

Category: Core: Ecosystem Fund Allocation

Submitted by: Orangie

ABSTRACT

An esports team powered by ApeCoin will lead the charge in bringing awareness and driving adoption to an emerging Web3 game sector, led by Yuga Labs. We will leverage the team's popularity and tap into their large and engaged audience, generating buzz and driving interest to Web3 games. We will participate in tournaments, create engaging content, and build strong relationships with key communities to drive adoption and educate the benefits of digital ownership. By harnessing the power of traditional gaming and its massive audience, we can help to accelerate the growth of the Web3 game sector and establish it and ApeCoin, as major players in the industry.

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(JERSEY MOCK UP - NOT FINAL DESIGN)

TEAM / AUTHOR DESCRIPTION

Aeolus - Aeolus is a seasoned veteran in the esports and gaming entertainment industry, with nearly a decade of experience under his belt. Over the years, he has built some of the biggest brands in the industry, including One Percent, Luminosity, and Obey. Currently serving as the managing director at Ghost Gaming, Aeolus brings a wealth of knowledge and expertise to the table.

With over 500,000 followers across all platforms, Aeolus has a significant following and is well-known in the industry. He is known for his passion for gaming and esports, as well as his commitment to excellence in everything he does. Aeolus is a respected leader in the industry and is widely recognized for his ability to push the boundaries of what is possible in the world of esports.

One of Aeolus's most notable achievements is his role as the founder of One Percent, which quickly became the fastest-growing team on YouTube. Under his leadership, the team gained over one million subscribers in a single month, which is a testament to Aeolus's ability to build and manage successful organizations. His understanding of the gaming community and his ability to connect with fans has been a key factor in the team's success.

In addition to his work with One Percent, Aeolus has played a pivotal role in the growth and development of several other organizations, including Luminosity and Obey. His expertise in brand building and his ability to identify emerging trends have been crucial to the success of these organizations, and his influence on the esports industry is widely recognized.

Hantao - As Chief Strategy Officer at SoaR Gaming, Hantao led one of the largest esports organizations in the Call of Duty scene from 2010-2020. He then took ownership of Chronic, the largest Console Fortnite team in 2018-2019, rebranding it to Evade and selling it to Overtime. Hantao became Chief of Gaming at Overtime and advised on Creator Strategy for RED BULL UK. Recently, he co-founded Qu3st, a Web3 guild focused on user engagement and retention, actively building Axie Infinity's creator program. With extensive experience in both Web2 and Web3 gaming, Hantao will support our team building efforts and guide our success as an esports organization.

Orangie - A professional esports player for 7 years in Overwatch, Fortnite, and more recently Dookey Dash. With 130K subscribers on YouTube, 60K on Twitch, and over 500K on other social media, I have a strong presence in the gaming scene. I helped build Overtime Gaming from the ground up and participated in the BAYC ecosystem for the past 2 years. Dookey Dash allowed me to bridge Web2 and Web3 gaming by on-boarding Web2 gamers and boosting ape passes. I am passionate about bringing people to Web3 gaming and excited to be the bridge between the communities.

Zombs - Pro Valorant Player Jared "Zombs" Gitlin is an American esports player who is best known for playing the games Overwatch, Apex Legends & Valorant professionally. Zombs built a team from scratch in all 3 games and led them to the top everytime. He was a part of FaZe Clan, Team Liquid, & now a part of Team Sentinels. He has won numerous tournaments and competitions, including the Apex Legends Global Series Championship in 2021 & He won the VCT Tournament with Sentinels where they made over \$500,000. He is highly respected in the gaming community, Zombs creates content across social media where he has a following of over 1,000,000 gaming fans.

MOTIVATION

The mission is to bring traditional Web2 gamers into Web3 to help grow the ecosystem of Web3 gaming, we saw the amount of pro gamers come over for Dookey Dash. It's only a matter of time until gamers realize that they can make money by playing video games. Web3 gaming is the next big thing, our professional esports team will be seen wearing jerseys with the ApeCoin logo at all major tournaments, creating endless possibilities for brand recognition and growth. Our strategy involves widespread branding efforts, placement of the ApeCoin logo on all promotional materials and merchandise. Additionally, we plan to partner with popular Twitch streamers, requiring them to showcase the ApeCoin logo and wear ApeCoin merchandise while streaming. In-game integrations such as ApeCoin gun camos in games like Call of Duty and

ApeCoin car wraps in Rocket League will further expand brand awareness. By leveraging the power of ApeCoin we can bring new players into the fold and familiarize them with the ecosystem early on.

If the proposal is approved, Our focus would be on developing the social media presence of Team Apecoin and initiating the process of acquiring a professional Valorant team to participate in VCT Challengers. The associated expenses for players, coaches, and team managers can range from \$30,000 to \$60,000 per month.

Additionally, we would aim to enlist highly skilled Content Creators and Pro Players who have demonstrated exceptional performance in other popular games, including Call of Duty, Fortnite, Apex Legends, Rocket League, and others.

Our ultimate objective is to establish a substantial following of over 100,000,000 supporters across our players' and creators' fan bases.

RATIONALE

Although Yuga Labs has become synonymous with Web3 gaming, the challenge lies in the fact that the concept of Web3 gaming remains unknown to many. Through YouTube, TikTok, and Twitch, our team will generate millions of views per month. We will proliferate ApeCoin to the broader gaming audience and allow us to onboard and educate gamers about the benefits of Web3 and digital ownership. The Web2 gaming industry consists of billions of gamers worldwide, generating revenue exceeding \$150 billion in 2020. It is crucial for ApeCoin to establish a strong industry presence in both traditional Web2 gaming and the emerging Web3 gaming ecosystem.

Top esports teams often operate on a no-profit model, with revenue generated from sponsorships, merchandise, and tournament winnings being reinvested into the team's operations. While this may seem counterintuitive, the value that these teams derive from the brand awareness and reach they gain through their success in esports can be far more substantial than any direct revenue streams. Through their presence on social media, streaming platforms, and in-person events, these teams can attract a global audience of passionate fans, who in turn can attract sponsorships and other business opportunities. Additionally, the reputation that top esports teams build for themselves can be leveraged to secure partnerships and investments that can help fund the team's growth and development. Ultimately, while the financial returns of top esports teams may not always be immediately apparent, their brand value and reach can provide a significant return on investment over the long term.

Kick is an emerging streaming platform that has begun to disrupt the streaming industry. With many top-tier streamers making the move from Twitch to Kick. However, to continue their growth trajectory, significant capital is required. The same applies to the esports industry which has seen limited activity recently, leading to several teams exiting from games. In order to make a breakthrough in this space, we need to introduce something disruptive. In this regard, I believe that an esports team powered by ApeCoin is the ideal solution.

SPECIFICATIONS

By building a strong and professional team, we can elevate the status of ApeCoin and attract superstar talent who will want to join our team for more than just a competitive salary.

Our goal is to establish Team ApeCoin as a top competitor in the gaming world and attract more eyes to the ApeCoin brand.

In addition to some part-time traditional Web2 roles, the cornerstones of our team include the following positions:

Operations: overseeing various aspects of the team's business operations, including finance, stakeholder relationships, recruitment, compliance, representation, and decision-making towards achieving the team's goals and profitability.

Team Manager: responsible for managing the day-to-day operations of the team.

Head Coach: develop and implement the team's strategies, schedule management.

Players: specialized, skilled gamers who play at the highest level.

Analyst: pulls gameplay data and provides strategic insights.

Content Creator: responsible for creating and promoting engaging content on social media.

Social Media Manager: responsible for managing the team's social media accounts and engaging with fans online.

STEPS TO IMPLEMENT

As a stipulation of their contractual agreements, all of our professional players and content creators will be required to create content and participate in The Otherside video game, which is powered by \$ApeCoin and any upcoming Web3 game events that may arise.

We are growing a global esports brand. It is important for our creators to help with that process. Our esports team, powered by ApeCoin will bring eyes to ApeCoin by the following deliverables; which will be case by case for different creators but the non-negotiables is that ApeCoin will be showcased on their content in the following ways:

- overlays that creators use will showcase ApeCoin logo at ALL times
- merch that creators and players wear
- team name being in front of their personal name
- Participate in Web3 games powered by ApeCoin.

TIMELINE

If the proposal is approved, Our focus would be on developing the social media presence of Team ApeCoin and initiating the process of acquiring a professional Valorant team to participate in VCT Challengers. The associated expenses for players, coaches, and team managers can range from \$30,000 to \$60,000 per month.

Additionally, we would aim to enlist highly skilled Content Creators and Pro Players who have demonstrated exceptional performance in other popular games, including Call of Duty, Fortnite, Apex Legends, Rocket League, and others.

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Month 1 - As we prepare to launch our organization, we recognize that establishing all foundational pieces is essential to ensuring a successful launch. This month, we are focused on ensuring that all essential arms of the business are established and ready to go for launch. This includes establishing core staff, creators, team relationships, branding, and legalities.

One of the most important pieces of our launch strategy is our team. We are committed to assembling a team of passionate and dedicated individuals who are committed to achieving our goals and vision for the organization. Over the past few months, we have been working hard to identify the most talented and experienced professionals in the industry, and we are proud to have assembled a team that is second to none.

In addition to our team, we are also focused on establishing key relationships with players and creators. We recognize that these individuals are the heart and soul of the esports industry, and we are committed to providing them with the resources and support they need to succeed. Our goal is to create a collaborative and supportive environment that fosters growth, development, and success for all of our players and creators.

Another critical piece of our launch strategy is our branding. We understand that a strong brand identity is essential to building a successful esports organization, and we are committed to developing a brand that is authentic, innovative, and relevant to our audience. We have been working closely with our team of designers and marketers to develop a brand identity that captures the essence of our vision and values.

Finally, we are also focused on ensuring that all legalities are in place before launch. We recognize the importance of adhering to all legal and regulatory requirements, and we are committed to operating our organization in a responsible and ethical manner. We have engaged the services of experienced legal professionals to ensure that all legal requirements are met and that our organization is fully compliant with all relevant laws and regulations.

In conclusion, we believe that the establishment of all foundational pieces is essential to the success of our launch. We are committed to ensuring that all essential arms of the business are established and ready to go, and we look forward to launching across all social media channels with confidence and excitement. With a dedicated team, talented players and creators, a strong brand identity, and legal compliance, we are confident that we have what it takes to make a significant impact in the esports industry.

Month 2 - The official launch of our brand, with all key components ready to go. This process has been the culmination of months of hard work, planning, and strategizing, and we are confident that with this team, we have the key to an explosive launch that will create shockwaves of momentum in the esports world.

As we kick off this exciting new chapter, we are focusing on developing multiple announcements to welcome all the new talent across creators and professional players into the organization. Our team has been working tirelessly to identify the most talented individuals in the industry, and we are proud to have assembled a group of creatives and players who are passionate about esports and committed to delivering the best possible performance.

We understand that a successful launch is the most important aspect of any new brand, and we are determined to make ours a resounding success. To this end, we have developed a comprehensive strategy that will showcase our brand, our team, and our values to the wider esports community.

Over the course of this month, we will be rolling out a series of exciting announcements and events that will introduce our brand and our players to the world. These announcements will be designed to generate excitement and interest in our brand, and to establish us as a key player in the esports world.

We are confident that our launch will be a game-changer in the esports industry, and we are excited to embark on this journey with our fans, partners, and players. With our focus on quality, innovation, and excellence, we believe that we have the potential to become one of the leading esports organizations in the world, and we look forward to achieving this goal.

together.

Month 3 - As we enter the third month of our operations, we are excited to begin executing our content and growth strategy. We understand that a strong content strategy is essential for any successful esports organization, and we are committed to delivering the best possible experience for our fans and players.

With this in mind, we are focusing on creating engaging and informative content that showcases our teams and players, their achievements, and their journey in the esports world. This content will be designed to not only entertain but also educate and inform our audience about the intricacies of different esports games and the strategies that our teams employ to excel in their respective fields.

In addition to content creation, we are also ramping up our professional play in various esports games. We believe that this is an essential aspect of any successful esports organization, as it not only helps our players hone their skills but also provides us with opportunities to showcase our talent and build our brand in the wider esports community.

Furthermore, we are committed to creating an environment that fosters growth and development for our players, coaches, and staff. We believe that investing in our people is crucial to our long-term success, and we are committed to providing them with the necessary resources, support, and opportunities to achieve their full potential.

Ultimately, our goal is to become one of the premier esports organizations in the world, and we believe that our focus on content creation, professional play, and talent development will help us achieve that goal. We are excited about the future and look forward to building a vibrant and thriving esports community together.

OVERALL COST

Total Estimate: \$1,500,000

Here is the budget - [Orangie - IO for Team Ape - Google Sheets](#)

- With an operating budget of \$125,000 per month, a funding round of \$1.5M will last for at least 10 months to one year, assuming that \$80,000 is allocated towards professional players and content creators & around \$40,000 towards operating costs. However, the team may need to allocate more funds towards opportunities that may arise, such as free agents or events requiring travel that will require more budget than what is currently set aside. The next step will be to secure sponsorships to extend the team's funding runway without having to rely on additional financing from ApeCoin DAO. Ultimately, the team aims to attract millions of viewers and thousands of supporters to the ecosystem, in order to onboard traditional gamers into Web3. Following a thorough analysis of the team's position in 10 to 12 months, a decision will be made on whether to conduct another funding round. We are extremely confident that we will be able to grow this esports team into a global brand that is supported by millions of people all with the goal of onboarding them into the Web3 space.

PARTNERSHIPS -

We plan to leverage our extensive network in the esports industry, built over 10+ years, to establish strong partnerships with top-tier brands that currently sponsor esports teams. By tapping into our connections, we will work towards securing collaborations that align with the core goals of ApeCoin Gaming and establish a strong sense of community and representation for our brand.

Our team will prioritize identifying brands with similar values and goals to ours, ensuring that any partnerships we establish are cohesive with the ApeCoin Gaming brand. Through these collaborations, we aim to create unique value propositions that will attract new and exciting partners, while further establishing our credibility within the gaming industry.

We understand the importance of establishing long-term relationships with our partners and will prioritize building strong and consistent collaborations that showcase the ApeCoin Gaming brand. Through our efforts, we are confident that we can secure partnerships that will not only elevate our brand but also benefit our partners and the larger gaming community as a whole.

- Collaborating with esports teams and events: Esports is a rapidly growing industry, and partnering with other esports teams and hosting events could be a great way to establish our brand in the gaming world. We will sponsor esports events, which could provide opportunities to showcase our games and engage with the gaming community.
- Creating partnerships with charities and nonprofits: Partnering with charities and nonprofits that align with our brand's values could help to establish our brand as a socially responsible company.
- Partnering with gaming hardware companies: Partnering with gaming hardware companies could help to create a cohesive brand experience for our audience.
- Partnering with music and entertainment companies: Partnering with music and entertainment companies could help to create immersive and memorable gaming experiences in Otherside, we can create some one of a kind content with the creators that we will sign to Team ApeCoin.

KEY PERFORMANCE INDICATORS:

Twitter

- Impressions:
- Three months - 4,000,000 avg. impressions/ month
- Six Months - 8,000,000 avg impressions/ month
- Twelve Months - 10,000,000 avg impressions/ month
- Followers
- Three Months - 30,000
- Six Months - 60,000
- Twelve Months - 120,000

YouTube

- Views
- Three Months - 100,000 per month.
- Six Months - 250,000 per month.
- Twelve Months 500,000 per month.

TikTok

- Followers
- Three Months - 30,000 Followers
- Six Months 90,000 Followers
- Twelve Months 200,000 Followers

Instagram

- Followers
- Three Months - 20,000 Followers
- Six Months - 50,000 Followers
- Twelve Months - 75,000 Followers