PROPOSAL NAME:

Use ApeCoin logo/branding for issuing Visa Cards for Ape Community Fans

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ApeCoin Card

707×490 52.7 KB

](https://global.discourse-cdn.com/apecoin/original/2X/8/8d6cc2a8d2b6e649b9260e4e5d657eada7f8126f.png)

PROPOSAL CATEGORY:

Brand Decision

TEAM DESCRIPTION:

My name is Yang Lan and I am the co-founder of [Fiat24](#). I am based in Switzerland along with my entire team, and crossed over from TradFi into DeFi over 5 years ago. Our mission is to reimagine banking and legacy systems directly on the blockchain in order to optimize speed, settlement times, transparency, and scalability. My co-founders bring years of experience from the TradFi sector, specifically from banking and traditional payments. The Fiat24 team is a dedicated set of professionals, with our internal developers, compliance, and business development members working closely together from our HQ in Zurich.

ABSTRACT:

Fiat24 is the first regulated and licensed Swiss bank that is exclusively built on a public blockchain (Arbitrum). To commemorate this, we issued a co-branded Visa card with the Arbitrum Foundation featuring an Arbinaut for their community.

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Arb

1929×1283 803 KB

](https://global.discourse-cdn.com/apecoin/original/2X/a/a6fb3f09fe47a583234bb77b9fe22590e87ca9e0.png)

We propose to release (at zero cost) an ApeCoin Visa Debit Card to have collectors both inside and outside of the Yuga ecosystem enjoy and show their support for ApeCoin. The unique part of the Fiat24 Visa card is that all transactions are booked on the blockchain instead of on servers; this marks the milestone for mass adoption of Web3 and surrounding technologies.

BENEFIT TO APECOIN ECOSYSTEM:

The core benefit to the ApeCoin ecosystem is the ability to bridge the digital with real-world utility, in the form of a Visa debit card which reflects the brand identity while offering a practical and necessary tool for the Web3 world.

Getting to hold an ApeCoin designed Visa card with which to spend crypto will also act as a way to bring further visibility to the project, allowing card holders to engage in interesting discussions with new people.

KEY TERMS:

Fiat24 - the name of our dApp

Fiat24 Card - the name of our Visa debit card

PLATFORMS & TECHNOLOGIES:

Fiat24 is a Swiss off-shore bank account that is accessible within any non-custodial wallet. New users must mint a Fiat24 NFT (https://opensea.io/collection/fiat24account) in order to open an account.

The account is free of charge for eligible users, and the Visa card can be added into Apple Pay and Google Pay.

STEPS TO IMPLEMENT & TIMELINE:

All that is needed is an affirmative vote on this AIP in order to implement the artwork which has been prepared. The card will then be made publicly available for activation within 2 weeks of AIP approval. This proposal has zero cost to the ApeCoin community.

We desire (optional) that the APE community can help us to promote the new card in their social media channels (i.e. X) and to hold an AMA to explain the functionalities and purpose for the initiative.

OVERALL COST:

There is no cost to implement this proposal.