

PROPOSAL BY:

Mister Hype

PROPOSAL NAME:

Formation of the Steering Committee and Publish Language and Market Focus Strategy for 2024-2025 [AIP-259](#): Milestone #1+2)

PROPOSAL CATEGORY:

Ecosystem Fund Allocation

ABSTRACT:

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This proposal aims to establish and operate an expert steering committee within ApeCoin DAO to lead the process of formulating a language and market focus strategy for 2024-2025. The steering committee will play a crucial role in prioritizing specific markets, optimizing resources, and incentivizing proposals that align with the chosen selected markets.

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AUTHOR DESCRIPTION:

I am Mr. Hype, an enthusiastic member of the ApeCoin community dedicated to fostering inclusivity and driving community growth. Within the ApeCoin DAO, I actively contribute by streamlining proposals and integrating valuable feedback to ensure optimal success, and lead approval [AIP-259](#) Language and Market Focus for ApeCoin DAO in 2024-2025. My professional expertise lies in establishing and expanding early-stage media and technology ventures. With a solid background in law, I have accumulated five years of experience providing legal counsel in infrastructure sectors, including green energy, water, communications (5G), and natural gas. Notably, I served as a legal advisor for The Quarry Rehabilitation Fund, overseeing multimillion-dollar valuation executions, shaping long-term policies, and actively collaborating with the public sector to ensure democratic laws and implementation strategies.

About the web3 landscape, I have dedicated the past two years full-time to web3 endeavors. As CEO of an NFT investment DAO, I meticulously analyze market trends and possess in-depth insights into blockchain technology from a programming standpoint. My educational qualifications include an LL.B and B.A. from Reichman University, specializing in Finances and Risk Management. Presently, I take pride in my role as the creator of The Pixelated Apes and the visionary founder of Pixelabs DAO.

Approval AIPs:

[AIP-259](#)

[AIP-291](#)

In short, The Diamond Handed Zombie

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MOTIVATION:

The ApeCoin DAO has accomplished remarkable achievements, but challenges in maintaining its functioning and focus have raised concerns about sustaining future growth engines. To optimize resources and influence, the DAO has approved [AIP-259](#), aiming to prioritize specific markets of operation for 2024-2025. This proposal seeks to establish an expert steering committee to formulate a comprehensive strategy and language that will improve community focus, maximize impact, and establish a stronger presence in the selected priority markets.

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RATIONALE:

This proposal aligns with the DAO's choice to operate in a more calculated way, making strategic decisions and optimizing resources. By establishing an expert steering committee, the DAO can conduct comprehensive analysis of potential markets, regulatory landscapes, and competitive comparisons. The committee's expertise will provide recommendations on certain regions or demographics and processes that require implementation within the DAO. Additionally, the committee will offer actions and incentives to foster activity in the selected markets. This approach ensures that ApeCoin DAO remains at the forefront of innovation and success within the Web3 system.

BENEFIT TO APECOIN ECOSYSTEM:

The benefit of this proposal is the implementation of the approval [AIP-259](#). AIP-259 bring several benefits:

1. Strategic resource allocation

AIP-259 allows for effective allocation of resources by concentrating efforts on selected markets, ensuring optimal use of available resources.

1. Clear direction

AIP-259 provides a clear sense of direction, fostering community cohesion and enabling individuals to align their efforts with the DAO's goals.

1. Enhanced impact of AIPs

The focused approach of AIP-259 enables AIPs to address specific needs, challenges, and opportunities within targeted regions or demographics.

1. Optimal Impact and Influence

AIP-259 establishing a stronger presence and gaining influence within selected markets, leading to increased market adoption, partnerships, and growth.

1. Efficient Decision-Making

AIP-259 provides a clear framework for decision-making. It ensures that AIPs are aligned with the selected markets, avoiding dilution of efforts across multiple markets.

1. Coordinated Market Expansion

ApeCoin DAO can optimize its resources, increase market penetration, foster inclusivity, achieve significant impact, and streamline decision-making processes.

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KEY TERMS:

Actions and Incentives

Actions and incentives refer to the strategies and mechanisms implemented to drive engagement and incentivize participation within the selected markets. These measures aim to maximize the impact of ApeCoin DAO in the targeted regions or demographics. They may include various initiatives, benefits, and rewards to encourage community members to focus their efforts on the selected markets.

Ape Assembly

A governing body of highly active governance participants within the ApeCoin Ecosystem. The Ape Assembly is an Initiative to be established within the scope of the Governance Working Group. ([Source: AIP-239](#))

- In the event that the Ape Assembly isn't established, individuals among the DAO members who hold the "Assembly" role on Discord based on the approved criteria will assume the leadership of the Ape Assembly for this AIP.

([Source: Criteria to join the \$APE Assembly

])(<https://forum.apecoin.com/t/announcing-the-ape-assembly/13410/2>)

Coordinated Market Expansion

Coordinated market expansion refers to the strategic and synchronized expansion efforts of ApeCoin DAO within selected markets. Instead of pursuing individual initiatives or AIPs targeting different markets, a coordinated approach ensures harmonized actions, collaboration, and avoidance of fragmentation in resources and initiatives. This coordinated expansion maximizes impact and facilitates the growth of ApeCoin within the selected markets. ([Source: AIP-259](#))

Discourse

The forum where our DAO facilitates DAO approved processes. ([Source: AIP-239](#))

External Consulting Company

If selected, this refers to a reputable consulting firm with expertise in market research and business strategy.

Internal Steering Committee

If chosen, this refers to a group of individuals selected from the ApeCoin DAO community.

Language and Market Focus Strategy

The language and market focus strategy refers to the approach of concentrating efforts and resources on specific markets within ApeCoin DAO. This strategy involves prioritizing certain regions or demographics and aligning actions, initiatives, and AIPs accordingly to maximize impact and establish a stronger presence in those selected markets. ([Source: AIP-259](#))

Selected Markets

Selected markets are specific regions or demographics that are identified and prioritized by ApeCoin DAO for focused efforts and resource allocation. These markets represent target areas where the DAO aims to expand its presence and achieve significant impact. ([Source: AIP-259](#))

Steering Committee

A group of individuals formed in accordance with AIP-259, responsible for leading the formulation of the Language and Market Focus Strategy for 2024-2025 within ApeCoin DAO. The committee may consist of internal community members or an external consulting company, depending on the approach chosen by the DAO.

Special Council

([Source: AIP-137](#))

Please note that these definitions are specific to the context of the mentioned proposals and may not reflect broader industry or community-wide definitions.

SPECIFICATIONS:

Mandate

This proposal presents 5 options for the formation of the steering committee:

OPTION A: Internal Steering Committee

A1. Community Committee:

1. This committee will consist of 7, selected from the ApeCoin DAO community, based on their expertise in relevant domains:
2. 1 Chairman with 3+ years of experience as an OD expert in a consulting or a global tech company + M.A in Organizational Psychology/Sociology/ Consulting;
3. 2 Member with 3+ years of experience in Market Analysis + Bachelor's Degree completed by August 2024 in these or

related areas of study: Business, Economics, Public Policy, Government, Psychology, Industrial and Labor Relations, Human Resources/Human Resources Management, Operations, Supply Chain, and other Liberal Arts majors;

4. 1 Member with 3+ years of experience with Governance and Legal + Bachelor's degree completed by August 2024 in Business/Legal/Communications/Marketing;
5. 1 Member with 5+ years working in Business Development and Partnerships with 5+ working directly in the gaming industry;
6. 1 Member in Special council position (members of the Special Council would have the option to opt-in to participate in the selection process);
7. 1 Member in Ape Foundation position (members of the Ape Foundation would have the option to opt-in to participate in the selection process).
8. Members will be chosen through a nomination and voting process on Snapshot, following the establishment of threshold conditions and criteria.
9. The team member must prove his/her competence according to this section through documents detailing his/her relevant experience, including a resume.

A2. Foundation Committee:

1. This committee will consist of 5, AIP-259 Author and 4 members selected from the Ape Foundation:
2. Up to 2 Member in Special Council position would have the ability to opt-in to participate;
3. Up to 2 Member in Ape Foundation position would have the ability to opt-in to participate.
4. 1 Member as AIP-259 Author.
5. Members will be chosen by the Ape Foundation based on their expertise in relevant domains, the Ape Foundation and Special Council members would have the ability to opt-in to participation, but would not be required to do so.

OPTION B: External Consulting Company

B1. Company A: [L+R \(Levin+Riegner\)](#)

B2. Company B: [Web3 Studios](#)

B3. Company C: [BDC Consulting](#)

1. ApeCoin DAO will solicit quotes from reputable external consulting companies with expertise in market research, business strategy, and decentralized finance. The external consulting company should have a minimum of 5 employees and a proven track record of at least 3 years in market analysis.
2. Each company will be an option on the Snapshot vote.

Voting will take place on Snapshot, include:

- Each one of the four options will be an option on the Snapshot vote;
- Each ApeCoin DAO member can only select one option.

Scope

The chosen alternative will provide a comprehensive document that will assist ApeCoin DAO in focusing on selected markets. This will include:

1. First Question: Identifying markets compatible with the DAO's mission and prioritizing them based on types of business activities. The answer will be supported by:
2. Mapping and analysis of strategic planning, considering legal, regulatory, political, and business aspects. Detailed examples will be provided;
3. Mapping of information sources, including surveys, studies, government decisions, expert opinions, statistical data, legislation, government budget books, interviews with AIP authors and community members;
4. Comparison between competitors such as AVAX, Gitcoin, and Uniswap, etc;
5. Providing detailed recommendations for selected markets and processes that require implementation within the DAO, with a focus on prioritization.

6. Second Question: Determining actions and incentives to be given to AIPs that focus on selected markets. The answer will include:
7. Mapping and analysis of actions and incentives to encourage activity in selected markets, considering past AIPs, ongoing and future AIPs;
8. Analysis of principles and criteria for implementing actions and incentives to encourage selected markets;
9. Suggested actions and incentives for encouraging selected markets, including budget and distribution of selected markets;
10. Expected costs for actions and incentives to encourage focus on selected markets, considering different scenarios, existing and ongoing AIPs, and projections for 2024-2025;
11. Details of the methodology used for the analysis to formulate the recommendations.

OKR (after approved proposal)

1. IF ONE OF OPTION A SELECTED: Internal Steering Committee
2. Establish an expert steering committee with the election process via snapshot (Option A1) or by the Ape Foundation (Option A2)
3. A draft for the first question will be submitted by the steering committee to Ape Assembly for comments within one month from the date of establishment.
4. Ape Assembly will respond within 7 days and also a revised answer to the first question will be submitted to ApeCoin DAO discourse within 15 days of receiving final comments.
5. The final document will be submitted within 15 days to ApeCoin DAO discourse for final comments. The community will respond within 7 days to the final document.
6. Formation and approval of an AIP outlining the selected markets, along with the incentive rules and associated costs for the year 2024-2025.
7. IF ONE OF OPTION B SELECTED: External Consulting Company
8. A draft for the first question will be submitted by the selected external steering committee to Ape Assembly for comments within one month from the date of establishment.
9. Ape Assembly will respond within 7 days and also a revised answer to the first question will be submitted to ApeCoin DAO discourse within 15 days of receiving final comments.
10. The final document will be submitted within 15 days to ApeCoin DAO discourse for final comments. The community will respond within 7 days to the final document.

STEPS TO IMPLEMENT:

1. Complete milestone #1

of [AIP-259](#): Engage the services of a selected external consulting company or establish an internal steering committee.

1. Submit a draft for the first question to Ape Assembly for comments within one month from the date of establishment.
2. Receive feedback from Ape Assembly and submit a revised answer to the first question to ApeCoin DAO discourse within 15 days.

3. Complete milestone #2

of [AIP-259](#): Submit the final document to ApeCoin DAO discourse for final comments.

1. Gather community input and feedback on the final document.

TIMELINE:

Milestone #1: Mid of Q1 2024

Formation of Steering Committee

Milestone #2: One month after milestone #1

A draft for the first question will be submitted by the steering committee to Ape Assembly for comments.

Milestone #3: End of Q1 2024

Publish Language and Market Focus Strategy for 2024-2025.

Milestone #4: End of Q2 2024

Gather community input and feedback on the final document.

OVERALL COST: \$0 - 60,000.00 USD

OPTION A: Internal Steering Committee: \$0 USD - \$22,000.00 USD

OPTION A1 - Community Committee: 22,000.00 USD

Chairman (\$4,000.00 USD)

6 Members (\$18,000.00 USD/ \$3,000.00 USD each)

OR

OPTION A2 - Foundation Committee: 0 USD

2 Members from Ape Foundation would be able to opt-in

2 Members from Special Council would be able to opt-in

1 Member, AIP-259 Author

OR

OPTION B: External Consulting Company: \$60,000.00 USD - (OFFER DISCOUNT USD)

The cost will be given as a percentage discount from an amount of \$60,000.00 USD (including VAT as much as applicable), which is the maximum amount the DAO is willing to pay for the performance of all services specified in section "Scope" above.

Option B1 - [L+R \(Levin+Riegner\)](#): \$54,000.00 USD

[L+R Proposal - Option B1](#) (511.5 KB)

OR

Option B2 - [Web3 Studios](#): \$12,000.00 USD

[Web3 Studios Proposal - Option B2](#) (736.0 KB)

OR

Option B3 - [BDC Consulting](#): \$60,000.00 USD

[BDC Consulting Proposal - Option B3.pdf](#) (22.1 MB)

KPIs

The consideration will be paid in accordance with the selected alternative offer and the following milestones:

1. 35% of payment

After milestone #2

(submission of the answer to the first question)

1. 50% of payment

After milestone #3

(submission of the final document for DAO review)

1. 15% of payment

After milestone #4

(submission of the final document for DAO approve)