PROPOSAL NAME:

The AIP Debate Show: Onboard and Bring the Culture Back.

PROPOSAL Authors:

@ThreadGuy & @Leap_xyz

PROPOSAL CATEGORY:

Community Development

ABSTRACT

The AIP Debate Show is proposed as an engaging, audio-focused content for AIP discussions to increase community participation and awareness within the ApeCoin DAO. Lively debates between DAO members, AIP authors, and external guests will stimulate critical dialogue, driving proposal improvements and broadening ApeCoin's visibility.

The weekly space will feature

- Weekly space "hosted" from @apecoin Co hosted by ThreadGuy and Leap

- Guest Authors from ALL active AIPs (idea and voting stages)

- One "guest" co-host with a large platform to provide unbiased perspective

AUTHOR DESCRIPTION

@ThreadGuy is a former ApeCoin Special Council candidate https://twitter.com/notthreadguy/status/1668766558137761827?s=20 and both @leap_xyz and I (ThreadGuy) are prolific content creators in Web3. Together we have the most unique listeners of all web3 Twitter Spaces and large individual platforms that extend well beyond the ApeCoin community.

MOTIVATION

The ApeCoin community is experiencing challenges with low DAO participation and lack of engaging AIP discussions. With minimal engagement and DAO altering conversation hidden in the discourse forums, the community cannot effectively collaborate to shape ApeCoin's future, hindering project growth and development. In addition these bottlenecks deter new talent and unique perspectives from joining.

RATIONALE

The AIP Debate Show will create an immersive platform that will significantly increase the reach and impact of the ApeCoin DAO. The show will encourage high level conversation, DAO debates, and onboard new members into the ecosystem. The ApeCoin DAO will fail if the message cannot extend beyond the core contributor community.

KEY TERMS

- AIP Debate Show: An engaging audio-based platform for AIP discussions to increase community participation.

- Cultural Impact: The potential effect of the AIP Debate Show on ApeCoin's brand presence, community engagement, and proposal quality.

SPECIFICATIONS

- Show Branding: Investment in professional branding and marketing materials.

- Content Production: Resources for high-quality audio content creation, hosting, and editing.

- Show Promotion: Budget for social media advertising, influencer collaborations, and community outreach.

STEPS TO IMPLEMENT

- Securing the proposed funding.

- Allocation of funds for branding, content production, guest collaborations, and promotion.

- Development and launch of the AIP Debate Show.

- Continuous monitoring and adjustments based on KPIs.

@ThreadGuy

- 10 Million Monthly Impressions

- 20k Unique Monthly Spaces Listeners

- 135k Twitter Followers

@Leap_xyz

- 3 Million Monthly Impressions

- 55k Unique Monthly Listeners

- 44k Twitter Followers

KPIs

- Number of weekly debates hosted: 1/ Week

- Number of unique listeners per debate: Average 500+ total listeners/Show

- Number of AIPs featured: 3+/ Show

Proposed Annual Contract Financial Plan

We propose an annual contract, featuring a weekly show.

Total Funding Allocation: $420,000.69 ($35,000 per month)

1. Post-Production Editing Fund: $5,000 per month

This fund will provide for a professional video editor who will distill the most captivating moments from our 1-3 hour spaces show into digestible video clips. We estimate a monthly output of 5 to 10 clips that can be repurposed for various platforms such as Instagram, TikTok, YouTube, etc and posted from the official @apecoin Twitter account.

1. Marketing and Engagement Fund: $5,000 per month

This fund will support promotional activities, such as distributing Apecoin per show to incentivize listeners to become members of the DAO.

1. Content Management Fund: $5,000 per month

This budget will be utilized to employ a showrunner who will be responsible for organizing guests, drafting weekly AIP write-ups, and overseeing general housekeeping tasks.

1. Compensation for Threadguy and Leap: $20,000 per month

This amount represents a fair split between Threadguy and Leap for their time and platform usage. It's estimated that operating the show will require 15 hours per week from both. Given that accepting this AIP will limit their opportunities to undertake other assignments, this compensation accounts for the opportunity cost incurred.

Please note that these figures are well-aligned with the prevailing salary structures for professionals like ThreadGuy and Leap.

CONCLUSION

The AIP Debate Show promises to bridge the gap of community participation within ApeCoin, leveraging our team's proven track record and listener base. This platform will amplify the community's voice, improve decision-making processes, and bolster ApeCoin's visibility in the web3 space.

We would love any and all feedback on our idea and are very open to taking suggestions on how we can improve this proposal.

Proposals submitted to the AIP Ideas category can be vague, incomplete ideas. Topics submitted here are not required to be submitted as a formal AIP Draft Template, however, you may still use the template if you wish.