

Proposal Category:

Process

## Abstract

“If you have built castles in the air, your work need not be lost; that is where they should be. Now put the foundations under them.” -Henry David Thoreau

Thanks to our ape forefathers, we’ve been presented with a unique opportunity – the kairos to change the world together is now. APE will serve as a decentralized protocol layer that drives culture forward into the metaverse, but the DAO must create stakeholder alignment and the structure we need to execute this vision – and that structure must be built around a concise, specific, and memorable mission statement.

With a clear mission statement, we can simplify and streamline the AIP process focused on DAO priorities, create organizational structure and working groups, and then hire the people we need to execute our mission. A good mission statement will inspire engagement and increase participation in ApeCoin DAO governance which will supercharge the progression of the APE ecosystem.

## Author Description

Name: Badteeth | Josh Friedberg

### Summary

Professional Background: Josh Friedberg is a former professional skateboarder, co-founder of 411 Video Magazine, and co-creator of Innoskate in conjunction with the Smithsonian’s Lemelson Center for the Study of Invention and Innovation.

Since 2015, Friedberg has served as Executive Director of the International Skateboarding Federation (ISF), Skateboarding Director at World Skate, and from 2019-2022, CEO of USA Skateboarding. Josh has worked with the International Olympic Committee (IOC), Tokyo 2020 Organizing Committee (TOCOG), and the United States Olympic & Paralympic Committee (USOPC) to help bring an authentic representation of skateboarding as sport, art, and culture to the Olympic Games in Tokyo 2020 and beyond.

In 2021, Josh co-founded Kai Roses, Inc. Focused on Artificial Intelligence (AI), Deep Learning, and Web3 technologies, the company is structured to incubate startups and introduce springboard learning opportunities to young people so they can thrive during the 4th Industrial Revolution.

## Team Description

### Summary

Volunteer facilitation support provided by the Smithsonian’s [Lemelson Center for the Study of Invention and Innovation](#)

Mission: The Lemelson Center engages, educates, and empowers the public to participate in technological, economic, and social change. We undertake historical research, develop educational initiatives, create exhibitions, and host public programming to advance new perspectives on invention and innovation and to foster interactions between the public and inventors.

Additional professional facilitator(s) will be hired to assist the workshop process.

## Motivation

### Summary

As I’ve gone through the Special Council nominee process and dug in deep on the DAO it has become painfully obvious that there is a significant disconnect between the people engaged and doing the work in the DAO on a daily basis and large APE delegates and holders that wind up being deciders on many of the AIPs that have gone to vote. Reaching consensus in a DAO environment is complicated and without alignment around specific priorities we’ll continue to have increased dissonance amongst APE holders.

“A good mission statement should clearly define the purpose and goals of an organization, providing a sense of direction and helping to unify the members of the organization around a common set of objectives.” -ChatGPT

With commonly agreed upon objectives for the DAO, we can effectively create the structure we need to execute in a decentralized environment.

Note: Since I first wrote this AIP Idea I've had the pleasure to help craft the [BORED AIP](#) with the input of many community members that creates an interim working group made up of key stakeholders.

This working group will have the opportunity to propose the structure we need to begin operationalizing the DAO and building the internal capabilities we need to get actual work done. Therefore, I've been able to narrow this AIP down to focus on the creation of a mission statement to align the full resources of the ApeCoin DAO towards the advancement of our ecosystem.

## Rationale

### Summary

Nine months ago we were handed an inspiring but broad mission, yet if we are to truly live up to the ethos of our decentralized organization, APE holders collectively need to define our path forward. The collective decision on this path will foster engagement across the entire spectrum of holders.

It's a bold move to redefine our purpose and enhance the opportunity for every holder, large or small, to participate in shaping the future of ApeCoin DAO. The transparency and persistence needed to reach a decision around our mission statement as a group proves that we're living up to the collective responsibility we all share as members of the ApeCoin DAO.

Ideally if the [BORED AIP](#) passes, we'll have a working group of key stakeholders that can propose the best possible structure for operationalizing the DAO moving forward – but without a clear mission, we'll still lack the alignment we need to truly change the world.

Workshopping this mission statement with the input of all interested ApeCoin DAO members is the best way to create the northstar we need to focus our structure, inspire participation, and build an amazing future for ApeCoin together.

## Specifications

### Summary

A detailed breakdown of the platforms and technologies that will be used.

- Typeform and Google Workspace – to collect and share survey information
- Zoom Pro – to facilitate remote group discussions amongst key stakeholders
- Interpreters – ideally we can get multilingual community members to help translate mission statement workshops for as many languages as possible, but if not I've budgeted for them below
- Accessibility – provide ASL interpreters for the hearing impaired
- Promotion – promote our mission statement efforts and engage community in workshopping process
- Documentation – utilize ApeCoin DAO media creators to produce coverage and stories of mission statement workshops

## Steps to Implement

### Summary

The steps to implement the proposal, including associated costs, manpower, and other resources for each step where applicable.

The costs of this AIP are outlined in the "Overall Cost" section below. All expenses will be documented and any unspent funds will be returned to the APE Foundation at the conclusion of the 3-month process.

Author will receive no direct compensation, but will be provided with a travel and lodging budget up to \$1500 to assist the facilitation process in person at the Lemelson Center in Washington, D.C.

Upon approval of this proposal, I will engage with the Smithsonian's Lemelson Center and community members who would like to assist in coordinating the execution of the process as outlined in the timeline below. I will serve as the point person for the execution of this AIP.

## Timeline

## Summary

- January 2023 - Engage Working Group Zero to create Mission Statement Focus Group, begin collecting community input on mission statement through Typeform surveys, plan and promote workshops to maximize engagement
- February 2023 - Conduct workshops and finalize mission statement
- March 2023 - Submit AIP proposal, utilize Working Group Zero focus group structure to suggest any necessary capabilities identified by mission statement workshop into WG0 proposal for the future structure of DAO operations

# Overall Cost

## Summary

The costs for this AIP are as below. All amounts are denominated in USD and payable in ApeCoin based on the previous 30-day average exchange rate.

All expenses will be documented and any unspent funds will be returned to the APE Foundation at the conclusion of the 3-month process.

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