

Not just a Proposal for a Comprehensive Newsletter

Proposal Name:

Ape Insights

Proposal Category:

Ecosystem Fund Allocation Proposal

ABSTRACT

This proposal outlines the creation of a comprehensive and user-friendly newsletter for the ApeCoin DAO community. The newsletter aims to offer concise summaries of new proposals, initiating informed discussions and enabling every member to contribute actively to the platform's evolution. This isn't just about sharing information - it's about inspiring understanding and fostering a more unified and democratically engaged DAO community.

MOTIVATION

As we navigate through increasing numbers of complex proposals, active participation can be challenging. Our initiative is the first step towards combating this issue with a newsletter that transforms complex proposals into easily digestible content.

Your support for this proposal is an investment in our shared commitment to better the ApeCoin DAO. This green light is not just an approval; it's an affirmation of our dedication to improving user experience and participation within the DAO. By supporting this initiative, you're enabling us to begin a journey of creating lasting, positive change in our ecosystem. Your trust fuels our ambition and helps us demonstrate our unwavering commitment to the DAO and its members.

AUTHOR DESCRIPTION

Zack74, a committed member of the Bored Ape Yacht Club and ApeCoin DAO, will be leading this initiative. Known for his strategic vision, Zack74 aims to make the ApeCoin platform simpler, more accessible, and welcoming while advocating for initiatives that give back to the community and the DAO. He will be supported by a small team responsible for development, research, writing, and distribution.

RATIONALE

Our proposal seeks to amplify community participation in the ApeCoin DAO by breaking down complex AIPs into easily digestible summaries, fostering informed decision-making and robust discussion. Our mission is to deliver neutral, unbiased, and accessible information, not to serve as a marketing tool for specific proposals. We aim to accurately represent the ideas of AIP authors, who can request edits to our summaries to ensure a fair portrayal of their initiatives.

The need for this service became evident when observing the disparity between the number of forum post views and actual voters. Our extensive research revealed common barriers for ApeCoin holders such as limited time, difficulties navigating the website, and the technical language often used in proposals.

We will be exploring synergies with other DAO newsletters through potential joint initiatives, cross-promotion, or content sharing. Our goal is to enhance and compliment existing efforts, not duplicate them.

We will regularly assess the newsletter's effectiveness and make necessary adjustments based on community feedback, ensuring that it remains a valuable and relevant resource for all ApeCoin holders. We believe this service can significantly bridge the current information gap, encouraging greater community involvement in shaping the future of the ApeCoin DAO.

Benefit to ApeCoin Ecosystem

Investing in this initiative equates to investing in a passionate builder from within our community, committed to over-delivering on the promise of fostering a more informed, engaged, and vibrant ApeCoin ecosystem.

But What unique value will the Proposal Summaries Newsletter bring to the ApeCoin ecosystem as a whole?

1. Increased Accessibility and Understanding:

The newsletter aims to translate complex AIPs into simple, digestible language, breaking down technical barriers and easing time constraints that often limit wider participation. Every member, regardless of their technical acumen or time commitments, deserves to understand, discuss, and vote on proposals that shape our DAO.

1. Enhanced Community Engagement:

A regular, concise, and easy-to-understand newsletter, delivered directly to ApeCoin members, facilitates ongoing engagement with the DAO's activities. This increased engagement strengthens the democratic process and cultivates a more connected and vibrant community.

1. Promoting Informed Decision-making:

The ApeCoin DAO operates on democratic principles, and well-informed participants are crucial for a functioning democracy. By providing unbiased, neutral summaries of AIPs, we enable members to cast their votes based on understanding and facts, not speculation.

1. Community Building:

A consistent, reliable line of communication nurtures stronger ties within our DAO community. This sense of unity and belonging encourages more members to actively participate and contribute to our collective goals.

1. Supporting AIP Authors:

AIP authors also benefit from this initiative. Our summaries make their ideas accessible to a wider audience in an easily comprehensible format, leading to broader discussions, constructive feedback, and ultimately, more robust AIPs.

SPECIFICATIONS

The newsletter will cover summaries of all new proposals in the draft section, focusing on their goals and potential impacts. We aim to cover all AIPs, but if the volume is too high, we'll prioritize key proposals based on community interest, potential impact, and the controversy they generate and prioritize the administrative review section.

The newsletter will also include a dedicated section to gather community feedback and promote active discussions among community members.

Regarding distribution, we're considering a robust and user-friendly platform like Beehiiv for initial distribution. However, a unique website is also in the plan for an enhanced DAO member experience.

Our progress will be guided by several key performance indicators - subscriber count, open rates, click-through rates, and of course, your invaluable feedback. Our goal is to witness an upward trend in these metrics, and more importantly, a surge in informed participation within ApeCoin DAO discussions. After all, the true measure of our success lies in the collective stride of our community toward informed decision-making.

IMPLEMENTATION

The implementation steps involve identifying and analyzing new proposals, drafting concise summaries, collecting community feedback and discussions, and compiling the data into a newsletter format for distribution. The plan also includes the execution of a new website to encourage community members to engage more.

Our strategy involves:

- Identifying and researching new proposals on the ApeCoin DAO site.
- Translating each proposal into a clear, digestible summary.
- Collecting community feedback and encouraging discussions.
- Consolidating the information into a user-friendly newsletter for our community.

TIMELINE

Weeks 1-2: Develop the newsletter format and begin data collection and analysis.

Week 3: Draft the first edition.

Week 4: Finalize and publish the first issue on Beehiiv.

Ongoing: Ongoing weekly distribution of the newsletter for 12 months

Building the new website will take approximately three months.

OVERALL COST

To materialize this initiative, a robust financial plan has been carved out. Encompassing the various phases of the project, the financial blueprint divides the costs into initial setup and weekly operations.

The project kicks off with an initial investment of 1,200 \$APE. This infusion is primarily directed towards a diverse set of tasks that lay the groundwork for the initiative. From setting up the Beehiiv platform, website designing, and development to kick-starting the first round of in-depth research, content creation, and formatting, this phase also involves initial promotion and distribution of the newsletter. Moreover, the cost also takes into account the graphic design aspect, making the content visually appealing and easier to digest.

Following the setup phase, the project enters the operational stage. Here, the weekly recurring cost is 1,050 \$APE, accounting for tasks including continued research, content writing, designing, editing, and distributing the newsletters.

The cost that will be received within the year (52 weeks) of weekly recurring payments

55,800 \$APE as a total amount.

We aim to build an independent website besides the Beehiiv platform. This would provide a unique, user-friendly experience, fostering a deeper connection between the ApeCoin DAO community and the newsletter.