

Proposal Name:

Sadhana

Proposal Category:

Web Application & Blockchain Protocol

Abstract | Two or three sentences that summarize the proposal.

Helping people train their consistency by gamifying challenges in community.

Author Description (mandatory if the AIP is requesting funds) | A brief background of yourself

Industrial and mechanical engineer by profession, breathwork facilitator by vocation, and self-taught programmer because of my eternal willingness to build stuff. Three years ago I had an idea, and I had to code it into a reality. Now it is a radio that has been running for a long, long time, with the most amazing music that I have encountered: www.humanmusic.xyz.

I believe that consistency is the source of creativity and success, and that's why I'm building this application. I believe that Apecoin will be the transfer of value of the metaverse, and everything that I do right now is with that in mind.

I have also seen myself saying 1000s of times: "This is the last time I eat sugar", "This is the last time I drink alcohol", etc. Having this gamified experience on the blockchain makes all those available for me to look back and actually know how many times I have said that (and if I was successful or not achieving the goals of that particular challenge!).

I also feel represented by this tweet of Naval:

[

Captura de pantalla 2023-03-07 a la(s) 13.00.50

1182x588 76.5 KB

](<https://global.discourse-cdn.com/apecoin/original/2X/b/b941a417077cba52877f0358b990318cb3f45bc1.png>)

Right now, I'm figuring myself out. Twitter is the playground for that to happen, and I'm [@kithkui](#) in there.

Team Description (mandatory if the AIP is requesting funds) | A brief background of your team involved, if any

I'm building on my own right now, but it will be Open Source. Anyone can contribute. The source code will be here: <https://github.com/jpfraneto/sadhana>

Motivation | A statement on why the APE Community should implement the proposal.

There needs to be ways on which APE is used practically in the world, with people from outside the community, and this app (and the gamification process of it) will be a window for that to happen. I will help the implementation of APE as a transfer of value that is associated with fun and groundbreaking technology. This project brings a new use case for the coin. It could have been built with any other coin in the world, but using APE is my way of telling the world (and each person that encounters this app): This is the future on which I believe.

Rationale | An explanation of how the proposal aligns with the APE Community's mission and guiding values.

The main motivation behind this project is the unleashing of the spirit in people that is hidden behind the incapacity for doing something consistently. People won't allow themselves to change. By participating in a Sadhana, people will open up that door. The idea is for creators from all places to be able to create their Sadhanas, and people participate in them.

This will open the door for people that haven't heard about Apecoin to have it under their radar. I think the main part of society doesn't understand how crypto can be valuable. This project is an exploration into that.

Key Terms (optional) | Definitions of any terms within the proposal that are unique to the proposal, new to the APE Community, and/or industry-specific.

- This proposal is unique in its quest for merging web2, with its creators and web3, with its gamification and tokenization processes.
- I am unique. My experience is unique. I have gone through many sadhanas myself, and because of that I have realized the transformative power in them. Basically, I will lead by example, because this is the way on which I experience the world.

Specifications | A detailed breakdown of the platforms and technologies that will be used.

- You can access a raw draft of the application here: www.sadhana.lat. This is a static site built with NextJS, but I'm going to build the full web app with rails. This is just a mockup that allows me to define what I want out of it.

- The rails app will be the first iteration of the app. What I envision happening in the future is that each instance of a sadhana will be saved into a particular blockchain (don't know which yet), so that people have that added layer of accountability that will be an additional motivation for them to show up and do what they committed to do. I will create a smart contract on which people will 'bet' on themselves, and everything will be automated. For example, you bet 21 \$APE on the challenge that you are going to meditate for 30 minutes daily for 21 days. If you don't log your progress for a particular day, 1 of those 21 \$APE will be lost (ie: gone to the treasury of Sadhana). This will be the main revenue stream for this project: people being lazy.

Steps to Implement | The steps to implement the proposal, including associated costs, manpower, and other resources for each step where applicable.

1. Programming the web application - This will be my full time job for 3 months, and for living and sustaining my family I just need 2k usd per month. I'm right now part of a program for accelerating startups, and I've got support from people on the inside that are guiding me in the development of this app.
2. Marketing - This phase will be made through the development of the project, inviting creators of all sorts to create their own sadhanas and invite their followers. For example, I could have Chris Heria (fitness influencer) to create a Sadhana for 21 days of 20 minutes of HIIT training every day, and have their followers join. Or a 3D artist crafting a digital asset for 50 days 1 hour like Bleep. You name it. It will be infinite.

Timeline | Relevant timing details, including but not limited to start date, milestones, and completion dates.

- I will go on vacation through the south of Chile until the end of March, and on the 1st of April I will go full-on with the programming of this web application. I will give myself 3 months for developing the initial prototype. The project will be open source.

Overall Cost | The total cost to implement the proposal.

- I just need to pay me a salary of 2k usd for the next 3 months, which at the moment of writing this is around 1300 \$APE. I will build in public, sharing what I learn on Twitter and on my substack blog: ["Paving the road"](#)

LAST COMMENTS: First of all, thank you for taking the time to read this. I hope that I was able to convey through my words the value that I see in this project. Actually, no matter if the proposal goes through or not, I will build it anyway. There is a burning fire inside me that tells me that this needs to exist, and I will transform it into a reality as good as I can. The fact that I opened this ticket is because I want it to be under the umbrella of this DAO. I believe in this future, and I want to be part of it. I could perfectly build this thing using USD as the currency of exchange, but that would be boring. I want to be groundbreaking with what I do, and this is my way of doing it. Raising my hand in this community and saying: I'm here to help spread the word. I'm here to build the new world together.