ApeComms: (Simplified)

Original Proposals

[AIP-142: Establish Communication Team (ApeComms)](#)

[AIP-175: Establish ApeComms](#)

Reason for Return & Resubmission Updates

Reason for Return

Various reasons, summarized:

- Uncertainty and chaos regarding transition of Administrator and initial Working Group Zero setup

Resubmission Updates

Changes that have been made and why it should now be approved:

- Total budget and scope have been greatly reduced and refined

Abstract

This proposal seeks to establish ApeComms as a reliable and trustworthy service provider to the ApeCoin ecosystem. ApeComms will continue to build a presence for ApeCoin DAO on Twitter Spaces through our community segments: AIP Roundup, Special Council Debrief, and ApeCoin Community Hours. We will continue to act as an informal "Welcoming Committee" by onboarding new and existing community members to the ApeCoin DAO through Discourse and Discord. ApeComms will provide mentorship, 1-on-1 consultations with AIP authors, and a platform to socialize their proposals.

This proposal seeks funding for a 3-month period, April 1 - June 30, 2023

Motivation

ApeComms proposes to provide key services for the ApeCoin DAO, which are currently missing or lack sufficient support and resources.

ApeComms has identified the following problems within the ApeCoin DAO:

1. Information about the ApeCoin DAO, it's approved initiatives, and governance processes are difficult to find and understand

2. There is a lack of full time support and/or resources available for new members, builders, or AIP Authors

3. The newly formed ApeCoin DAO WG0 Discord requires ongoing support

ApeComms proposes the following services as a solution:

1. Collect, curate and present all information from within the ApeCoin DAO on Twitter, Discourse and Discord

2. AIP Education, Consultation, Guidance, and Exposure

3. Ongoing support for the Working Group Zero Community Discord

Rationale

The mission and guiding values for ApeComms are:

- A

wareness: Communication in the ApeCoin Ecosystem is curated and consistent.

- P

articipation: Driving proposals forward will create opportunities and more demand.

- E

ducation: Understanding ApeCoin DAO processes & decisions will encourage further action and DAO development.

Key Terms

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- Discourse "Regular" Trust Level 3 - Regulars are the backbone of the community, the most active readers and reliable contributors over a period of months, even years. Because they're always around, they can be further trusted to help tidy up and organize the community.

- Working Group Zero (WG0) - Approved by AIP-196, WG0 was tasked with completing an RFP process to replace the original ApeCoin DAO administrators and propose an initial framework for DAO working groups.

Specifications

The ApeComms Team will perform three primary functions:

Deliverables

- Collect, Curate and Present all information from within the ApeCoin DAO on Twitter, Discourse and Discord

- AIP Education, Consultation, Guidance, and Exposure

- Provide a platform for authors to discuss their proposals, provide community updates, and invite special guests from other DAOs & communities

- "WG0" Discord Management

- Consulting and educating ApeCoin community members and AIP authors on AIPs, through Twitter spaces, 1 on 1 meetings, Twitter DMs, in addition to Discord and Discourse messages.

Our Team & Experience:

Vulkan

Vulkan (https://twitter.com/red_vulkan)

- Tracks ApeCoin DAO metrics using Dune Dashboards

- Presents data findings in various Tweets, threads, and reports

- Utilizes data to formulate process proposals, such as AIP-144

- Writes an official ApeCoin DAO newsletter at vulkan.substack.io

- "Regular" on ApeCoin Discourse (defined in Key Terms)

- 10+ years experience as a Software Tester

- Elected among WG0 Stewards

Lost

Lost (https://twitter.com/hodlrcollective)

- "Regular" on ApeCoin DAO Discourse, Elected among WG0 Stewards

- Developed an informational marketing channel through The Hodlr Collective, visible on Ethereum at thehodlrcollective.eth.limo

- 9+ years professional experience managing teams, planning events and marketing specialized products with Fortune 500 brands

- 6+ years engaged in the blockchain ecosystem

- Day 1 BAYC & $APE community member/contributor (Death Nuts Challenge survivor '22)

- ApeComms Community Manager 5 months+

Waabam

Waabam (https://twitter.com/Waabam_eth)

- Project Director of ApeComms for past 2 months

- Selected among WG0 Stewards

- 2 years as co-founder and manager of a startup

- 3 years working as a lawyer at a national law firm

- Received MBA and JD from top 3 Canadian schools

AdventurousApe

Adventurous Ape (https://twitter.com/adventurousape)

- Active member of the BAYC community since day after mint
- Co-established and a mod for the Ladies Lounge Discord, active member of the Ladies of BAYC and Pink DAO
- Co-organized the inaugural Ladies of BAYC "Not a +1" event
- Frequent Discourse and unofficial Discord contributor, over 130 days visited and 3 days read time on Discourse
- Providing 1:1 advice and feedback on AIPs since Aug 2022
- Assisting people in understanding how the DAO works and the AIP process since Sept 2022, including onboarding fellow ApeComms team member Halina
- Selected among WG0 Stewards
- Bachelors of Business Administration and Masters of Science degrees
- 10+ years background in sales, marketing, and advertising including developing marketing/advertising materials, building and managing a team of sales reps

0xSword

0xSword (https://twitter.com/0xSword)

- Ape Newsletter Writer & Frequent Forum Contributor
- Interested in new $ape integrations & collaborations
- Member of Apecomms, Thank Ape Board,
- Participates & engages w/ all $APE ecosystem projects

Halina

Halina https://twitter.com/halina_eth

- Founder of @BoredCalifornia and cofounder of @Chinese_ApeClub BAYC communities
- Experience as head mod of Lives of Asuna, lead a team of 10+ mods, guided mods & core team through a period of heavy scrutiny and FUD
- Spearheaded design, logistics, and communications for the ApeCoin DAO sponsorship of the 2022 ETH Global Hackathon
- Managed over $1,000,000 of student government budget as Chair of Finance in college, guided Senate through 80+ campus programs' grant requests
- Elected among WG0 Stewards

Amplify

Amplify (https://twitter.com/0xAmplify)

- 6+ Year Crypto Researcher, BAYC since June 2021
- 3+ Year DAO Contributor, ApeCoin DAO since launch
- 1 Year Community Manager at Babylon Finance
- Wrote Web3 Newsletters, User Docs & Onboarding Guides
- Current Coordinator & Host for ApeComms Spaces
- "Regular" status on the ApeCoin DAO Forums
- 80% Voter Participation @ 0xamplify.eth
- Selected among WG0 Stewards

SSP

SSP (https://twitter.com/SSPnft)

- 18+ months experience in managing Discords
- 1st Discord Community Manager at Jadu Jetpacks, AVA, AR-focused Gaming Co jadu.ar
- 1st Discord Community Manager and Core Team at ExpansionPunks - DEI project expansionpunks.com
- Active in DAO set-up at Moonbirds, FWB, Seed Club, Expansion Punks, Forefront
- Active contributor in Lil Nouns, OCM, Sup3rfest, Coachella, ZenAcademy Discord Servers
- Metaverse Channel Co-Lead in FWB Discord - Social DAO

Steps to Implement

Communications Structure

- Directs Administrators to coordinate with ApeComms for RTs from ApeCoin Twitter Account
- Directs Administrators to assign ApeComms team members as Moderators for WG0 Discord
- Directs Admins to join new & existing channels for interacting with ApeComms Team

Timeline

The timeline to implement the ApeComms initiative would begin immediately upon approval. The core ApeComms team formed and began work several months before proposing a formal AIP, so much of the initial legwork has already been done.

Day 0

- Continue consulting and educating ApeCoin community members and AIP authors on AIPs, through various channels including Twitter spaces, dedicated Discord Channels, and 1 on 1 meetings, Twitter DMs, Discord and Discourse messages, and email.
- Continue hosting tri-weekly Twitter Spaces across time zones to ensure community voices are heard.
- Continue hosting individuals & teams on recorded Twitter Spaces to explain their proposals to the community, and answer the forum feedback live.
- Continue weekly ApeComms team meetings, documenting and begin reporting team meeting minutes.
- Continue reporting on discourse participation, AIP proposes/passed, snapshot statistics, % of delegated votes, proposal costs
- ApeComms would provide reporting on new datasets as they become relevant

Overall Cost : 15,000 APE

Legal

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