ApeComms 2.0

Original Proposal (Click to open)

Original Proposal

[AIP-142: Establish Communication Team (ApeComms)](#)

Reason for Return

Reason for Return

Various reasons, summarized:

- Lack of clarity around time commitment, responsibilities, objectives, and vested compensation schedule

- Initial budget is too high

- Team compensation and time commitments should not be uniform

Resubmission Updates

Resubmission Updates

Changes that have been made and why it should now be approved:

- Clear breakdown of costs, responsibilities, and objectives

- Roles are more defined and assigned to each team member

- Compensation for each defined role is based on the role's average US compensation

- Total budget was greatly reduced and clarifies hourly commitment at a reasonable weekly time expectation, with an overall reduced initial time frame.

- Clarification that ApeComms does not take custody of funds upfront: payments are made monthly and are subject to unlocks.

Abstract

This proposal would put in place the ApeComms working group, which would provide full time AIP development assistance to community members in the ApeCoin ecosystem, educate and provide resources to community members about AIPs and other issues important to the ApeCoin DAO, assist the DAO administrators with communications, and develop a public discord.

[Link to ApeComms Pitch Deck](#)

Motivation

ApeComms proposes to provide key services for the ApeCoin DAO, which are currently missing or would otherwise lack sufficient support and resources.

ApeComms proposes to solve three distinct problems:

1. AIP authors struggle to develop AIPs on Discourse

2. Official communications lack full-time support and resources

3. There is currently no public Discord for the ApeCoin DAO to collaborate

ApeComms would provide three core services:

1. AIP Education & Support

2. Communications Support

3. Discord Development & Management

Rationale

The mission and guiding values for ApeComms are:

- Awareness: Communication in the APE ecosystem should be transparent and consistent.

- Participation: Driving proposals forward will create opportunities and more demand.

- Education: Understanding ApeCoin DAO processes & decisions will encourage further action and DAO development.

Key Terms (Click to open)

Key Terms

- APE Improvement Proposal Draft & Analysis Report (AIP DAR Package) - both the AIP Draft (submitted by the proposal author) and the AIP Analysis Report (submitted by the project management team engaged by the APE Foundation) as a package after the analysis report is conducted.

- ApeComms Operating Fund - The budget included for the ApeComms initiative which covers initial and ongoing costs for legal consultation, Discord security & management, as well as CRM & project management tools. ApeComms does not take custody of these funds.

- Discourse "Regular" Trust Level 3 - Regulars are the backbone of the community, the most active readers and reliable contributors over a period of months, even years. Because they're always around, they can be further trusted to help tidy up and organize the community. To get to trust level 3, in the last 100 days: Must have visited ApeCoin DAO Discourse at least 50% of days, must have replied to at least 10 different non-PM topics, of topics created in the last 100 days, must have viewed 25%) , of posts created in the last 100 days, must have read 25%, must have received 20 likes, and given 30 likes. Must not have received more than 5 spam or offensive flags (with unique posts and unique users for each, confirmed by a moderator), Must not have been suspended or silenced in the last 6 months. (Currently only 7 members of ApeCoin DAO have reached this status, ApeComms represents 6 of those members- 0xSword, AdventurousApe, Amplify, Lost, RedVulkan, and SSP

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Specifications

Specifications

The ApeComms Team would be created to perform three primary functions:

Functions and tasks

Table 1: Tasks associated with each ApeComms primary function (click to enlarge):

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Deliverables

Deliverables

Table 2: Deliverables associated with each ApeComms primary function (click to enlarge):

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Please see the "Timeline" section for additional detail on deliverables.

Reporting & KPIs

Reporting & KPIs

Table 3: Reporting elements & KPIs associated with each ApeComms primary function (click to enlarge):

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ApeComms Roles & Responsibilities

ApeComms Roles & Responsibilities

Table 4: Responsibilities for each ApeComms team role (click to enlarge):

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Our Team & Experience

Our Team & Experience:

Table 5: Team member experiences and qualifications (click to enlarge):

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Steps to Implement

Communications Structure

Communications Structure

- Directs Ape Foundation, including Special Council, to provide proposal status updates to ApeComms

- Directs Ape Foundation to coordinate with ApeComms for use of ApeCoin Twitter Account

- Directs Ape Foundation to assign Moderator(s) to co-host Spaces using ApeCoin's Twitter Account

- Directs Ape Foundation to join new & existing channels for interacting with ApeComms Team

- Directs Ape Foundation to provide a direct link to the ApeCoin DAO Discord server on apecoin.com

- Directs Ape Foundation to immediately begin sharing with ApeComms all past, present and future DAR packages, including the Ape Foundation moderator notes from the AIP Moderation phase

- Directs Ape Foundation to facilitate ApeComms attendance at Special Council & Administrator meetings, including "Office Hours" calls

ApeComms Operating Fund

ApeComms Operating Fund

- The ApeComms Operating Fund would remain in ApeCoin DAO control, ApeComms would not take full custody of funds

- Directs Ape Foundation to assign a Moderator(s) to co-manage the Operating Fund with ApeComms

- The Moderator(s) assigned would be granted signing authority for invoices submitted by the Project Director

- Any unused portion of this budget would remain in the Ecosystem Fund.

Timeline

Timeline

The timeline to implement the ApeComms initiative would begin immediately upon approval. The ApeComms team formed and began work several months before proposing a formal AIP, so much of the initial legwork has already been done.

Table 6: Timeline and deliverables (click to enlarge):

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Since this initiative is among the first working groups from the ApeCoin DAO, and as we are reliant on information from the Ape Foundation itself, ApeComms may exercise a certain amount of discretion in implementing this timeline.

Overall Cost

Overall Cost

The total cost of this proposal is $ 114,129 USD for a 3 month term.

Please note: ApeComms is not taking custody of the total budget up front or in full. Contributors would be compensated directly by the Ape Foundation on a monthly basis. ApeComms Operating Fund amounts would only be accessed as needed. Breakdown of compensation vs operating fund is available below.

We have been advised by the administrators during our previous AIP submission that we should provide an exact day each month to receive compensation. For our purposes, the first day of every month would be ideal to receive team compensation. For the ApeComms Operating Fund, for which we will submit invoices to be paid by the Ape Foundation, we kindly request those be paid as needed. We were also advised by the administrators to request an amount in USD, which is why we have done so.

Table 7: Total cost to implement the proposal (note that this cost is for 3 months - click to enlarge):

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Table 8: Data used to calculate 3 month compensation (click to enlarge):

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Table 9: Comparables that were used for compensation rates (click to enlarge):

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Table 10: ApeComms Operating Fund "OpsFund" breakdown (click to enlarge):

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Any ApeComms members who are appointed or elected as Stewards of WG0 will not receive any compensation under this proposal. The compensation for those members that was outlined in this proposal will not be withdrawn from the ApeCoin Treasury.

How we vote

ApeComms members would make "Formal ApeComms Governance Decisions" by majority vote. A split vote is considered a vote against.

"Formal ApeComms Governance Decisions" include decisions to remove or replace team members; decisions to spend amounts from OpsFund; decision to approve a discord moderation program; decision to approve a contributor program; amendments to "Formal ApeComms Governance Decisions" voting process, etc.

ApeComms members may vote by e-mail, in discord, or in another technological medium as ApeComm members deem fit.

Adding or removing members

ApeComms members may be removed or replaced from the team by majority vote.

Note that the ApeComms team was selected for their continuous long-term participation in the DAO including assisting w/ proposals, creating newsletters, performing data analysis, hosting and coordinating community Twitter spaces, helping others through unofficial channels, and more.

ApeComms will release a qualifications and criteria document for future team members.

Milestones (Cont.)

Intention to publish communications policy

ApeComms will adopt these policies to be shared with the Ape Foundation & Ape Community. These will be shared publicly on our website, which will be linked to our main twitter page. The policy will be finalized during the first quarter of 2023, and will be updated to include any new terms set forward by the ApeCoin DAO. Including:

- General Conduct

- Security & Tech

- Team Qualifications

- Recruiting & Volunteer Program

Intention to build discord moderation program

ApeComms intends to build a discord moderation program. This program would ensure that the discord is moderated and secure. A portion of the OpsFund has been set aside to pay for additional moderators beyond the ApeComms team.

Intention to develop a contributor program for ApeComms

ApecComms intends to develop a contributor program and will go about scoping this process. This program would ensure that fluid onboarding onto the ApeComms team is executed in a fair, transparent and organized way.

Legal

FOR THE AVOIDANCE OF DOUBT, PLEASE NOTE THAT WE ARE NOT AFFILIATED WITH YUGA LABS, APE FOUNDATION AND/OR APECOIN DAO AND NOTHING IN HERE IS INTENDED TO CREATE, CONSTITUTE, OR GIVE

EFFECT TO OR OTHERWISE RECOGNIZE A JOINT VENTURE, PARTNERSHIP, OR FORMAL BUSINESS ORGANIZATION, OR AGENCY AGREEMENT OF ANY KIND. WE EXPRESSLY DISCLAIM ANY REPRESENTATION TO THE CONTRARY AND WE MAKE NO ASSURANCES AS TO THE CONTINUED SUCCESS OF YUGA LABS, ITS PROJECTS AND/OR ANY OF ITS PROJECTIONS FOR FUTURE ENDEAVORS.