

## Abstract

- This proposal is for ApeCoin DAO to fund, start, and facilitate a secondary sales marketplace for official NFT project merchandise and collectibles.

## Motivation

- Currently, members of the Bored Ape Yacht Club are making deals to trade exclusive merch in DMs, in discord channels, at meet ups, etc. There is no efficient solution for a trusted source of authentic merchandise and collectibles to be bought and sold. I am proposing that the Ape Coin DAO fund and facilitate this start up.

## Rationale

- A secondary merch/physicals platform (akin to StockX, but essentially a web3 version) is a big audacious idea, I know, but one that can bring another use case to \$APE coin while also potentially creating a multi-million dollar business at scale. As web3 grows, so will the brands, the merch selections, and the opportunity to create a web3 physicals trading platform. I would assume that we could even allow the community vote monthly on the next items to add to the site to grow community engagement and have the club help market the site.

## Specifications

- Will need help on the technical specs, but a web3 site to facilitate transactions, communication, and checkout will be needed. The log in and authentication of the seller's account should require the brand/pfp NFT in order to be an authenticated seller of select items. I.E. the listing is a 2022 ApeFest Day1 poster...only sellers with a mutant ape or bored ape have the right to sell the product. For an OG BAYC sweatshirt, only BAYC authenticated sellers could sell that item, etc. An opportunity to tie social accounts will help legitimize the site without having to authenticate the merchandise itself. As pseudonyms grow in popularity across social media, they can further be used as a source of authentication.

## Steps to Implement

- Step one: gauge interest, Step two: identify cost of hiring "x" graphic design and web3 devs to build the site and employ for 1 year. Assuming 3 heads.

Timeline - This is still in early stages of discussion. Would most likely require 3-6 months to get up and running with a handful of exclusive BAYC/MAYC related items. Checkout would exclusively be in ApeCoin but be tied to USD and fluctuate to account for price volatility. Could eventually expand to other web3 community items as site popularity grows.

## Overall Cost

- Assuming cost of hiring 3 heads. 1 graphic design and 2 web3 devs to build the site and employ for 1 year. Assuming 3 heads for 1 year at \$75k/yr = \$225k. This is up for discussion with the community.

\*I also have a power point with some visuals to review upon request. I have zero motivation for this opportunity other than to solve a problem and provide a solution for the Yacht Club. Cheers!