# Proposal Name

A dedicated ApeCoin Community Hub within tokenproof app

# Proposal Category

Ecosystem Fund Allocation

# Abstract

Creating a home for the ApeCoin community within the tokenproof mobile app will help increase community participation, enable member onboarding, highlight community projects, and further incentivize ownership of ApeCoin by securing dedicated mobile real estate to distribute news, content, and experiences offered to community members.

# Author Description

Fonz

(@fonzgm) is the CEO and co-founder of tokenproof, a safe token-gating solution giving brands the ability to activate their fanbases through secure access to IRL events, holders-only digital content and activations, token-enabled commerce, and more. Fonz has been an active part of the Bored Ape Yacht Club community since 2021 and founded tokenproof in part as a way to facilitate the ApeFest token-gating experience following its first iteration in 2021.

Vera (@veratheape)

is part of the ApeCoin Special Council and has been a dedicated member of the Bored Ape Yacht Club community since 2021. Vera is the founder of the Bored Chili Community, which now boasts over 500 members on Telegram and WeChat, and hosts a podcast fostering collaboration and support among Apes.

# Team Description

tokenproof is a team of web3 and NFT experts, deeply committed to improving the web3 user experience and making it as intuitive and frictionless as possible. The team's extensive experience across a diverse range of industries enables it to build custom workflows for every kind of brand and the rewards it seeks to offer, from live event access to product claiming or custom perks. As active participants and collectors in the NFT scene, the team has a deep understanding of what NFT holders want to see in web3.

# Motivation

There is a group of active ApeCoin community members who create AIP proposals, vote, and promote the ApeCoin community. This is great — however, there is a far greater number of ApeCoin holders who aren't as involved in areas such as governance and may not be aware of the benefits of being a holder. Meanwhile, there are a number of ApeCoin projects that could use a platform to create awareness among the community.

In order for the community to thrive, we must provide a way to increase participation of the dormant ApeCoin holders to nurture them into actively engaged community members and increase the reach of ApeCoin-funded projects to drive awareness and adoption.

Given that tokenproof is widely adopted by the community members holding ApeCoin, a dedicated section for this content seems ideal.

# Rationale

For the average ApeCoin holder, it is difficult to stay up to date across Twitter, Discord, Snapshot, and other Forums. There are many benefits available to ApeCoin holders that many may not know about, whether they be experiences (IRL or Online), exclusive content, or promotional offers.

The proposal with the highest participation amassed just under 2,000 voters compared to the 124,357 ApeCoin holders (per this Dune dashboard by @Marcov

: https://dune.com/queries/511623). Among recent AIP proposals, most have garnered less than 1,000 voters.

Aside from AIP voting, there have been numerous ApeCoin-powered projects that should be given a platform and discoverability among ApeCoin holders and non-holders alike. These projects offer a range of perks whether it be entertainment, free product, early access, or discounts.

We must provide community members a simpler way to be engaged, participate with the ApeCoin community, and grow as members of such. We must also amplify the reach of ApeCoin projects across the ecosystem to allow them to grow and become a funnel for new ApeCoin community members.

tokenproof has already powered numerous experiences within the ecosystem ranging from ApeFest, ApeClub, ApeTalent, ForeverApes, Otherblock, Storyverse, and more. For those who aren't aware, tokenproof provides a safe way for users to prove ownership of assets without risk of wallets being drained, while accessing engaging IRL and online experiences.

# Benefit to ApeCoin Ecosystem

The integration of a dedicated ApeCoin Community Hub within the tokenproof app promises a number of benefits to the ApeCoin Ecosystem:

- Enhanced Community Engagement

: By aggregating information, news, and opportunities, the hub will act as a catalyst for more active participation among ApeCoin holders. This can lead to higher voting rates for proposals and a more vibrant, engaged community.

- Increased Awareness and Onboarding

: The hub will serve as a centralized platform for ApeCoin holders to learn about the various benefits, projects, and initiatives. This can lead to greater involvement from holders who may have been previously unaware or passive.

- Boost in ApeCoin Projects

: A dedicated section for ApeCoin projects will provide them with the visibility they need, enabling them to gain traction and support from the community. This not only helps these projects flourish but also strengthens the overall ApeCoin ecosystem.

- Consolidated Communication Channel

: The hub will act as a one-stop-shop for all things ApeCoin, reducing the need for holders to juggle between various platforms like Twitter, Discord, and Snapshot. This streamlining can lead to better information dissemination and more coherent community discussions.

- Incentivized Ecosystem Growth

: The hub can also act as a platform for collaborations, partnerships, and joint ventures between different ApeCoin projects. This fosters an environment of mutual growth and collaboration within the ApeCoin ecosystem.

# Specifications

### Objective

- Deliver ApeCoin related functionality to the tokenproof mobile app
- Pin ApeCoin as the 2nd item shown in tokenproof Discover throughout the duration of this engagement
- tokenproof team to publish ApeCoin content on behalf of the ApeCoin council through duration of AIP, including Push Notifications.

### User Eligibility

- All tokenproof users can view the new ApeCoin section, within the "Discover" view
- Specific events, content, & more to be token-gated separately either via tokenproof or within content source (i.e. Snapshot, other platforms)

### Initial Scope

ApeCoin Community Member Stories

- As an ApeCoin holder, I want to view a feed of announcements in a consolidated view
- As an ApeCoin holder, I want the ability to discover experiences (IRL or Online) and offers (discounts and promotions) that are available to ApeCoin holders

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Discover - Community Feed Item

2552×2254 1.37 MB

](https://global.discourse-cdn.com/apecoin/original/2X/9/9d67d5bd7c249a5c15d74850ce482a081a519cc0.png)

# Steps to Implement

1. Submit design for review to Ape Foundation and Community

2. Begin Development

3. QA Test

4. Final Review with the Ape Foundation and Community

5. Curate initial list of ApeCoin activations for go-live

6. Announce & Go-Live

7. Provide ongoing support and updates to ApeCoin activation list

# Timeline

Estimated delivery timeline is ~10-12 weeks for the initial scope. User & admin support, bug fixes, minor updates, and maintenance will ensue for the following 6 months.

Milestone 1

- $25,000 USD equivalent of $APE (~Month 1)

- Form project committee

- Finalize Design with design committee

- Milestone funding upon approval of AIP

Milestone 2

- $25,000 USD equivalent of $APE (~Months 2-4)

- Build, test, & deploy ApeCoin functionality to tokenproof mobile app

- Start providing support to ApeCoin community and Ape Foundation

- Milestone funding upon completion of milestone

Milestone 3

- $30,000 USD equivalent of $APE (~Month 5)

- tokenproof to provide ongoing support for users and publishing ApeCoin content for the entirety of 2024

- Hold retrospective with AIP committee on how to improve

- Decide whether to proceed with follow-up AIP

- Milestone funding according to following schedule:

- $10,000 USD equivalent of $APE upon commencement of milestone 3

- $10,000 USD equivalent of $APE on 3/31/2024

- $10,000 USD equivalent of $APE on 9/30/2024

- $10,000 USD equivalent of $APE upon commencement of milestone 3

- $10,000 USD equivalent of $APE on 3/31/2024

- $10,000 USD equivalent of $APE on 9/30/2024

# Overall Cost

If the AIP is approved and funding secured, $80,000 USD (in its $APE equivalent) would be reserved and awarded incrementally upon delivery of the aforementioned capabilities, and according to funding schedule above. The funds obtained in this AIP will provide the ability to finance the development of the initial scope, support, bug fixes, minor updates, and maintenance costs for the duration of the AIP.