Abstract

Utilizing the Ape Foundation IP, give Papasito the discretion to work with professionals to design $APE merch echoing the Ape Fest 2021 merch with a unique design pertaining to the DAO to generate revenue.

Motivation

Utilize a full-service merch company to streamline the process, create a merch drop for only ape coin holders, that is limited in quantity to generate revenue for the DAO.

Rationale

Merch has and always will be a source of notoriety for BAYC, and we within the APE COIN DAO should capitalize on the trail they blazed by creating merch with the IP Yuga gifted us. It should be new but also conserve the spirit of the BAYC merch to provide buyers with instant recognition. This will generate revenue for the DAO, add utility to $APE and help us to grow as the merch becomes trendy.

Specifications

Utilizing the [APE Foundation IP](#) work with [Top Drawer Merch](#) to design and successfully implement a merch drop that is for Ape Coin holders only, has a limited window and only purchasable through [Apecoin.com](#) with APE COIN.

Any ApeCoin not used from the budget will return to the DAO ecosystem fund.

Papasito will have no stake in the profits, all profits will go to the DAO ecosystem fund.

Details on all the sales and the profits that were made will be made available to the ApeCoin DAO community after the merch sale.

Steps to Implement

1: Mock designs created (already done)

2: Funds transferred to Papasito

3: Utilizing a full-service company have them design and prepare to fulfil a merch drop. Designs will be approved by Papasito before being finalized.

4: Design and create online store with simple UI based on [apecoin.com](#) that only allows the merch to be purchased in ApeCoin.

5: Store opens to all ape coin holders with a limited window to purchase.

6: Profits and any unused funds are transferred to the DAO ecosystem fund as well as records of sales and usage of funds made available to the community after the sale.

Timeline

This would go into effect immediately if this AIP passes, merch designs will be finalized and the store tab for the website will be built and implemented before the merch sale goes live. Regular updates will be given to allow people to prepare for the merch drop.

Overall Cost

Use a maximum of 130K USD equivalent in ApeCoin from the DAO treasury to accomplish all tasks.