Proposal Name:

ApeCoin Rewards App

Proposal Category:

Ecosystem fund allocation

Abstract:

Native apps for IOS and Android designed to give ongoing IRL rewards to holders. Rewards are dependent on the number of ApeCoin held at a given time and include POAp NFT drops at events such as concerts and discounts at major retailers in the US and Europe, both online and IRL.

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Apecoin Rewards App Mockup

1920×1440 1.79 MB

](https://global.discourse-cdn.com/apecoin/original/2X/8/817b82ace44446c9c3cd8ee8951f16fea3851921.png)

Author Description

I Founded Affiliate Window (https://www.awin.com) and sold to Axel Springer in Germany in 2012 with a turnover of more than $150m. Post Awin, I managed international music artist The Australian Pink Floyd from small clubs to over 140 arenas worldwide, working with both Live Nation and UTA (United Talent Group). I founded FanCircles to bring communities together with a common interest and provides Web 2.5 rewards apps for fans of music artists, TV shows and works with labels and artist managers. Clients include UB40, Boy George, Shamanzs NFT and TV's Most Haunted (UK equivalent to Disney's Ghost Hunters)

Team Description

FanCircles has an internal team of developers and account managers to run apps on behalf of clients. The account management team are responsible for maintenance of the each app, and it's content as well as sourcing retail partners and music industry partners. Access to retailers comes via Kevin and his team's background in Awin and close connections to the music industry.

Motivation

I believe it is essential to reach outside of the Web3 community to grow the adoption of the ApeCoin ecosystem. A FanCircles powered platform allows for this by creating a Web2.5 experience that everyday web users connect with. Imagine the ApeCoin app as a Groupon for ApeCoin holders.

The app will also generate income from carefully selected sponsors and advertisers who want to reach ApeCoin holders.

Rationale

Growing the Ape community is essential for its long term success. Reaching outside of the Web3 community is paramount to achieving this. This can be achieved by providing an onboarding ramp for Web2 people via a familiar Web2 interface that can be very easily promoted with the help of the social media accounts of ApeCoin and ApeCoin holders.

Key Terms

- FanCircles provides a SaaS platform customised for each client. Our tech is tried and tested with over 1 million users across 50+ client apps.

- A senior account manager will be assigned to maintain the app

- 50% of revenue from sponsorships and advertising will be returned to the ApeCoin DAO every quarter.

- Costs are per year with a minimum of 12-month contract paid upfront in GBP*

Specifications

- IOS and Android native apps already used by over 50 clients.

- Announcements Wall

- Community Wall

- Geo Fenced POAP rewards features

- Access to real-world rewards while holding ApeCoin

- Multiple levels of rewards depending on the number of ApeCoin held at the time

- In-App wallet connection with WalletConnect

- Web app to allow for all features apart from phone specific features such as Geo-fencing

- Ability for the community to share photos, videos and questions and all feedback

- Background music streaming ability.

- VOD content for notifications of promotions from partners offering IRL discounts and offers

- Issue souvenir tickets as NFTs to the users' connected wallet for selected events - in conjunction with music artists.

Steps to Implement

- Signed agreement for FanCircles to use ApeCoin IP (This is for Apple and Google app stores approval)*

- Agreement to include a link in the social profiles of ApeCoin accounts and on ApeCoin site.*

- Agree on 3 levels of membership and the number of tokens that are required to reach each level*

- Agree on the final artwork/branding of apps*

Timeline

As the platform is already built and used by major music artists, NFT communities and TB shows we require an 6-8 week window to build and begin sourcing rewards, offers, discounts and POA NFT partners through our current network and cooperate with the community to find new rewards.

Overall Cost

£20,000 per month (circa $24k) paid quarterly for a minimum term of 12 months.

I would love to hear your feedback and adjust the proposal as suggested by the community. This is something we know how to do and have had years of experience in building and maintaining. It will also generate income for ApeCoin DAO via sponsorships and revenue splits and grow the community outside its current reach.