PROPOSAL NAME:

APE Hackathon at Hong Kong Fintech Week

TEAM DESCRIPTION:

Techub News

As a leading local Web3 technology media platform in Hong Kong, has successfully hosted over a hundred online and offline events, covering cutting-edge fields such as AI, DePIN, RWA, and Bitcoin L2. This fully demonstrates its strong capabilities and extensive influence in the technology media industry. The first Hong Kong Bitcoin Asia Summit, introduced by a partner of Techub News, was successfully held in Hong Kong, attracting the enthusiastic participation of over 6,000 attendees, further highlighting leadership position in the Web3 field.

Techub News has also hosted numerous exciting events, including the 2023 Huawei Cloud TechWave, ITA, 2024 DePIN Global Hardware Conference, Hack.Summit 2024, 2024 AI Developer Summit, Bitcoin Devcon, Big Demo Day, as well as the Singapore Crypto Dream Night and Southeast Asia's Premium Blockchain Night. These events have not only attracted significant attention from within and outside the industry but also provided an important communication platform for the development and application of Web3 technology.

In the online domain, Techub News has actively carried out a series of special Space activities, including the 2023 Stablecoin Discussion, Online Debate, Bel2 Series Space, and VATP One-Year Anniversary Space. The VATP Space saw over 780,000 listening rate on the day of the event. This achievement reinforces Techub News as a trailblazer and a driving force behind the advancement of Web3 technology.

Our Team

Techub News is a dynamic and innovative team dedicated to advancing the Web3 industry in Hong Kong.x.com

At the helm is ALMA LI, the founder of Techub News, who also serves as a partner at Web3labs, Vice President of the Blockchain Association of ASEAN, and Vice President of the Chinese University of Hong Kong Alumni Association in Pearl River Delta. Alma is a passionate advocate for the adoption and application of Web3 technologies, significantly contributing to the growth of the Web3 industry in Hong Kong.

Team Main Contact: TG - Alma_coml

One of the partners at Techub News, Mr. Wong , is a seasoned technology leader with a rich background. He is the co-founder and CEO of G-Rocket Accelerator, as well as the co-founder and CEO of Web3Labs. Mr. Wonghas an impressive track record in technology investment and acceleration, having successfully invested in and incubated numerous tech projects worldwide. Additionally, he serves as the CEO of the Gaofeng Group Innovation Fund, overseeing the group's venture capital efforts in the technology sector.

PROPOSAL DESCRIPTION:

The arrival of Apechain is one of, if not the most anticipated chain launches in the industry. It signifies a new beginning within the Ape Coin DAO and achieves a milestone that the whole community can be proud of.

Having a high profile presence at one of the biggest events in Asia puts Apechain and ApeCoin directly in front of our target audience and provides the perfect opportunity to encourage solutions to onboard onto Apechain.

- This AIP specifically targets the Hackerthon culture at Hong Kong Fintech Week, ensuring there are no AIP crossovers. Hackerthons already attract so many builders within web3, now the focus will be to encourage them to launch solutions onto Apechain.

As ApeChain Mainnet goes live, it is important to build the brand presence in Asia regions.

The fastest means of community growth and most cost effective way is to ensure a continued presence is established at the top Asia Blockchain events.

During these events, a variety of exposure techniques should be utilized to maximize the DAO's resources.

Event Plan:

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Once Ape Chain Mainnet is LIVE, it is imperative to have a dominant presence at the key events which draw the largest crowds.

This AIP is strictly pertaining to having a presence at Hong Kong Fintech Week.

In order to ensure return on investment, the most effective way of increasing community at these events, whilst contributing value back to Ape Chain is in the form of hackathon competitions and promotional activities.

Attracting communities and builders of innovative solutions in a synergetic environment at the following event:

- **Hong Kong Fintech Week (HKFW) - Hackathon 2024/10**

Asia's Premier Fintech Event: Connecting 35,000+ Global Minds

Join the ninth annual Hong Kong FinTech Week, the city's largest and most influential gathering of international leaders in finance and technology. Engage with 35,000+ attendees from 100+ economies to explore opportunities in Hong Kong, across Asia and beyond.

fintechweek.hk

Hong Kong FinTech Week | 28 Oct - 1 Nov 2024

Asia's flagship financial technology conference brings together FinTech founders, banking executives, VCs, regulators and Fintech-savvy professionals. Pre-register now.

- **Hackathon Grant Commitee (HGC)**

ApeChain core members and ecosystem partners will have the opportunity to opt-in to participate in a grant committee, composed of Special Council members, Stewards, Horizon Labs, Arbitrum and other prominent industry leaders who are assisting with the infrastructure and build success of Apechain.

Prior to the HKFW Hackathon, the HGC will decide the focus of the hackathon at the upcoming event and plan accordingly. This will determine the grant size within the specified budget, whilst ensuring the focus of the Hackerthon is in line with the strategic targets and scope of Apechain.

Marketing and Platforms

For HKFW, we will ensure comprehensive participation as follows:

- Exhibition: Marketing and Promotional material strategically positioned for awareness

- Speaker Slots: Dedicated panel and keynote speaker slots to present ApeChain and Ape Coin

- Logo Display: Inclusion of ApeCoin's logo on event materials

- Side Event: hosting an exclusive side event for networking and community building

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BENEFIT TO APECOIN ECOSYSTEM:

The benefit derived from this proposal ensures value is created from these event proceedings.

By performing Apechain focused hackathons, we will encourage project founders to build solutions on Apechain, whilst attracting commercial and key infrastructure partnerships, which in turn, provide unique benefits and prizes to hackathon winners and participants.

Performing event keynote and panel speaking opportunities, while maintaining a large marketing presence will bolster Apechain brand and development awareness and provide key information spread within the community.

Presence at events like HKFW creates a huge marketing flywheel effect for Apechain and the DAO of continuous material and exposure which provides positive marketing positioning within the industry.

STEPS TO IMPLEMENT:

Key Execution Dates:

All planning and key bookings will be executed no later than four weeks prior to the event. We have already started initial conversations in anticipation of a successful AIP to ensure a smooth execution at HKFW.

Key Performance Indicators:

- Hackathon team registration

- Hackathon community registration

- Ape Coin DAO online twitter growth

- Ape Coin Discord member growth

Project timeline is dependent on the scheduled events and costs associated. This AIP would be concluded no later than the end of December 2024 once all final reports have been delivered to the community post the end of HKFW in November.

Broken into three simple milestones designed for proactive planning and scheduling, locking in key activities before the venues. Eliminating risks and providing an adequate amount of booking flexibility.

Milestone 1

Start Date: upon receipt of funds from the ApeCoin DAO

Key activity scheduling and booking:

1. Hackathon Venue Hire at HKFW and DSA

2. Support Staff Hire for HKFW

3. Marketing for HKFW

4. Hackerthon grants and allocation of prize pools for HKFW

5. Side Events at HKFW

Cost: $245,000 USD

Timeline: Milestone 1 is complete after the budget report is provided no later than 7 days after the HKFW closing event.

Estimated total timeline: 2 Months (Initial booking/scheduling to completion of final event)

REPORTING EXPECTATIONS:

All budget items will be clearly defined and released to the community post the event taking place to ensure complete transparency at all times. This is outlined clearly in accordance with the Milestones within 'Steps to Implement'.

As the event progresses, these completed budget items will provide an accumulative breakdown of the AIP budget progress.

Our aim is to maximize the community growth, event value and hackathon participation, executing a successful AIP within budget.

This hackathon event will be cross referenced with existing AIPs and working groups. Shared resources and budgets will be executed with transparency and efficiently to minimize costs in marketing and promotions.

This AIP is specifically targeting hackathon activities at HKFW, therefore any activities relating to hackathons have no crossover with other AIPs.

All funds which are unused, will be returned directly to the DAO on completion of the planned events outlined within this AIP.

Budget breakdowns will be provided no later than two weeks before the event to remain fully transparent in our execution.

A comprehensive report of the event success will be provided within two weeks after the event closure, showcasing the community growth, hackathon participation and winners, these reports will be located in the 'ApeChain Hackathon at Hong Kong Fintech Week Budget' google spreadsheet and will remain available until the completion of the proposal.

At the conclusion of the event, a full AIP budget breakdown and report will be provided to the community no later than two weeks after the last event.

Reporting and budget location:

[ApeChain Hackathon at Hong Kong Fintech Week Budget](#)

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = $245,000 USD

On the successful approval of the AIP, these funds will be made available for immediate booking of resources to minimize expenses. All expenses will be audited and remaining funds returned to the DAO.

1. Hackathon Grants: $100,000

Hackathon competitions will be organized leading up to the finals at the event. This provides the opportunity for Apechain to increase its technical partnerships and services within the ecosystem, whilst encouraging teams to build on Apechain and integrate their products/solutions.

1. Side events: $40,000

2. Venue Hire = $10,000

3. Promotion (1 x PR publications / Interviews / Videography) = $5,500

4. Materials (Signs and Banners / Equipment) = $3,000

5. Personnel Arrangements = $16,000

6. Reception and equipment - $2,250

7. Out Assistant (x2) - $2,500

8. Inside Assistant (Manager plus 2) - $5000

9. Guest Signature - $1250

10. Media Reception (including editor) - $5000

11. Reception and equipment - $2,250

12. Out Assistant (x2) - $2,500

13. Inside Assistant (Manager plus 2) - $5000

14. Guest Signature - $1250

15. Media Reception (including editor) - $5000

16. Technical support - (Screens) = $500

17. Insurance = $5,000

Side events play a crucial role in the social dynamics and awareness at each major event.

Hosting 'official' side events will provide the exposure needed to interact with the existing community, while attracting new groups.

1. Support staff expenses: $25,000

2. Planning Staff (3 x PPL - 15 DAYS) = $11,250

3. Event Support Staff (7 x PPL - 4 DAYS) = $7,000

4. Technical Support Staff (3 x PPL - 5 DAYS) = $6,750

For effective operation of hackathons and side events, the appropriate amount of support staff must be engaged for limited time periods.

1. Hackathon venue hires: $50,000

2. The location has a Venue package allocation of $35,000

3. Refreshments and Barista services = $15,000

4. Marketing: $30,000

FUNDING TRANCHES

We have reviewed our budget and can break down into the following tranches:

Milestone 1 - Booking and Planning - Tranche 1 - $94750

Hackathon venue hire - Each location has a Venue package allocation of ~$35000

Side event Venue Hire - $10000

Planning Staff (3 x PPL - 15 DAYS) - $11250.00

Materials (Signs and Banners / Equipment) - $3000

Technical support - (Screens) - $500

Insurance - $5000

Marketing - $30000

Milestone 2 - Event Day activities - Tranche 2 - on completion of milestone 1 - $50250

Promotion (1 x PR publications / Interviews / Videography) - $5500

Side event personnel Arrangements - $16000

Hackathon refreshments and Barista services - $15000

Hackathon Event Support Staff (7 x PPL - 4 DAYS) - $7000.00

Hackathon Technical Support Staff (3 x PPL - 5 DAYS) - $6750.00

Milestone 3 - Hackathon - Tranche 3 - on completion of milestone 2

Hackathon Grants: $100,000

Banners, advertising materials bespoke to the events will need to be generated and transported to venues. Local material providers will be contracted to minimize costs. Online marketing and promotional materials will also be used during the promotional lead up to the events, during and post event updates. Custom NFTs, branded merchandise like t-shirts or caps, event-exclusive digital collectibles, commemorative badges or pins, limited edition artwork, tech gadgets branded with the event logo (power bank、charging cable). The Souvenirs will be given to guests and participants, and typically, commemorative certificates will also be handed out.

Any unused funds will be returned to the DAO and highlighted in the budget reports which will be provided.