

Personal Information

Discourse ID:

[@BoredApeG](#)

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Name:

Gerard Hernandez

Country of Residence:

United States of America

Educational Background:

The University of British Columbia, Bachelor of Science (2010); The University of British Columbia, Diploma in Accounting (2011); Chartered Accountant School of Business, Chartered Professional Accountant, Chartered Accountant designation (2013); Washington State Board of Accountancy, Certified Public Accountant (2015)

Professional Background:

Agathos Support Service, Chief Financial Officer (2014-Present); Smythe LLP, Senior Accountant (2011-2014); Secret Society of Hip Hop Apes DAO, Founder (2021); Curators Society DAO, Founder (2022)

Nomination Statement

Bored Ape G

Our ApeCoin DAO faces significant challenges to achieve its goal of making APE the token of choice for the web3 economy. Specifically, our DAO lacks organizational infrastructure, in addition to facing legal, tax, and regulatory roadblocks on the most innovative proposals.

We need leadership on the Special Council who listens to the community, has the technical sophistication to take immediate action on our needs, and can make us feel well represented as a global Ape community.

More Action, Improved Communication, and Better Representation

After countless energizing conversations, zoom calls, and DMs with community members, it apparent that improvements within these themes were the most desired to be seen in the Special Council.

I am running for Special Council to put my professional expertise and experience in both ApeCoin DAO and Bored Ape Yacht Club communities to use in a service to the DAO. As a community member and DAO founder myself, I am confident in my unique position and have the required skill set to successfully execute on proposals that address the needs of the community.

More Action:

There is a strong desire for the Special Council to take a leadership role in pushing forward important initiatives for the DAO. I have the professional track record and DAO participation that highlights my ability to execute on both immediate and long term needs of our DAO. You do not have to only trust in my abilities; I will provide specific examples of my activities within our DAO and more.

Improved Communication:

The general sentiment is that ApeCoin DAO's Guiding Value of Transparency

is presently not being met. I am an individual with the ability to translate complex ideas into simple terms that can be easily heard, understood, and actioned. I am an advocate for increasing transparency between ApeCoin DAO, Special Council and the community; we will take specific steps to address this primary concern of the community.

Better Representation:

The composition of the Special Council board needs to include individuals who can truly represent Bored Apes, Mutant Apes, and the broader ApeCoin community (who are all degens). As an ApeCoin DAO contributor and an OG Bored Ape who knows a time when BAYC Lofi radio on Youtube was the only utility we had, I bring a well-rounded perspective into all conversations. The community can be confident that I will always be a representative voice, whether that is pushing

initiatives through legal, collaborating with fellow council members, or conducting daily tasks as a Special Council member.

My nomination profile will detail how I am the best individual

to deliver on the most pressing needs of our ApeCoin DAO community so that we can focus on achieving our long-term goals together

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Motivation

VIEWING APECOIN DAO AS A MEMBERSHIP CLUB

ApeCoin DAO was inspired by the beloved Bored Ape Yacht Club, therefore, I believe it is more

than an organization that provides grants – it is similarly a Membership Club

. Membership entry is simply 1 APE. This means our members around the world should feel proud of being part of our ApeCoin community, just as much as an NFT community. There is a need to build out the club and to develop its membership

, and this is the ethos

I will bring to Special Council. This drives my motivation on how I wish to best improve the ApeCoin DAO.

Processes:

When it was determined that the DAO needed to extend the Special Council for 3-months because no one from the community prepared an AIP, I felt compelled

to initiate discussions on a starting framework for the DAO to move forward that you can read here:

Nomination & Election Process: Strawman Proposals for YOU to build upon!

[Nomination & Election Process: Strawman Proposals for YOU to build upon!](#)[General

]/(c/general/14)

First, I want to state that there are so many terrific ideas here. We have such a great community contributing to help lay the groundwork for the ApeCoin Foundation/DAO's long-term success. The ApeCoin Foundation will be in great hands over the next decades, however, collectively, we need to focus on the immediate needs. I'd like to keep our eye on the prize here fellow Apes; don't get caught up too much on how we got here, Cartan, past Board compensation, contracts, etc. The primary need we ha...

The above post illustrates how I wish to build our internal processes. It is the responsibility

of the Special Council members to initially create/propose these frameworks, both as experts and to allow the community to focus their proposals on more creative outlets for growing the DAO.

Knowledgeable and passionate about moving our DAO forward:

Our ApeCoin DAO is young, and far from mature. We need individuals that are knowledgeable

and willing to engage the community to have productive conversations that can propel us forward. If you wish to learn more about how I'm thinking through certain important matters for the DAO, please read through my replies in this thread:

[Should we ask Cartan Group to scope setting up the DAO to accept funds?](#)[Withdrawn AIPs

]/(c/withdrawn/18)

Nothing is impossible

but it does come down to "Is it worth the risk for the DAO?" The balance sheet lies in the legal entity, which is a Foundation. In theory of course it is possible that the DAO could vote to convert APE into ETH - the Foundation entity could hold other assets than APE (again, in theory). However, there is a clear preference at this time for the direction of the DAO to be only granting out APE, therefore, I doubt it would hold up to Special Council review.

I am motivated by the need for myself to have more of these types of conversations within our DAO at scale and in a position where I can effectuate change. This conversation also highlights that subject matter experience

is also going to be important when it comes to pushing the DAO forward in taking more risk-on

proposals. It is only with the confidence that comes from experience

that one can realistically push a proposal forward. This is why my background is invaluable

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Full audio of my nomination introduction on ApeComms Twitter Space 11/11/22

[

](<https://www.youtube.com/watch?v=ZBqD3MLoOUY>)

This is also a good short introduction and provides insight to how am I thinking through problems we are facing as a DAO.

Heart of my motivations:

The experience that enlightened me to the potential of our web3 space and its potential for lifelong connections

that can be made in a community, was my involvement with helping a fellow Ape recover his Forever Ape that was phished from him. Within this story, you can learn my thought process

and the values that I will bring into building our ApeCoin community:

twitter.com

[Bored Ape G](#)

[@BoredApeG](#)

Why did I put up a Bored Ape as collateral for a [@BoredApeYC](#) member I have never met IRL?

This is a story of redemption that Ron Burgundy would approve of, and I am very glad to have been a part of it...

[7:38 PM - 12 Jan 2022](#) 240

35

The story with Dilly demonstrates my commitment

to the long-term vision of this space and my participation in it. You can trust

that when faced with a difficult decision, I have the high moral integrity to always look to take the best action I possibly can for the club/DAO.

Similarly, watching the DAO struggle

to build the foundation that would allow us all to focus on growing

it has compelled me to take action, knowing I have the experience and skill set to take us out of these growing pains.

Rationale

Seasoned Finance and Accounting Professional

I am both a United States CPA

and Canadian CPA

(Chartered Accountant). My professional expertise translates best to Ecosystem Fund Allocations and Process AIP categories.

Over the past 8 years

I have been the Chief Financial Officer

of a regional healthcare system based in Southern California that primarily consists of acute care hospitals and skilled nursing facilities. During my time I have helped it grow through acquisitions and improving operational efficiencies, which have led to more than doubling its revenues over the years to presently >\$250,000,000 annually

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I am an experienced professional who is also a 100% NFT degen

that can represent the community.

Advisory Board Member - AIP-124: Thank APE: Rewarding ApeCoin Members for DAO Contributions

As a member of the Advisory Board

, I have had the pleasure of working with ThriveCoin et al. on Ape Improvement Proposal (AIP)-124: Thank APE which will see ApeCoin DAO members rewarded

in APE for their contributions! AIP-124 is set to come up for vote in the coming weeks and it has the potential to provide a permanent

mechanism for APE to be rewarded to the most dedicated holders (the DAO contributors).

[AIP-124: Thank APE: Decentralized, Automated Rewards for Valuable ApeCoin Contributions](#)[Implemented AIPs

](/c/final-aips/implemented-aips/24)

Proposal Name: Thank APE: Decentralized, Automated Rewards for Valuable ApeCoin Contributions Proposal Category: Ecosystem Fund Allocation Abstract We propose to thank (reward and recognize) decentralized contributions to ApeCoin with \$APE, charitable donations, and an on-chain thank you note. We will do it in a way that is scalable, automated, bot-protected... and rewards truly valuable contributions. Thank APE is critical DAO infrastructure that can enormously increase opportunity, utility, an...

I am acutely aware

of the DAO's processes because I have already been

an active and contributing participant.

Value this brings to the ApeCoin community:

- I am already up to speed with our DAO community

; my time can be better focused on pushing progress rather than getting up to speed. My professional expertise means I can fully

comprehend

the legal, tax, and regulatory issues facing the DAO. Once I learn the knowledge that the Special Council is privy to, the community can trust in my ability to understand, distill, and then work with fellow council members to attack

the most beneficial issues to address for the DAO in the near and long-term.

- A reason for the lack of transparency the ApeCoin DAO has subject us to, is due to the nature of legal/compliance pushback and caution, and that is an area that I have ample experience navigating

and knowing when to lean into it.

- I can critically think

of issues independently

of ApeCoin DAO's legal counsel, administrators, and other partners; this means providing counter positions appropriately should I feel there is a need to challenge for a better position on behalf of the DAO's community.

- I can work professionally with the current and new council members to ensure our abilities are optimized to execute the vision of the community.
- My familiarity

of the DAO's AIP processes, combined with my professional experience, means I can make an immediate

impact

and hit the ground running.

Specifications

Crypto governance participation:

Hip Hop Apes DAO

In the Summer 2021 I led the founding of this DAO

amongst Hip Hop trait Bored Apes

. Given how fast the NFT space moves, we faced a problem with our assets being locked in a multi-sig wallet. To increase efficiency by establishing a hot wallet, I recommended for myself to put up personal NFT collateral to the DAO. This solved the problem to allow the DAO to move quickly on purchases and sales, but still be protected from down-side risk (i.e. still be able to maintain the quality of a trustless environment). Ever since then, I have been the trusted steward of the DAO's holdings.

I'm a problem solver

and I will take the initiative to get the job done.

Curators Society DAO

I wanted to create and launch an NFT Collector DAO that could scale its participation in a legally appropriate

way. Unlike most DAOs in the space that remain unregistered, this meant creating a legal wrapper entity and conducting our activities in a way that we believed could stand up to the US Securities and Exchange Commission, should it ever come under scrutiny.

I went from a simple idea to executing this project with three co-founders, which eventually led us down the path of working with legal counsel in Panama, United States, and Cayman Islands. On the back end, the Curators Society DAO is a foundation based in the Cayman Islands

. Why is this relevant? Because ApeCoin DAO is also a foundation based in the Cayman Islands! Additionally, this gave me the opportunity to directly work with the best blockchain law firm in the world [name intentionally redacted] on this structure, who so happens to be the same firm

that represents ApeCoin DAO.

My ambition

in this space led me to founding Curators Society DAO and this invaluable experience is something I will be able to uniquely leverage

when working for the ApeCoin DAO community. Last, it further lends credence to my ability to execute immediately

for the DAO within the current and expected legal and regulatory constraints ApeCoin DAO and Special Council will be operating in.

Ideas for ApeCoin DAO improvement:

Over the past few months, it has been inspiring to connect with and learning from such passionate members of the ApeCoin DAO community. Below you will find ideas for DAO improvement as a result of these conversations, along with my plans on how to address them. Please note that underlying all these efforts is ensuring the community feels listened to and is involved throughout the process. I intend to be the Special Council member that you can feel comfortable approaching at any time and have confidence in.

MORE ACTION

- Operationalize processes and frameworks:

From an organization level, we are not as effective as we can be. We need to create infrastructure

for our DAO in order to best capitalize on its talent pool.

- I want the Special Council to take a more proactive

approach on this. This will reduce

the responsibility for the DAO members to come up with these types of proposals.

- I will take the lead

in developing the necessary AIPs to operationalize our processes throughout the organization. This includes but is not limited to AIPs regarding Working Groups/Sub-Working Groups, Elections, Special Council qualifications, and long-range planning.

- Establish Working Groups:

Recently the general sentiment around the DAO is that we need to implement Working Groups. This would allow decisions

at the working group level rather than needing to pass everything through a DAO level AIP. This is a key piece to the next phase of our DAO, therefore, the conversations need to happen as soon as possible.

- We'll set-up a meeting with anyone in the community who wishes to part of the discussion. We will also specifically invite proposers who successfully passed an AIP (Final AIPs) because the progress and direction on their proposals will provide valuable insight when we are mapping out the Working Groups to establish.
- Implement best practices from other DAOs:

We do not need to reinvent the wheel (if unnecessary). Members of our community have already presented terrific practices from other DAOs.

- We will gather suggestions from DAO members, collaborate, and then create AIPs efficiently.
- Committing more than 3 hours per week:

3-hours per week is an atrociously minimal weekly requirement for our Special Council members.

- It goes without saying that the work required to accomplish the goals I have for the DAO means I intend on committing more than the base requirement of 3 hours per week. We will also have discussions about potentially restructuring Special Council qualifications and responsibilities for future elections.
- Proactive in steering the ship:

If the Special Council is not proposing the big ideas, then it needs to be facilitating the environment that ensures they can come from the community.

- I will be proactive in leading AIPs particularly around processes and frameworks, along with any others deemed appropriate.
- Create long-range planning

which includes optimizing Ecosystem Fund allocations. Currently, we are shooting in the dark

with AIPs, evidenced by numerous proposals overlapping with their objectives. We need to ensure that we are a) allocating an appropriate % to verticals the DAO wishes to grant funds, and b) we are attracting the right kind of proposals. Even though we cannot stop any holder of APE from submitting AIPs, it does not prevent us from making expressed recommendations of what we are looking for as a DAO!

- Be Bold:

ApeCoin Guiding Value – “We don’t shy away from the weird, the hard, or the new”

- I will also take the lead into exploring more complex proposals

that the community has been inquiring about. For example: the DAO accepting revenues, and if we cannot do this indefinitely, then providing reasonable alternatives for consideration.

- You can trust that I am proficient

at navigating these legal matters, and able to push the limit where reasonable.

BETTER REPRESENTATION

- “If you don’t know where you’ve come from, you don’t know where you’re going”
- Simply put, OG BAYC Ape representation is particularly needed on the Special Council in order to bring the ethos of the early BAYC vibes

into our ecosystem.

- I am an advocate for increasing the Special Council

to potentially 7 to 9 on the subsequent election cycles.

- I would love to increase the Special Council, however, the increase needs to be purposeful

(i.e. not expanding for the sake of expanding). As a community we need to come together to determine the composition of the Board that we want, while keeping in mind that social diversity and professional diversity aligns with ApeCoin DAOs guiding values.

- Creating leadership roles

outside of the Special Council and increasing the number of active community members.

- We will create better incentive structures

to bring in members who are capable; harness the power of the community to build of ApeCoin. Working Groups will play an important role in expanding representation because we will elect leaders for these groups, and we will develop members in sub-groups.

- To date, the number of active DAO community members is relatively small. To activate the talent within our membership, the DAO needs to be an accelerator of people

. We will make it easier for people to participate, even if they only want to contribute an idea.

- Building for a Global community
- Outside of the United States members, there has been a growing sentiment in our community that members are feeling underrepresented, both digitally and IRL. Our DAO needs to better understand how we can facilitate improved interaction with our global members.
- I will connect with leaders in respective communities around the world to determine reasonable and impactful ways to help spread our ApeCoin DAO message.

IMPROVED COMMUNICATION

- The community wants to have more confidence that their voice is being heard. That cannot be accomplished if we are not regularly speaking with one another. We will have (2x) Community Meetings via Twitter Space with Special Council (at least me)

:

- Recall that I believe ApeCoin DAO is like a Club, which means I want to foster that sense of belonging. Meeting regularly will also help to ensure the Special Council is more in tune

to the community's needs. This can be either an integration or an expansion of the current ApeComms schedule, and include timing that is mindful of our global community.

- Not everyone is comfortable entering Discourse (the message forum for our DAO) immediately, but a growing presence on-line will help us onboard our community into active DAO participation that encourages many diverse and divergent perspectives.
- The rest of Special Council are not required to attend, but of course we will be happy whenever they pop by
- Transparency in the AIP proposal process
- Builders in our community are waiting for weeks without comments on their AIPs. This is unacceptable, and we must improve the process.
- I will work with the Administrators/Moderators to determine reasonable changes we can make to process and bring forth recommendations to the community for discussion.
- Information from the DAO needs to be made more digestible
- It is difficult even for active members in the community to keep up with DAO news, moreover, for passive member of the community. We will consolidate the messaging and integrate multi-language summaries at the very least for the most crucial announcements.
- Thoughtful Transparency throughout the organization
- First and foremost, ApeCoin Foundation must be protected. Therefore, I can appreciate that the Special Council may be forced to act a certain way due to restrictions placed by legal to navigate us through this regulatory uncertainty. However, what I can promise

you is that wherever I can push for reasonable transparency, I will.

Ideas are great, but having the ability to execute them in a timely manner is a completely different ballgame. I have put in the effort to hone my abilities specifically for the ApeCoin DAO, and I am ready to Make Ideas a Reality

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Concluding Statement

There is an unquestioned divide

between the current Special Council and the broader ApeCoin community. We need to bridge this gap in order to be seen as an effective leadership group.

I am the best choice

for Special Council because I am independent from its present members and Yuga Labs investors, have already been an active contributor to the ApeCoin DAO, have the professional skill set required to navigate the legal, tax, and regulatory roadblocks we face to progression and most of all I can bring the perspective from an OG Bored Ape and NFT degen into meetings and interactions. All this combined will allow me to make impactful change

immediately

for the community.

The present Special Council absorbed great personal risk in taking responsibility for ApeCoin DAO at its inception; we are all on the same team

. I can optimize

the value provided by the current council and new members by letting them focus on their strengths, while I do the work in the trenches to build out our organizational infrastructure. By accomplishing this, we can develop and leverage the latent talents of the best community in web3, YOU

, our ApeCoin holders!

I look forward to connecting and to responding to inquiries here on discourse, and my DMs are also open (discourse or Twitter: [@BoredApeG](#))

Thank you very much for your consideration.

Gerard Hernandez, CPA

Bored Ape G