

## PROPOSAL NAME

Ape Assembly Restructuring For Independence

## PROPOSAL CATEGORY

Process

## ABSTRACT

The Reflection Period in [AIP-239](#) states (below) that: “Any point after three months from passing, any community member may also propose changes to the Working Group structure through our AIP process.”

The aim of this proposal is to re-structure the Ape Assembly which will allow for a more streamlined and robust DAO structure, community-wide engagement in its leadership votes, and a path for the DAO to grow via financial and fiscal initiatives via sustainable revenue streams.

It will also rename the “Metaverse” nomenclature to “Business Development” (BizDev), while retaining the original Metaverse Working Group charter mandate in [AIP-245](#).

The graphic below illustrates the proposed structure changes.

## BENEFIT TO APECOIN ECOSYSTEM

The Ape Assembly was formed in AIP-239 as an initiative within the Governance Working Group. Since its formation, the Ape Assembly has struggled with low levels of participation, due in part by the already low participation in the general DAO community itself. Further, the dependency on the Governance Working Group for its operation and budget also results in a conflicting environment that creates a needless and restrictive reliance.

This restructuring of the Ape Assembly reduces friction, complexity, and additional bureaucracy. It also ensures that the three leadership roles are voted on by the entire DAO, thus ensuring a larger participation turnout than that which has thus far been seen in the Ape Assembly engagement.

Making the Ape Assembly its own autonomous group allows it to create growth and prosperity initiatives for the DAO via the engagement of third-parties which would be responsible for the same initiatives that the previous Ape Assembly was tasked with - but without arduous and complex processes.

With this re-structuring, the Ape Assembly will be created as a separate business development entity that allows it to undertake various activities to spur the growth and prosperity of the DAO thus bringing financial and other fiscal benefits to the DAO through a revenue stream.

AIP-239 already laid the groundwork for various structures and processes which the restructured Ape Assembly will follow as indicated below.

This process further decentralizes the DAO operations through the formation of a separate DAO or LLC entity specifically for the Ape Assembly initiative.

As a separate entity, the Ape Assembly, through RFPs, will hire third-party entities who will be tasked with performing the tasks previously outlined by AIP-239. These include the mandates and charters of the following groups:

Treasury: [Working Group Charter – Treasury](#)

The Treasury Working Group’s Mandate is to: “Explore legal and governance structures that would enable the DAO to sustain operations and Initiatives in perpetuity. The Treasury Working Group would also oversee a portion of the ApeCoin DAO’s assets, exploring ways to deploy them thoughtfully on-chain while promoting a non-custodial environment.”

Metaverse: [Working Group Charter – Metaverse](#)

The Metaverse Working Group’s Mandate is to: “Drive culture forward into the metaverse by actively supporting metaverse-related efforts within the ApeCoin DAO.”

Marketing and Communications: [Working Group Charter - Marketing & Communications](#)

The Marketing and Communications Working Group’s Mandate is to: “Create a consistent and compelling brand strategy and identity for the ApeCoin DAO, develop and implement comprehensive marketing and communications strategies, and establish a strong presence through effective global communication efforts in order to onboard more users into the DAO.”

Another significant benefit to the DAO is that with this proposal any future grant proposals (AIP) which fall within the mandate/chapter of the three now defunct working groups and which require funding will be submitted via the newly created Ape Assembly Proposal (AAP) process, thus isolating them from the lengthy, arduous and unpredictable DAO voting process. This will allow the Ape Assembly to engage, hire and fund various third-parties with a view to receiving a share of any revenue stream as per the AAP.

The Ape Assembly, in addition to its budget grant, will be able to receive revenue which can then be converted into \$APE, a portion of which can then be staked to the benefit of the DAO community.

## STEPS TO IMPLEMENT & TIMELINE

1. Deprecate and remove the AIP-329 requirement to create three additional working groups (Marketing & Communications, Metaverse, Treasury) as these are now obsolete and the tasks and goals will be undertaken by the Ape Assembly in cooperation with third-parties hired via Request For Proposals (RFP) created by the Ape Assembly Team.
2. Dissolve and archive the pre-existing Ape Assembly activation processes currently active on Discourse and Discord. These should now be sections accessible to all members of the community in line with other similar sections of these services.
3. Create an Ape Assembly Proposal (AAP) process/section in Discourse similar to the pre-existing AIP processes. This would also require the explanation of the differences between the standard AIP and the new AAP processes.

If it is determined to be a better option, then the difference between an AIP (no funding request) and an AAP (funding request) can be determined by the request for funding within the AIP idea.

Ergo, if no Ecosystem Fund Allocation required, then an AIP is created for DAO voting. If funding is required, then an AAP is created and sent over to the Ape Assembly Team for review and approval.

1. Create a separate Ape Assembly [business development] group within the DAO leadership structure and which exists as its own DAO or LLC entity separate from the Governance Working Group and the Ape Foundation.
2. Create a multisig wallet for access by the Ape Assembly Team members.
3. Transfer the balance (if any) of previously allocated Ape Assembly budget to the new Ape Assembly multi-sig wallet.
4. Create DAO elections for three members of the Ape Assembly who would serve within the same terms and election guidelines as the Governance Working Group.
5. Applicants will be invited to nominate themselves as members of the Ape Assembly. In the nomination announcement within the "Ape Assembly Elections" category on Discourse, a link to a form will be provided for applicants to submit the same information requested from applicants during the Special Council nominations and elections processes outlined in [AIP-137](#).

The Ape Assembly multi-sig wallet must be deployed before the next Ape Assembly elections.

The election of all three Ape Assembly Team members begins following the same cadence as the Special Council.

The Ape Assembly will be ratified and empowered with their budget following the Ape Assembly elections.

Within 30 days of the Ape Assembly Team onboarding, the Ape Assembly begins operations.

## OVERALL COST

This AIP is requesting \$6M USD in \$APE using the price of APE when the grant is issued in order to fund the operations of the Ape Assembly Team for a period of twelve (12) months. This budget is subject to automatic renewal and allocation every 12 months via a request to the Ape Foundation by the Ape Assembly.

The Ape Assembly Team will invoice the Ape Foundation as needed against this budget until the Ape Assembly multi-sig wallet is deployed with three signers being the elected members of the Ape Assembly Team. The Ape Assembly Team will then take custody of the budget.

## BUDGET NOTES

- The Ape Assembly Team will set its own monthly operating expenses budget. This is required to engage/hire third-parties as per mandate of the three working group charters. For example, we currently pay WebSlingers \$75K per month.
- Ape Assembly Team members (three) will each be compensated \$9K USD per month in \$APE using the price of \$APE when the grant is issued. These funds will be allocated from the Ape Assembly budget.
- The Ape Assembly Team will, as-needed to fund projects, request funds from its budget for the purposes of business development (bizdev). These funds will be paid in \$APE using the price of \$APE on the day it is paid.