ApeCoin

Ape Accelerator AIP Proposal
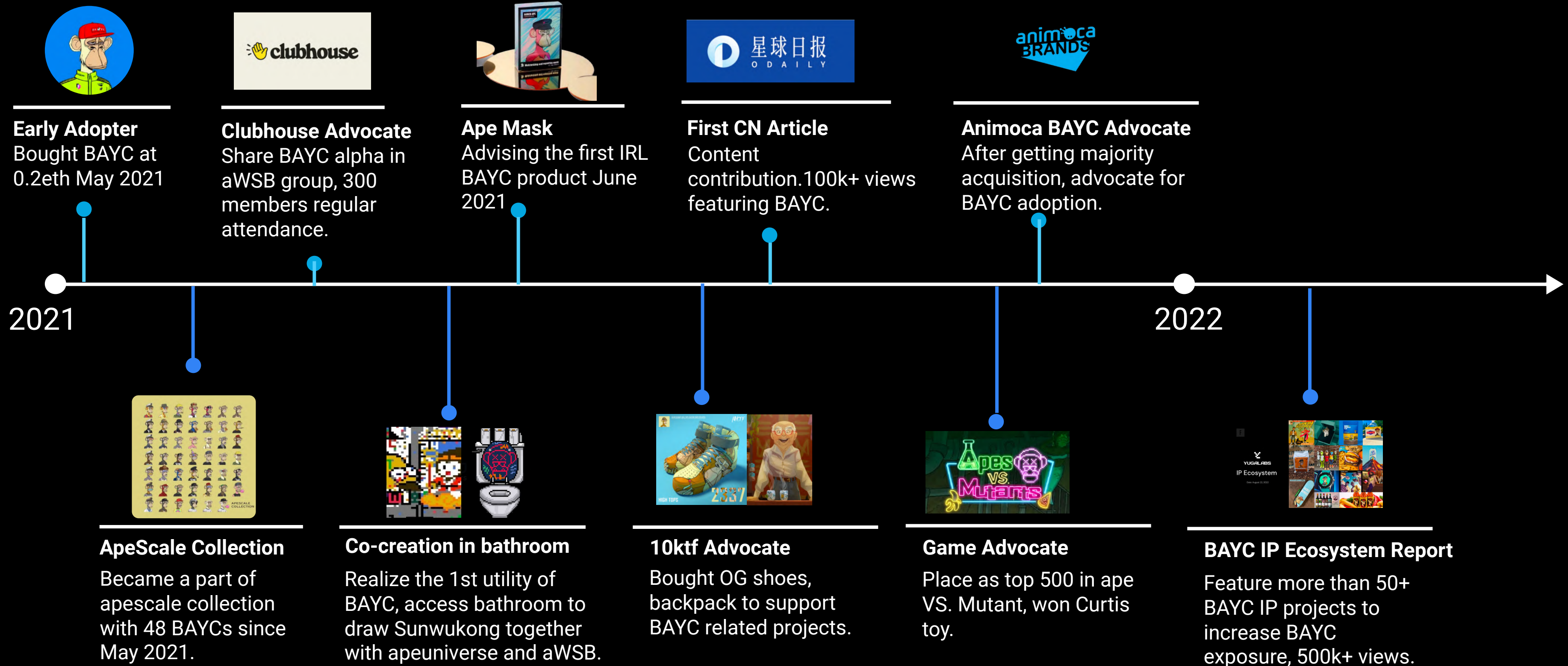
FORJ · animoca BRANDS

V4. December 2022   by Forj Team

Forj's journey in BAYC ecosystem

Early Adopter
Bought BAYC at 0.2eth May 2021

Clubhouse Advocate
Share BAYC alpha in aWSB group, 300 members regular attendance.

Ape Mask
Advising the first IRL BAYC product June 2021

First CN Article
Content contribution.100k+ views featuring BAYC.

Animoca BAYC Advocate
After getting majority acquisition, advocate for BAYC adoption.

2021

2022

ApeScale Collection
Became a part of apescale collection with 48 BAYCs since May 2021.

Co-creation in bathroom
Realize the 1st utility of BAYC, access bathroom to draw Sunwukong together with apeuniverse and aWSB.

10ktf Advocate
Bought OG shoes, backpack to support BAYC related projects.

Game Advocate
Place as top 500 in ape VS. Mutant, won Curtis toy.

BAYC IP Ecosystem Report
Feature more than 50+ BAYC IP projects to increase BAYC exposure, 500k+ views.

Altava Incubation
Launchpad partner and advocate of BAGC.

Dustland Incubation
Provided guidance for Dustland Runner.

Advocate on Binance Live
Share updates about BAYC and Otherside's latest progress.

Incubation
Submitting AIP proposal for incubation for ecosystem projects.

2022

2023

Backed Galaxy Fight Club
cross-IP, cross-platform PvP fighting game with BAYC as IP lineup.

The Sandbox BAYC Game
1st game in The Sandbox Season 3 featuring BAYC IPs to push BAYC IP to metaveres. 4 months in planning and development.

Snag's Multisigner
Volunteering to oversee the growth of approved Apecoin marketplace as the multisigner.

Otherside Builder
To bring web2 IPs, guilds, stories to Otherside; develop sustainable experiences in gaming, music.

Forj has been advocating Yuga Labs' IP Growth

August → September → October → November → December
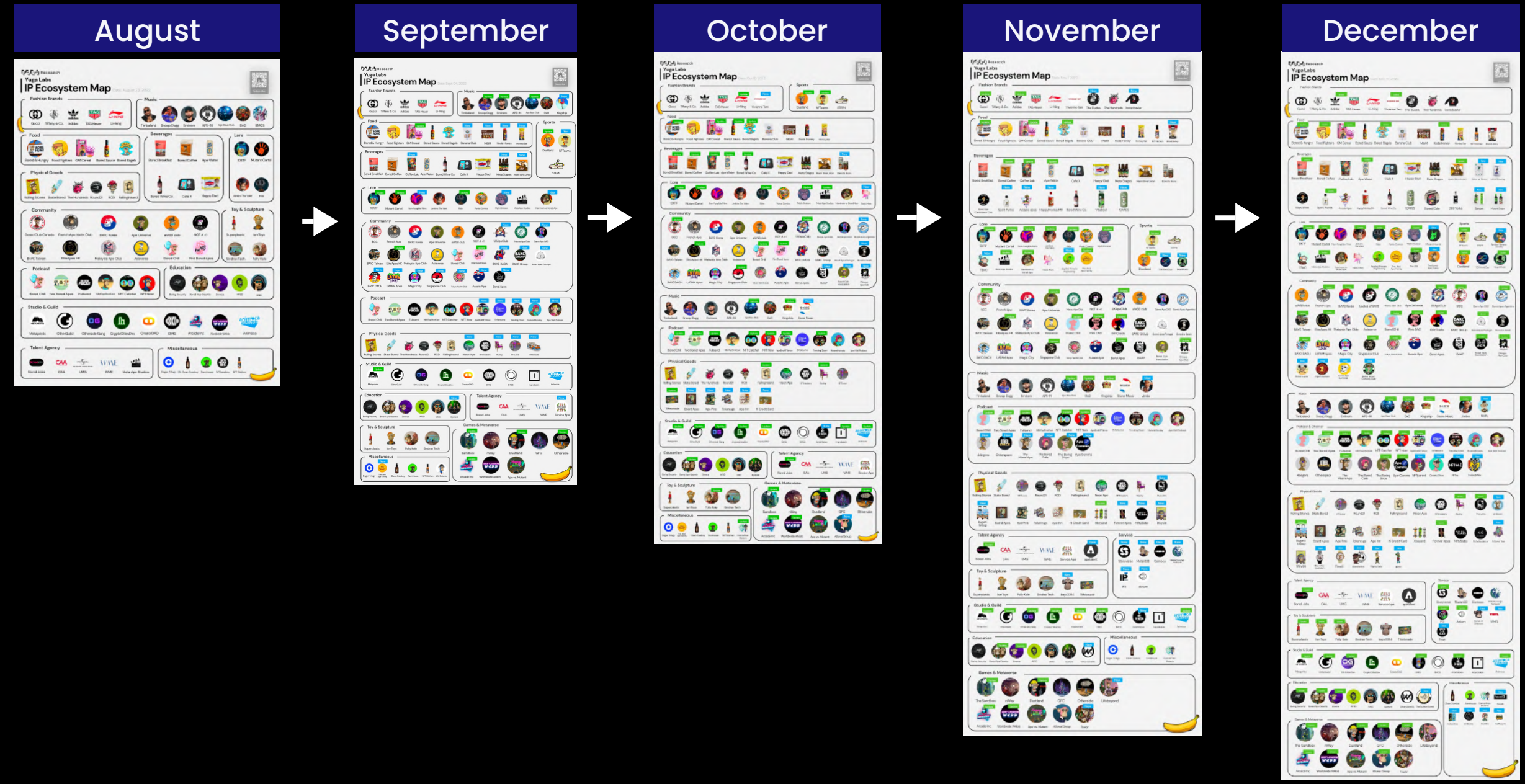
680k+
Impressions

216
Projects Featured
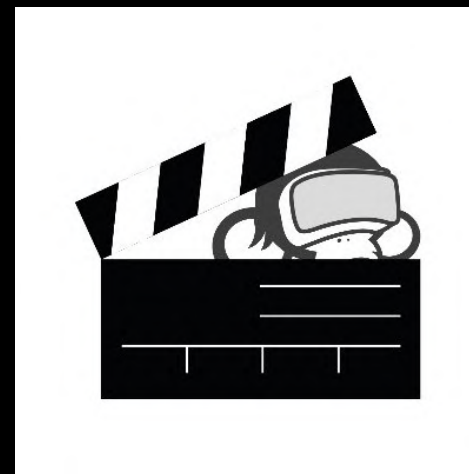
→ **Read Full Thread**

For IP driven ecosystem projects

Strategic partnerships	Storytelling
Tokenomics design	Being resourceful
Capital support	Distribution

After chatting with BAYC ecosystem project founders, we found the following challenges and opportunities

Challenges

[1] Lack of Web2 audience participation. Majority of them are in Web3.

[2] Lack of ongoing utility

[3] Low frequency of interaction.

Opportunities

[1] Attract Web2 participants

[2] Create story-driven, utility driven roadmap. Make it Otherside ready to increase utility.

[3] Accelerate the product market feedback. Build products audience wants.

ApeCoin

Ape Accelerator By ApeCoin

2

AIP Ideas   2 votes

Voted

Forj   1 ✏ 23h

Proposal Name: Ape Accelerator By ApeCoin DAO

Category: Core - Ecosystem Fund Allocation

ABSTRACT

The proposal outlines the "Ape accelerator"(Ape Launchpad) that is complementary to APE staking in AIP21/22 developed by Horizen Labs. It aims to drive additional value to the ApeCoin ecosystem.

Deck: DocSend ④

MOTIVATION

Ape communities gathered the crowd of early NFT adopters with experience and knowledge on the NFT market. To leverage everyone's experience toward the growth of the Ape ecosystem, a Launchpad that allows ApeCoin holders to participate in the decision-making of early projects launch can bring forth the change.

The Ape Launchpad aims to maximize the Ape community's benefit, facilitate the use of ApeCoin and together as a community to contribute, fund, and empower the future of decentralization.

The Ape Community can engage in the APE Launchpad in three ways:

Please head here for proposal details

→ ApeCoin Proposal

0xSword Regular   12d

Welcome Forj! It was interesting to read your Deck that shows your journey through the BAYC ecosystem. I think the amount of projects that you're involved in is great. And I REALLY LIKE that this launchpad works with staking, so users can participate w/ their staked $APE to vote to launch the projects. It's really smart!

I also appreciate how active Harry Liu and (probably others @ forj) are in larger BAYC/ MAYC ecosystem. Beyond just ApeDAO, I've personally seen Harry in many spaces, and he's REALLY involved across so many things. I was able to have a zoom call w/ him over the summer about Forj's plans.

Beyond just a standard project launchpad, it was explained to me that this acts much like an incubator, with business support for projects and startups. That could be a really great thing for our DAO, to help builders.

I like this. And I encourage anyone with questions to reach out to https://twitter.com/harry_forj/ ③ or ask them here. They were really honest and open, and I do believe they can incubate projects that will utilize Apecoin. Much like Otherdeeds, when projects require users to mint with $APE, its a great thing for our ecosystem.

1 Reply ⌄   6 ❤ ••• 🔗

Amplify Regular   12d

Hello Forj, thank you for this!

I will have more feedback soon, but to start I just wanted to say I love that this is engaging ApeCoin stakers, adding more utility to the token. I always appreciate creative ways to build on top of existing infrastructure and this looks like a really cool lego piece on top of "stAPE." (staked APE) 🙌

1 Reply ⌄   6 ❤ ••• 🔗

↩ 👤 **withoutname**   ↩ 👤 Amplify   11d

The same view as @Amplify . I liked the proposal, @Forj !
I will be voting for it. Thank you.

4 ❤ ••• 🔗

Amplify Regular   9d

Hello, and thank you again!! 🙂

I had some feedback I was hoping you could address.

> 🔲 **Forj:**
> #% of collected $APE will be burned or donated to the charity or sent to a separate DAO-controlled wallet to be used at a later date.

Are you looking for suggestions on this? Personally, I really like what Snag Solutions and Thank Ape are proposing by routing the funds from marketplace revenue into other DAO initiatives.

See here

> 🔲 How should we use marketplace funds? ■ AIP Ideas ⌄
>
> Abstract | Last month the ApeCoin DAO community approved AIP-98 for Snag Solutions to build an official marketplace for ApeCoin DAO - enabling the sale of Yuga NFTs with reduced marketplace fees. As part of that proposal we agreed to set aside .25% of each transaction in a community-held Gnosis multisig until a use of funds is voted on by the community. The purpose of this AIP is to: Propose to use the .25% as a funding source for AIP-124 - the 'Thank APE' proposal. Summarize other top optio…

We have fairly good estimates of what kind of fees a Yuga marketplace might generate based off the existing marketplaces, but do we have any idea of what to expect from a launchpad? I'm just wondering what % fee makes sense given the volume.

I also wanted to agree with @themetavince that we should keep all sales in APE only.

Thank you!

1 Reply ⌄   2 ❤ ••• 🔗

👤 **themetavince**   11d

I love this proposal…if we can pull this off, the ApeCoin community and ecosystem will literally be unstoppable.

I would just add one more line item to section 1: Initiator, which would be something along the lines of:

"Projects who are successfully accepted into the launch pad need to mint all future NFT sales in ApeCoin (until they launch their own governance / ecosystem token)." - I don't think it's enough to give minters the "option" but rather require ApeCoin as the medium of exchange in lieu of ETH for the projects that join the accelerator.

I think the more sinks for ApeCoin, the better and if the DAO / Ecosystem is getting behind a project, they should "pay the ecosystem back" by utilizing ApeCoin for their mints.

Happy to hear thoughts & comments on this!

1 Reply ⌄   6 ❤ ••• 🔗

👤 **Mantis**   12d

Overall, I'm for this, with a few questions:

1. Owning a Cryptopunk gets you Bronze tier only? That's a first. Why Bronze tier? And shouldn't the tiers include other Yuga properties if the Punks are involved?

2. There's a lot of overlap between the launchpad and the current AIP process, but I definitely see how a launchpad could bring in more participation. Launchpads are way more popular than governance chats. Is this why the launchpad was brought up? If not, I would like to see more specific vision for it. As in the AIPs could stick around for branding-type projects that don't involve staking $APE or using $APE, like Ape Water, and the launchpad is there specifically for web3 projects that can fully utilize the web3 aspects of the system.

3. I definitely want to see BAYC/MAYC holders get priority in dropping projects on the accelerator. Is there any accounting for longstanding holders who may have been looking for an opportunity like this? I take this point from the Axie ecosystem that definitely targeted its long-term holders when it came out with its Builders program.

Great idea! Definitely needed for the ecosystem. Look forward to more discussion about it.

1 Reply ⌄   4 ❤ ••• 🔗

👤 **apethor**   9d

Easy to get behind this - looks like a great proposal.
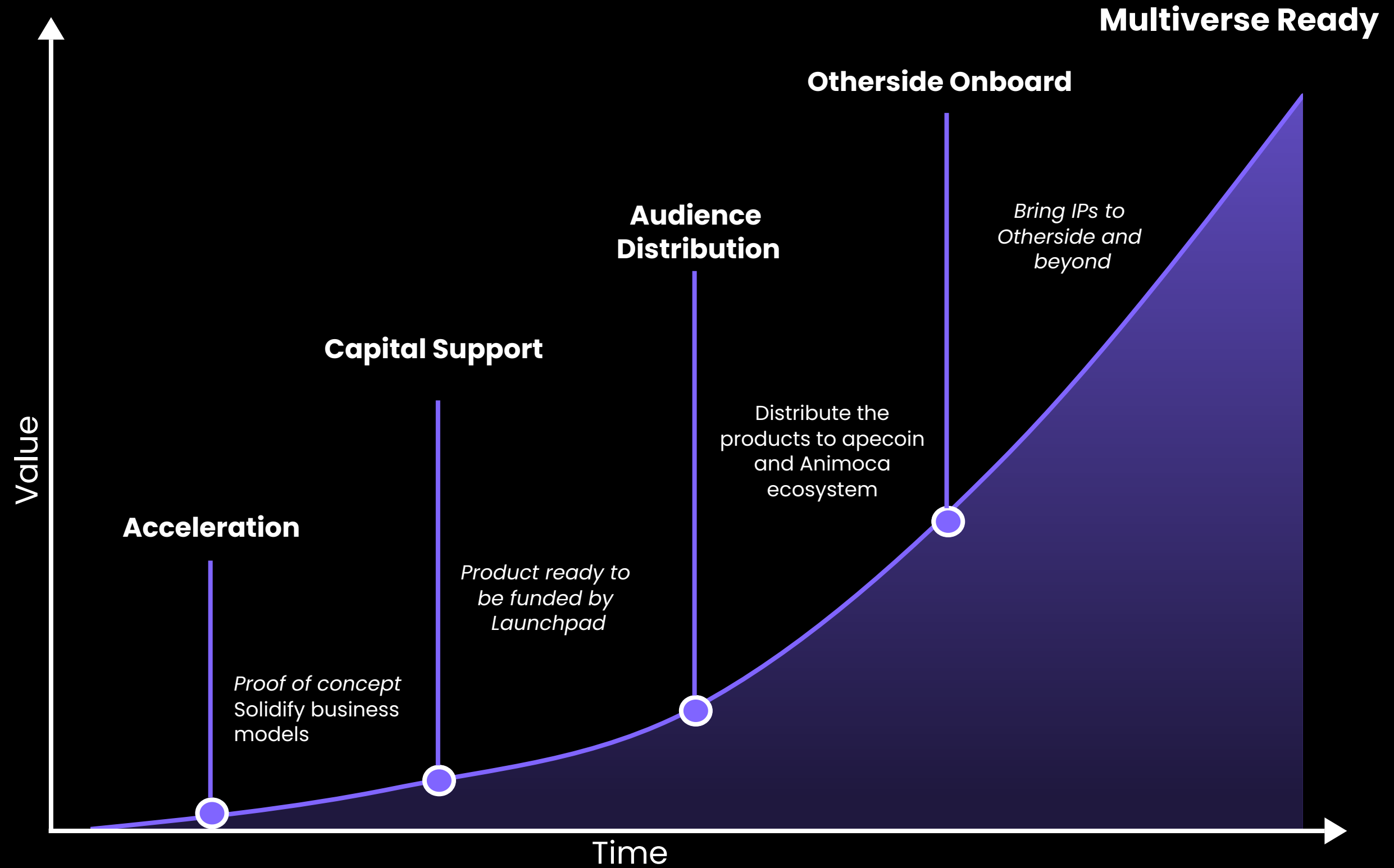
4 ❤ ••• 🔗

👤 **anunnaki_reborn**   8d

Love what Harry and Forj are doing for the community, this gets my support.

5 ❤ ••• 🔗

Competitive Advantage of Forj to lead the Accelerator

1 Proven Track Record

2 Already Incubating

3 Established Launchpad

4 Vetted Candidates

5 Metaverse Ready

6 Wide Distribution

Value

Time

Multiverse Ready

Otherside Onboard

Bring IPs to Otherside and beyond

Audience Distribution

Distribute the products to apecoin and Animoca ecosystem

Capital Support

Product ready to be funded by Launchpad

Acceleration

Proof of concept Solidify business models

Strategic incubation vertical to maximize cohort synergy for Yuga's ecosystem growth

Multiplier growth for complementary cohorts to work together.

Content creation: original stories, IP, products

Storytellers: cross worlds resource alignment

Builder: experience with high retention rate

Tools: cut cost, accelerate development process

Platforms: feed and discovery for smooth onboarding

Commerce: enabler to drive revenue for the ecosystem

Multiverse Storyteller

Metaverse Builder

Content Creation

Synergy Model

Commerce Activation

Tools & Platforms

11
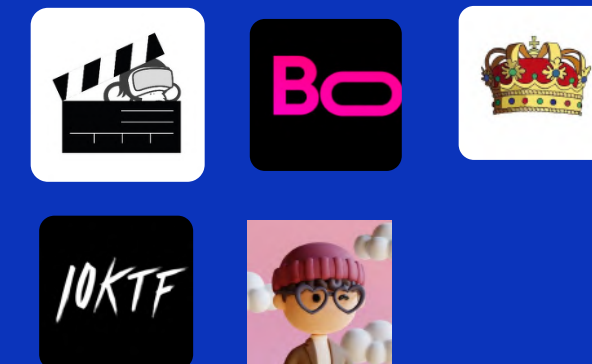
Case Study On Bored & Hungry

More Token Holders 💰

Token Value 📈

More Users Buy $APE 👬

More Token Holders 💰

Sell 🍔 **in $APE**

Sell Game Pass in $APE 🎟️

More Users Buy $APE 👬

Spend $APE to Build in Metaverse 🧱

Web2 Partner McCain Foods 🥔
$6.4 billion in global sales

💡 Draft collaboration to coordinate by Ape Accelerator

💡 Draft collaboration to coordinate by Ape Accelerator

ApeCoin

ApeCoin
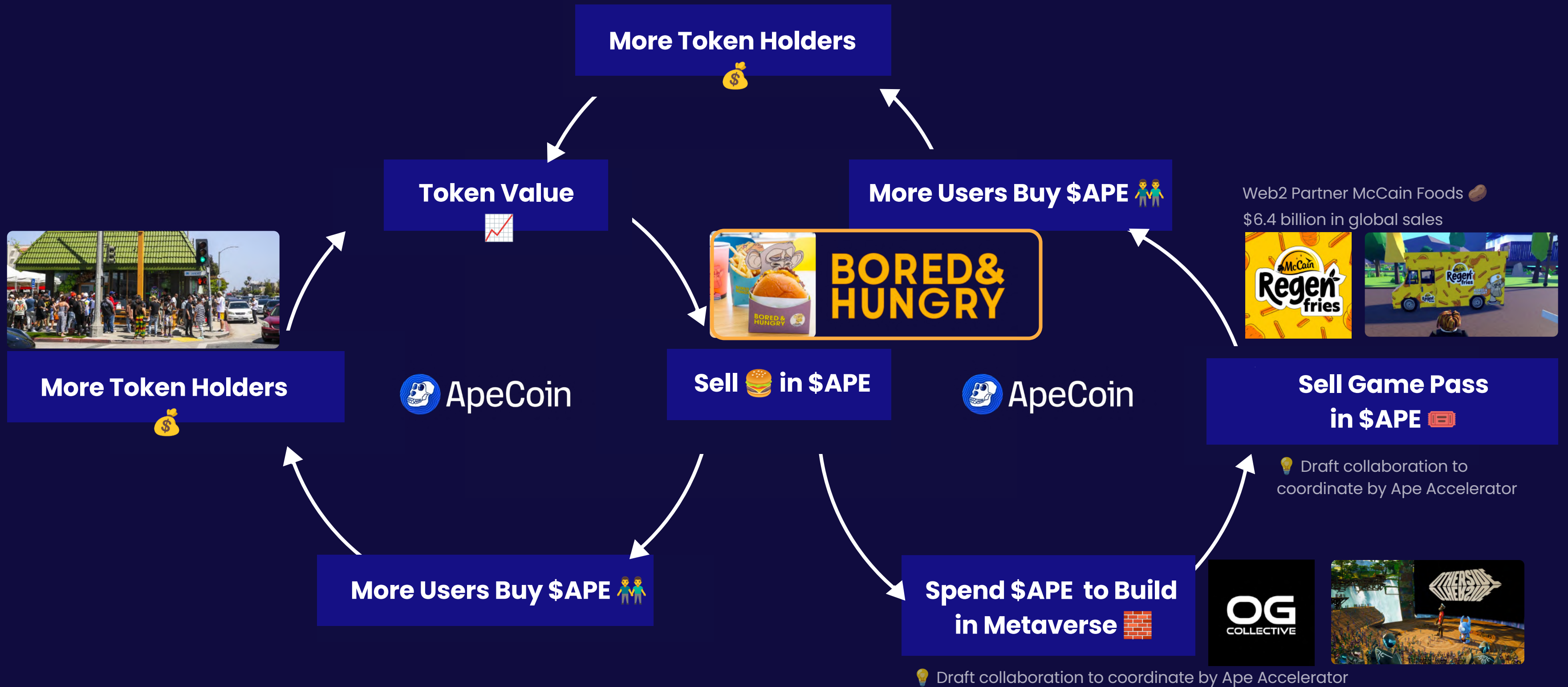
Forj has track record of success to add value to Ape Accelerator from day one

1 | Proven Track Record

- **Dedicated BAYC contributor** since May 2021
- **Average 500%+** projects launched in 2022
- **First official Sandbox BAYC experience** with overwhelming participation and positive review
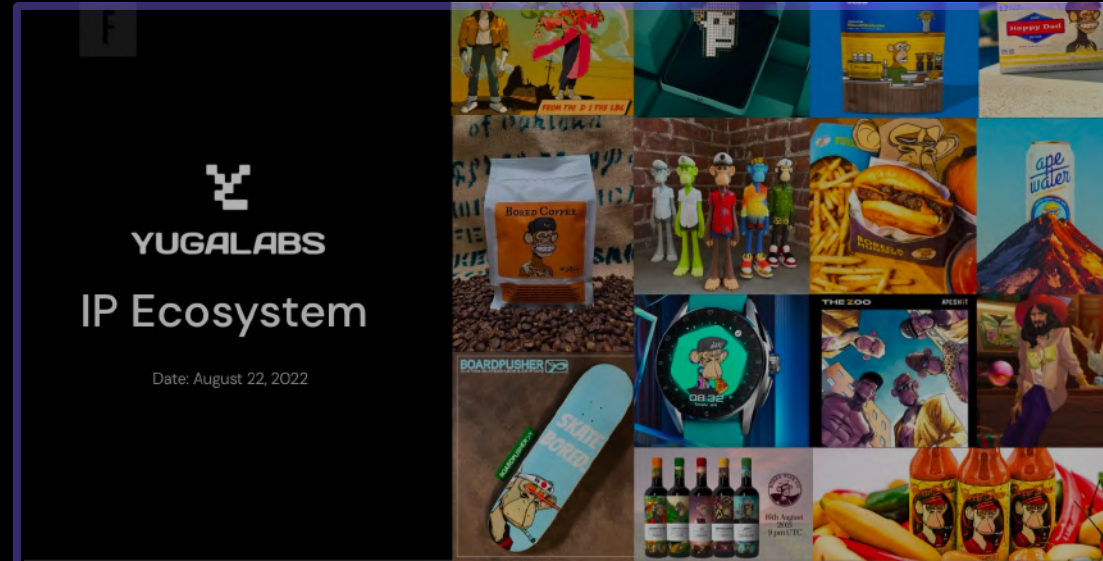
2 | Already Accelerating

- **Advising Animoca backed projects** to adapt BAYC IP
- **Providing projects with guidance** on strategic partnerships, launch strategy, NFT utility, sustainable roadmap
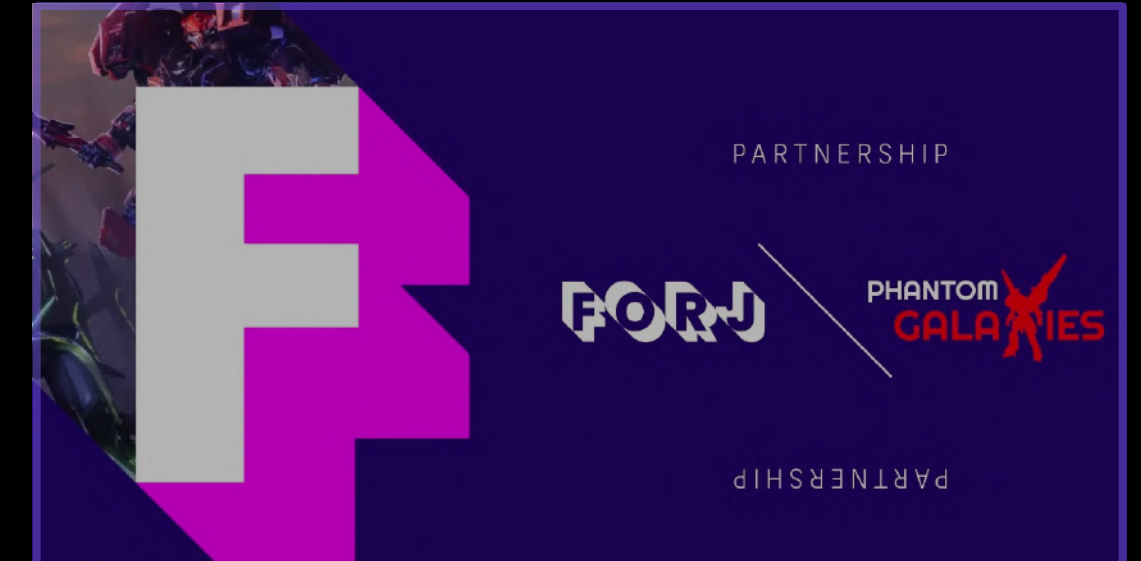
3 | Infrastructure Built

- **Established launchpad** with established audience in the Animoca ecosystem
- NFT Tiered system to enable ape coin holders and BAYC, BAKC, MAYC, Otherdeed asset holders to participate in a fair manner

Our long term vision is to bring incubated projects to open metaverses to drive mass adoption to web3 IP

4 Vetted Candidates

- **Have in-depth conversation** with ecosystem founders to listen to their challenges, evaluate their business models
- **Experienced projects analysts** to filter the best founders in Web3, through the ups and downs

5 Metaverse Ready

- **Creating metaverse experience at scale** with Metaprints. 20+ licensed brands to bring to The Otherside.
- Established tools for PFP mass personalization
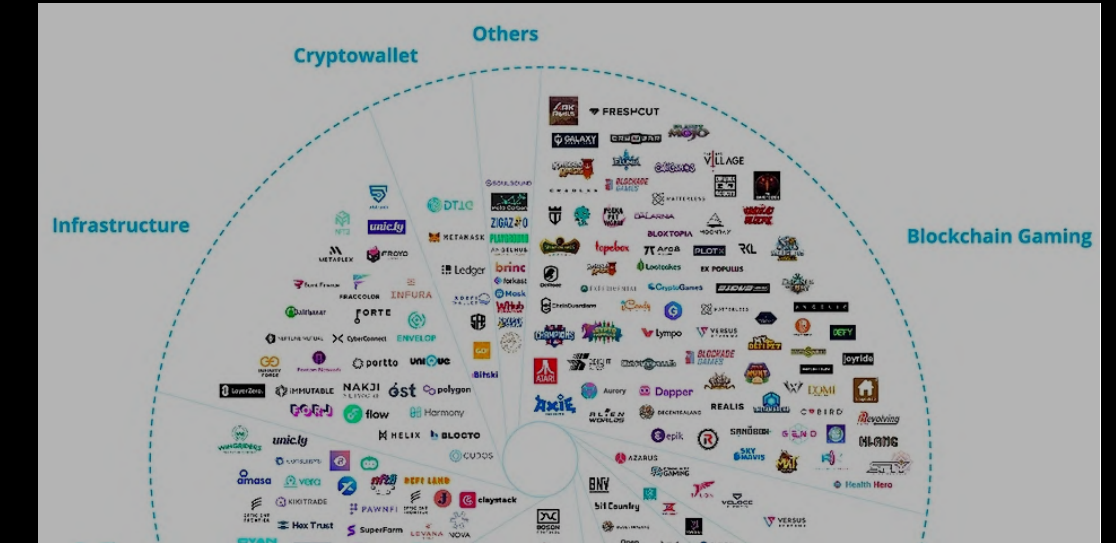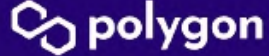
6 Wide Distribution

- **Built-in distribution, VC network** to support projects out of the gate
- **Match relevant backers** to participate to enable project's long term sustainability

THURS // MAY 26th 2022 // 2PM UTC

Launchpad.bswap.app · polygon

PHANTOM GALAXIES

Phantom Galaxies is a third-person, open world, space sim, mech shooter, RPG. Players take the role of Space Rangers who pilot Mechanized Starfighters.These vehicles function as typical fighter-style spaceships, and they also transform into Mech robots.

PLATINUM // 2:00PM UTC
337,750 xBONDLY + 4 BCCG NFTs
Purchase Limit: 1 Medium Planet, 5 Small Planets, 10 Large Asteroids and 10 Small Asteroids.
Balance of > 337,750 xBONDLY + 4 BCCG NFTs in your wallet = priority access to the Phantom Galaxies sale for 30 minutes.
*5 Platinum Tier whitelist places are available to be won by holders of Farzin and/or Bianca Alt Season BCCG NFTs.

MEDIUM PLANET: $16,500 worth of $BONDLY or $USDC — QTY:3

GOLD // 2:30PM UTC
193,000 xBONDLY +3 BCCG NFTs
Purchase Limit: 3 Small Planets, 7 Large Asteroids and 7 Small Asteroids.
*Balance of > 193,000 xBONDLY + 3 BCCG NFTs in your wallet = 2nd priority access to the Phantom Galaxies sale for 30 minutes.

SILVER // 3:00PM UTC
96,500 xBONDLY + 2 BCCG NFTs
Purchase Limit: 2 Small Planets, 5 Large Asteroids and 5 Small Asteroids.
*Balance of > 96,500 xBONDLY + 2 BCCG NFTs in your wallet= 3rd priority access to the Altava sale for 30 minutes.

LARGE ASTEROID: $825 worth of $BONDLY or $USDC — QTY:400

BRONZE // 3:30PM UTC
48,250 xBONDLY + 1 BCCG NFT
Purchase Limit: 1 Small Planet, 3 Large Asteroids and 3 Small Asteroids.
*Balance of > 48,250 xBONDLY + 1 BCCG NFT in your wallet, = priority access to the Phantom Galaxies sale, but only for 30 minutes.

NFT // 4:00PM UTC
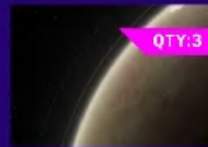Lottery of 30 places allocated to holders of any BCCG NFT
Purchase Limit: 3 Large Asteroids and 3 Small Asteroids.
*If you currently hold any BCCG NFT you will be given the opportunity to win whitelisted access to the 'NFT Tier', allowing you 30 minutes to purchase prior to Public sale.

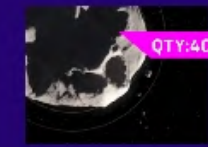**SMALL ASTEROID:** $354 worth of $BONDLY or $USDC — QTY:400

* xBONDLY tokens required for the sale must be held in a single wallet on Ethereum. The snapshot will determine wallet eligibility for whitelisting.

PUBLIC // 4:30PM UTC
No Requirement
Purchase Limit: 1 Large Asteroid and 1 Small Asteroid.

SMALL PLANET: $2,969 worth of $BONDLY or $USDC — QTY:50
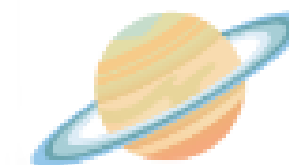
FORJ

AAA
Game in Animoca

100%
Planets Sold Out

First community driven experience with The Sandbox called Monkeying Around

165k+
Unique Visits

45k+
Unique Players

- 30+ communities participation
- 12k new Twitter followers/6k Discord
- 200 screenshots uploaded
- 100 videos shared
- 1st community BAYC XP
- Launched on September 30th

🎥 *Video Link: here*

Distribution case study: Educating the mass about Yuga Labs' ecosystem updates in Binance Live

Backed by Binance Labs, Forj does weekly Binance Live session that covers NFT, metaverse topic.

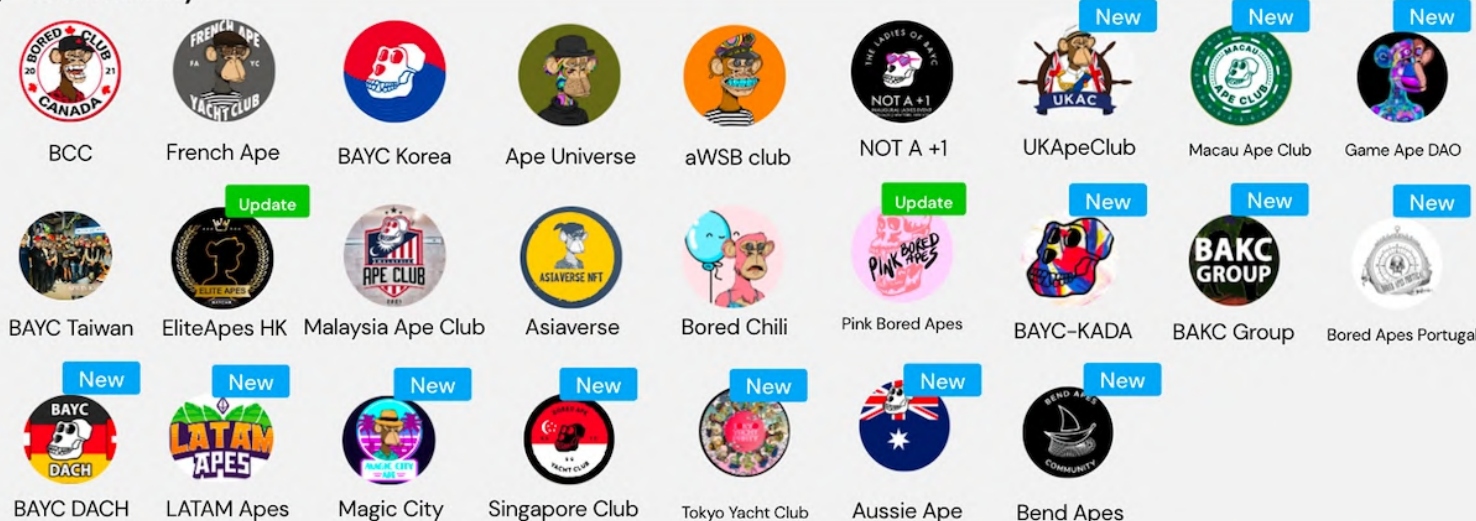|	
#1	Front Page at Binance Live
10k	Live KYCed viewers last session
350	countries coverage
5k	Replay from each session
29M	Active users in Binance

Forj shares thought leadership on NFT, Metaverse, Web3 IP to drive BAYC, Otherside adoption in a weekly basis. 🎥 view the last video here
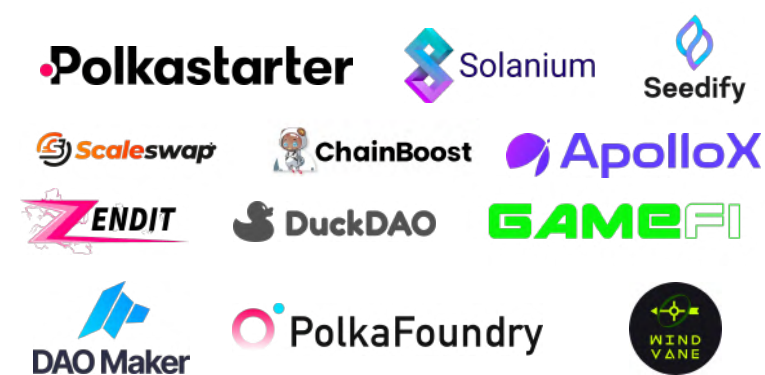
The Forj Ecosystem is extensive

where we can help product distribution, direct funding to help project succeed.
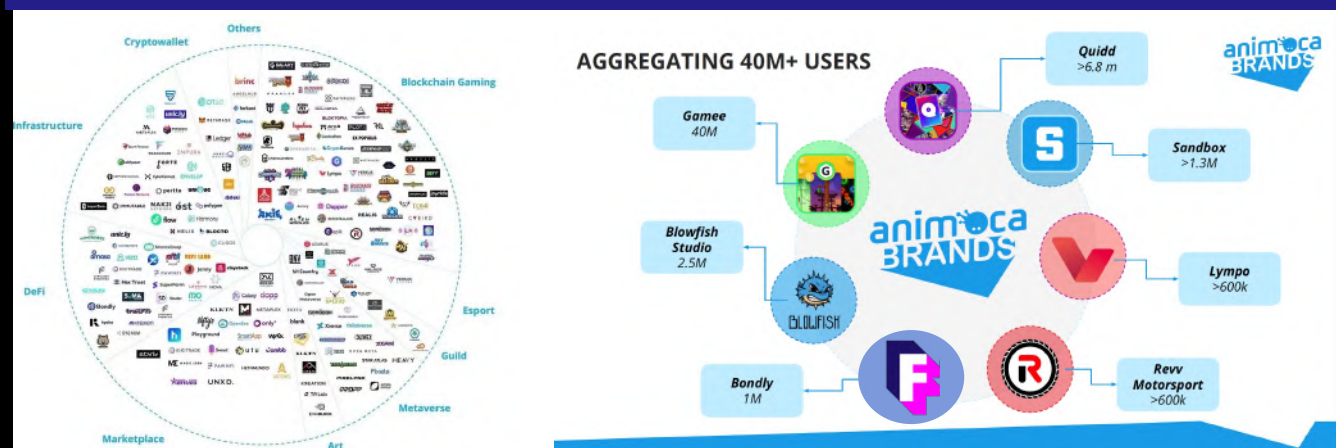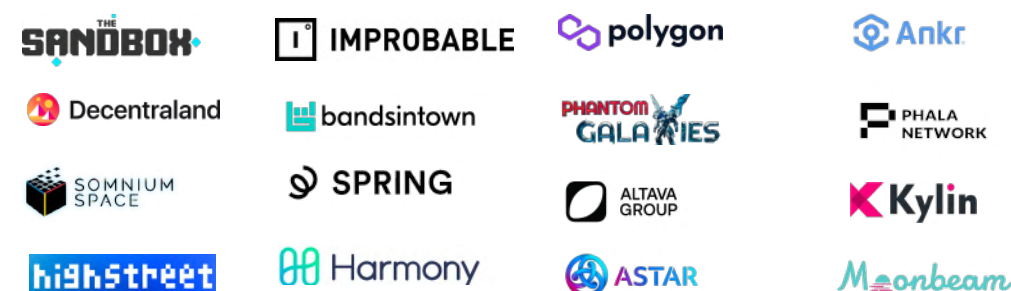
BAYC Communities

Community

BCC · French Ape · BAYC Korea · Ape Universe · aWSB club · NOT A +1 · UKApeClub (New) · Macau Ape Club (New) · Game Ape DAO (New)

BAYC Taiwan · EliteApes HK (Update) · Malaysia Ape Club · Asiaverse · Bored Chili · Pink Bored Apes (Update) · BAYC-KADA (New) · BAKC Group (New) · Bored Apes Portugal (New)

BAYC DACH (New) · LATAM Apes (New) · Magic City (New) · Singapore Club (New) · Tokyo Yacht Club (New) · Aussie Ape (New) · Bend Apes (New)

Twitter Thread: https://twitter.com/harry_forj/status/1579392908427681793

Launchpad Partners

Polkastarter · Solanium · Seedify · Scaleswap · ChainBoost · ApolloX · ZENDIT · DuckDAO · GAMEFI · DAO Maker · PolkaFoundry · WINDVANE

Animoca Ecosystem

AGGREGATING 40M+ USERS

Metaverse Partners

THE SANDBOX · IMPROBABLE · polygon · Ankr · Decentraland · bandsintown · PHANTOM GALAXIES · PHALA NETWORK · SOMNIUM SPACE · SPRING · ALTAVA GROUP · Kylin · highstreet · Harmony · ASTAR · Moonbeam

Exchanges

BINANCE · OKX · QUICKSWAP · Huobi Global · MEXC · PancakeSwap · KUCOIN · SushiSwap · ApeSwap · Gate.io · BitMart · coinbase

150k+ core audience in Forj, 40M+ audience in Animoca Ecosystem.

FORJ

About

Backed by Animoca Brands, Binance and OKX, Forj is a subsidiary of Animoca Brands. Forj delivers leading Web3 products and technologies that create unique fan experiences for creators. A truly end-to-end solution, Forj is the next frontier of fan engagement through its use of NFTs, metaverse protocols, and blockchain tech to bring fans closer to their favorite creator brands in Music, Entertainment, Gaming and beyond. With major partnerships including influencer Logan Paul, Grammy-nominated musician Lewis Capaldi, and leading creator platform Spring, Forj has an enviable track-record of success in the sector.

🐦 *@harry_forj*
🐦 *@ForjOfficial*

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