

ORIGINAL PROPOSAL:

<https://forum.apecoin.com/t/aip-398-apecoin-rewards-app/21565>

RESUBMISSION UPDATES:

This updated proposal incorporates direct feedback from the community, highlighting the unique benefits of the ApeCoin Rewards App for ApeCoin, BAYC and MAYC, Mocaverse, JRNY Club, Bulls On The Block and Surreal Guild assets holders. We've clarified the dual-platform nature of the app (iOS, Android, and web) and emphasized that all onboarding occurs via the web to streamline user experience and minimize any perceived barriers to entry. This resubmission details the financial advantages of the proposal, noting that unlike other platforms, no commission will be taken by FanCircles, ensuring all benefits are passed directly back to the holders.

PROPOSAL NAME:

ApeCoin Rewards App (Resubmission)

PROPOSAL CATEGORY:

Brand Decision

TEAM DESCRIPTION:

Led by [Kevin Brown](#), founder of [FanCircles](#). Kevin has extensive knowledge and experience in building companies including:

- Founded [Affiliate Window](#) (Europe's biggest affiliate network) and exited with over \$200 million turnover to German based media company Alex Springer
- Grew and managed the world biggest tribute band, The Australian Pink Floyd from small shows to arenas and stadiums around the US, Europe and Asia. [Documentary here](#).
- Founded FanCircles initially to form direct-to-fan relationships between artists and fans
- Kevin's first NFT was a HAPE, before being a proud member of BAYC with a MAYC bought just after the ApeCoin drop.

The combination of Kevin's knowledge as led to multiple use cases for FanCircles powered platforms from company rewards schemes, TV show community platforms through to WEB3 gated communities including the Boy George fan club which allows entry by subscription or use of the Boy George NFT.

Our team brings robust experience from deploying over 70 apps across various platforms, servicing over 3 million users. Our technical lead, CTO Kostas Melas, alongside a dedicated team of developers and account managers, ensures the highest standard of operation and user experience. Kostas as well as other members of the admin team have followed Kevin through multiple businesses.

ABSTRACT:

The ApeCoin Rewards App offers an exclusive platform for ApeCoin and BAYC holders to access unique discounts and offers both online and offline, enhancing the utility and value of ApeCoin. Fully funded by the DAO, the app enables token holders to enjoy special offers such as 2-for-1 tickets at concerts and festivals, and substantial discounts from over 700 retailers both IRL and online. Because this is funded by the DAO, 100% of revenues are directly passed back to token holders, increasing the attractiveness and loyalty within the ApeCoin ecosystem.

The app also provides advantages to MADE BY APES licensees, offering them exposure within the platform at no cost, and assisting them in reaching their target audience and building their brands more effectively.

Available on iOS, Android, and as a web application, the ApeCoin Rewards App is designed to ensure easy accessibility and maximum utility for holders of one or more ApeCoin, BAYC and MAYC, Mocaverse, JRNY Club, Bulls On The Block and Surreal Guild assets, making it a pivotal tool in the promotion and growth of the ApeCoin ecosystem.

BENEFIT TO APECOIN ECOSYSTEM:

The ApeCoin Rewards App delivers substantial benefits:

1. Exclusive Access

: Provides token-gated offers and discounts unavailable to the general public, enhancing the value of holding ApeCoin, BAYC, Mocaverse, JRNY Club and Surreal Guild holders.

1. Enhanced Engagement

: Increases engagement and loyalty within the ApeCoin community by offering tangible rewards.

1. Economic Advantage

: As the DAO funds the app, there are no commissions deducted by FanCircles, ensuring all savings and earnings are 100% passed back to the community.

KEY TERMS:

- Ape Coin Powered Branding

: The platform is an ApeCoin branded experience. FanCircles is the power behind the platform and service. ApeCoin will always remain front and centre.

- Web2.5

: We will onboard both crypto natives and normies to the Web3 ApeCoin culture with a platform anyone can use. This has been paramount to all the the platforms we build using the FanCircles tech. Onboarding is driven by the fact that when the only way to get an exclusive offer is to be holding a valid asset, they buy. (.e.g. exclusive F1 pit tickets would drive F1 fans to buy ApeCoin, BAYC, Mocaverse, JRNY Club, Surreal assets to gain access)

- ApeChain Compatibility

: When ApeChain launches compatibility to validate assets will be ready to go.

PLATFORMS & TECHNOLOGIES:

- Mobile and Web Applications

: The Rewards App will be available on iOS and Android for mobile users and as a responsive web application for desktop and other devices, ensuring broad accessibility.

- Blockchain Integration

: Utilizes web based secure asset validation (Currently WalletConnect) for secure onboarding with no need to validate again on mobile to login.

- Safety and Security

: The mobile apps provide a layer of safety as there's no way to validate assets through them and no wallet connection required. We will never ask for blockchain validation in the mobile app once the user account is attached to the wallet address via Ape branded web based onboarding from a URL that will never change. Wallet validation happens only once at apecoin.rewards.direct.

STEPS TO IMPLEMENT & TIMELINE:

1. Development

: Adapt existing FanCircles technology to create a bespoke ApeCoin Rewards App. (6 weeks)

1. Launch and Promotion

: Implement a comprehensive launch strategy including promotions and partnerships activation. (8 weeks from start)

1. Ongoing Management and Expansion

: Continuous enhancement of app features and expansion of retail and event partnerships. (Ongoing post-launch)

Implementation of this proposal would be considered complete upon expiration of the 24-month funding term.

OVERALL COST:

The total budget for the ApeCoin Rewards App is £480,000 (approximately \$590,000) for two years (£288,000 for platform operation, and £192,000 for account management).

The funding term is 24 months; we may submit a follow-up AIP in the unlikely event that this project require further funding. The new 24 month period for funding, extended from 12 months, in the initial proposal, allows more extensive deals to be secured, especially concerts and festivals who have year long cycles, more time to be invested in growing the awareness amongst partners and holders alike, and a strong confidence level that retail and event partners to become comfortable that

the ApeCoin Rewards App is not only protecting their brand values and publicly listed prices, but also brings incremental sales. This in turn allows us to recoup any future ongoing costs after the two year term, from advertising fees we can then charge partners to continue to reach the ApeCoin and BAYC community.

Funding will be due upon project passing.