

PROPOSAL NAME:

\$JPEGE – A Meme-Powered Community Token Project through NFT Soft Staking

TEAM DESCRIPTION:

K66 – Project Lead of \$JPEGE

A passionate NFT enthusiast. His journey into web3 began with BAYC #5789

, and since then, have collected massive NFTs from the Yuga Labs series. He participated in Otherside, HVMTL, and various Yuga Labs events and games.

On BTC Ordinals, he collaborated with the brand InkonBTC, contributing to several car customization events across Southeast Asia. With years of experience in online project development, he is determined to achieve great success in the Web3 ecosystem.

DMTAY ([x.com](#)) – Collabs Manager of \$JPEGE

NFT enthusiast and BAYC OG since Jun2021. Active Malaysia Ape Club (MAC) Builder and Collab Manager. Well-connected with various regional ape communities as well as other NFT communities. Actively participate in Online Twitter Spaces and Offline Events, representing MAC.

He is also APEX KL 2023 and APEX KL 2024 Event Project Lead.

Kimchiyong ([x.com](#)) – Operation Manager of \$JPEGE

Since entering the cryptocurrency scene in 2017, Kimchi has been at the forefront of digital currency transformations. A Bitcoin enthusiast and own a Bored Ape Yacht Club (BAYC) NFT in 2021. Over seven years, Kimchi has navigated market volatility with steadfast determination and prudent decision-making, staying true to his original vision. He is also Memeland Malaysia Lead.

He has also organised numerous irl events for various projects, including Memeland in Malaysia, Well3 at Atlantis Dubai, APEX KL, L3E7 KL, and others

PROPOSAL DESCRIPTION:

Motivation

As the market becomes stagnant, NFT holders are looking for new ways to gain value from their assets. \$JPEGE creates a solution by engaging these holders with a fresh, competitive, and fun platform. The project encourages participation across NFT communities, offering unique staking mechanics that tie holders into a larger memecoin ecosystem. The creation of meme culture within Web3 further enhances the sense of belonging and creativity, while offering real-world rewards in the form of tokens.

Project

\$JPEGE will allow holders to soft-stake their NFTs across multiple communities. For each NFT staked, holders earn points based on their engagement in the ecosystem, from simple holding to participating in platform events. At the end of each season, the total points are tallied, and participants receive shares of memecoins proportional to their points. After each season, all points reset, creating a fresh competition for the following season. The project introduces Web3's meme culture, using humor and creativity as a powerful force to drive community cohesion and engagement.

Holders will also enjoy other features:

Leaderboard

: Gamified leaderboards display top point earners and provide additional rewards for the most engaged participants.

Event-Driven Engagement

: Regular platform-wide events will offer unique opportunities to earn extra points, creating anticipation and excitement within the community.

Partnerships

: Through collaborations with other NFT projects, \$JPEGE will continuously expand, attracting a diverse range of holders into the ecosystem.

Key Features

Soft-Staking Platform Development

:

Blockchain Integration

: The staking platform will be built on the Ethereum network

, ensuring compatibility with major wallets such as MetaMask. NFTs will be soft-staked without transferring ownership, providing security and ease of access.

Point Allocation System

: Points will be awarded based on staking duration, NFT rarity, and engagement, with all data securely managed on the Ethereum blockchain.

User Dashboard

: A comprehensive dashboard will allow users to track staked NFTs, monitor points, and manage rewards.

NFT Gallery Feature

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Showcase Functionality

: Users can display selected NFTs in their personal gallery, designed for easy sharing on social platforms and enhancing community engagement.

Meme Token Economy & Liquidity

:

Meme Token

: \$JPEG will distribute on the Ethereum network

, driving speculation and trading within the Web3 space.

Distribution

: \$JPEG Platform will automated manage token rewards based on point totals at the end of each season.

User Referral System

:

Referral Incentives

: Users will receive bonus points for referring new participants, fostering organic growth.

Tiered Rewards

: Referrers can unlock badges and additional multipliers based on the number of successful referrals.

Event-Driven Engagement

:

Seasonal Events

: Competitions, challenges, and exclusive activities will offer participants extra points and enhance platform interaction.

Partnership Collaborations

: Collaborate with other NFT projects on the Ethereum network to offer exclusive benefits and grow the community.

Ecosystem Integration with ApeCoin

:

ApeCoin Staking Boost

: Users who stake ApeCoin on ApeStake .io

will receive point multipliers in \$JPEG. This encourages users to hold ApeCoin and participate in the broader ApeCoin ecosystem.

Mutual Value Creation

: The boosted staking mechanism strengthens the ApeCoin ecosystem by driving demand and fostering participation in multiple layers of the Web3 environment.

\$JPEG Tokenomics

Total Supply

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Capped at 66,000,000,000 \$JPEG

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Distribution Breakdown

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Staking Rewards (45%)

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Reserved for users engaging in NFT soft-staking, ensuring a steady flow of tokens over time to encourage consistent participation.

Ecosystem Growth & Stability (25%)

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Allocated to support the platform's overall ecosystem. These funds will ensure the stability of the token, reward early adopters, and enable future developments that foster engagement and activity within the \$JPEG community.

Team Allocation (15%)

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Set aside for the core development team, subject to a 24-36 month vesting schedule to maintain alignment with the project's long-term goals.

Marketing & Partnerships (10%)

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Dedicated to marketing campaigns and strategic partnerships to expand the reach of \$JPEG and bring new users into the ecosystem.

Treasury Allocation & Ecosystem Reserve (5%)

:

To strengthen the relationship between \$JPEG and ApeCoin, 5% of the total token supply will be reserved for strategic initiatives involving the ApeCoin DAO. This allocation is aimed at fostering collaboration, supporting future integrations, and enhancing shared ecosystem growth. The reserve can be utilized to back joint initiatives, community-driven projects, and broader efforts that align with the DAO's vision, ensuring long-term value for both ecosystems.

Token Use-Cases

:

No Utility or Promises

:

As a memetoken, \$JPEG is designed purely for community-driven speculation and trading. It thrives on collective momentum, with no inherent promises of utility or governance.

BENEFIT TO APECOIN ECOSYSTEM:

Increased ApeCoin Demand

: Offering point boosts tied to ApeCoin staking will incentivize users to hold and stake more ApeCoin, driving up demand and long-term holding within the ecosystem.

Higher Engagement on ApeStake .io

: The proposal drives traffic and engagement toward ApeStake .io

, increasing overall staking activity on the platform. This strengthens ApeCoin's staking infrastructure and reinforces its relevance in Web3 staking protocols.

Deepened ApeCoin Utility

: By adding staking boosts into the \$JPEG system, the proposal creates new utility for ApeCoin beyond governance and standard staking rewards. This fosters loyalty and encourages ApeCoin holders to engage actively in \$JPEG's meme cycle.

Community Growth

: The integration will attract both existing ApeCoin holders and nft holders, growing both the ApeCoin ecosystem and \$JPEG's community. This growth strategy enhances the value proposition for long-term holders.

Cross-Platform Synergy

: Linking \$JPEG's meme-driven to ApeCoin strengthens cross-platform collaboration, making ApeCoin more attractive for future partnerships and further ecosystem.

DEFINITIONS:

\$JPEG is a Web3 memecoin-driven platform designed to unite NFT holders from multiple communities, offering soft-staking mechanics and seasonal points-based competitions. Holders stake their NFTs to earn points, which are converted into memecoins as rewards. After each season, points reset, creating fresh opportunities for engagement and participation.

Unique Selling Proposition (USP)

:

Cross-NFT Community Collaboration

: Encourages multiple NFT communities to engage under one platform.

ApeCoin Ecosystem Boost

: Integration with ApeStake .io provides enhanced rewards for ApeCoin stakers.

Meme-Fueled Virality

: Designed for community-driven, speculative fun with no promises, aligning with the memecoin culture.

Gamified Seasonal Structure

: Points reset every season, motivating users to stay actively engaged.

SocialFi Elements

: NFT gallery features and referral incentives enhance user interactions and encourage viral growth.

This approach positions \$JPEG as a dynamic hub for Web3 enthusiasts, blending gamification with speculative trading and community-driven participation.

STEPS TO IMPLEMENT:

Phase 1 (Q1 2025)

: Develop and launch the platform with soft staking and point-tracking features. Onboard initial NFT communities and start the first season.

Phase 2 (Q2 2025)

: Begin memecoin distributions and introduce leaderboards. Launch platform-wide events and competitions to drive participation.

Phase 3 (Q3 2025)

: Integrate partnerships with additional NFT projects and expand the reach of \$JPEG. Initiate marketing campaigns to promote the memecoin trend.

REPORTING EXPECTATIONS:

15 days after project quarter ended.

Phase 1 (Q1 2025)

: Project Report By 15-APR-2025

Phase 2 (Q2 2025)

: Project Report By 15-JUL-2025

Phase 3 (Q3 2025)

: Project Report By 15-OCT-2025

OVERALL COST:

We request \$239,000 USD

for the following:

Platform Development

: \$100,000 for developing the soft-staking and point-tracking infrastructure.

Marketing

: \$59,000 for marketing campaigns to establish \$JPEG as #1

memecoin, driving engagement from multiple NFT communities.

Liquidity Pool

: \$80,000 to create liquidity for the memecoin, ensuring that participants have a functional and stable marketplace for trading.