[

1400×588 837 KB

](https://us1.discourse-cdn.com/apecoin/original/2X/f/f68b8a92e40b90c10e56a3aabd57ef42caa1be98.png)

Bored Trading Co (BTC) concept evolved as a clear need to build collaboratively with over 400+ MBAs (Made By Apes) and numerous IP brands and projects. Coordinating with multiple IP brands, especially around major conferences, is arduous. Sending products, particularly internationally, is costly and time-consuming. High-profile events are often too expensive for a single IP brand to justify.

Recognizing the collective strength of the community with the launch of the MBA program, Jason co-founded BoredIn, a subcommunity supporting 200 MBAs founders building together. Boredin focuses on spotlighting and aggregating IP brands and product media and research. Feedback from numerous IP brands & BoredIn highlighted the following major challenges:

  1. Poor Visibility

: Limited visibility and awareness outside Web3. While Web3 thrives on platforms like X, web2 consumers are on Facebook, Instagram, and TikTok where there has yet to be an incentivisation of customers, buyers, influencers to drive content.

  1. Limited Resources

: Small IP brands struggle with time and money, even for essential functions like shipping, where commercial rates are 35–60% below published rates.

  1. Distribution Challenges

: Scaling distribution for large order volumes or international shipments is challenging.

  1. Payments Barriers

: Accepting crypto for E-commerce is challenging to set up and expensive with gas fees. Although there are some solutions for Shopify for an online store, there are no known solutions for in real life point of sale (POS) solutions which include ApeCoin and ApeChain. We plan to work with NiftyKit and other tech partners to help develop.

Bored Trading Co is dedicated to addressing key challenges in scaling IP products to the masses by creating a consumer flywheel. We believe in a collective approach to help the entire ecosystem overcome challenges. Our mission is to deliver value back to the ApeCoin and ApeChain ecosystems, fostering innovation and growth within the community. We aim to create IP products with ApeCoin holders, expanding the IP ecosystem. With Web3 IP products still in their infancy, many brands need support to scale, particularly in garnering visibility and driving smaller brands. Leveraging our logistics expertise, including @NFThoarder888

's experience as the Head of America's Logistics at Bloomberg where he was responsible for thousands of events and conferences. In web3, we've supported numerous IP brands at major events (e.g. HK Apefest and Dubai Token) and collaborated on curated IP boxes (e.g. F*ck It Saturday and @WelcomeApes

MBA box). Our journey includes expanding to communities like Pudgies, Mocaverse, 10KT, Azuki, and many more to empower and grow the entire ecosystem.

[

image

1238×700 102 KB

](https://us1.discourse-cdn.com/apecoin/original/2X/b/bd043ff114baba87f859b737ead3ee95a933d1a4.jpeg)

E-commerce presents a clear opportunity for ApeCoin to drive utility to the masses given current spending and growth projections. Bored Trading Co aims to harness the collective IP ecosystem to drive awareness, interest, and consideration from D2C consumers and B2B buyers. Bored Trading Co's strategy includes a multi-pronged approach:

  • Event Targeting

: Participating in events with a booth to create direct engagement. Attend community events, conventions, and tradeshows.

  • Curated Box/Bag Solutions

: Curated products bundling several IP products together and centralization of fulfillment allows for higher conversion since the shipping cost does not create an imbalance to the customer value proposition.

  • Community and Influencer Engagement

: Driving content to maintain sustained contact and recurrent touchpoints, adhering to the marketing "rule of seven."

- IP Engagement

: Encourage inclusion and collaboration across ecosystem and many communities. Through collaboration with MBAs, incentivize MBAs and IP brands

We plan to continue to curate and amplify IP products meeting customers where they are today on Instagram and TikTok. ThankApe recently launched their BBAC Accelerator program which we were selected as a winner. We are grateful for the trust to continue to build off this momentum and address the broader ecommerce flywheel out to web2 meeting consumers where they are outside of crypto Twitter. We will build our infrastructure to help the winners of the BBAC while scaling to support the long tail of other businesses not rewarded. As ThankApe is a partner, we will work with them closely to further the impact and benefit to the ApeCoin ecosystem.

[

1400×1283 409 KB

](https://us1.discourse-cdn.com/apecoin/original/2X/d/d5260f185bc8cfd2f71527301eaf7edcce07ecc3.jpeg)

Bored Trading Co banner featuring many MBA brands, art by[@MeiravHaber](#)