies:

Coinbase commerce as integrated in Woo-commerce with Multi-chain checkout of products that are integrated into ordering systems finding ways to incentivize ape coin usage is key to success. As we roll out nationwide we will integrate local delivery with door dash and target larger cities at first for delivery options after getting business off the ground for drop shipping.

Steps to Implement & Timeline

- BETA Test: LIVE Food Ordering & Products
- Mural Presence
- 3D Filter for content creation
- Assets for 3D content creation
- 3D print files for mascot plushy/statue
- Website expansion
- marketing content creation
- members club token gated discounts
- legal trademarks
- brand partnerships with other ape businesses
- testing of website systems
- Package Design
- Product Launch
- Holiday Promotion/Gifting
- Powered by Apecoin benefits
- Pancho Poppins Members Club/Loyalty Program: ApeCoin Club Members would have access to an exclusive 25% discount, and there would also be a loyalty program in place. Customers who use ApeCoin for their purchases would be rewarded with loyalty rewards in the form of digital Banana Peels.
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The First Stage of Pancho Poppins Foods is our BETA TEST 1

Product 1-1: Ready for Immediate Testing, Confection #1

is presently manufactured by the #1

producer in the category and has existing national distribution in all 50 states. This product will be Private Labelled for Pancho Poppins Foods and sold exclusively through the Ape Community for market testing. This product is available for

immediate private label and can begin distribution through an exclusive 3PL logistics partner in the USA.

Product 1-2: Ready for Immediate testing and distribution. This product is a multi award-winning, frozen, specialty food which has national distribution in Frozen Food and online. This product will be drop-shipped by the manufacturer overnight directly to our ape customer. Presently this manufacturer produces and ships over 100,000 orders directly to specialty food customers in all 50 states. This is an easy to heat and eat product that enables every ape to “pop-it in” to cook and then even easier than delivery, to quickly “pop-it_ in their mouth.

Product 1-3: Similar to Beta Test Product 1-2, this genuine COMFORT FOOD is Ready for Immediate testing and distribution. This product is a multi award-winning, specialty food which has been the category dominant regional producer and now has national distribution in their grocery category and on-premise. This product will be drop-shipped by the manufacturer overnight directly to our ape customer. Presently this manufacturer produces and sells to customers in all 50 states and market domination in the hot soup category. This is an easy to heat and eat product that enables every ape to “pop-it in” to cook and then even easier than delivery, to quickly slurp and “pop-it_ in their mouth.

Product 1-4: Ready for Immediate testing and distribution. This product is a multi award-winning salty snack manufacturer of...healthier salty snacks and specialty food which enjoys national distribution online. This product will be drop-shipped by the manufacturer directly to our ape customer. This is an easy to heat and eat product that enables every ape to “pop-it in” to cook and then even easier than delivery, to quickly “pop-it_ in their mouth.

Product 1-5: Ready for Immediate testing and distribution. This product is a multi award-winning, frozen, specialty food served by the slice.

This product will be drop-shipped by the manufacturer overnight directly to our ape customer. This is an easy to heat and eat product that enables every ape to “pop-it in” to cook and then even easier than delivery, to quickly “pop-it_ in their mouth.

BETA TEST 2

Q2 24

Beta Test 2 will involve refinements of the initial product mix offering and additional new products.

LAUNCH to Market

Q3 24

Overall Cost

The cost of the BETA TEST 1, BETA TEST 2 is projected to be

Initial Dev: \$8,500 + \$ fees

Package Design & Printing : \$4,000 per product

Warehousing & 3PL/Distribution: \$2,500

Marketing/Testing: \$10,000

Media Production: \$4-5,000

Legal : \$5,000 + \$3,500 application, TM, fees

BETA TEST 1: \$15,000

BETA TEST 2 \$15,000

\$75,000 USD, Paid in ApeCoin