

Forever Apes // Welcome To ApeCoin, The IRL Onboarding Kit

Category: Core: Brand Decision

Submitted by: Forever Apes Team: [12GAUGE](#), [Brazy](#)

ABSTRACT

This proposal aims to create ApeCoin branded Welcome Kits to serve as onboarding and educational tools to attract newcomers. Provided to event organizers (at no cost) for giveaways at IRL events, these kits will educate newcomers about the DAO via printed guides (available in 4 languages), scannable invites to social channels, and serve as event takeaways to be filled with event-specific merchandise provided by event organizers / sponsors.

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apecoin-bot

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box07

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(MOCK UP - NOT FINAL DESIGN)

We will collaborate with other ecosystem AIPs including ThankApe to reward new users for participating in our community. These Welcome Kits will be available to event organizers worldwide (quantity TBD) as a free promotional tool for approved events. This proposal also includes:

- Holographic ApeCoin logo sticker
- Foam insert and / or gift wrap
- 4-page quick start mini booklet on how to onboard & get involved in the DAO (available in English, French, Mandarin, and Spanish)
- A scannable code to drive users to the DAOs channels (Discord, Discourse, Twitter)

These Welcome Kits will be an engaging educational experience in which users can gain a deeper understanding of the DAO, its potential, and how they can contribute to its growth.

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quickstart

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(MOCK UP - NOT FINAL DESIGN)

TEAM / AUTHOR DESCRIPTION

Brazy and 12GAUGE - We co-founded a digital agency and grew it to 30+ people before stepping away last year to focus on web3. A Creative Director, Brazy has 15+ years of experience in graphic design. 12GAUGE has a background in Video Production and has been actively producing digital media for 10 years.

Portfolios below, case studies upon request.

[Brazy portfolio](#)

[12GAUGE Portfolio](#)

MOTIVATION

Onboarding and education are critical components of any DAO's success, ApeCoin DAO is no exception. One of the most significant challenges faced by ApeCoin DAO has been attracting and educating new users about the DAO's purpose. We

believe these Welcome Kits can welcome and teach both new and existing participants. The information included will be concise, clear, and accessible, aimed at making the DAO less intimidating and encouraging participation.

RATIONALE

These Welcome Kits intended to break down barriers to entry by providing ApeCoin DAO educational material that is easy to understand. Scannable links, and high quality physical items will be an excellent way to make ApeCoin DAO less intimidating to new users. These kits will be a valuable addition to the community as a way to uniquely onboard and create a memorable experience for attendees.

SPECIFICATIONS

Welcome Kits will be available to ApeCoin themed events and meetups at no cost (+shipping). Contents of each Welcome Kit include:

1. Rigid box (Dimensions roughly 6"x6"x4")
2. Educational material
3. Scannable invites
4. Custom foam insert
5. Physical Items
6. Printed quick start DAO onboarding guide (in 4 languages)
7. 4 Separate language inserts
8. 2" Holographic ApeCoin sticker

STEPS TO IMPLEMENT

Our team has demonstrated its strength in design and is fully equipped to execute on this proposal. We would also like to extend an invite to any / all DAO members who would like to submit designs. These community members will be compensated for approved designs.

TIMELINE

Once the DAO approves this AIP, Forever Apes is positioned to implement these steps at once. Design will begin immediately.

The estimated timeline for the above steps is as following -

1. Box & booklet design [5 Weeks]
2. Box production [10 Weeks]
3. Distribution [Ongoing]

OVERALL COST

This section highlights the rough cost structure including collaborations, design, production, and storage.

- 100% ApeCoin payment would be preferred.

Total Estimate: \$17,500 (USD PAID IN \$APE)

[Budget Breakdown](#)