

Being part of the Built By ApeCoin (BBAC) Accelerator Program through Thank APE was a significant milestone for 288 Spirits in 2024. It not only validated our early commitment to the BAYC and ApeCoin ecosystems but also offered critical support and growth opportunities during a challenging year for our business.

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Badteeth at his desk in THE 288 Saloon by @bailey_tattoo

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In 2021, I witnessed the “Cambrian Explosion” of web3 projects and communities, driven largely by the power of decentralized IP. That experience strengthened my conviction that the next evolution of decentralized IP will radically improve how brands and consumers engage – especially when combined with web3 tools designed to foster transparency, trust, and loyalty.

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THE 288 on display at the MBA Bodega Showcase during ApeFest 2024 – Convento do Beato, Lisbon, Portugal

1920×2560 553 KB

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Through the BBAC grant, Thank APE empowered 288 Spirits to explore ApeChain integrations and advance our experiments with decentralized IP – more to come on that in the new year. We were able to elevate our presence at ApeFest, host monthly 288 TUESDAY IRL events for the community in Long Beach, California, and expand our product line beyond just spirits <https://the288.xyz/>

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THE 288 Lisboa Collection

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Even prior to this grant I'd become a big fan of Thank APE. As the DAO continues to evolve, it's exciting to see how their small grants and rewards programs provide real value to the community – imo it's one of the AIPs that have truly recognized the promise of the DAO. THE 288 was honored to be part of the first BBAC cohort alongside 35 other amazing web3 brands. We look forward to seeing you next year, cheers!

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288 TUESDAY at the Bamboo Club – December 2024

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