

PROPOSAL NAME

: ApeCoin Hotel

TEAM DESCRIPTION

:

The team consists of several experienced Web3 entrepreneurs and core community members with extensive experience in designing, producing, and managing IP-related products and business collaborations. This includes, but is not limited to, designing and manufacturing BAYC apparel, creating 3D figurines, organizing offline graffiti events, and decorating venues with BAYC and NFT themes.

DeSmart

1.Participate in numerous Web3 projects, with deep familiarity with Web3 products and users, NFTs, GameFi, and economic models, Holder of BAYC/ApeCoin/Moca;

2.Nearly 20 years of experience in strategic planning, product design, and marketing operation.

3.Currently engaged in AI+DePIN related business.

1. Contact: Twitter [@bayc189](https://twitter.com/bayc189)

Joanna Pan

Graduated with a Bachelor of Science in Hotel and Tourism Management (Honours) from The Hong Kong Polytechnic University, ranked 10th in the world for hotel management. Joanna brings extensive experience in hotel management and is also a holder of APE and MOCVERSE tokens, contributing to the operational management of the hotel.

Kit Pon

With a degree in Marketing and rich experience in marketing and event planning, Kit will execute APE event promotion activities, including exhibitions, APE-themed rooms, Mocaverse-themed rooms, APE bars, and other promotional and execution work.

PROPOSAL DESCRIPTION

:

We will launch an APE-themed hotel in a prime location in central Bangkok, Thailand. Our goal is to enhance the BAYC IP Exposure, visibility and utility of ApeCoin, and generate actual revenue for ApeCoin DAO.

This proposal combines IP application, the hotel industry, the arts, and the cryptocurrency field. The hotel will offer a variety of activities, including ApeCoin-themed exhibitions, an APE bar, various APE community-themed rooms, an APE swimming pool, and an MBA-themed exhibition area, fully promoting ApeCoin, ApeChain, and various APE communities. We will provide various benefits to the APE community.

BENEFIT TO APECOIN ECOSYSTEM

:

1.Revenue Generation:

50% of the revenues from themed rooms will be received by ApeCoin DAO for one year once these rooms are completed. DAO will receive revenue from all themed rooms, including APE, BAYC, Otherside, Apechain, Mocaverse. Funds will be returned to the DAO Treasury on a quarterly basis, and the hotel will handle the local compliance and settlement of the funds. We'll keep looking for more opportunities to create other income.

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效果图1

1280×853 104 KB

](https://global.discourse-cdn.com/apecoin/original/2X/4/48c4920431a25416e671c85400acf603c41e4567.jpeg)

[Images and Logos for Illustrative Purposes Only, All NFTs Held by the Team

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2.Real-World Utility:

Hotel rooms and bars will accept ApeCoin for payment, demonstrating ApeCoin's applicability in the real world and encouraging circulation and usage.

3.Brand Exposure:

Through themed exhibitions, bars, and rooms, we will extensively promote ApeCoin.

4.Community Benefits:

1. Offer 50 room nights for free to APE holders. Total 50+ nights for the ApeCoin holders, max 1 night for each holder, FCFS.
2. APE community members can use the rooftop bar for events for free.
3. APE community members can access the MBA exhibition area for free.

To verify holders, we will take strict measures:

- Show that they are Apecoin Forum members, increasing the number of Forum builders.
- Need to register Apecoin wallet and show Apecoin holdings.
- Need to post on Twitter and @Apecoin

Process: Holders can book rooms through the hotel's official designated channels. Upon normal check-in, show the following at the front desk:

1. Show that they are Apecoin Forum members
2. Logon any wallet holding Apecoin, show their wallet and Apecoin balance > 1
3. Verification could be done by trained hotel front desk staff
4. Logon any wallet holding Apecoin, show their wallet and Apecoin balance > 1
5. Verification could be done by trained hotel front desk staff
6. Check in and have fun
7. Post rooms on Twitter and @Apecoin

before check out * Any Holder wishing for a free stay must tweet to get cashback, including pictures of the themed room and any positive experiences or feelings they want to share.

1. Any Holder wishing for a free stay must tweet to get cashback, including pictures of the themed room and any positive experiences or feelings they want to share.
2. Receive the hotel's cashback

5.Community Engagement:

Host events for ApeCoin members every two months, gathering the community and strengthening connections. The AIP team will handle event organization and venue setup, with no additional costs. Specific timings will be determined based on community sign-ups at that time. Since no extra investment is needed, there will be no KPIs for now.

6.IP Development and Diversity:

Create themed rooms for the APE community, including Otherside, BAYC, and Mocaverse, and promote the cultures.

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Sketch3

1280×960 122 KB

](<https://global.discourse-cdn.com/apecoin/original/2X/a/a6f7202723856d0fdb15ed04d1a81d69ef7af8b7.jpeg>)

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STEPS TO IMPLEMENT

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Expected start date: the first day of receiving funds

Expected end date: will continue for 545 days.

Step One

: Launch Apecoin payments, renovation, room and pool design, hotel lobby, and bar. Additionally, purchase exhibition equipment, materials, and hire staff.

Time: Start within one month of receiving funds.

Key Performance Indicators: Demonstrate all staff hired and materials purchased.

Expected Key Results: We will provide receipts detailing each procurement expense, and we will also show the hired employees.

Cost: 370,000 APE

Click to expand for more Step 1 details

To expedite the completion of themed rooms, swimming pools, bars, and other facilities at APE HOTEL, we will immediately purchase all materials and hire a large number of renovation workers upon receiving the funds. Step 1 includes the material and labor costs for the following rooms:

- APE-themed rooms
- APECHAIN-themed rooms
- Otherside-themed rooms
- BAYC-themed rooms
- Mocaverse-themed rooms
- APE-themed swimming pool
- Hotel lobby decorations
- APE community-themed exhibition
- APEChain-themed exhibition
- APE rooftop bar
- MBA-themed exhibition area

Additionally, we need to conduct advance training for staff to ensure they understand how to introduce APE and handle APE payments. Therefore, we will hire staff immediately after receiving the funds.

We have already planned the payment method. We will provide a MetaMask address for receiving Apecoin payments. Training will be provided to staff so they understand how to receive Apecoin.

Hotel Location: We have selected a location in Khlong San, Bangkok.

We have identified relevant renovation teams and estimated material costs.

Within one month of receiving the funds, we will provide proof of employment and material procurement completion.

Step Two

: Launch themed rooms: APE-themed rooms, APECHAIN-themed rooms, Otherside-themed rooms, BAYC-themed rooms, and Mocaverse-themed rooms.

Time: Complete within two months of receiving funds.

Key Performance Indicators: Showcase all room decorations and update on Twitter, and be available for media interviews.

Expected Key Results: We will update the room renovation status every half month. Once the renovation is completed, we will update Twitter with images of the APE-themed room, APECHAIN-themed room, Otherside-themed room, BAYC-themed

room, and Mocaverse-themed room.

Cost: 150,000 APE (included in Step 1 Costs)

Click to expand for more Step 2 details

We expect the daily room rate to be \$200 USD. We have a total of 5 rooms available. The expected occupancy rate is 60%. DAO share is 50%. The number of days rooms are sold is 455 days (545 days - 90 days preparation).

Calculating the expected income:

$$200 * 5 * 60\% * 455 * 50\% = 136,500$$

Therefore, the expected income is 136,500 USDT.

Step Three

: Launch APE-themed swimming pool and hotel lobby decorations.

Time: Complete within two months of receiving funds.

Key Performance Indicators: Showcase all decorations and update on Twitter.

Expected Key Results: We will display images of the APE-themed swimming pool and all hotel lobby decorations, and update them on Twitter.

Cost: 115,000 APE (included in Step 1 Costs)

Step Four

: Free room stays for APE holders.

Time: Complete within two months of receiving funds.

Key Performance Indicators: Announce monthly occupancy.

Expected Key Results: Announce on Twitter that APE holders have free room stays and publish the monthly number of occupants.

Cost: 40,000 APE

Step Five

: APE community-themed and APEChain-themed exhibitions.

Time: One will be completed within two months of receiving funds. The other will take place three months later.

Key Performance Indicators: Announce relevant details on Twitter and have professional photography teams take advertisements.

Expected Key Results: Attract at least 1000 people to visit the exhibition, with more than 5% uploading and sharing photos.

Cost: 50,000 APE (included in Step 1 Costs)

Step Six

: APE rooftop bar.

Time: Complete within three months of receiving funds.

Key Performance Indicators: Announce relevant details on Twitter and have professional photography teams take advertisements.

Expected Key Results: Announce the relevant details on Twitter and have a professional photography team shoot the visuals.

Please refer to [this link](#); our setup will be similar to theirs.

Click to expand for more Step 6 details

We've decided to allow everyone into the APE bar to better spread APE culture. The decoration will primarily feature BAYC/MAYC themes. BAYC and MAYC are crucial original holders within the APE community. Establishing the bar plays a significant role in uniting the APE community and promoting APE culture extensively.

Please refer to [this link](#) where the founder of BAYC personally shared about Western APE bars. Asia is also crucial, so constructing one here will greatly promote the APE ecosystem.

Step Seven

: MBA-themed exhibition area.

Timeline: To be completed within three months of receiving funds.

Key Performance Indicators: Announce relevant details on Twitter and have professional photography teams take advertisements.

Expected Key Results: Assist in promoting over 20 MBA brands.

Click to expand for more Step 7 details

After receiving funding, we will announce details on Twitter. This will allow everyone to apply to showcase MBA items in the exhibition area. Anyone with an MBA number can participate. We'll hire a professional photography team for media coverage.

Personnel

: We will collaborate with a professional materials company team, who are also APE holders and frequently provide materials for Chinese Ape Club events. We can ask them to provide some collaboration proofs and documents. This team is recommended by X: @Johnnylee_ddc

, and he can be contacted for further information.

Full Implementation

: Full implementation means completing all steps involved. This includes ApeChain-themed exhibitions, APE community-themed exhibitions, APE-themed rooms, ApeChain-themed rooms, Otherside-themed rooms, BAYC-themed rooms, Mocaverse-themed rooms, APE-themed swimming pool, staff expenses, APE rooftop bar, free room usage fees, hotel lobby decorations, and MBA-themed exhibition area, and can be openly and transparently demonstrated at any time.

REPORTING EXPECTATIONS:

- Financial Reporting:

Reports on financial status will be made quarterly and publicly disclosed. We will open a separate Twitter account, and the reports will be updated on Twitter, with the possibility of synchronization here if needed.

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = 410,000 \$APE.

- APE Community Themed Exhibition:

20,000 APE

- ApeChain Themed Exhibition:

20,000 APE

- APE-themed Rooms:

30,000 APE

- ApeChain-themed Rooms:

30,000 APE

- Otherside-themed Rooms:

30,000 APE

- BAYC-themed Rooms:

30,000 APE

- Mocaverse-themed Rooms:

30,000 APE

- APE-themed Pool:

50,000 APE

- Staff Costs:

25,000 APE

- APE Rooftop Bar:

50,000 APE

- 50 Free Room Nights:

40,000 APE

- Hotel Lobby Decorations:

15,000 APE

- MBA-themed Exhibition Area:

10,000 APE

- Equipments, Materials, Miscellaneous and Contingency Costs:

30,000 APE

We plan to manage the funds through a multisig wallet, with multisig permissions granted to team members. Additionally, we will publish a detailed report on fund usage every 2 months.