ORIGINAL PROPOSAL

[Link here](#)

RESUBMISSION UPDATES

The original concept for [Other Page](#) (Made by Apes #00190

) was to create a simple profile for Ape holders (Ape Page). This idea was limited in both its utility and its ability to bring value to the DAO. Since then, not only has our vision evolved substantially, but several critical events have occurred:

1. The ApeChain proposal was passed.

2. CR3 Labs, our parent company, won[AIP-326](#) (aka. Canopy).

3. Other Page has garnered significant traction including support for over 55 collections, key partnerships, and onboarding over one thousand Yugaverse active community members since coming out of closed beta earlier this year.

Our traction combined with the evolution of the ecosystem over the last year provides us with an opportunity to use Other Page to bring significant value to the ApeCoin DAO, the community, and ApeChain.

This resubmission outlines our plan to leverage Other Page to accelerate ApeChain adoption through the use of new incentives & rewards functionality and an Avatar Connect SSO solution.

The product expansion will provide ApeChain with critical incentive mechanisms to onboard new games and users into the ApeChain ecosystem through the use of 2D/3D avatars, community management tools, and ApeCoin rewards. In addition, it will drastically reduce the friction of user on-boarding to the ecosystem.

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](https://www.youtube.com/watch?v=ha7j6GOIDR8)

PROPOSAL NAME

AIP-434: [Resubmission] Other Page: A Player Network & Rewards Hub for ApeChain

TEAM DESCRIPTION

The platform is being built by [CR3 Labs](#), a venture-backed Web3 product studio that builds tools for Web3 games and collectibles. To date, we've raised a $1.1M pre-seed round from notable investors including Cadenza, HyperSphere and Red Beard Ventures. We intend to raise a Seed round if our proposal passes, but do not have a deck or any confirmed investors at this time. In addition we previously won a $480K grant from the ApeCoin foundation for [AIP-326: Platform to Enable ApeCoin Powered Payments & Rewards for Apps & Games](#).

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CR3 Labs Team Members

The CR3 Labs team is composed of dedicated community members and Web3/startup veterans. (Note: every single team member has come directly from the Yugaverse community).

- Mike ([Twitter](#) / [Other Page](#)), Co-founder & CEO (Business, Product, & Technology) - Built one of the first decentralized exchanges, Radar Relay.

- Leo ([Twitter](#) / [Other Page](#)), VP of Marketing (Strategy, Marketing, & Operations). Co-founder of Vora Labs (web3 art & gaming studio). Seasoned SaaS marketing & revenue executive with multiple scale-ups & exits.

- Taylor ([Twitter](#) / [Other Page](#)), Head of Biz Dev (Business Development & Partnerships) - A strategic technology entrepreneur. Previous experience includes Nervos and [Improbable.io](#) / MSquared.

- Brandon ([Twitter](#) / [Other Page](#)), Co-founder & Head of Design - A multidisciplinary designer. His client list includes Lyft, New Belgium, Sparkswap, New Balance, PopSockets, and many more.

- NANA ([Twitter](#) / [Other Page](#)) - Community & Experience - An innovative leader with a passion for fostering engagement and driving experiential learning. Founder & host of OTHERspace FM. Former experience includes over a decade at Apple.

- Sam ([Twitter](#) / Other Page) - Fullstack Engineer - Experienced problem solver with expert knowledge of Rust, Go, TypeScrip & JavaScript. Former engineer at Apple & creator of Otherdex.

- Squirtle0x ([Twitter](#) / [Other Page](#)) - Frontend Engineer - Frontend Swiss army knife with expertise in React & TypeScript. Experience web3 builder & contributor to Bored Media Group. Former consulting engagements include Netflix & Apple.

- Anon Function ([Twitter](#) / [Other Page](#)) - Backend engineer - Backend extraordinaire and Creator of Yugatools (Ape Closet, Set Checker, Bidalyzer, ApeCoin UI, Kodas On Shoulders and Ape Eyes).

- Nyxeros ([Twitter](#) / [Other Page](#)) - Strategy - Web3 marketing and operations guru. Head of Projects at Novel Labs. Former co-founder of Radar Relay.

Advisors

- [Dim.eth](#) - Metaverse Steward, ApeCoin DAO

- [Popil](#) - MarComm Steward, ApeCoin DAO

PROPOSAL DESCRIPTION

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](https://www.youtube.com/watch?v=ha7j6GOIDR8)

[For SnapShot]

[LINK TO VIDEO](#)

The Open Metaverse unlocks the ability for gamers to move from one experience to another and take their data with them. This enables much deserved freedom for gamers but creates new challenges for platforms to engage and retain them.

In this decentralized world, Other Page is a Player Network and Rewards Platform centered around the one place gamers always return: Their Avatars.

Other Page consists of 3 primary components:

1. Avatar system

2. Create your avatar profile page. Avatar profiles enable one-click connect to any integrated experience or application and enable you to own and flex your legacy across the Open Metaverse. Other Page currently supports 16 different PFP collections as avatars and an additional 40 different NFT collections with more on the way.

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community

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1. Community system

2. Community relationship management (CRM) dashboard that enables projects/games and their sub-communities to manage their members & increase engagement.

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1. Rewards system

2. A decentralized and permissionless system enabling projects, games, and communities to reward their members with tokens and NFTs (enabled by [AIP-326](#)).

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Benefits for ApeCoin & ApeChain

1. Promotes the usage of ApeCoin by helping players discover and transact with the various experiences built on ApeChain, thus generating additional transaction fees for ApeChain & revenue for the ApeCoin DAO.

2. Facilitate ApeChain user onboarding - Currently we have around half of the active gaming ecosystem within the Yugaverse using our platform. Other Page reduces friction for ApeChain user onboarding by giving users a 1-click connect to all integrated ApeChain experiences and removes the need to bridge ApeCoin or their assets to ApeChain.

Benefits for Users of Other Page

1. New profiles receive free ApeChain $APE to reduce friction of the first bridge to ApeChain.

2. Earn rewards ($APE, NFTs, badges) for participating in project activations.

3. Preserve legacy across ecosystems through on-chain badges.

4. Makes flexing avatars (2D/3D), achievements, & in-game items across all experiences easily shareable.

5. Enables utility discovery across all owned digital assets as well as the entire ApeChain ecosystem.

Benefits for Gaming & Community Companies

1. Provides tooling to acquire & reward community members. With opportunities to work with supported rewards providers to offer varying reward types including $APE, MBA products, APES+, on-chain badges, points, and more.

2. Avatar profiles and community involvement fosters emotional connection to assets and experiences, improving user engagement, retention, & monetization.

3. The platform's token gated and player-first experience means that all members are curated, and genuine. This enables projects to target high-value and loyal customers and mitigates sybil attacks.

Case Studies

Case Study - 10KTF Grailed

In one of [our initial pilots](#), a badge system for 10KTF (by Yuga Labs) resulted in $55,000 Otherdeeds purchases by Grailed avatar holders within 72 hours of the badge rollout. The campaign strengthened emotional ties and utility of the Grailed avatar collection through a simple Otherdeed / Grailed matching mechanic.

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Case Study - Thank APE Badges

We're working directly with Thank APE to add a rewards mechanic to earning badges. This adds an additional incentive layer to completing the tasks associated with a badge in return for additional $APE.

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Case Study - Ambassador Program w/MBA Rewards

We rolled out a pilot program to empower our passionate users to become ambassadors for the platform, driving growth, engagement, and advocacy while contributing to the ongoing evolution and success of Other Page. Our 13 ambassadors that signed up helped us drive user growth, enhance awareness, and provide product feedback. To reward their efforts we sourced products from 7 different MBA brands, which were assembled into curated gift boxes and sent to ambassadors that qualified. We plan to integrate learnings from this program and MBA products into the Other Page reward system, more on this soon…

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Case Study - [REDACTED] Game 1

The pilot project enables [redacted] to add ApeCoin to their game, create token-gated buffs based on connected Other Page player avatar profiles, and the ability to store and distribute ApeCoin rewards. Players will also earn badges based on aggregates of their seasonal rankings through the Other Page platform.

Partners & Integrations

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Other Page is partnered with Magic Eden, Rarible, Thank APE, Apes+,Solidity.io, Otherside Wiki, and Zharta with many more on the way.

Magic Eden

- a bi-directional link between Other Page & Magic Eden. On Magic Eden, users are able to dive deeper into the background of any wallet with outbound links to the wallet's Other Page. From Other Page, users are able to discover NFTs and avatars for sale on Magic Eden.

Rarible

- Other Page is working with Rarible to bring white labeled avatar profile experiences to our joint clients.

APES+

- Other Page is partnered with APES+ to recognize builders, reward collectors, unite communities, and bring greater awareness to opportunities for holders to get involved and earn rewards through whitelist access and token drops.

Faraway

- easily add a link to your Other Page in your Faraway Storefront and have it be displayed on your public Faraway profile page.

Thank APE (scheduled)

- an API integration that allows Thank APE to distribute rewards based on Other Page badges that you hold, and for Other Page to award badges for Thank APE achievements.

Improbable (in progress)

- Other Page is in the process of integrating Improbable M^2 tooling to enable interactive models and avatars on profiles.

Sequence (pending)

- Other Page is in the process of being integrated as an SSO (single sign-on) option in Sequence, enabling Other Page users to sign up for games & apps with a single click and bring their profiles with them.

Somnia Network (pending)

- Other Page will act as one of the primary avatar viewers for Somnia-based Avatars and will be a compatible dApp in the Somnia Browser.

BENEFIT TO APECOIN ECOSYSTEM

Other Page will drive value to the ApeCoin & ApeChain ecosystems in several ways:

1. Promote the usage of ApeCoin

2. help players discover and transact with the various games built on ApeChain, thus generating additional transaction fees for ApeChain.

3. Facilitate ApeChain user onboarding

4. currently we have around half of the active gaming ecosystem within the Yugaverse using our platform. Other Page Connect, our SSO solution, makes wallet creation and connection to any game/project painless. New accounts are airdropped ApeChain $APE to prevent the need to bridge their first ApeCoin.

5. Improve discovery

6. the community management, game discovery features, and on-chain badges will enable better discovery, leading to better monetization, and increased revenue back to ApeChain & the ApeCoin DAO.

7. Facilitate achievements & reward distribution

8. using ApeCoin as the default reward token for the platform. Rewards and on-chain badges help incentivize players and games to use ApeChain.

Customer Journey

DEFINITIONS

SaaS - Software-as-a-Service - software licensing model where software is licensed on a subscription basis

Low Code - a development platform that requires basic programming knowledge to develop & integrate complex apps

API - Application Programming Interface - a set of rules, protocols, and tools that allows different software applications to communicate and interact with each other.

Non-custodial - type of service or platform where users retain full control and ownership of their assets without relying on a third-party custodian

Microservices - software development approach where an application is divided into smaller, independent services that are loosely coupled and independently deployable.

Other Page Connect (Single Sign-On) - authentication process that allows users to access multiple applications and import their profile settings with a single set of login credentials.

PLATFORMS & TECHNOLOGIES

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Other Page is built using a microservices architecture and consists of three main layers:

1. Avatar system

2. connects you to any experience or application enabling you to own and flex your legacy across the Open Metaverse.

i. Customizable 2d and 3d avatar profiles with support for any 3D avatar including BAYC, Forgotten Runes Wizards, Meebits, Kodas, and more to come.

ii. Flex your digital assets across all of your wallets and ecosystems with easy tools to share profiles and accomplishments to socials.

iii. Connect with communities and earn achievements, badges & rewards.

iv. Take your profile settings with you to any experience via the Other Page Connect solution.

v. Discover utility tied to digital assets that you own, including gaming activations, IRL events, downloadable content, and much more.

vi. Create and export memeable user-generated content (UGC) with your 3d avatars. We are aligned with Garga's vision of putting "tools into people's hands so they can contribute to growing the network" and UGC is one of the best marketing channels for the ecosystem.

1. Community system

2. designed for the Open Metaverse enabling projects and their sub-communities to manage their members and increase engagement.

i. Public community profile and directory.

ii. Member management and engagement analytics.

iii. Sub-community management and endorsements through token gating or verified IP ownership via Made By Apes.

iv. Permissionless on-chain vaults to manage assets & distribute rewards to community members.

v. On-chain or off-chain badge and reward system to incentivize engagement.

1. API / SDK

The Other Page API & SDK enables game and application developers to integrate the Other Page Avatars and Communities programmatically.

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i. Connect and authenticate members to your experiences and retrieve a unified view of their profiles across all of their wallets (delegations).

ii. Retrieve on and off chain data about communities, members and achievements.

iii. Create and attribute gasless on-chain badges or off-chain badges to community members.

iv. Distribute rewards based on segmentation of communities via token holdings, badge holdings, or Discord memberships.

STEPS TO IMPLEMENT

*Costs and timelines are estimated and may be subject to change. Project timeline is also dependent on the launch of ApeChain.

Milestone 1

Start Date:

upon receipt of funds from the ApeCoin DAO

- Administrative and project setup:

i. Prerequisite project management, hr, and legal

- Software Requirements Specification

- Software architecture and planning

- UI/UX Design

Cost:

$190,000

Timeline:

1 month

Milestone 2

Start date:

upon completion of milestone 1

- Canopy integration development

i. Smart Contracts conversion to ApeChain

ii. Smart Contract audits phase 1

iii. Integration into Other Page dashboard

- Automation development

i. Automation of ApeCoin distribution to accounts

ii. Sybil protection mechanism and design

Cost:

$90,000

Timeline:

2 months

Milestone 3

Start date:

upon completion of milestone 2

- Devops & Infrastructure development: enabling support for new features and scale
- New feature development

i. Avatar Connect solution + ApeChain support

ii. Rewards system + ApeChain support

Cost:

$330,000

Timeline:

3 months

Milestone 4

Start date:

upon completion of milestone 3

- Code testing & quality assurance
- Security & penetration testing
- Smart contract audits phase 2/completion
- Beta launch

Cost:

$160,000

Timeline: 3 months

Milestone 5

Start date:

upon completion of milestone 4

- Remaining legal requirements

- Production launch

- GTM marketing initiatives

Cost:

$170,000

Timeline:

1 month

Estimated total timeline: 10 months

OVERALL COST

Total Budget: $1.03M USD + 100k ApeCoin

- $1.03M USD for product, marketing, & legal

- 100k ApeCoin for community onboarding

Product Design & Development: $570k

- Software Requirements & Technical Architecture: $50,000

- UI/UX: $40,000

- Canopy product integration: $70,000

- Smart Contract development (Port to ApeChain): $50,000

- Infrastructure integration into Other Page Dashboard: $20,000

- Smart Contract development (Port to ApeChain): $50,000

- Infrastructure integration into Other Page Dashboard: $20,000

- Devops / Infrastructure Development to support new features: $70,000

- Front-End Development & Integration (New Features): $110,000

- Back-End Development & Integration (New Features): $150,000

- ApeCoin distribution automation: $20,000

- Testing & QA: $60,000

Infrastructure & Maintenance Costs: $90k

- Infrastructure Hosting Costs: $50,000

- Blockchain Indexing / Data Storage: $20,000

- Maintenance, bug fixes & support: $20,000

*Provides an estimated 1 year of coverage.

Security Audits: $100k

- Smart Contract audits (Internal & 3rd Party): $50,000

- Security & penetration testing (Internal & 3rd Party): $50,000

Marketing: $150k

- Business development & partnerships: $90,000

- Community management: $30,000

- Operations & Misc: $30,000

Legal & Advisory: $120k

- Professional support to ensure compliance, proper setup for on-chain mechanics, and proper design and management for the $APE account distributions.

*Third party advisors only, listed advisors on this AIP will not be compensated.

Community: 100k APE

- 100,000 APE distributed to new & existing Other Page accounts as ApeChain APE to streamline onboarding. ApeChain $APE will be deposited into new users' wallets to be spent within ApeChain ecosystem activations (e.g. games & apps).

- Automation will be created to distribute 10 ApeCoin per account with sybil attack mitigation.

REPORTING EXPECTATIONS

Other Page will provide a monthly update to the ApeCoin DAO, which will be publicly shared on the [@OtherPageHQ](https://twitter.com/OtherPageHQ) Twitter account.The update will include any AIP milestones that have been successfully delivered and additional KPIs (e.g. user growth, partners, new features) that Other Page wishes to share.