

Abstract

I propose an easy to understand video tutorial series done by high level articulate people doing a screenshare to walk people through the Apecoin dao process.

Motivation

I feel there is a knowledge gap between the ape community and the mechanics/true value of a DAO. Judging by the Amount of activity and general interest in the ape coin DAO compared to the massive user base, I feel we can do better. While I obviously don't speak for everyone, I think the more we can educate people and show them how easy and rewarding having their voice heard can be, we can harness the power of one of the most enthusiastic communities in world. They sit in twitter and give their opinions all day, why not make those opinions have an even greater impact. Ape coin has a massive following. Sometimes people just need to be walked through the door to take action.

Rationale

Ape coin is culture. Video content drives culture. The statistics and conversion rates of video content over text is not even comparable when it comes to educating a large group of people. If we are to be THE web3 coin that start with making community reach its full potential , not to mention the new people good educational video content could bring into the mix that can turn into potential APE holders.

Specifications

We can start with a series of 10 3-5 min video segments distributed through our most active channels twitter/ discord although most people search youtube when they want to learn . Video tutorials are also very evergreen, the content can also be repurposed and cut into mini clips as well.

Steps to Implement

I think to start the series should consist of screenshare walkthroughs. For tutorials the video titles are key. As it progressing it could move into metaverse tutorials, how to avoid scams, discord walkthrough, how to trade ape. Where to get ape. The list is endless. Keep them simple, easy and informative.

Manpower

1. A sharp Content writer to deliver and brief the video with clear and simple educational objectives
2. A charismatic and articulate video content creator that doesn't have an irritating voice. (Could also be a well known YouTube influencer)
3. Video editor to deliver finished assets in correct formats and make sure media standards are at a professional level. (if the video creator

Timeline

Asap. We could have the first 5 pieces of content ready in two weeks. I would be more than happy to help out as I have lots of experience.

Overall Cost

50k

While it could be done cheaper I feel that a brand like apecoin should have the best tutorials in the industry. Not to mention awesome opening clip thats animated to keep them watching after clicking.