

Hey all,

I hope this topic finds you great! I've been thinking about an idea to attract new users to the platform reason why I wanted to post this topic. I believe the problem we currently face is a lack of participation from the overall community within the DAO.

I'm not aware of the KPI's (Key performance indicators) of the DAO & Apecoin Forum but ideally we would love for the numbers to go up whether it's in users or participation. Here's an idea/solution:

- Create a gamified experience by bringing back the Apes Vs Mutants game introducing a referral system in game with leaderboard rewards to encourage people to own and enter the ecosystem. This could be Web3 people referring Web2 people as an example. (Similar to what Binance is doing for the Halloween game experience event).

What are your thoughts on this? If you have other ideas please share them aswell!

-Moonlyght