

Forever Apes - Free luxury products for \$APE holders

Category: Core: Brand Decision

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ABSTRACT

This proposal presents the idea that ApeCoin holders should be eligible for free-to-claim luxury products produced by the Forever Apes team. Through a mix of free-to-claim digital and physical products, we will create a unisocks type buzz and stimulate the \$APE community, engagement and growth.

Each product drop will highlight a different NFT collection, community or crypto personality. The inaugural product will be 1000 decks of NFT themed luxury playing cards. Free-to-claim (+shipping) to anyone with a minimum of 100 \$APE in their wallet. Using TokenProof's token-gating technology we can set minimum \$APE requirements and eventually, time it has spent in the wallet prior to claim.

We believe this will help grow the community, further \$APE brand recognition IRL, and we are requesting a grant from the community to help us accomplish this goal in order to build our products out at scale.

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MOTIVATION

Projects are only as strong as their communities, and everyone wants to represent the communities they connect most with. We're giving the ApeCoin community an opportunity to do just that. BAYC has written the playbook, but with the introduction of \$APE, the community has grown significantly to 88k+ members (and counting). Through our physical and digital products, we are giving the community an outlet to express how passionate they are about ApeCoin and what it stands for.

We will generate excitement while rewarding people with IRL physicals for simply being a part of the ApeCoin ecosystem. We have met some amazing people over the last year and feel honored to be able to provide this community with a product they can be proud of.

RATIONALE

The BAYC community regularly comes together to tell their stories, reveal mega mutants, or get the founders to speak about the early days. While all of this pushes on, we think there is a real opportunity to capture and tell these stories, and not have them lost in the ether. We believe, through a series of shared experiences, products, and stories, we will create a more active and engaged ApeCoin community. It's with these shared experiences that ApeCoin can realize its true potential to become the preferred token of web3.

SPECIFICATIONS

Although we have various products planned, this DAO Proposal outlines one of our many products, ApeCoin playing cards.

1. Chapter 1. ApeCoin Playing Cards -
2. A luxury IRL deck of playing cards that will feature custom illustrations across different NFT collections/communities. Each collection is a limited edition series-specific drop.
3. Proposed Product Specs (subject to change)
4. 52 standard cards + Joker
5. Custom illustrations for face cards + Joker
6. Custom numbered/suit card design
7. 3.5 x 2.5" standard playing card size
8. 19 pt heavy weight silk laminate soft-touch card
9. Custom designed playing card box with legend
10. Custom transparent UV varnish on reverse side of cards
11. 52 standard cards + Joker

12. Custom illustrations for face cards + Joker
13. Custom numbered/suit card design
14. 3.5 x 2.5" standard playing card size
15. 19 pt heavy weight silk laminate soft-touch card
16. Custom designed playing card box with legend
17. Custom transparent UV varnish on reverse side of cards

Rough design samples (subject to change)

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STEPS TO IMPLEMENT

Forever Apes has already made significant progress in accomplishing the stated goals. We recently launched a concept card deck that will was used at the Apes vs Punks poker tournament in Chicago. We would also like to extend an invite to any/all DAO members who want to help design and illustrate these cards. These are community projects and would like community input. These community members will be compensated for their efforts.

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(Apes vs Punks poker tournament)

- Steps To Completion
- Lock in print partner [COMPLETE]
- Illustration, design and press setup [IN PROGRESS]
- TokenProof \$APE authentication and claim website [NOT STARTED]
- Production and Shipping [NOT STARTED]

TIMELINE

Once the DAO approves this grant, Forever Apes is positioned to implement these steps at once. Card design and web development will begin immediately. We will create a claim portal that verifies the required \$APE is in the wallet.

The estimated timeline for the above steps is as following -

1. TokenProof - Token gated claim portal [4 Weeks]
2. Card design + production [4 Weeks]
3. Claim launch [5 Weeks]

FUTURE PRODUCT IDEAS

Pending successful ApeCoin DAO funding, the \$APE community will be able to claim the following products and more, for

free, providing minimum \$APE requirements are met.

1. Coffee Table Book -
2. Proposed Requirement: 500 \$APE in wallet.
3. Digital Stories Portal -
4. Proposed Requirement: 1 \$APE in wallet.
5. Wine -
6. Proposed Requirement: 250 \$APE in wallet.
7. The Wall -
8. Proposed Requirement: 1 \$APE in wallet.
9. Poker Set -
10. Proposed Requirement: 250 \$APE in wallet.
11. Forever Apes X Gucci -
12. Proposed Requirement: 1000 \$APE in wallet.
13. Ceramic Ashtray -
14. Proposed Requirement: 250 \$APE in wallet.

OVERALL COST

This section highlights the rough cost structure for ApeCoin playing cards which includes web design, development, print and production.

Develop a token gated website that can be used for future claims.

Design, produce and ship 1000 decks of cards.

Estimate: \$45,000