



\$APE + INNOVATION:
EXPANDING THE \$APE UNIVERSE
AIP PROPOSAL - 255



HACKATHON SEPTEMBER 2022

Last year, NFTxExplore teamed up with a friend and designed a web3 hackathon in Moldova. Entrepreneurs created innovative business ideas using blockchain technology.

THE EVENT RECEIVED OVER 500 APPLICATIONS FOR 100 SPOTS.

MOLDOVA HACKATHON 2022



PROPOSAL

BUILDING FROM LAST YEAR'S EVENT, AIP-255 PUTS \$APECOIN AT THE CENTER.

NFTxExplore, a Ladies of BAYC member, and her colleagues will:

1

CREATE A HACKATHON

Position \$ApeCoin at the forefront of web3 innovation

2

INVITE \$APE MEMBERS TO MENTOR

Invite \$Ape mentors from the DAO to lead sessions.

3

CREATE AN INSTALLATION

Create an onsite art installation featuring art from \$ApeCoin + web3 artists.

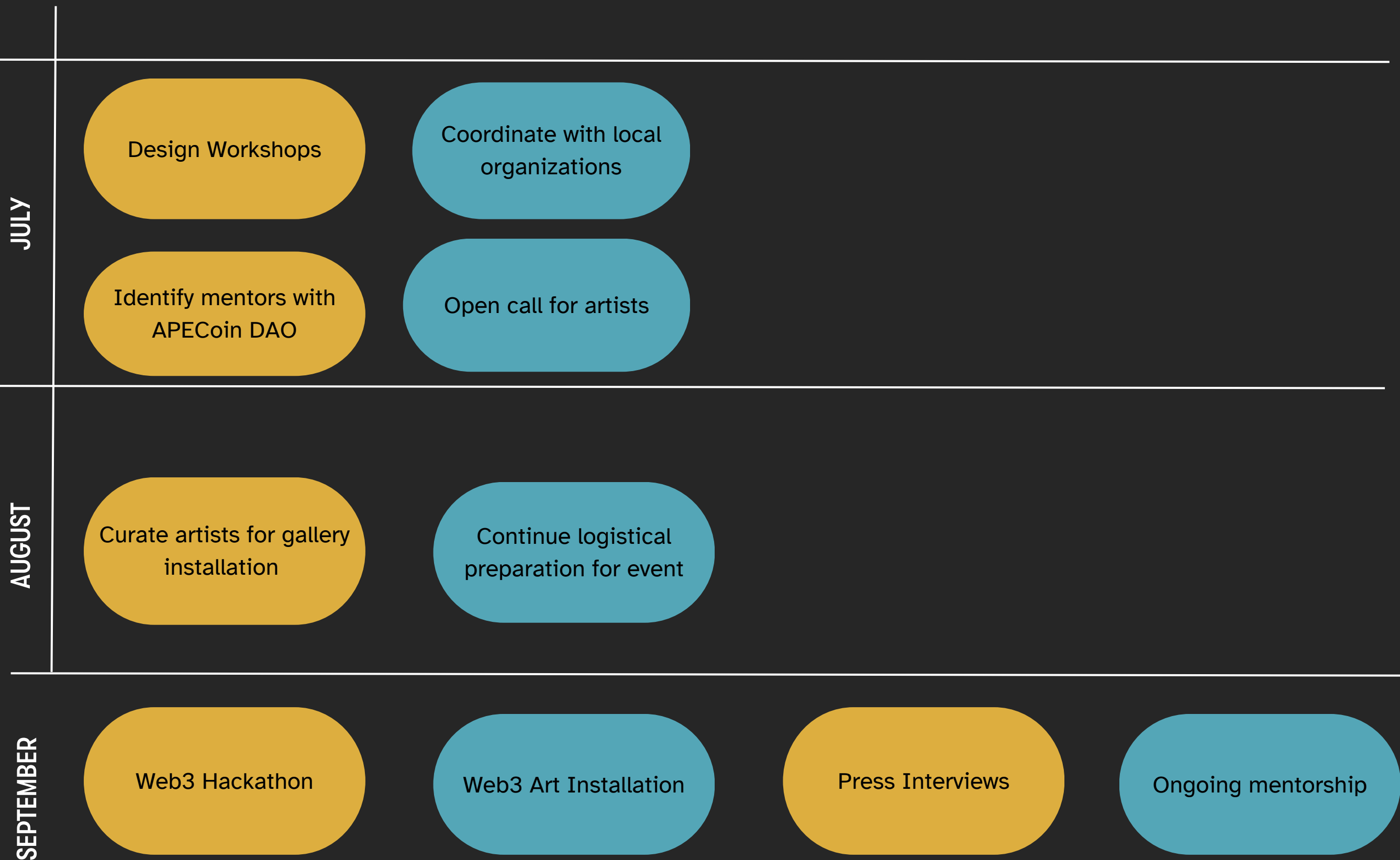
4

AMPLIFY \$APE THROUGH MEDIA

Invite local and international media to cover the event.

The art installation will be in collaboration with another Ladies of BAYC member, artist Stella (@Stellitart), and local artists. An art product will be available free to \$Ape holders.

TIMELINE



JULY

AUGUST

SEPTEMBER

Design Workshops

Coordinate with local organizations

Identify mentors with APECoin DAO

Open call for artists

Curate artists for gallery installation

Continue logistical preparation for event

Web3 Hackathon

Web3 Art Installation

Press Interviews

Ongoing mentorship

EXPANDING \$APECOIN'S REACH



\$Ape is designed to drive culture forward and as a tool for developers to participate in the ecosystem by incorporating \$Ape into services, games, and projects.

This expands \$ApeCoin reach to a global community, invites building with \$Ape, and positions the DAO as a brand.

MEASURING IMPACT



PARTICIPATION

of applications
of participants



SURVEY DATA

survey data indicating 90% of participants or > indicate the event supported web3 learning, helped build business and integrate \$Ape, and expanded network.



INCORPORATING \$APE

evidence of participants incorporating \$Ape into business ideas, quality of ideas and innovation



REACH AND VISIBILITY

of articles / podcasts / press about the hackathon and \$Ape brand.



ABOUT US

@NFTxExplore is the Chief Learning Officer for a non-profit supporting entrepreneurship as a lever for economic mobility. She has a PhD in Education and an MBA in Entrepreneurship. She occasionally Co-hosts Ladies of BAYC Twitter spaces, and designed and led Moldova's first web3-focused hackathon.

@Stellitart, a fellow Ladies of BAYC, is a digital & oil painting artist, yoga instructor, and Director of vibes
[@GalaxyFight_NFT](#)

@Michaellittig is the Director of Creator Programming at HUG.





BUDGET



DESIGN + DEV WORK \$5000

- Weekly meetings with Moldovan organizations
- Design of learning experiences: 4 days of facilitation, PPT decks, materials
- Planning with local artist(s) / @Stellitart / HUG



HONORARIUMS \$3500

- Approximately 5-7 people (\$350 – \$500)
- Mentors / Experts (Zoom) and locals (Moldova)



ARTWORK \$1500

Supplies + Distribution



TRAVEL AND FOOD \$8400

- Flights: \$1,400 each = \$4200
- Hotel: \$1,200 each = \$3600
- Food \$50/day each = \$600



MENTORSHIP \$10000

Ongoing mentorship for creators (3 creators/teams): personal mentorship from the HUG Team for 3-months. Mentorship includes: training in customer/community discovery, brand development, media planning, go-to-market strategy, and more.



TOTAL \$28,400 USD

THANK YOU!

We look forward to carrying the \$APE mission global by building off our recent momentum in Moldova, while giving \$ApeCoin DAO members an opportunity to participate and benefit through exposure, expand the \$APE ecosystem, and collect art from the event.

