

ORIGINAL PROPOSAL:

My AIP-345 made history as the AIP to get the most against votes ever in the history of the ApeCoin DAO. I proposed to give away 50,000 free bottles of Twisted Ape Vodka and have the DAO pay for them. Turns out Apes don't like vodka or free stuff.

The original proposal can be found here:

<https://forum.apecoin.com/t/re-aip-345-ape-spirits-presents-twisted-ape-vodka-for-all-apes>

RESUBMISSION UPDATES:

The original proposal requested 1,000,000 \$APE for 50,000 bottles of vodka given for free to all \$APE holders as a free claim.

This updated version requests only 69,000 \$APE to gift 1,000 Twisted Ape Treasure Chests to 1,000 Ape holders only. And maybe a few Mutants if I like them.

The funds will be used to hire social media influencers to make fun of Apes and ApeCoin to their audiences of millions of web2 GenZ and Millennial followers on Instagram who are not already familiar with Apes or \$APE.

PROPOSAL NAME:

Apes Get Twisted

PROPOSAL CATEGORY:

Ecosystem Fund Allocation

TEAM DESCRIPTION:

I am Fuego. Cofounder and CEO of Ape Spirits and Fuego Labs and a few other corporations.

I'm an OG Bored Ape Yacht Club member since 2021. I minted 2 apes but sold them right away. Bought back in some time in June or July.

I don't have anything special to say about myself and I don't think anyone really cares to read about me anyway. You can follow me on X if you want, or don't. [@FuegoCEO](#)

ABSTRACT:

This proposal aims to promote ApeCoin and BAYC to a Web2 audience of millions of Millennials and GenZ consumers via extremely popular and influential social media personalities. AKA Instagram influencers and Youtubers. The goal is to convince the normies into believing that the Bored Ape Yacht Club is the best club in the world despite not having a club or any yachts, and that ApeCoin is the future of finance that will lead to financial freedom despite not having any utility or real world use cases.

The goal is to increase demand for Apes and get thousands of normies to buy our bags. If they truly believe that Apes, Mutants, and ApeCoin are cool, maybe they will buy them and have no interest in selling for a profit, resulting in an increased holder count. This can potentially get Apes out of the hands of Blur farmooors and tradooors who only buy Apes to flip them for a 0.01 eth profit.

MAGA - Make Apes Great Again

BENEFIT TO APECOIN ECOSYSTEM:

Probably none. But the DAO has funded worse ideas that have absolutely zero benefit so what the hell.

This may or may not bring in a few thousand new ApeCoin bag holders.

Maybe we can get a few thousand new losers to complain about how down bad they are. Maybe not.

Maybe we get a bunch of people to make fun of and talk bad about Apes. Or maybe we get them to realize we're not just a bunch of dumb Apes who round tripped generational wealth but in reality we're a bunch of geniuses and early adopters.

The idea is to make them think we're cool and they need to be like us. But who knows if that will actually work.

The only way to find out if it works is to FAFO. The more we FA, the more we FO. If we don't FA, we'll never FO.

The only benefit I can guarantee is that 1000 Apes will get to claim a free Twisted Ape Treasure Chest. I have 1000 of these

Treasure Chests in stock and ready to ship. They are currently priced at 69 \$APE. I will make them free but only to verified Apes via Apes+ and only if this AIP passes.

I might include a few mutants, but only if they're cool or a hottie. (ladies, you know who you are).

It will be random and I will let Neon and Darevader handle it so don't ask me for stuff.

If you haven't already, join the Apes+ discord and verify your an Ape. discord.gg/apesplus

Learn more about Twisted Ape at TwistedApe.xyz

KEY TERMS:

FAFO: F*ck around and find out.

PLATFORMS & TECHNOLOGIES:

Instagram, Youtube, and maybe TikTok.

Apes+ discord to handle the Twisted Ape free claims.

I'm actually friends with DJ Camilo since the 90s. I can get him to connect me with some famous artists but IDK if this budget will be enough to hire them.

Influencers are more affordable so I can easily get a bunch of hot chicks with 1-10m followers each to get on board. Can get a few dudes too but we all know girls are better

It will be a whole marketing campaign. There will be great content and we will make it go viral.

STEPS TO IMPLEMENT & TIMELINE:

Summer is around the corner. There aren't really any barriers to get this going right away. If this AIP passes, then I can get started on this as soon as I get the funds.

The Twisted Ape claims can open immediately too. The product is in stock and ready to ship so all it takes is for Apes to place their orders on our website. Once the winners are selected I will issue 100% off promo codes to each one.

OVERALL COST:

69,000 \$APE

I will spend the whole 69,000 on marketing Apes and ApeCoin.