

Proposal Category

APE3 - Small business media website in web3

Abstract

A website where small business owners can learn direct, and specific advice on how to leverage crypto in their businesses and the apecoin ecosystem.

Now all the media sites are about high networth investors, celebrities and highly technical individuals. However there is no publication for the everyday business owners. Let's say you own a gym or a shopify store, you won't be able to apply the crypto knowledge into your business. Unless you are billion dollar corporations, you might not have a web3 strategy. However to make APEcoin seriously mainstream, we need to target the small business owners to grow together.

Motivation

The APE community is where the most important people in crypto are coming together. No matter if you are an investor, celebrity, a highly skilled business executive, or a small business owner, instead of trying to figure out how blockchain is working like the back of a microwave, you only need to know how it will heat up your pizza. It will bring so many regular investors and entrepreneurs into the scene.

The current challenge of the ApeCoin community is that it seems like we are focused much more on hype, and less so on direct business applications. We can solve this problem. We can translate the hype, and marketing towards a direct business application.

Rationale

APE coin is extremely trusted by the ape community and the NFT insiders. However the mass market sees NFT as having no real value and there is no direct connection with their daily life. By being associated with our small business news site, it can normalize APE coin's legitimacy. Since people can associate the ape community with things they find in their daily life.

Key Terms

APE3: APE businesses in the web3 world.

Specifications

In the following year, we will become the top source for small business owners to leverage crypto and web3 in their businesses, also it will have special columns regarding APE3 and ape holder's businesses. We will build a wordpress website and get industry experts, to create content with us, and for the community.

Steps to Implement

We need to hire freelancers including (writers, business development, video editors so we can turn an interview into a podcast, multiple newsletters, several tweets, multiple tiktoks and more media content) Our plan is to distribute out our content, to multiple media forms, to get the most out of it.

Timeline

Q1 we will focus on building the site and launching it, Q2 content quality control, Q3 marketing, Q4 events

In the coming months, we will create articles, and videos, summarizing the most relevant small business crypto application and ape coin news.

We will do in-depth analysis of apecoin related proposals, and how these proposals would affect the business community.

We will syndicate the content to additional media platforms.

Overall Cost

150k

Writers: 50k

Video editors: 50k

Website development: 50k