

Please Note: This is just an idea right now, I am not requesting this be promoted to the Analysis phase unless there is community appetite to collaborate

Abstract

Develop a branded ApeCoin Wallet that is dedicated to managing ApeCoin, BAYC, MAYC and BAKC (and ETH by extension). The purpose of this wallet would be three fold:

1. It should be a self custody wallet (not your keys, not your crypto) that provides users direct control over their assets as well and be able to connect over WalletConnect
2. There should be a vendor side to the wallet, so businesses can easily integrate this wallet into the Point Of Sale (POS) system
3. Any staking or gaming developments can be done directly in the wallet – making it a platform itself.

Motivation

I mostly like thinking about how Web3 will evolve over time, things that can drive adoption of ApeCoin, and the intersection between these two things. I suspect a fully branded wallet can be a hub or platform application that users know is not a scam as well as, provide a rich feature set dedicated to the ApeCoin DAO events, activities, projects, voting and funding (maybe we could even surface the conversations happening in Discourse in this app in a separate section)

Rationale

Having a single Branded wallet aligns well with the community's mission to scale ApeCoin adoption, recruit more members and provide trust that this wallet is a safe place to custody your ApeCoin and NFTs.

Specifications

To bootstrap this project, I think we can simply fork the source code of [MetaMask](#) and then add the functionality we want and remove the stuff we don't.

Estimated Steps to Implement

- Fork MetaMask (plugin version to start with, or if we are feeling more ambitious, fork the [mobile wallet](#))
- Understand MetaMask architecture
- Develop a new design for ApeCoin Wallet
- Create a feature set and then align it with a product road map
- Create a Project Management board in Jira
- Design and document the new architecture
- Begin creating User Stories, tasks, and acceptance criteria
- Develop the app
- Deploy app to Chrome Store OR Mobile Stores (if the mobile version)

Timeline

I have not really thought about the timeline yet as I mostly wanted to see if this was an idea the community was interested in. If it is, and some members want to investigate this product further, I would be happy to collaborate with everyone. If no one is interested in working on this, I'll probably just withdraw this idea after the 7 days.

Overall Cost

- 3 or 4 developers @ 200K a developer?
- 1 Project Manager - 130K
- Company formation (or just develop under the ApeCoin DAO directly and leave it as wholly owned by the DAO)
- I would guess marketing would be minimal (as I think we would be able to count on ApeCoin community to be early adopters and provide feedback)