

AIP Name:

[AIP-479: Coffee with Captain Powered by \\$APE on ApeChain](#)

Implementation Status:

Pending

Implementation Date:

N/A

Author:

[@CaptainZwingli](#)

Abstract Summary:

Title Sponsorship of a leading web3 daily show and a weekly segment featuring MBAC brands. Ongoing promotion of \$APE, ApeChain and MBA / MBAC brands on X and the major podcast platforms.

Six month partnership to include:

1) Title Sponsor

a) Coffee with Captain Powered by \$APE on ApeChain

b) Coffee with Captain Powered by ApeChain

c) Coffee with Captain Powered by \$APE

The title will appear in the Live X Spaces for the duration of the show, as well as in the title of the podcast recordings and preferred link(s) will be included in the show notes. This title sponsorship includes any live shows during the sponsorship period as well. For example, live Coffee with Captain at ApeFest will be powered by \$APE

2) A weekly segment "Made by ApeCoin Mondays"

Sponsored interview around 9AM EST on Coffee with Captain.

Each week we'll interview a MBA builder at/around the peak of our Monday show.

Preferred brand links will be featured in show notes in the podcast recordings.

We'll also work with Thank Ape to encourage and reward audience engagement with the brands that are being featured.

3) A weekly "ApeCoin Ecosystem update with [@Lost](#)"

A recurring sponsored segment on Wednesday at 9:45am EST on Coffee with Captain. Clip will be captured and Audiograms can be repurposed as shorts ApeCoin Youtube.

4) ApeChain will become the home of Coffee with Captain

Through a multi-phased approach we will migrate all of our future published content to be hosted on ApeChain. Beginning with our [weekly show summary](#)

Potentially a fork of [Mirror](#) or [Paragraph](#)

To be clear, this proposal does not take into consideration the development of, or funding of an on-chain publishing platform, rather a commitment to making ApeChain our home for published content and we'd love to work with others in the community who build the platform.

5) With a partnership in place Cap & Steve will actively seek news and events from the ApeChain community to discuss organically on CwC

throughout the week, in addition to the Made By ApeCoin Monday segment.

6) Two professional audiograms per week

will be provided to the ApeCoin DAO, ApeComms, and the MBAC brand that was featured. An example of an audiogram clip produced by Macki can be seen [quote tweeted here](#) - capturing the attention and engagement of other leaders in the space.

Overall Cost:

\$85,000 USD paid in ApeCoin.

Related AIPs:

Timeline Updates:

Interview Q&A:

The Facilitators conducted a follow-up interview on Sept 12, 2024 and Jan 7, 2025, and await a response from the author.