

GM Apes!

I have an idea to leverage my experience in the design, manufacturing and marketing of gaming accessories to create a custom headset intended for use in both gaming, metaverse experiences and general audio/video entertainment. This would be both the development of a product as well as a new brand identity, inspired by BAYC and what it means to be an ape in this new world of crypto gaming and virtual experiences.

I have worked in gaming accessories for over 10 years, have brought to market dozens of products across multiple categories officially licensed by Nintendo, Xbox and Playstation. I now own and operate my own brand of accessories, with my partner who is a co-owner of a factory in Dongguan, China who manufactures those licensed products. This means that everything we make is engineered and built by the same team that has been trained to meet the stringent quality standards of those first-party licensors.

The biggest question for this idea, or any consumer product idea assisted by the DAO, is how does it benefit the DAO and its mission? Perhaps the simplest answer is to make these types of products available for purchase only in \$APE. The counter to this however is that it severely limits the customer base to those already holding \$APE or at least in the crypto space, that can easily swap.

I'd initially thought that a great model would be one in which these types of products could return investment to the DAO through royalties, not only paying back the loan but delivering an ongoing revenue stream from those products that sell very well. This however is not a current function of the DAO, and may likely introduce complications to its structure and legal responsibilities.

So I introduce this thread with 2 questions:

1. Is the idea of a new premium headset and brand, developed in its specs to enhance metaverse experiences and rooted by design in the ape ethos, something that the community would back with their purchasing power?
2. How can the DAO best support consumer product ventures of any type (electronics, toys, collectibles, beverages, clothing, etc.) in ways that meet its core mission?

Thanks Ape fam!

- BeastNode

Proposals submitted to the AIP Ideas category can be vague, incomplete ideas. Topics submitted here are not required to be submitted as a formal AIP Draft Template, however, you may still use the [template](#) if you wish.