

Shilly the Community Produced Recording Artist Powered by ApeCoin

PROPOSAL CATEGORY: Ecosystem Fund Allocation and Brand Decision

ABSTRACT:

Ever since I bought my first ape on May 1, 2021 for .25 ETH (#humblebrag

) I knew he was destined for greatness. Along with an amazing team of musicians and animators we've created Shilly, the first Community Produced Recording Artist. You may have seen the video for his debut single, "I'm Boring".

[Shilly - I'm Boring \(Official Video\)](#)

[

IMBORING FINAL0

1920x960 117 KB

](https://global.discourse-cdn.com/apecoin/original/2X/e/ec8b11f76f3deba78c5d2319204cf35eaf8aff7c.jpeg)

With the help of a grant from the ApecoinDAO Shilly will be the first chart topping NFT recording artist and bring apecoin adoption to another level.

AUTHOR DESCRIPTION:

I'm Josh Schwartz, but they call me Shwaz. I've been part of the NFT space since Feb. 2021 and part of the ape community since May 1 2021. Most of my professional life has been spent in the TV/FILM industry where I worked as an editor for a bunch of crappy reality shows. Comedy and music are major passions for me. I've performed improv, written sketch comedy, and been playing in bands/ writing music since I was a kid. I've been fortunate enough to go into web3 full time and am currently working on this project that combines my greatest passions in a way I never thought possible.

TEAM:

Josh Schwartz (@theycallmeshwaz

) : CEO. Head writer. Musician, wannabe comedian, lover of weiner jokes.

Noah Berg (@admiralfun

) : COO and Co-producer.

Matt Squire: Exec. Music Producer (Panic! At The Disco, Ariana Grande, All Time Low). Yep he's responsible for I Write Sins Not Tragedies.

Preston Johnson (@sportscheetah

) : CMO and drummer. (Co-founder of Pixel Vault and Wagmi United.)

MOTIVATION:

We are putting everything we have into Shilly from the music, to the art, to the size of his calve muscles (This was actually quite the battle). Along with a collaborative community of musicians and storytellers Shilly will break into the mainstream in a major way. Apecoin will be an official payment option for all things Shilly and the Apecoin logo and imagery will be featured prominently in Shilly content.

RATIONALE:

The only reason Doge and Shiba are worth more than Apecoin right now is because of the story we tell about them and how many people are exposed to that story. Apecoin needs its own story, it's own "cool". Shilly will make Apecoin cool by making it essential.

SPECIFICATIONS / TIMELINE:

In late January 2023 we will be launching a web3 platform called The Studio, a token gated collaborative community hub where holders will be able to contribute to Shilly's music and story and have a true stake in his success. Apecoin will be the official currency of the platform and be used for gamified rewards and will be required for purchases in the Shilly merch store.

In Q1-Q2 we will be releasing Shilly's first EP of 4-5 songs as well as another music video. The cover of the EP will feature the Apecoin logo prominently and the next music video will have Apecoin heavily integrated into its story.

All Shilly songs and music videos will be minted as 1/1 NFTs and transferred to the Shilly Community DAO, except for the

next music video (featuring Apecoin) which will be transferred to the Apecoin Treasury.

OVERALL COST:

\$200,000

(detailed breakdown coming soon)