Hi I am new here, introduced to ApeCoin forums by[@SeraStargirl](). I have 1 APE and am a local meetups organiser for World of Women in Singapore. I have plans to hold a community exhibit from 14-15 Sep, which coincides with Asia Crypto Week and F1 Grand Prix in Singapore. Just trying out forums here, seeing what responses or ideas I may get, and exploring to see if the community here can identify the value of sponsoring my event.

Proposal Name:

The Iriseum's first exhibit - "Virtual x Reality"

Proposal Category:

Brand Decision Proposal

Abstract | Two or three sentences that summarize the proposal.

Virtual x Reality

will be the Iriseum's first exhibit in Singapore, and also I believe the first of its kind in Singapore (and maybe the world). It is a WoW NFT holder-led initiative to showcase publicly how anyone may use the NFT IP they own to create products (book, fashion, business). The exhibit will be held over 2-days, in the heartlands, and aims to attract web3 crowds as well as regular folk who may not have participated in NFTs yet.

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

Serene aka girlfrances

here. I started getting active in NFTs and crypto twitter in July 2021. I'm active in World of Women community, and am working to build the Iriseum using WoW 7823 IP as our branding. I'm 39 this year, married to a great guy active in crypto tech and web3. We don't have kids so I can afford to do all these things that give my life purpose and pleasure. I'm also a mental health worker, a writer and an artist, though I don't think these will be my primary contributions to the space.

There are 3 missions to the Iriseum:

1. Develop lifestyle brands using NFT IP

2. starting off with a capsule collection inspired by WoW 7823

3. Engage topics of interest arising from new tech

4. starting off with monthly huddles addressing topics like "Our Body and the Virtual World," (Jun'23) and "Humour Builds Resilient Cultures." (Jul'23) Next month I will talk about "Self-disclosure and Storytelling" and explore if they're really the same thing in web3.

5. Support dreams of persons in-recovery of mental illness

6. starting off with myself, publishing my first physical book "Writing In-between Worlds: Recovering from Schizophrenia."

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

Currently the team is made of me and my husband @kardon_y

on Twitter. I work on building community, content creation on Instagram and website, and creating the vision and workplan. He helps me with organising the finances, keeping up with developments in the space, as well as managing tech and data as we build.

For the first exhibit we are working with partners such as Joanna @butilovetonap

and MIRL @mirlnft

on Twitter for the fashion capsule. We are also connected with a community of web3 enthusiasts and workers locally, whom we will reach out to for marketing support, to spread the word.

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

I read that APE Community aims to promote a diverse and self-sustaining ecosystem, as well as promote ApeCoin as the coin

for web3 culture. I believe it will be beneficial to the ApeCoin DAO community to align its logo and brand to my irl event and reach the wider audience. People will start to wonder what is this ApeCoin that funded this event and this initiative that is in a new and somewhat experimental space in Singapore. My goal is also to turn this initiative into a self-sustaining business in 3-5 years' time, when hopefully I can do this full-time.

Benefit to ApeCoin Ecosystem | Explain how your proposal will benefit the ApeCoin ecosystem. If your AIP is requesting

funding, explain in detail the benefit in relation to the amount of funding that you are requesting.

There are 5 major components to the exhibit:

1. Evening gatherings (~USD2k):

2. First evening will be for BAYC and WoW community, and broader sector NFT collectors and creators.

3. Second evening will be targeted at offering workers (and those curious) in web3 industry a platform for networking.

4. Benefit to ApeCoin ecosystem:

lots of exposure for your brand!

1. Art + writing showcase as part of book launch (~USD6k):

2. This is a personal initiative to share learnings from my journey of recovery from mental illness, and display how much web3 community and opportunities have enriched my life. Will be printing 500 cps of the book for sale, proceeds go back to support future initiatives of the Iriseum.

3. Benefit to ApeCoin ecosystem:

exposure for your brand if funding approval is received in time to put ApeCoin imprint on the book!

1. Fashion showcase for women's wellness - S. P. A. C. E. (~USD6k)

2. 5 design items released in limited quantity, design inspired by WoW 7823 NFT and the functional purposes of Social, Productive, Active, Comfort, Embraced for every woman's wellness lifestyle. To give people an example of what can be done by any lay person who owns an NFT.

3. Benefit to ApeCoin ecosystem:

by supporting the event as a whole, ApeCoin is seen as a support to enlarging the ecosystem through education, exposure and awareness raising, with strength in lifestyle and culture.

1. Generative art contest on "A Peaceful Place" (~USD2k)

To broaden the reach of the event, and to encourage people to visualise the Iriseum with us as a Peaceful Place in the web3 ecosystem.

- Benefit to ApeCoin ecosystem:

by supporting artists, new tech and the prizes, you win hearts and lives, really.

1. Venue and branding information for the Iriseum (~USD3k)

The venue is rented from a mental health charity, so 2k goes back to this local charity to do good work in the mental health and wellness space.

- Benefit to ApeCoin ecosystem:

by supporting and aligning with a very local charity, you are gaining exposure to a huge sector of the local market.

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.

WoW refers to World of Women.

The Iriseum is an initiative being built, website here:https://www.girlfrances.com/theiriseum

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

To be held on 14-15 Sep 2023

Overall Cost | The total cost to implement the proposal.

Ideally ~19k USD or ~10k APE

Will love for your responses, inputs, suggestions. Thank you for reading and considering this! Also, super grateful to @SeraStargirl for teaching and sharing this space with fellow women from other projects (but who own some APE

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