

## PROPOSAL NAME

“Apex: The Media Jungle”

## PROPOSAL CATEGORY

“Ecosystem Fund Allocation”

## ABSTRACT

We propose the creation of Apex: The Media Jungle, a company dedicated to the professional production and promotion of media content that seamlessly integrates \$APE, NFT's, and traditional media elements. Our mission is to unleash the primal power of these technologies, forging a new path in the decentralized media landscape. Apex: The Media Jungle will finance media productions aimed at promoting the use and awareness of \$APE. The proposed flagship show will have a shopping network format, offering access to exclusive goods and services from within the \$APE ecosystem and associated brands and partners.

## MOTIVATION

Apex: The Media Jungle draws inspiration from the untamed spirit of the jungle, \$APE brand, and the boundless potential of Web3. By creating captivating cinematic experiences that incorporate \$APE, NFT's, and traditional media elements, we aim to engage audiences on a primal level, igniting their curiosity and fueling their desire to explore the possibilities of this exciting new frontier. While giving them access to goods and services available nowhere else.

## RATIONALE

The proposal embodies the metaphorical convergence of media, IP, and the Web3 world:

**Apex:** The name itself signifies the peak, the highest point of achievement. It represents our commitment to excellence, innovation, and pushing the boundaries of what is possible within the Web3 space and media jungle. It is also metaphorical for the primal nature found within the \$APE ecosystem, symbolizing the harmony and interconnectedness between technology, finance, and nature.

**Media Jungle:** This metaphorical term captures the wild and unexplored nature of the decentralized ecosystem. It symbolizes the intertwining of technology, finance, and nature, where \$APE, NFT, and Web3 elements flourish harmoniously. By fusing these elements, we create a fertile environment for understanding, growth, and innovation.

## BENEFIT TO APECOIN ECOSYSTEM

Apex: The Media Jungle offers significant benefits to the ApeCoin ecosystem:

**Fusion of Elements:** By integrating \$APE, NFT, and Web3 elements into our media content, we unlock new avenues for engaging and educating the community. This fusion fosters a deeper understanding, appreciation, and growth of the ecosystem's potential, driving increased adoption and active participation.

**Amplified Awareness:** Through captivating cinematic experiences, Apex: The Media Jungle generates heightened awareness of ApeCoin, attracting new users, investors, and creators to the ecosystem. This increased exposure amplifies the reach and impact of ApeCoin, solidifying its position as a prominent player in the Web3 jungle. This creates a feedback loop network effect.

**Community Involvement and Rewards:** Implement mechanisms for community involvement, such as token-based voting on productions and participation incentive rewards, to ensure active engagement and reward the contributions of community members. Licensing deals and pipelines for ecosystem assets allows direct involvement and reward.

## KEY TERMS

Distributed Ledger Technology, Production Letter of Agreement (LOA), Non-Disclosure Agreement (NDA), Decentralized Autonomous Organizations (DAO), IP (Intellectual Property), Licensing

## SPECIFICATIONS - TEAM, IMPLEMENTATION, TIMELINE, BUDGET

### INITIAL DAO TEAM FORMAT

To effectively execute the Apex: The Media Jungle vision and collaborate with production and distribution partners, the initial team within the DAO will consist of the following key positions:

1. **Project Manager:** Responsible for overseeing the overall execution of Apex: The Media Jungle initiatives, ensuring alignment with the DAO's vision and objectives.
2. **Business Development Lead:** Tasked with cultivating strategic partnerships with production and distribution companies, exploring collaborative opportunities, and securing necessary resources.

3. Legal Counsel: Provides legal expertise, negotiates contracts, and ensures compliance within the decentralized media landscape.
4. Technical Lead: Manages the implementation of Ape, NFT, and Web3 elements in media productions, overseeing technical development and integration.
5. Marketing and Communications Specialist: Develops comprehensive marketing strategies to drive awareness, engagement, and adoption within the crypto jungle.

## IMPLEMENTATION STEPS

The proposal will be implemented through a logical progression of steps:

**Step 1: Establish the Apex: The Media Jungle Governance & Decision-Making Process Team:** Create a governance structure, define decision-making process and team, as well as allocate resources for the initial production and any subsequent projects.

**Step 2: Secure Financing:** Seek funding from the ApeCoin Ecosystem Fund, while also attracting outside supporters who believe in the transformative potential of Apex: The Media Jungle and are willing to contribute funds in \$APE coin to support the creation and backing of the company and platform.

**Step 3: Collaborate with Production and Distribution Companies:** Forge partnerships with reputable production and distribution companies that align with the vision and values of Apex: The Media Jungle, leveraging their expertise and resources for production and distribution. Our initial partner is a household name and has produced many successful media projects.

**Step 4: Plan and Develop Media Content:** Collaborate closely with production partners to plan and develop captivating cinematic experiences and interesting show formats that seamlessly integrate \$APE, NFT, and Web3 elements, resonating with audiences on a primal level.

**Step 5: Filming, Post-production, and Marketing:** Execute the production, combining artistic excellence with technical expertise to create visually stunning and emotionally captivating media content. Engage in post-production efforts and design strategic marketing campaigns to generate buzz and attract a wide audience within the Web3 jungle. Utilize the vast collection of valuable IP within the \$APE ecosystem to enhance the media content.

**Step 6: Launch and Iterate:** Release the media content to the public, inviting feedback and iteration based on audience responses. Continuously refine the content and explore new opportunities to expand the Apex: The Media Jungle ecosystem, fostering growth, innovation, and engagement.

**Step 7: Scaling and Expansion:** Continuously evaluate and enhance the scalability of Apex: Crypto Jungle operations, explore new markets and distribution channels, and collaborate with emerging creators and service providers to expand the reach and impact of the ecosystem.

## TIMELINE

After securing the necessary funds and finalizing agreements with partners, we expect to start the production of flagship content within six months. This timeline allows for comprehensive planning and execution, ensuring the production meets the highest standards and effectively captures the essence of the \$APE ecosystem and the desired goals of the company.

## OVERALL COST

Based on preliminary estimations and successful business strategies adopted by similar companies in the past and preliminary discussions with production and distribution partners, we anticipate an initial investment of approximately 4.1 million USD in \$APE for funding Season 1 (11 Shows) and approximately 900k USD for operations, marketing efforts, and infrastructure establishment. However, the final cost will be determined through a detailed assessment of production expenses and operational requirements based on the final decision of composition of the production slate. We seek funding in \$APE coin, aligning with the principles of the ApeCoin DAO ecosystem and encouraging community participation and engagement.

## CLOSING SUMMARY

Apex: The Media Jungle calls upon the adventurous spirits of the ApeCoin community to venture into the untamed landscape of the Web3 media jungle. Together, we will unlock the primal power of \$APE, NFT's, and Web3 elements, creating captivating cinematic experiences that transcend boundaries and captivate audiences worldwide. Join us as we embark on this thrilling journey, where innovation meets nature, and the possibilities are as vast as the jungle itself. Together, we will conquer the Web3 jungle and redefine the future of decentralized media.

In submitting this proposal to the ApeCoin DAO, we aspire to bring a fresh and innovative approach to utilizing APE coin for the long-term benefit of the entire community. We eagerly anticipate the valuable feedback and guidance from the community to further enhance this proposal and foster a successful collaboration and execution. Together, we can revolutionize the media, commerce, and entertainment industry and unlock new possibilities for the widespread adoption of

\$APE.

Thank you for your consideration, input, and time!!!