

## @Facilitators.

PROPOSAL NAME

: APECOIN DAO GOES TO HOLLYWOOD

PROPOSAL CATEGORY

: Ecosystem Fund Allocation

ABSTRACT

:

How would you like to own a piece of the rights to the Joe Rogan's podcast or the kids show Bluey? That's what we're aiming to create with APE.

We're seeking funding to produce audiovisual content in both English AND Spanish, telling stories across various successful genres that resonate with a wide audience. In doing so, we're not just looking to generate financial benefits for DAO members by tokenizing these rights; but it'll also crack open a whole new market: the massive and untapped Spanish-speaking world.

This move will expand the APE ecosystem to larger audiences interested in investing and Web3, thereby increasing its recognition and value.

TEAM

:

Dany Saadia

Twitter: [@Dany](#)

Wikipedia: [Dany Saadia](#)

French/Mexican mathematician, filmmaker, podcast producer, startups entrepreneur.

CEO and founder of [Dixo](#).

Gustavo Flores

LinkedIn: [Gustavo Flores](#)

Honduran marketer, entrepreneur and founder of multiple ventures. Founder, in 2009, of the leading A2P SMS Centralamerican company Movitext and Director and founder since 2021 of the first Honduran podcast network: [Medios Modernos](#).

Rodil Rivera

LinkedIn: [Rodil Rivera](#)

Honduran lawyer, with a lot of focus for the creation of ventures in the middle of arts, laws and technology. Co-founder in 2009 of the leading A2P SMS Centralamerican company Movitext, Director and founder of TodoLegal, the leading legaltech company in Honduras and co-founder since 2021 of the first Honduran podcast network: [Medios Modernos](#).

Edax Ucles

GitHub: [Edax Ucles](#)

Honduran software engineer whose passion ignited at the young age of 15 when he dove into the world of coding during high school. This initial fascination turned into a 12+ year adventure in web development, where he embarked on entrepreneurial ventures, built startups, and contributed to innovations in the GPS and medical software sectors. He transitioned from mastering the MERN and MEAN stacks to becoming an adept web3 developer, ready to explore the wonders of the decentralized web space.

[DIXO](#): The first podcasting network in Mexico (and maybe the world!). Since 2005. Podcast landmark company in Mexico and Latam.

[MEDIOS MODERNOS](#): Podcast network based Honduras. Founded in 2021, provides multiple services for content creation (studio, post production services and original productions).

RATIONALE

In an innovative venture, we are embarking on a project designed to revolutionize the audio and audiovisual content creation industry, while simultaneously promoting Apecoin within this creative ecosystem.

Intellectual property has emerged as the foundational pillar of content creation. It allows authors and other stakeholders to profit from their work or investment, retain the rights to develop them, be recognized and further capitalize on all of it for future endeavors across all media and revenue streams, [from (high-value) franchises to merchandising.]

[

Screenshot 2024-03-04 at 12.19.07

2198×1232 239 KB

](https://global.discourse-cdn.com/apecoin/original/2X/f/fcb0dab03077a1c3b34c050cadf805f4429124e4.png)

Yet, there's a catch: when media companies fund your creative projects, they often retain these intellectual property rights. As a result of the significant power imbalance between large business and small creators and investors, the control of your creative output ends up in the hands of those with the financial clout. So any ancillary profit or derivative development (such as TV series, movie, book, merchandising, etc.) of these IPs are totally owned by those companies, with the original creators or investors not having a voice on it.

That's why independent intellectual property development and content creation are particularly well suited to be tokenized and integrated in DAO ecosystems. This is a concept that has been barely exploited until now. It would not just allow the legitimate stakeholders to profit on these IPs, but they open up new revenue streams, expand the audience, and extend the lifecycle of the IP far beyond its original form. With this, the original stakeholders' rights are protected while also maximizing their potential across all different platforms and formats forever.

For the Apecoin community, this project is more than an investment; it's a leap into a future where creativity and collaboration take center stage. This initiative not only promises economic opportunities but also heralds a new era of inclusive, diverse, and powered content creation.

This Apecoin DAO's project is structured to revolutionize the audiovisual and podcasting landscape, as follows:

Phase One: Intellectual Property Creation

Phase One focuses on developing 5 universally appealing Intellectual Properties in popular genres (as identified by the Internet Advertising Bureau (IAB): True Crime, Horror, Kids, Fiction and a standalone weekly podcast for crypto and W3 enthusiasts) in AUDIO first. It's a venture into the rapidly growing field of both English and Spanish-language podcasting and Web 3.0, and targeting an underserved yet vast audience worldwide. This action is not just about content creation; it's about seizing a 'now or never' moment in a burgeoning market.

This endeavor is not just about crafting compelling content; it's about forging a new path in community-driven creativity. Apecoin holders will have the unprecedented opportunity to own a piece of these Intellectual Properties (IPs), directly involving them in the success and evolution of these creative ventures. This phase is designed to harness the creative power of the Apecoin community, allowing them to invest and benefit from the IPs, thereby creating immediate engagement and a strong sense of ownership.

[

Screenshot 2024-03-04 at 12.20.29

2190×1232 172 KB

](https://global.discourse-cdn.com/apecoin/original/2X/6/64df6081eb888a4f2879c891b16498acdf76ed82.png)

[

Screenshot 2024-03-04 at 12.19.47

2204×522 14.8 KB

](https://global.discourse-cdn.com/apecoin/original/2X/6/66e1f784957106fc1ef6b9cff439238911f54534.png)

Why also Spanish

?

Spanish is the second most natively spoken language globally (after Chinese) and in terms of global reach, represents a colossal yet still largely untapped audience of approximately 550 million people (compared to about 420 million native English speakers.) In regions spanning three continents, including the United States with its 57 million Spanish speakers, the demand for quality Spanish-language podcast content is skyrocketing.

As a Latin America-based company with extensive experience in content creation, IPs and podcasting, we are uniquely positioned to capitalize on this market.

[

WhatsApp Image 2024-02-14 at 18.48.46

1536×1536 169 KB

](https://global.discourse-cdn.com/apecoin/original/2X/b/ba2ce6b1b112c8519e65b262be997a98f64a95a7.jpeg)

## BENEFIT TO APECOIN ECOSYSTEM

:

- The Ape Community will own 50% of the IPs funded through this project.
- Exclusive content to help evangelize and promote the Ape, BYAC, MAYC, Blockchain and W3 principles and uses.
- Every video and/or podcast episode, funded by the project, will include a mention of a message that the Ape community wants to communicate.
- Ape Community members will have the opportunity to sponsor their brands with a 30% discount of market price.
- Tokenize IPs that can spinoff to other media, products and entertainment categories that help the ApeCoin have a wider use and grow in value.
- On-going royalties plus free ads for as long as the Ape community continues to support this initiative.
- A real opportunity to create a highly successful and highly profitable worldwide franchise, both in the entertainment industry and in W3.

## STEPS TO IMPLEMENT & TIMELINE

:

### 1. Development of 4 Scripted IPs in Podcasts

Full production of 8 to 12 episodes per podcast, and they will be published strategically.

- Months 1 and 2.
- Pre-production:
  - Scripts development
  - Casting
  - Recording Planification
- Scripts development
- Casting
- Recording Planification
- Pre-production:
  - Scripts development
  - Casting
  - Recording Planification
- Scripts development
- Casting
- Recording Planification
- Scripts development
- Casting
- Recording Planification
- Months 3 and 6
- Production and Post-Production

- Recording
- Sound Design
- Mixing and mastering
- Recording
- Sound Design
- Mixing and mastering
- Production and Post-Production
- Recording
- Sound Design
- Mixing and mastering
- Recording
- Sound Design
- Mixing and mastering
- Months 7 and 8
- Publishing and Distribution
- Marketing and Promotion
- Publishing and Distribution
- Marketing and Promotion
- Development of a stand-alone APE and W3 chat show:

Full production of 40 weekly episodes

- Months 1 and 2.
- Pre-production:
- Concept development
- Host/hostess hiring
- Concept development
- Host/hostess hiring
- Pre-production:
- Concept development
- Host/hostess hiring
- Concept development
- Host/hostess hiring
- Months 2 to 12:
- Production and Post-Production
- Recording
- Sound Design
- Mixing and mastering
- Recording

- Sound Design
- Mixing and mastering
- Production and Post-Production
- Recording
- Sound Design
- Mixing and mastering
- Recording
- Sound Design
- Mixing and mastering
- Publishing, Marketing and Promotion

#### KEY TERMS:

- **IPs: Intellectual Property:** intellectual properties (IPs) are invaluable assets driving innovation, creativity, and revenue generation across diverse platforms and industries. From content creation and brand building to technological innovation and economic growth, IPs play a pivotal role in shaping the digital landscape. They enable content creators to protect and monetize their work, facilitate brand recognition and differentiation, fuel technological advancement, stimulate economic activity, and provide opportunities for licensing and commercialization.
- **Podcast:** A podcast is a digital media format consisting of episodic series of spoken-word, audio-focused content, often covering various topics such as entertainment, education, news, storytelling, interviews, and more. Typically available for streaming or download, podcasts are accessible through various platforms and devices, allowing users to subscribe, listen on-demand, and engage with content at their convenience. They may feature a single host/actor, multiple hosts/actors, or interviews with guests, and are distinguished by their audio-centric nature, fostering a sense of intimacy and connection with listeners.
- **Ancillary / Derivatives of an IP:** ancillary products could include movie adaptations, TV series, graphic novels, merchandise like t-shirts and action figures, video games, and even theme park attractions. Each of these derivatives allows fans to experience the world and characters in new and immersive ways, often contributing significantly to the IP's profitability and cultural impact.

#### PLATFORMS & TECHNOLOGIES

:

Content will be produced in Dixo in Mexico and Medios Modernos in Honduras, edited with Avid Protools and Adobe Audition.

Content will be published on an open RSS Feed or exclusively on a particular platform (Amazon Music, Spotify, etc) if a deal of partial sale of the IP and/or distribution is reached.

#### OVERALL COST:

- Podcast production costs (scripts, actors, recording), post production (editing, mixing and mastering).
- 75,000 USD for 4 scripted based IPs: totaling 300,000 USD
- 30,000 USD for a 40 episode season for a conversation/interview spanish podcast related to Ape, W3 and blockchain news and principles.
- 75,000 USD for 4 scripted based IPs: totaling 300,000 USD
- 30,000 USD for a 40 episode season for a conversation/interview spanish podcast related to Ape, W3 and blockchain news and principles.
- Marketing and promotion expenses
- 50,000 USD spread between the 4 IPs and the Ape/W3 Spanish Podcast.
- 50,000 USD spread between the 4 IPs and the Ape/W3 Spanish Podcast.

TOTAL: 380,000 USD