

Proposal Name: A Banksy Collection that Yields APE | The APEIC Series

Street Art on ApeChain

## OPENER

Investing in an original Banksy is now as simple as holding APE.

With access via its high profile network of collectors to iconic street art pieces, including masterpieces from Banksy and other renowned artists, Kite will fractionalize these works and mint them on ApeChain.

Holders will benefit from returns in APE over time, while owning a piece of art history.

Our proposal leaves a lasting legacy “on the wall” of the Ape Community.

## TEAM DESCRIPTION

Nick Magliocchetti – Co-Founder & CEO

Nick is leading the team in merging the art world with blockchain technology, with over two decades of experience building disruptive technology in multiple sectors. He is passionate about transformative platforms that enable the tokenization of high-value physical assets and is focused on revolutionizing traditional art markets

Toby Meller – Co-Founder

Toby Meller is a blockchain expert and leads the development of the Kite platform. With extensive experience in blockchain technology, he ensures the seamless tokenization and trading of physical art on ApeChain.

Stefan Godly – Global Business Development & Partnerships

Stefan leads global business development and partnerships for Kite. With over a decade of experience in startup growth, securing millions in funding, and a strong network in Web3 and the VC space, Stefan is pivotal in strategic partnerships and expanding Kite.

## PROPOSAL DESCRIPTION

Phase I: APEIC NFT | The Exclusive VIP Access to Fine Street Art for the APE Community

The APEIC Series is a monumental collaboration between Kite and ApeCoin. This series consists of NFTs linked to limited edition, signed, and numbered prints, merging high-end physical art with blockchain technology.

APEIC NFTs serve as premium membership keys to Kite, a web3 art studio created to curate and tokenize masterpieces from artists like Banksy, Stik, and KAWS. These masterpieces will be displayed in global galleries, while fractional ownership of the tokenized works generates returns in APE, claimable through the Kite member area.

Phase II: Banksy on ApeChain | The First Mint of a Banksy in the Kite Studio

APEIC NFT holders will receive a share of a highly prized Banksy piece and have first rights of refusal to purchase fractions of future tokenized works curated by Kite. These fractionalized works will yield returns in APE from offline rental revenue.

Phase III: Beyond Banksy on ApeChain | Building the Legacy for the Ape Community

Kite Studio will continue curating exclusive fine art for the ApeCommunity, expanding into mainstream audiences, with all works revolving around the vibrant ecosystem of APE.

## BENEFIT TO APECOIN ECOSYSTEM

Art Access & Original Signed Prints

- Limited Edition release:

The first collection includes 250 APEIC NFTs in 10 sets of 25 unique colorway combinations. Each NFT is an exclusive membership key, granting access to exclusive benefits and curated collections.

- Physical Art:

Each APEIC NFT holder will have the opportunity to purchase a super scarce, numbered print of their NFT at a unique rate, allowing them to display a physical version of the limited-edition artwork at home.

Banksy Fractions Yield APE

- APEIC NFT holders will receive a free share of a highly prized Banksy piece and have first rights to purchase future fractionalized Banksy artworks, all tokenized on ApeChain and yielding returns in APE.

## Global Brand Awareness

- Events & Marketing:

The APEIC Series will be showcased during globally recognized events like Art Basel Miami and Frieze, placing ApeCoin in the spotlight as it blends Web3 with the fine art world. High-impact marketing efforts, including behind-the-scenes content, will enhance awareness and engagement.

## Community Engagement & Governance

- Membership Key & Access:

Holders of APEIC NFTs will gain early access to future collections, governance roles in upcoming projects, and invitations to exclusive private events, exhibitions, and artist meet-and-greets.

## INITIAL PLANS

The APEIC Series marks the initial step toward establishing ApeChain as the premier platform for tokenized street art. Future developments include:

- Q4 2024 - Limited Edition Release:

A limited-edition set of NFTs offering exclusive benefits to holders.

- Spring 2025 - First Banksy Piece:

Selected by APE Community from a shortlist made and curated by Kite, the first Banksy artwork will be fractionalized and offered to APEIC NFT holders.

- 2026 - Different main street art pieces fractionalized:

Kite will offer access to several options of tokenized pieces of main street artists, such as Banksy and top tier artists to the APE community.

- Global Tour:

A global tour of the APEIC Series will take place during major art fairs, offering VIP access to ApeCoin and Kite holders.

## STEPS TO IMPLEMENT

Start & End Date: October 1, 2024 – December 2025

Phase I: Prepare the Home (October 2024 – March 2025)

- Launch the APEIC Collection, featuring limited edition numbered prints, represented by 250 NFTs across 10 colorway sets.
- NFTs serve as membership keys, granting exclusive access to benefits, governance roles, and curated drops on the Kite platform.

Phase II: Get into Mainstream News (April 2025 – December 2025)

- First Banksy pieces gifted to APEIC holders, offering them fractionalized ownership and returns in APE.
- Showcase the APEIC Series during major global events, offering VIP access to ApeCoin holders.

Phase III: Around the World (2026 onwards)

- Enable secondary trading of Banksy pieces and tokenize curated pieces by Kite studio from main figures of street art on ApeChain.

## REPORTING EXPECTATIONS

- Monthly Updates: Regular platform development, community growth, marketing efforts, and yield generation reports for NFT holders.
- Performance Metrics: Monthly reporting on NFT trading volumes, fractional ownership, and engagement at global events.
- Event Summaries: Recaps of art fairs, media coverage, and participation statistics.
- Reports will be made available via private Telegram group and ApeCoin DAO Community Discord, with the final report published in the 24th month.

## OVERALL COST

Total Requested Amount: \$450,000 USD

### Milestone-Based Tranches:

1. Phase I: Platform Development & Initial APEIC Drop (\$125,000 USD)
2. Development:
3. Building the foundational platform on ApeChain for NFT minting and art tokenization.
4. Developing core governance and membership features.
5. Building the foundational platform on ApeChain for NFT minting and art tokenization.
6. Developing core governance and membership features.
7. Marketing and Community Engagement:
8. Initial community outreach and strategic marketing for APEIC launch.
9. Production and logistics for physical art prints associated with the NFTs.
10. Initial community outreach and strategic marketing for APEIC launch.
11. Production and logistics for physical art prints associated with the NFTs.
12. Milestone:
13. Successful deployment of the Kite platform.
14. Successful launch of the APEIC NFT Series (250 NFTs).
15. Successful deployment of the Kite platform.
16. Successful launch of the APEIC NFT Series (250 NFTs).

Disbursement: Upon Grant Approval.

1. Phase II: Banksy on ApeChain & Global Exhibitions (\$150,000 USD)
2. Art Curation & Production:
3. Fractionalization and tokenization of the first Banksy piece.
4. Organizing logistics for the display of the APEIC Series during Art Basel Miami and Frieze.
5. Fractionalization and tokenization of the first Banksy piece.
6. Organizing logistics for the display of the APEIC Series during Art Basel Miami and Frieze.
7. Event Execution:
8. In-person art events to raise awareness and engagement.
9. In-person art events to raise awareness and engagement.
10. Milestone:
11. Successful fractionalization of Banksy art.
12. Free giveaway of Banksy pieces to the APE community.
13. Debut of the APEIC Series at two global art fairs.
14. Successful fractionalization of Banksy art.
15. Free giveaway of Banksy pieces to the APE community.
16. Debut of the APEIC Series at two global art fairs.

Disbursement: Upon completion of phase 1

1. Phase III: Expansion & Community Scaling (\$100,000 USD)
2. Scaling of Platform Infrastructure:
3. Integration of secondary trading features and global scaling.
4. Integration of secondary trading features and global scaling.
5. Community Rewards & Marketing:
6. Launch of secondary collections curated by Kite studio and integration of additional artists.
7. Launch of secondary collections curated by Kite studio and integration of additional artists.
8. Milestone:
9. Deployment of a secondary trading platform.
10. Successful fractionalization of at least 3 subsequent editions.
11. Deployment of a secondary trading platform.
12. Successful fractionalization of at least 3 subsequent editions.

Disbursement: Upon completion of phase 2.

1. Phase IV: yield APE & scale impact (\$75,000 USD)
2. Full version of Platform:
3. Deploy end to end user journey including yields distribution .
4. Deploy end to end user journey including yields distribution .
5. Community Rewards & Marketing:
6. Expand artists network and regional impact.
7. Expand artists network and regional impact.
8. Milestone:
9. Successful distribution of the first yields on APE Chain
10. Successful fractionalization of at least 3 additional editions.
11. Successful distribution of the first yields on APE Chain
12. Successful fractionalization of at least 3 additional editions.

Disbursement: Upon completion of phase 3.