

## ABSTRACT

This document proposes to make me, Guy Oseary, a representative of ApeCoin. This role will make it my job to support ApeCoin through impactful partnerships and initiatives. I will not receive any payment for my services.

## MOTIVATION

I remember the very moment that web3 “clicked” for me when my friend Nick Adler helped me understand its potential, starting with NFTs as a breakthrough for artists’ rights. That’s all I needed to hear to jump all into the web3 ocean.

The opportunity in web3 is immediate and massive, especially for anything championed by an engaged, creative, passionate community. ApeCoin embodies all of that.

I believe that the more utility there is for ApeCoin, the more value it has, and the more it has the potential to break new ground for web3 and culture as a whole. Partnerships are instrumental in making that happen.

I’ve spent my career working hard to get artists and brands the best, most fair deals possible — deals that compensate them, empower them, and protect them and their work. That’s what I want to do for ApeCoin and the community. As a representative, I will work to find and create opportunities that build the brand and ecosystem and bring ApeCoin to everyday life, everywhere.

Web3 is more than just digital. The coin that will power your metaverse experience will also be powering your real-life experience. You could earn ApeCoin in the metaverse and use it as payment to attend a show by your favorite artist. Pay for a hotel with it one day and meet your friends there virtually. We are at the very early days here. Keeping ApeCoin solely in the metaverse would limit it.

The request is for an allocation of 1% of the Ecosystem Fund for me to spend strategically on opportunities and partnerships that benefit the brand and community. These initiatives could include – but are not limited to – events, partnerships, and projects across gaming, TV, film, and music. To execute on this successfully, it is important for me to be able to engage in individual negotiations discreetly, driving more favorable terms and costs that result in higher ROI.

## RATIONALE

To promote a diverse and self-sustaining ecosystem, ApeCoin should be so ubiquitous that it’s part of mainstream culture. It’s my core belief that ApeCoin can lead the way in bringing more people, companies, and brands to web3, and that we can do so in an inclusive way that reflects the ApeCoin DAO values.

## A LITTLE ABOUT ME

My experience in working with brands across entertainment and tech allows me to be uniquely positioned to make strategic decisions and leverage my network to close exceptional deals for ApeCoin.

I am an entrepreneur, tech investor, and talent manager. As a teen, I started my career as an A&R executive and later as a partner in Maverick Records. We sold over 100 million albums before selling the company to Warner Music.

I’ve been working with and supporting artists ever since — for over 30 years now. My passion and personal interests over the last few decades have placed me at the intersection of entertainment and tech. I’ve been investing with my partner and friend Ashton Kutcher, who is also my co-founder in A-Grade Investments, Sound Ventures, and Sound Ventures Blockchain. Our early-stage investments include Airbnb, Uber, Spotify, Calm, Robinhood, Gitlab, Duolingo, Superrare, Opensea, and many others.

I am also currently working with or a partner with some of the best NFT talent, including Bored Ape Yacht Club, Mutant Ape Yacht Club, CryptoPunks, Meebits, World of Women, Sandbox, Pixel Vault, Bepple, and 10KTF.

Empowering artists and protecting them from day 1 has been a priority for me. Today, one of the most powerful tools to enable that is web3. I was fortunate to be one of the contributors to ApeCoin. Like you, I was inspired by this amazing community and I’ve been supporting it from the moment I understood how far it can go. I want it to succeed and I’m incentivized to do all that I can to ensure that it does.

## SPECIFICATIONS

Up to 1% of the Ecosystem Fund as a budget for me to utilize on behalf of the APE Foundation.

- This will only be spent on purchases and deals that directly benefit the APE Foundation.
- Any ROI gained from deals I make will go back into the Ecosystem Fund.
- Any ApeCoin from this budget that is not used during the specified period will be returned to the Ecosystem Fund.
- I will not receive any payment for my services.
- I will consult with the Board about potential deals.

- Details on all purchases and deals that I make will be made fully available to the ApeCoin DAO community after the fact via quarterly transparency reports that detail how much was spent, on what, and why.
- This is separate from the budgets allocated in AIP-3.

#### STEPS TO IMPLEMENT

1. Cartan to set up a separate Coinbase account and transfer 1% of the Ecosystem Fund.
2. Set up the account so that one of the ApeCoin DAO Board members must approve transactions.
3. Execute commercial services agreement with Ape Foundation.

#### TIMELINE

This would go into effect immediately if this AIP passes and would last until the next fiscal calendar closes at the end of 2023.

#### OVERALL COST

Up to 1% of the Ecosystem Fund, from when the proposal passes through Dec 31, 2023.