

PROPOSAL NAME:

ApeCoin Pets: Bridging the Gap Between Crypto and Pet Play

PROPOSAL CATEGORY:

Brand Decision

TEAM DESCRIPTION:

Our dedicated team comprises seasoned experts in various fields, all passionately driven to introduce ApeCoin Pets to the world:

- [Posco]

(Founder): With a background in development and a deep passion for cryptocurrencies, I bring the vision and leadership needed to merge these two worlds seamlessly.

- [Anon]

(Pet Product Designer): A creative genius in the pet product design realm, [Anon] brings extensive experience in crafting engaging and safe pet toys. Also they are a blockchain enthusiast with a keen interest in innovation, ensuring the smooth integration of crypto features into our pet toys.

- [Minimouselauren]

(Marketing Professional): [Minimouselauren] possesses a wealth of marketing expertise, driving our outreach efforts and creating buzz around ApeCoin Pets. Also with connections in the Pet Toy world. Including Petsmart and Walmart!

ABSTRACT:

A pioneering venture, "ApeCoin Pets" marries the realms of cryptocurrency and pet entertainment. Our advanced toys not only engage pets physically and mentally but also reward them with ApeCoins based on their interaction. We are appealing to the APE Community to champion and publicize ApeCoin Pets on a global scale.

BENEFIT TO APECOIN ECOSYSTEM:

Introducing ApeCoin Pets can usher in a fresh and exhilarating dimension to the ApeCoin ecosystem. By marketing our product range, we aim to draw in a larger user base and escalate overall participation. With the proposed funding, we plan to manage both production and promotional expenses, promising comprehensive benefits in alignment with the funding requisition.

REVENUE SHARING WITH THE DAO:

In our vision for ApeCoin Pets, community involvement and reward play a pivotal role. Therefore, we propose an innovative revenue-sharing model with the ApeCoin DAO. This not only aligns our goals with that of the entire community but also ensures a sustainable and mutual growth model.

How it works:

1. Percentage Allocation: 99% of revenue will be returned to the DAO, of that, we propose that 25% will be allocated towards token buybacks and burning. This will be disbursed at regular intervals, ensuring a consistent flow of funds to the DAO adding value and reducing the circulating supply.
2. Community-driven Decisions: The DAO will have a say in crucial business decisions, such as new product launches, partnerships, and reinvestments. This democratizes the decision-making process and ensures that ApeCoin Pets always aligns with the community's interests.

Projected Revenue:

Given our connections with major retailers and the uniqueness of our offering, we conservatively estimate annual revenues of \$480k in the first year in retailers. This means an estimated \$475k (specific percentage is 99%) will flow back to the DAO, ensuring both a return on investment and sustained community support.

KEY TERMS:

IoT Sensors:

Internet of Things sensors embedded within the toys that detect and record pet interaction, ensuring accurate ApeCoin rewards.

"IoT sensors" is an abbreviation for "Internet of Things sensors." These are compact, specialized gadgets that get incorporated into tangible items, machinery, or systems and come equipped with detectors for gathering and transmitting

data through the internet or other communication networks. The information gathered by IoT sensors can encompass diverse categories, including temperature, moisture, pressure, movement, illumination, acoustics, and other factors, contingent on the purpose of the sensor.

IoT sensors have a pivotal role within the Internet of Things (IoT) framework as they facilitate the remote monitoring and control of tangible objects and surroundings. They are commonly employed in a variety of applications, spanning from intelligent domestic devices and industrial automation to ecological surveillance, healthcare systems, and more. IoT sensors empower the real-time accumulation of data, which can then be scrutinized, handled, and employed for making informed judgments, automating assignments, and enhancing efficacy across a wide spectrum of sectors and uses.

ApeCoin Integration:

A proprietary feature enabling cats and dogs to accumulate ApeCoins during their playtime with the toys. An additional AIP may not be required to allow pets to accumulate ApeCoin rewards, as our integration with ApeCoin can facilitate this.

PLATFORMS & TECHNOLOGIES:

ApeCoin Pets toys come equipped with IoT sensors to detect pet interaction, communicating with a user-friendly app for pet owners. This app tracks the pet's activity, calculating the ApeCoin rewards based on various metrics. Every toy connects to ApeCoin via the application, enabling the seamless transfer of ApeCoins to the pet owner's digital wallet.

STEPS TO IMPLEMENT & TIMELINE:

1. Research & Product Development:

A deep dive into ApeCoin Pets product possibilities.

1. Prototyping & Safety Assurance:

Development of initial prototypes, extensive testing, and feedback aggregation.

1. Manufacturing & Quality Assurance:

Initial production, rigorous quality checks, and efficient distribution.

1. Blockchain Integration:

Comprehensive software design, consultation, robust security implementation, and seamless integration with the blockchain.

1. Marketing & Outreach:

All-encompassing advertising campaigns, events, and promotional activities to gain traction.

The anticipated duration for the project, spanning from initial research to the market introduction, is approximately 12 months.

OVERALL COST:

We seek a funding allocation of \$250,000 USD denominated in ApeCoin, to adeptly handle research, development, manufacturing, marketing, and seamless integration expenses.

1. Research & Development: \$50,000

2. Market research, product concept design, IoT integration studies, and initial software development.

3. Prototyping and Testing: \$30,000

4. Creation of prototype toys, hiring of testers (pet owners), and feedback gathering.

5. Manufacturing: \$60,000

6. Initial production run, quality checks, packaging, and distribution.

7. Blockchain Integration: \$40,000

8. Software development, blockchain consultants, security measures, and integration with ApeCoin.

9. Marketing & Promotion: \$50,000

10. Advertising, PR campaigns, social media marketing, events, and launch promotions.

11. Operations & Miscellaneous: \$20,000

12. utilities, administrative costs, and unforeseen expenses.