

Sept 9th, 2024 Updates:

After discussions with our trainer, JasonJape, and several members of ApeCoinDAO, as well as completing the AIP course at Open Campus, we've decided to implement Plan B

. While the overall direction of the project remains the same, we've made a few adjustments due to time constraints.

We've decided to forgo hosting the event at ApeFest, as we wouldn't have enough time to properly and efficiently execute the project. Instead, we have chosen to move the event to Paris

, which gives us more time for preparations and offers better media and promotional opportunities.

With the continued support of Yuga Labs members

(Tina, Baron, Illa), this change in location still allows for strong support and connection to the ApeCoin ecosystem

. The shift to Paris enables us to plan the execution of the project more thoughtfully while maintaining the core values and objectives of the initiative.

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Why Paris?

Opportunities and Benefits of Moving the Event to NFT Paris

Moving our project from ApeFest

to NFT Paris

opens up a range of new opportunities that will further strengthen our initiative:

1. Greater Flexibility with Time

: NFT Paris

gives us extra time to refine the project, ensuring better preparation from both logistical and promotional standpoints. Additionally, we are licensed by Yuga Labs

under the MBA license

, which allows us to officially present our GinApe

during ApeFest 2024

in Lisbon. This event will allow us to promote our AIP-495

project and create new connections within the ApeCoinDAO

community. Moreover, the community will have another opportunity to experience our gin, strengthening ties and engagement around the project and the ApeCoin

brand.

1. Media Exposure

: Paris, as one of Europe's key hubs, attracts the attention of global media and influencers within the Web3

and NFT

spaces. Including our project in NFT Paris

provides excellent opportunities for promotion and for reaching a wider audience.

1. Enhanced Networking Opportunities

: NFT Paris

gathers leaders from the Web3

space, providing an opportunity to establish valuable contacts and collaborations that can lead to long-term benefits for ApeCoinDAO

This strategic move maximizes both media exposure and long-term impact, ensuring our project aligns with the growth and visibility objectives for the entire ApeCoin

ecosystem.

Organization of a Guinness World Record with ApeCoinDAO during the NFT Paris 2025 Event

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let's do it together

TEAM DESCRIPTION:

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Mak Szczesniewicz

: Founder of Raccoon Gin, holder of MBA License #00133

GinApe, CEO of Bielik Vodka, and CEO of Mak&Zack, with over 30 years of experience in the beverage and distribution sector. Member of the BoredApeYC, Mocaverse, Y00ts, and DFL clubs, and a promoter and builder of bridges between WEB3 and WEB2.

- LinkedIn Profile: [Mak Szczesniewicz 1](#)
- Twitter: [@makash_mak @Gin_Ape](#)

Taki Noob/Tarak Charfi

: The new co-managing director at Wibit Sports has over 20 years of experience in sales management and business development. He holds a degree in business administration and has extensive knowledge of both the German and international markets. He has been actively involved in the Web3 space for several years, working on various blockchain projects. His experience includes collaboration with major tech companies, providing a solid foundation for implementing innovative projects within the ApeCoin ecosystem.

- Taki Noob: Project manager, experienced in coordinating and executing complex IT and logistics projects.
- Twitter: [@TakiNoob1](#)

Michael Dücker:

Marketing and management expert.

- LinkedIn Profile: [Michael Dücker](#)
- Twitter: [@0xMaloha 1](#)

André Liesenfeld:

Sales specialist and project manager, specialized in organizing large-scale projects.

- LinkedIn Profile: [André Liesenfeld 1](#)

Advisor and Trainer Involvement:

Advisor and Trainer

: Jason "Jape"

We are pleased to announce the involvement of Jason “Jape” as our official advisor and coach for AIP 495. Jason is a well-known figure in the ApeCoin community, recognized for his insightful strategies and commitment to supporting innovative projects. His experience and support will be crucial in navigating the complexities of organizing a successful side event at ApeFest.

Role and Contributions:

Strategic Support

: Jason will provide strategic guidance on event planning and execution, drawing on his extensive experience in community-driven projects.

Networking Opportunities

: Through his connections, Jason will help us collaborate with key partners such as Elite Apes and Mocavers, enhancing the prestige and reach of the event.

Promotion and Visibility:

With Jason’s endorsement, we anticipate increased media interest and community engagement, ensuring the event’s success and widespread coverage.

Mentorship:

As a mentor, Jason will support our team in decision-making processes, ensuring the highest standards of professionalism and innovation. Jason “Jape” is known in the ApeCoin community as someone who values anonymity, which does not hinder his active involvement and significant contributions to the development of projects. As the founder of Elite Apes and the author of AIP-314, Jason has substantial experience in creating and supporting innovative initiatives within the ApeCoin ecosystem.

<https://www.eliteapes.io/about-elite-apes/> 4 4

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MEET THE CANDIDATE: JasonJape Is Running For Special Council! 2 2

Bored Ape Yacht Club member JasonJape is a businessman and builder who started an NFT magazine, creates beautifully bored watches, and even helped make ApeFest 2023 in Hong Kong a reality! Now, he’s throwing his hat in the ring and running to be on...

AIP-314

: Beyond the NFT: The Plan of NFT Lab Magazine for Empowering ApeCoin’s Global Community

NFT Lab Magazine is a well-established physical publication that has distributed over 20,000 magazines across 4 issues in 1,000 locations, reaching over 35,000 readers. This proposal aims to promote ApeCoin and Yuga ecosystem news and projects to its existing audience base and beyond. Our strategy includes generating content that...

Jason’s involvement in organizing ApeFest 2023 in Hong Kong, where he worked with governmental institutions and private partners, highlights his ability to effectively advance community interests.

This collaboration is a key step in achieving our project goals, and we are confident that Jason’s involvement will significantly contribute to our success. We are grateful for his commitment and expertise, which have already proven invaluable.

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PROPOSAL DESCRIPTION:

We propose organizing an official attempt to set the Guinness World Record for the largest Gin & Tonic during NFT Paris 2025 in Paris. This event aims to engage the ApeCoin DAO community, foster creativity and collaboration, and increase media presence for ApeCoin and the upcoming ApeChain. The project will also help promote the ApeCoin ecosystem, creating a platform for connecting with a broad audience interested in NFTs, blockchain, and modern technologies, with the support of ApeCoinDAO, BAYC, MAYC, YugaLabs, and Mocavers community members.

BENEFIT TO APECOIN ECOSYSTEM

1. Strengthening ApeCoin and ApeChain Brand Awareness

: The Guinness World Record event will capture significant media attention, amplifying the visibility of both ApeCoin and ApeChain

. Through a comprehensive social media promotional campaign, this project will enhance the positive image of ApeCoin and its connection to the broader cryptocurrency ecosystem.

1. Supporting Community Engagement

: This project is designed to foster stronger relationships within the ApeCoin community, promoting collaboration and creativity. Initiatives like the 10k \$APE Giveaway

will serve as a catalyst for community engagement and increased participation among community members.

1. Utilizing the Guinness Brand

: Aligning the event with the globally recognized Guinness

brand and using their logo will elevate the prestige of the project. This association will draw global attention, and the experienced Guinness team's support in organizing the event will further enhance our project's promotional impact.

1. Long-Term Promotion through GinApe

: Every bottle of GinApe

will feature the “

Powered by ApeCoin”

logo, providing 12 months of ongoing promotion

for the ApeCoin brand on products sold worldwide. Additionally, 20% of gross revenue

will be contributed to the ApeCoin DAO Treasury

, providing tangible financial benefits to the DAO and its members.

1. Mystery Box and Giveaway

: These elements are key components of our promotional strategy. Both the Mystery Box

and 10k \$APE Giveaway

are designed to boost community engagement and generate media buzz around the event and the ApeCoin brand.

1. Cost Efficiency

: It's important to highlight that the cost of the gin and tonic itself accounts for only about 7%

of the project's total budget, with the majority of the investment focused on logistics, promotion, and event organization rather than the product itself.

DEFINITIONS:

- Mystery Box

: A 4321 special box containing two cans of special Gin & Tonic, a POAP certificate, an NFT, and other surprises.

- POAP

: Proof of Attendance Protocol, a digital certificate confirming attendance at the event.

- Holo NFT

: A digital certificate confirming receipt of the Mystery Box, assigned to the wallet of the Mystery Box owner.

- NFT Certificate

: An NFT certificate confirming participation in the event with the owner's favorite NFT.

STEPS TO IMPLEMENT:

Phase 1: Planning and Preparation (November 2024 – January 2025)

1. Approval of the Action Plan

:

- The project team will finalize and approve the full action plan to ensure all tasks and logistics are covered.
- Legal Consultations and Permits

:

- Obtain all required permits and legal clearances necessary to execute the event in Paris.
- Collaboration with Guinness World Records

:

- Formalize the contract with Guinness World Records, complete fee payments, and ensure all documentation is aligned with their requirements for the record attempt.
- Order Documentation for the Container

:

- Initiate structural calculations and place an order for the gin and tonic container (including technical specifications and compliance with Guinness requirements).
- Logistics and Infrastructure Preparation

:

- Begin coordination on logistical elements, including venue setup plans, and start discussions with suppliers for equipment and materials required for the event.

Phase 2: Promotion, Marketing, and Technical Preparations (December 2024 – February 2025)

1. Launch Social Media Promotional Campaign

:

- Execute a promotional campaign across platforms such as X (formerly Twitter), YouTube, TikTok, and Telegram to generate awareness about the event and Guinness World Record attempt.
- Collaboration with Influencers and Media Partners

:

- Engage with 15-20 influencers to promote the event, including collaborating with relevant Web3 and ApeCoin community influencers to maximize reach.
- Order Smart Contract and Produce NFTs

:

- Finalize and produce smart contracts for exclusive Holo NFTs that will be integrated into the event as rewards or giveaways.
- Design and Order Mystery Box

:

- Complete the design of the Mystery Box and place the order for production. Ensure the packaging includes key elements such as the magnetic closure.
- Organize the \$10,000 APE Giveaway

:

- Plan and announce the details of the \$10,000 APE giveaway as part of the promotional campaign. This will engage the ApeCoin community and drive event participation.
- Technical Preparations for the Event Venue

:

- Prepare the technical infrastructure for the event, ensuring all logistics such as the venue setup, security, and health protocols are in place.
- Production and Delivery of Cans

:

- Organize the production of the gin and tonic cans and ensure they are delivered on time for the event. Coordinate the mobile filling station for on-site operations.

Phase 3: Event Execution (February 2025, NFT Paris)

1. Prepare the Event Venue

:

- Finalize venue setup, including stage design, the setup of the gin and tonic container, and all technical requirements (e.g., lighting, sound).
- Guinness World Record Attempt

:

- Conduct the Guinness World Record attempt for the largest gin and tonic during NFT Paris. This includes filling the container, managing the event, and ensuring compliance with Guinness regulations.
- Complete Event Documentation

:

- Capture and document the event through social media, videos, and other media formats to promote the success of the attempt and highlight key moments of the event.
- Transport Gin and Tonic to Hanover

:

- After the event, transport the gin and tonic from Paris to the Hanover warehouse for packaging and distribution. This step is crucial for preparing the drink for the final Mystery Box deliveries.

Phase 4: Summary and Reporting (March 2025)

1. Prepare Mystery Boxes for Shipping

:

- Finalize the assembly of the Mystery Boxes, which will include two cans of the gin and tonic, a special certificate, POAP (Proof of Attendance Protocol), NFT, stickers, and other surprises.
- ApeCoin Giveaway

:

- Execute the \$10,000 APE giveaway, distributing rewards to the selected winners in the ApeCoin community. This will be a follow-up to the promotional engagement campaign.
- Feedback Collection and Final Reporting

:

- Collect feedback from event participants (at least 300 responses) to gauge satisfaction and identify areas of improvement for future events. Prepare the final event report and share it with the ApeCoinDAO community.
- Transfer of Revenues

:

- Transfer a portion of the revenues generated from the limited-edition products (20%) back to the ApeCoin DAO Treasury to support future initiatives.

Key Milestones & Deadlines

- Phase 1 Completion

: January 2025 (Planning and Preparation)

- Phase 2 Completion

: February 2025 (Promotion, Marketing, and Technical Preparations)

- Phase 3 Execution

: February 2025 (Event Execution at NFT Paris)

- Phase 4 Completion

: March 2025 (Summary and Reporting)

PREPARATIONS:

1. Coordination with Guinness World Records

: Obtain official approval and support.

1. Purchase of Materials

:

- Large container (approx. 2800 liters) for Gin & Tonic: Implementation within 4-5 weeks.
- Protective cage and ramp: Production and delivery within 4-5 weeks.
- Baskets for tonic and gin bottles.
- Gin

: Delivery within 3-4 weeks.

- Tonic

: Immediately available.

- Mystery Box packaging

: Implementation within 4-5 weeks, with magnetic closure.

1. Event Promotion

: Promote on social media platforms (X, YouTube, TikTok, Telegram) and among members of ApeCoin DAO, BAYC, MAYC, MBAs, and all Yuga Labs members.

1. Engaging Influencers

: Promote the event and ensure media coverage.

MOBILE FILLING PLANT:

1. Organize Transport

: Mobile filling plant to Paris (2-3 days).

1. On-site Filling and Carbonation Costs

: For cans.

1. Transport Finished Drinks

: To the logistics center in Hanover, Germany, for packaging into free Mystery Boxes and distribution to the community.

1. Transport Alcohol from Germany to Paris and Back

: To save on tax fees related to alcohol trade legislation within the EU.

1. Registered Importer of Spirits and Beer in Germany

: With immediate payment of alcohol tax upon import, always paid promptly.

MYSTERY BOX:

Each free box contains 2 cans of special Gin & Tonic, a special certificate, POAP, NFT, stickers, and surprises. The Mystery Box is a wonderful keepsake.

Why are we sending it by mail?

Because we know that our friends often travel only with carry-on luggage.

EVENT DAY:

1. Location

: Paris, to be announced soon, discussions are already underway.

1. Organization of snacks and drinks

(both alcoholic and non-alcoholic).

1. Ensure safety and hygiene

, installation of a podium and support structures for the container.

1. Conduct the world record attempt

in the presence of Guinness representatives.

1. Certificate presentation

– celebration.

1. Prepare the finished drink for canning

on-site after the event.

FOLLOW-UP ACTIONS:

1. Document the event on social media

.

1. Media promotion and auctioning memorabilia

from the event for charity.

1. Organize a giveaway

with ApeCoinDAO members and prizes worth 10,000 ApeCoin.

1. Pouring and canning the drink

.

1. Delivery to the warehouse in Hanover

.

1. Create free Mystery Boxes

and send them by mail with special certificates with authenticity holograms, including POAP and NFT.

- Staggered delivery dates after sending the Mystery Box will increase and strengthen media reach.

REPORTING EXPECTATIONS:

1. Weekly progress reports

published on the ApeCoin DAO forum and social media.

1. Final report

after the event, detailing results and achievements.

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OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund: \$204,850 + 10,000 ApeCoin.

Four funding tranches have been requested:

Upon approval: \$69,550

Start of Phase 2: \$90,650

Start of Phase 3: \$39,650

Start of Phase 4: \$5,000 + 10,000 APE

Budget Overview:

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Koszt (\$)

Legal consultations and obtaining permits

\$5,000

Beverage materials

\$15,000

Large gin & tonic container with documentation

\$29,800

Collaboration with Guinness World Records

\$17,000

Advertising and marketing

\$17,800

Mobile Filling Station transportation

\$1,750

Mobile Filling Station operational costs

\$13,350

Container transport to and from Paris

\$8,000

Mystery Box with magnetic closure

\$26,700

Storage costs

\$3,600

Customs and tax fees

\$3,350

Support platform and structure

\$10,500

Social media documentation and reporting

\$2,650

Technical coordinator

\$250

Limited edition bottles and labels

\$4,500

Special certificates, smart contracts, NFTs

\$8,900

Contingency reserve

\$5,000

Planning and preparation

\$8,900

Event management

\$17,800

Summary and reporting

\$5,000

ApeCoin giveaway

10,000 APE

Total amount requested from the ApeCoin Ecosystem Fund: \$204,850 + 10,000 ApeCoin.

EXPECTATIONS OF THE APE FOUNDATION:

1. Planning and Preparation Phase:
2. The ApeCoin Foundation will not be involved in acquiring legal permits, as these will be handled independently by the project team.
3. Promotion and Marketing Phase:
4. We request the Ape Foundation's assistance in promoting the event on official ApeCoin channels to enhance community reach and engagement. Collaboration with media partners and influencers is also part of our marketing efforts.
5. Event Execution Phase:
6. We request an Ape Foundation representative to attend the event to provide on-site support and coordination. Their presence will help monitor the event's progress and ensure compliance with the plan and safety standards. This is optional.

7. Summary and Reporting Phase:

8. We ask for guidance and assistance in distributing the final report and gathering participant feedback. The Ape Foundation can also support us in analyzing results and drawing lessons for the future. This is optional.

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SALES AND ROI:

Product Line:

- Commemorative Bottles

: A limited edition of bottles containing exclusive gin, produced specifically for our event, with the ApeCoin logo and Guinness World Record logo, each with embedded Holo NFT.

Revenue Distribution:

- 20% of gross revenue

from the sale of the limited-edition bottles and every GinApe bottles over the next year will be directed to the ApeCoin DAO Treasury. This will help fund DAO initiatives and support its long-term growth.

LIMITED EDITION STRATEGY:

We will limit the production of exclusive commemorative bottles to maintain exclusivity and enhance their appeal.

GIVEAWAY:

Goal

: To increase community engagement, which will translate into media publicity and enhance the reach of ApeCoin and ApeChain.

Prize Pool:

Rank

Prize (ApeCoin)

1

5,000

2

2,000

3

1,000

4

500

5

400

6

300

7

200

8
100
9
50 APE x 5
10
25 APE x 10

Total prize pool for the giveaway: 10,000 ApeCoin
(for 23 lucky winners).

Total project cost: \$204,850 + 10,000 ApeCoin.

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Join us on this exciting adventure and help us set a new Guinness World Record. Together, we will show the world the strength and unity when we come together, while also strengthening and promoting the ApeCoin DAO community! The funds received will be used to cover event costs and bring no material gain to the organizing team.

Here is the updated version in English, with the requested changes regarding the timing of the tranche payments:

****Updated Funding Tranches and Budget Timeline ******

Phase 1: Planning and Preparation (November 2024 – January 2025)

Category	Cost (\$)
Legal consultations and obtaining permits	\$5,000
Collaboration with Guinness World Records	\$17,000
Planning and preparation	\$8,900
Contingency reserve	\$5,000
Storage	\$3,600
Large gin & tonic container and documentation	\$29,800
Technical coordinator	\$250
Total	\$69,550
KPI:	

- 100% legal consultations completed before the end of the phase
- Full collaboration with Guinness World Records, with fees paid 100% by the end of the phase
- Action plan approved by the project team (100%)
- Order and begin production of the Guinness World Record container

Tranche amount: \$69,550 (first tranche)

Payment date: Immediately after successful approval of the AIP by the community on SnapChat

Tasks:

- Action plan approval, legal consultations, and obtaining permits and licenses.
- Preparing logistical and technical infrastructure.
- Contract with Guinness World Records and fee payment.
- Order documentation for the container.

Phase 2: Promotion and Media Campaign (December 2024 – February 2025)

Category

Cost (\$)

Advertising and marketing

\$17,800

Design and order Mystery Box

\$26,700

Limited edition bottles and labels

\$4,500

Special certificates, smart contracts, NFTs

\$8,900

Beverage materials

\$15,000

Mobile filling station transportation

\$1,750

Mobile filling station operational costs (cans, filling, palletizing)

\$13,350

Event documentation on social media

\$2,650

Total

\$90,650

KPI:

- Promotional campaign reaches 1.5 million views across all platforms (X, YouTube, TikTok, Telegram)
- 200,000 - 250,000 social media interactions
- 15-20 influencers engaged in promoting the event
- Production of limited-edition bottles completed on time (100%)

- Full readiness of the mobile filling station

Tranche amount: \$90,650 (second tranche)

Payment date: Beginning of December 2024

Tasks:

- Launch social media promotional campaign, collaborate with influencers.
- Order Smart Contract and produce Holo NFT, Mystery Box.
- Organize the \$10,000 APE giveaway.

Phase 3: Event Execution (February 2025, NFT Paris)

Category

Cost (\$)

Event management

\$17,800

Container transport to and from Paris

\$8,000

Supporting platform and structure

\$10,500

Customs and tax fees

\$3,350

Total

\$39,650

KPI:

- Number of attendees between 300-500 people
- 90% positive feedback from participants
- Successful Guinness World Record attempt for the largest gin & tonic
- Full logistical readiness (100% compliance with transport and setup schedule)

Tranche amount: \$39,650 (third tranche)

Payment date: Beginning of February 2025

Tasks:

- Guinness World Record attempt, complete event documentation.
- Filling and transport to Hanover warehouse.

Phase 4: Summary and Reporting (March 2025)

Category

Cost (\$)

Summary and reporting

\$5,000

ApeCoin Giveaway (APE)

10,000 APE

Total

\$5,000 + 10,000 APE

KPI:

- A minimum of 300 feedbacks collected from participants
- Final report completed and presented to the DAO community on time (100%)
- ApeCoin giveaway completed according to plan (100%)

Tranche amount: \$5,000 + 10,000 APE (fourth tranche)

Payment date: Beginning of March 2025

Tasks:

- Prepare Mystery Boxes for shipping.
- Giveaway 10,000 APE.
- Collect feedback, prepare event report, and transfer a portion of the revenues to ApeCoinDAO.

Project Budget

Phase

Payment Date

Amount (\$)

1 - Planning and Preparation

November 2024

\$69,550

2 - Promotion, Marketing, and Technical Preparations

December 2024

\$90,650

3 - Event Execution

February 2025

\$39,650

4 - Summary and Reporting

March 2025

\$5,000 + 10,000 APE

Total project cost: \$204,850 + 10,000 APE