BANANA BILL

TRANSPARENCY REPORT

EXECUTIVE SUMMARY

The Banana Bill is a 100 million $APE ecosystem fund approved through AIP-454, designed to accelerate the growth of ApeChain — a high-performance blockchain built to power the ApeCoin ecosystem. As both a strategic fund and an ecosystem development program, the Banana Bill operates with a dual mandate: to expand ApeChain's adoption and cultural relevance across web3, while seeking a return on investment for the ApeCoin DAO through sustainable, high-impact partnerships.

Through April 2025, a total of 31.2 million $APE had been allocated by Banana Bill — 14.6 million during the period of January 1 - April 30, 2025, on top of 16.6 million through December 31, 2024. These allocations reflect high-conviction deployments into commercial deals, user incentives, integrations, marketing, and foundational infrastructure. Strategic investments were focused across key verticals including NFTs, AI, gaming, and DeFi — all aligned with ApeChain's identity as the cultural and creative epicenter of crypto.

The $APE deployment occurred with the backdrop of a volatile macro environment, and steep crypto declines. While the Banana Bill maintained disciplined deployment, as the price of $APE fell, deals became more expensive in terms of the number of $APE committed. As a result, deals in Q1 2025 cost more $APE than similar deals in 2024 (and hopefully as the market rebounds in 2025). That reality reinforced the importance of avoiding chasing short-term momentum and remaining focused on identifying mission-critical builders, securing platform integrations, and supporting projects that drive durable on-chain behavior. This approach ensures both resilience in a challenging market and positioning for compounding returns in the next cycle.

While deployment may have been more costly, the results were exciting. A major highlight this quarter was the ApeChain Spotlight initiative — a gamified NFT loyalty program that generated significant spikes in on-chain activity and reinforced ApeChain's standing among top NFT ecosystems. Supported collections and individual users engaged in quests and competitive leaderboards, boosting community engagement and driving sustained transaction growth.

ApeChain's emergence as a leading culture chain was further solidified by its performance in NFT volume rankings, placing it among the top three chains globally. The Banana Bill has been instrumental in this ascent, securing high-leverage integrations with projects to unlock important capability on ApeChain, including Fireblocks, Banxa, Highlight, The Graph, and Merkl. These partnerships enhance developer tooling, expand fiat on-ramps, enable next-gen NFT primitives, and increase ApeChain's reach into global markets.

Looking ahead, the Banana Bill remains focused on cultivating an ecosystem that is not only vibrant and innovative, but also self-sustaining. Every dollar deployed is measured against its ability to unlock long-term value: for users, for builders, and for the ApeCoin DAO. In uncertain times, this kind of strategic conviction is what builds lasting ecosystems — not by following markets, but by shaping them.

KEY ACCOMPLISHMENTS OF BANANA BILL

Growing the ApeChain Ecosystem

ApeChain's Spotlight NFT season significantly boosted ApeChain's on-chain metrics and mindshare within web3. Spotlight is a gamified, seasonal loyalty initiative designed to incentivize engagement across the ApeChain ecosystem.

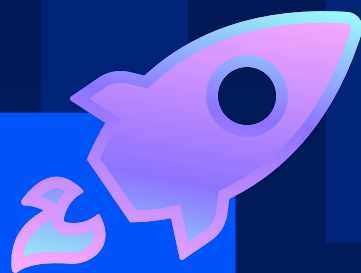The Spotlight NFT season operated through two leaderboards:

- **Community Collection Leaderboard: Tracking cumulative points earned by NFT collections. The top 10 collections received floor sweeps totaling $250,000, with $100,000 allocated to the first-place collection.**

- **Individual Collector Leaderboard: Monitors individual participants' activities. Top performers can win exclusive rewards, including a Bored Ape Yacht Club (BAYC) NFT and unique real-life experiences.**

Participants earned points by completing various quests, such as buying or selling NFTs, minting new ones, holding specific NFTs, and engaging on social media platforms. Holding multiple NFTs from a single collection unlocked point multipliers, enhancing both individual and community scores.

BY THE NUMBERS

90+
NFT COLLECTIONS

250K+
PARTICIPANTS

430K+
QUESTS COMPLETED

KEY ACCOMPLISHMENTS OF BANANA BILL

Impact on the ApeChain Ecosystem

During the ApeChain Spotlight season, there was a clear surge in NFT trading and overall transactions on ApeChain. The Spotlight program has not only invigorated NFT trading but also contributed to ApeChain's overall growth. We saw dozens of new NFT collections created during this period (that have remained active and grown ever since), and the revitalization and strengthening of many existing ApeChain NFT communities. This was reflected in ApeChain's metrics, which have shown a significant uptick in user participation and community engagement, with increases in both new and existing users, fostering a more dynamic and interactive environment. These strong metrics have continued following the completion of the season.
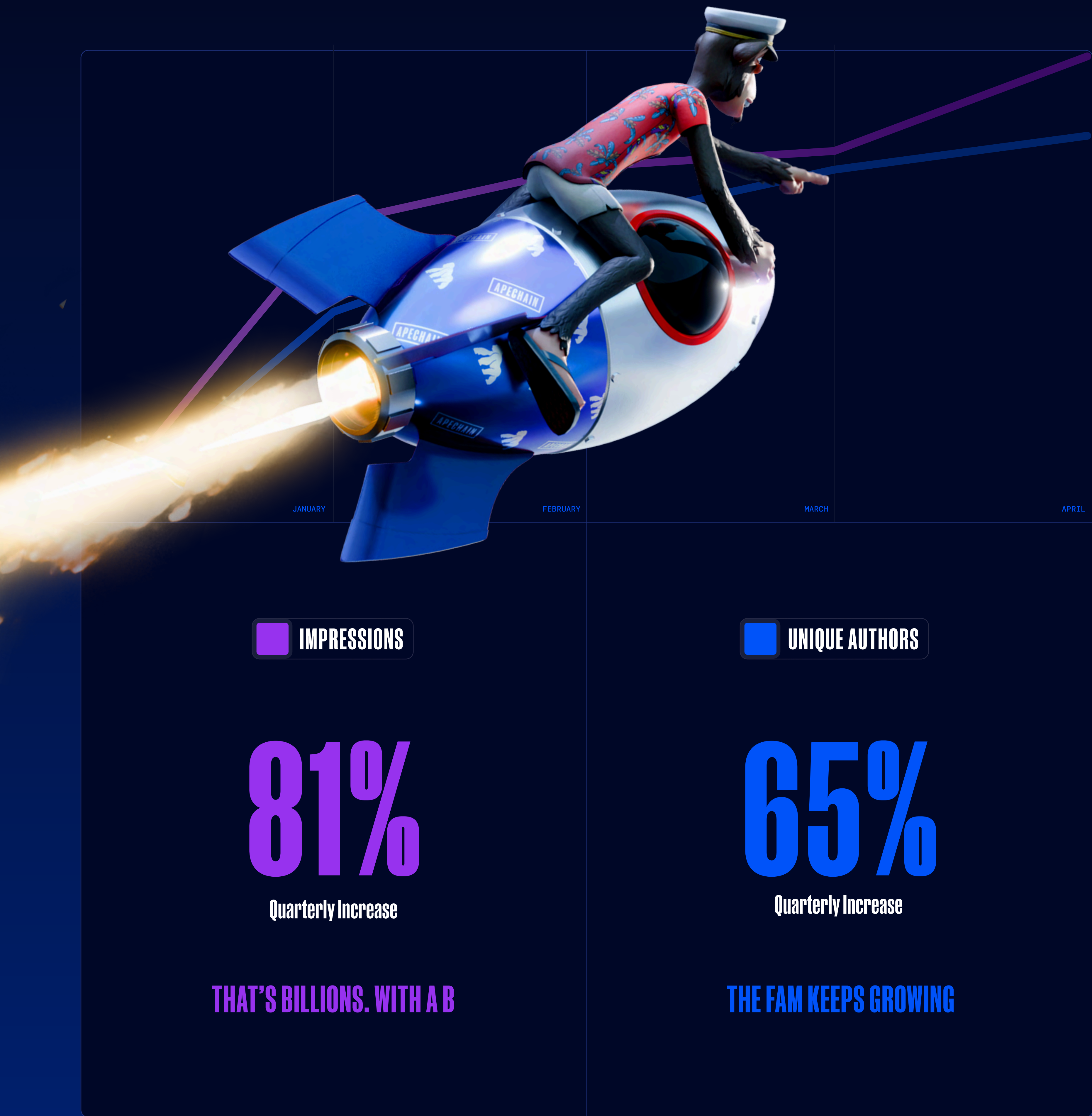
ApeChain as a Premier Culture Chain in Crypto

ApeChain continued to show that it's a premier culture chain during the last four months, as it provided a key platform for NFT experimentation and innovation. From the innovative mint exhibition at the ApeCoin exhibition at NFT Paris, to ApeChain Spotlight, to the release of NFT Shadows, ApeChain continues to push the boundaries on how and where communities and experiences can form around NFTs. This success is reflected in ApeChain's metrics, as ApeChain has continuously placed as one of the top 3 chains for NFT trading volume during the last four months.

The Banana Bill and ApeChain team are excited to continue supporting projects, builders and communities that seek to shape how we live, think, and interact in a blended onchain and offchain world. We will continue to push ApeChain teams to experiment with these dynamic elements, while leaning on ApeChain's strengths of community and NFT infrastructure.

CONTINUED ⟶

WINS DON'T JUST HAPPEN ON CHAIN

JANUARY   FEBRUARY   MARCH   APRIL

■ IMPRESSIONS

■ UNIQUE AUTHORS

81%
Quarterly Increase

65%
Quarterly Increase

THAT'S BILLIONS. WITH A B

THE FAM KEEPS GROWING

KEY ACCOMPLISHMENTS OF BANANA BILL

Banana Bill's Role in Securing Integrations

The Banana Bill has played a pivotal role in catalyzing the growth of ApeChain by strategically funding integrations that create long-term value, drive user adoption, and reinforce ApeChain's identity. Each commercial agreement secured by the Banana Bill is designed to either onboard key users, deliver new forms of on-chain activity, or build out foundational infrastructure that compounds over time.

Through its support, the Banana Bill has unlocked integrations that would otherwise be unattainable for a new chain, particularly in a challenging macroeconomic environment. By offsetting the risks and costs of deployment for high-quality teams, the Banana Bill has attracted dozens of mission-critical platforms, including:

- **Cross-Chain DeFi Leaders**
  (e.g., LogX, Ithaca Protocol, a few redacted partners) that are not only bringing liquidity to ApeChain but also introducing innovative financial primitives tailored for NFTs, DAOs, and gaming communities.

- **Web3-Native Games and Platforms**
  (e.g., The Shadow Games, many upcoming redacted partners) that integrate $APE and ApeChain into their core game economies—generating long-tail user retention and enabling new incentive systems powered by on-chain data.

- **Onboarding and Infrastructure Tools**
  (e.g., Fireblocks, The Graph) that remove technical friction (bridges, etc.) and make it easier for developers and users to join and build on ApeChain.

- **CEX Partners**
  (e.g., WhiteBIT, Gate.io, Coinstore, a few redacted partners) that facilitate seamless fiat and crypto access to $APE and ApeChain, simplifying access to ApeChain, enhancing liquidity and expanding reach into international markets, particularly Asia and Europe.

- **NFT Innovation**
  (e.g., NFT Shadows, Highlight, Mintify) that extends NFT functionality across chains, unlocks new creator tooling, and establishes ApeChain as the home of the next evolution in NFT utility and design.

The Banana Bill team has prioritized integrations that are not only technically valuable but empower creatives, encourage experimentation, and deepen ties between teams and applications on ApeChain. Whether through NFT-focused activations like ApeChain Spotlight, dynamic rewards systems powered by Merkl, or cutting-edge content distribution via Now Media and CoolKicks, the Banana Bill is embedding ApeChain at the center of meaningful Web3 activity.

This ecosystem-wide approach has already delivered results: new projects deploy more confidently seeing familiar tools, users remain active thanks to robust incentives and content, and developers choose ApeChain because of the maturity and extensibility of its stack. In short, the Banana Bill is not merely funding projects—it is constructing the scaffolding of a self-sustaining economy rooted in culture, creativity, and composability.

PROJECTS FUNDED

In the last four months Banana Bill has funded and invested in many strategic partnerships that enhance the ApeChain ecosystem. These include both infrastructure-level projects and user-facing applications, as well as liquidity provisioning and user incentives funding. Below is a list of new Banana Bill-supported projects, with descriptions of their contributions to the ApeChain ecosystem. This list is not exhaustive and does not include many projects that deployed without Banana Bill funding, or upcoming projects that must be kept confidential until they are launched.

DEFI

ZHARTA

Zharta is a DeFi platform that enables users to borrow against or rent out their NFTs through secure, peer-to-peer smart contracts. It offers borrower-friendly features like no auto-liquidations, customizable loan offers, and a mobile-friendly interface. Additionally, Zharta's NFT renting protocol allows Apechain users to earn yield by lending idle assets or gain access to premium NFTs for gaming and other use cases without full ownership. The platform is designed to provide flexible, low-cost, and intuitive tools for NFT-backed lending and renting, and has integrated NFT Shadows compatibility.

DEFI

LOGX

LogX is building the ultimate DeFi SuperApp, bringing everything from spot trading and perpetuals to options and prediction markets into one seamless platform. They solve one of DeFi's biggest problems—liquidity fragmentation—by bridging funds across chains and delivering a faster, easier trading experience. Powered by a decentralized network of smart nodes, LogX automatically finds the best way to execute your trades without the usual complexity. Now integrating with ApeChain, LogX will make it even easier for ApeChain users to access deep liquidity and powerful DeFi tools all in one place.

DEFI

TOKEN RACER

Token Racer is a gamified DeFi platform where users can create and participate in token-based "races" by staking their favorite cryptocurrencies. Users select tokens, define race parameters such as duration and victory metrics, and invite others to join. Rewards are distributed in real-time based on staking activity and race outcomes, providing an engaging way to earn while participating in the crypto ecosystem. The platform supports various tokens, including NFTs and Ordinals, and offers a user-friendly interface for creating and managing races.

DEFI

able

Able Labs is building the future of asset management through onchain, tokenized portfolios. Their platform emphasizes liquid markets, non-custodial access, and decentralized control. The goal is to bring traditional financial tools into a transparent and secure Web3 environment.

PROJECTS FUNDED

DEFI

ITHACA

Ithaca Protocol is an AI enabled, non-custodial, composable option protocol that lets users create, trade, and manage all kinds of structured financial products across multiple chains. Now live on ApeChain, Ithaca gives users new ways to hedge, earn yield, and build custom financial strategies. As part of its ApeChain partnership, Ithaca is also launching a Telegram mini-game and educational quest app that helps users explore their risk tolerance, loss aversion, and decision-making under uncertainty through fun, interactive learning.

DEFI

Merkl

Merkl is a DeFi incentive platform that enables protocols to design and manage reward campaigns across various blockchains. Users can participate in these campaigns by providing liquidity, lending, or holding tokens, and earn rewards without the need to stake assets. Merkl supports a wide range of incentive types, including liquidity incentives, airdrops, and lending/borrowing rewards, offering flexibility for both protocols and users.

CENTRAL EXCHANGES

BANXA

Banxa is a global on/off-ramp provider processing over $10 billion annually across 150+ countries, offering flexible APIs and SDKs that make it easy to embed crypto functionality into any platform. By integrating ApeChain into their services, they enable users to on-ramp directly to ApeChain with fiat via Banxa's front end and OnRamper. Applications on ApeChain can also integrate Banxa's modular widgets to easily accept payments. From Day 1, Banxa will support direct purchases of $APE, USDC, USDT, TRUMP, and wETH onto ApeChain.

CENTRAL EXCHANGES

whitebit

WhiteBIT is a premier European centralized exchange offering spot, margin, and futures trading with up to 100x leverage, alongside features like WhiteBIT Codes for instant fee-free transfers, a Dust Converter, and the WhiteBIT Nova debit card with crypto cashback. As part of its ApeChain integration, WhiteBIT now supports APE token compatibility and will facilitate seamless deposits and withdrawals, backed by a liquidity provision from ApeChain.

CENTRAL EXCHANGES

Gate.io

Gate.io is a global exchange offering a wide range of digital asset trading services including spot, margin, and futures markets. Known for its strong security and transparency, Gate.io was the first major exchange to implement 100% proof-of-reserves audits. The platform provides users with a suite of Web3 tools such as a memecoin hub, a shopping and entertainment platform, a native crypto wallet, and was the first centralized exchange to support deposits and withdrawals for ApeChain.

CENTRAL EXCHANGES

Coinstore

Coinstore is Asia's preferred global centralized cryptocurrency exchange, serving over 8 million users across 175 countries. The platform offers spot and futures trading for more than 500 cryptocurrencies, along with services like token launchpad access, an NFT marketplace, and mobile app providing on-the-go trading capabilities. As part of its initiative with ApeChain, Coinstore will drive exposure across Asia's Web3 community, connect ApeChain with regional partners and developers, and help grow $APE token adoption through curated events, strategic support, and performance-driven promotion.

PROJECTS FUNDED

GAMING/SKILLS BASED WAGERING

Newstalgic Studios

The Shadow Games is a gamified onboarding platform that uses RPG mechanics to guide users through quests across multiple blockchain "universes." Instead of earning by completing tasks, players learn by solving puzzles tied to on-chain activity—like checking their ApeChain yield—to unlock clues and level up. Built with omnichain support, it uses NFT Shadows as evolving passports and rewards players as they progress through the game. On ApeChain, it will connect community engagement, cross-chain learning, and ecosystem rewards into one immersive experience.

GAMING/SKILLS BASED WAGERING

Tontachi

TontachiAR is a hybrid mobile app that blends elements of MarioKart, PokemonSNAP & PokemonGO using augmented reality for immersive location-based racing and more. Tons can team up, becoming friends with external 2D/3D digital collections through blockchain interoperability. Currently 4 ApeChain collections are integrated for in-game use, community vs. community competitions, and $ape-based rewards.

GAMING/SKILLS BASED WAGERING

SuperVerse

SuperVerse is a unified crypto gaming network bringing all the best Web3 gaming titles under one roof. It is home to the hit social deduction game Impostors, the GigaMart NFT marketplace, and powered by its native $SUPER token, which gives users access to exclusive features, incentives, staking rewards, and a voice in how the ecosystem evolves. SuperVerse is now integrated with Apechain to build the next frontier of digital entertainment.

GAMING/SKILLS BASED WAGERING

SWORDS OF BLOOD

Swords of Blood is a fast-paced, free-to-play hack-and-slash RPG where you fight to reclaim a world overrun by darkness. The game offers intense combat with fluid combos, a variety of game modes like dungeon crawling and boss battles, and the ability to craft and upgrade legendary gear. Swords of Blood is coming soon to Apechain and currently available to download on HyperPlay and the Epic Games Store.

GAMING/SKILLS BASED WAGERING

CLUTCH

Clutch is revolutionizing on-chain gaming as the first fully decentralized parlay platform built on ApeChain, aggregating live markets across sports, crypto, and politics. All Clutch markets enable users to bet directly with $APE, be the bank through single-sided staking opportunities offering attractive APYs, and provide incentives in the form of free bets to Apechain communities and BAYC holders.

ARTIFICIAL INTELLIGENCE

xeal

Xeal is an infrastructure enabling seamless compatibility between AI, NFTs, and Real World Assets, allowing builders and brands to create invisible watermarks that can be embedded on physical/digital goods and scanned to redirect to a website/app that supports onchain activity. These watermarks can be used across various forms of digital and IRL media - such as memes, videos, collectibles, on apparel - and leveraged independently by any Web3 creator to link back to their shops, coins, and homepages. Through Banana Bill funding, Xeal's home will be on Apechain and the platform aims to integrate with APE brands including MBA, NFT collections, and Memecoin communities.

PROJECTS FUNDED

ARTIFICIAL INTELLIGENCE

Ember

Ember AI is a platform designed to simplify DeFi by enabling users to build AI-driven agents that automate and optimize various crypto activities. It offers a suite of tools and templates for tasks such as yield farming, NFT trading, and portfolio rebalancing through automated executable transactions across multiple blockchains. Developers can integrate Ember AI into their applications using its SDKs, facilitating seamless interaction with DeFi protocols. The platform supports a range of use cases, including market making, trading advice, and DeFi strategy automation, making it a versatile solution for both individual users and developers in the crypto space.

ARTIFICIAL INTELLIGENCE

THINK

THINK connects AI agents to a growing network of open-source tools, models, and protocols—making them smarter, more interoperable, and fully user-owned. Built on Apechain for developers, creators, and communities, THINK is the foundation of a new agent-powered internet—where intelligence is composable, data stays with the user, and innovation is permissionless. Ownership of THINK agent NFIs on Apechain will enable NFTs to come to life with distinctive personalities, transact autonomously across integrated dApps on their behalf, and communicate with other agents to create a more living, interoperable ecosystem.

USER INCENTIVES/COMMUNITY

ZENKŌ

Zenko is a token-powered engagement platform where users earn rewards for completing fun, educational actions like watching short videos or taking quizzes. It partners with major brands and nonprofits to tie user activity to real-world impact—like planting trees or providing meals. Zenko's upcoming features will expand into movement and shopping-based rewards, adding more ways to engage. Zenkō is bringing real-world impact and interactive engagement to ApeChain, with all redemptions executed on-chain and airdrops planned for [REDACTED] to drive adoption across tech, consumer, and sports communities.

USER INCENTIVES/COMMUNITY

LUNAR NEW YEAR

The Lunar New Year on ApeChain was a festive, cross-community celebration led by Banana Bill and artist Popil. At the heart of the campaign was an 88,888 $APE prize pool and a commemorative Open Edition artwork, which powered an immersive activation where Apechain users spin a wheel to claim red envelopes showcasing 12 trending ApeChain projects reimagined as lunar zodiac animals.The initiative combined a Web3 treasure hunt with cultural storytelling, serving as both a community celebration and a way to spotlight top projects launching on ApeChain.

USER INCENTIVES/COMMUNITY

APE DEN

ApeDEN was a two-day builder-focused event during ETH Denver, designed to spotlight ApeChain and its expanding ecosystem. It brought together top minds from the Ape Foundation, Yuga Labs, Caldera, LayerZero, Offchain Labs, and more to share insights and connect with the community through panels, tech talks, networking, and a Builder Challenge.

USER INCENTIVES/COMMUNITY

thrive

Thrive Protocol is a treasury allocation platform that helps blockchains efficiently distribute grants to builders who deliver real, measurable value. As opposed to traditional grants, Thrive uses a milestone-based model where builders get paid only when they execute proposed deliverables and hit key performance indicators. Now backed and funded by Banana Bill, their genesis deployment — Thank APE — will soon be launching a season of initiatives focused on supporting builders experimenting with novel innovations for NFTs and AI on Apechain.

PROJECTS FUNDED

NFTS AND NFT INFRASTRUCTURE

mintify

Mintify is a multi-chain NFT aggregator and trading platform built for both professional and everyday users, offering tools to discover, analyze, and execute trades. It features a pro trading terminal, multi-marketplace aggregation, real-time analytics, smart notifications, and API access for developers. Users earn experience points (XP) by trading, listing, and minting NFTs, which unlock rewards and event participation.

NFTS AND NFT INFRASTRUCTURE

themiracle

The Miracle is a platform that powers utility and engagement across ApeChain by connecting digital assets to real-world perks and rewards. Through The Miracle, ApeChain users can discover exclusive benefits like airdrops, premium experiences, event access, and discounts tied to their assets. This integration helps ApeChain projects boost community growth and keep users engaged with real-time updates and opportunities.

NFTS AND NFT INFRASTRUCTURE

NFT Art Generator
by onemint

nf-generator.art and onemint.io are innovative no-code NFT platforms that streamline the creation, deployment, and minting of NFT collections. They allow creators to easily generate NFTs (images, GIFs, or videos) and deploy smart contracts on popular blockchains like Ethereum, Solana, and now ApeChain with just a few clicks. Trusted by over 10,000 NFT collections and notable brands such as Starbucks, OKX, and Pepe (plus thousands more), these tools have powered millions of NFTs and thousands of smart contracts.

NFTS AND NFT INFRASTRUCTURE

FLIP MEME
beta

Flip.meme lets anyone create, mint, and trade NFT collections with the ease and liquidity of memecoins. The platform employs a bonding curve model, where all mint proceeds go into a liquidity pool, unlocking instant tradability and reducing risks like rug pulls. Creators benefit from lifetime royalties, and the platform offers an airdrop program where participants can earn FLIP Points through social quests and referrals, unlocking future rewards. Flip.meme is launching soon on ApeChain, bringing its meme-fueled ecosystem to the home of NFTs.

NFTS AND NFT INFRASTRUCTURE

SHADOWS

NFT Shadows is a game-changing protocol that lets Ethereum NFT holders use their assets across multiple EVM chains—starting with ApeChain—without ever moving or risking the original. It creates non-transferrable, delegated "Shadow" copies of ETH NFTs, unlocking utility, perks, and interactions on new chains while keeping your original assets safe. Built for BAYC holders, devs, and creators, Shadows breaks down the chain silos and brings real interoperability to NFTs.

NFTS AND NFT INFRASTRUCTURE

HOFA

HOFA is a digital art platform connecting the traditional art world with blockchain, representing established and emerging international artists in the digital and generative art space. Notable ApeChain artists will be included in the HOFA Phillips Digital Art Awards along with a technical integration to promote new opportunities for art on ApeChain.

PROJECTS FUNDED

INFRASTRUCTURE

The Graph

The Graph is a protocol that enables developers to efficiently access and query blockchain data. By using Subgraphs, developers can structure and retrieve specific information from Apechain without needing to process entire datasets. Additional products integrated on Apechain, such as The Graph Explorer interface built to allow users to easily discover and interact with subgraphs, and Supgraph Studio, which helps developers build, test, and deploy subgraphs, significantly streamline the development of applications in areas like DeFi and NFTs.

INFRASTRUCTURE

stargate

Stargate is a fully composable liquidity transport protocol that lives at the heart of Omnichain DeFi With Stargate, users & dApps can transfer native assets cross-chain while accessing the protocol's unified liquidity pools with instant guaranteed finality. ApeChain greatly expanded Stargate support during the quarter, working with the Stargate Foundation to open routes for USDC, USDT, and wETH.

INFRASTRUCTURE

bubblemaps

Bubblemaps is a blockchain analytics platform that transforms complex on-chain data into intuitive visualizations, making it easier to identify wallet connections, token distributions, and suspicious activities. Each "bubble" represents a top token holder, with links indicating transaction histories, enabling users to detect patterns like wallet clustering, wash trading, and centralization risks. By providing these insights, Bubblemaps serves as a valuable tool for traders, analysts, and researchers aiming to conduct thorough due diligence in the crypto space.

INFRASTRUCTURE

Fireblocks

Fireblocks is a secure platform designed for businesses to manage and protect digital assets, offering a direct custody model that ensures users retain full control over their assets without relying on third parties. The platform employs advanced security technologies, including Multi-Party Computation (MPC), to safeguard private keys and prevent unauthorized access. Fireblocks is widely used by financial institutions, fintech companies, and Web3 developers to streamline operations, enhance security, and comply with regulatory standards in the digital asset space.

INFRASTRUCTURE

Dune

Dune is a web-based platform that allows users to query public blockchain data and aggregate it into beautiful dashboards. As part of the most widely used and well-known analytics platform in web3, ApeChain's Dune integration features its entire suite of products, including Echo, Queries and Dashboard.

MEDIA

nft now

Now Media is a Web3 media company dedicated to educating and empowering creators, collectors, and communities in the evolving world of tokenized media. It simplifies complex NFT and Web3 concepts through accessible content, strategic insights, and storytelling. The platform not only hosts initiatives that spotlight key industry figures and trends on Apechain through mixed media production, but is leading a new era of on-chain media through Sovereignty, in which content is minted directly on Apechain.

PROJECTS FUNDED

COOLKICKS

CoolKicks is an influential sneaker and streetwear lifestyle brands in retail destination and media, reaching millions through YouTube, Twitch, and social content that fuses community, commerce, and culture. This partnership explores the intersection of sneaker culture and Web3—where collector mentality, social buying, and digital ownership converge onchain.

CoolKicks will integrate crypto-payments backended on ApeChain and launch limited-edition digital collectibles designed by and for the sneakerhead community. These onchain assets unlock exclusive content and access, and in some cases, physical products—blurring the lines between the digital and physical worlds. This experience will bring seamless onboarding via ApeChain-native dApps and Web3 tools—making wallet creation, minting, and claiming frictionless for everyday users. Powered by CoolKicks' massive social reach and creator network, content will be distributed across their owned channels to drive awareness, participation, and cultural relevance.
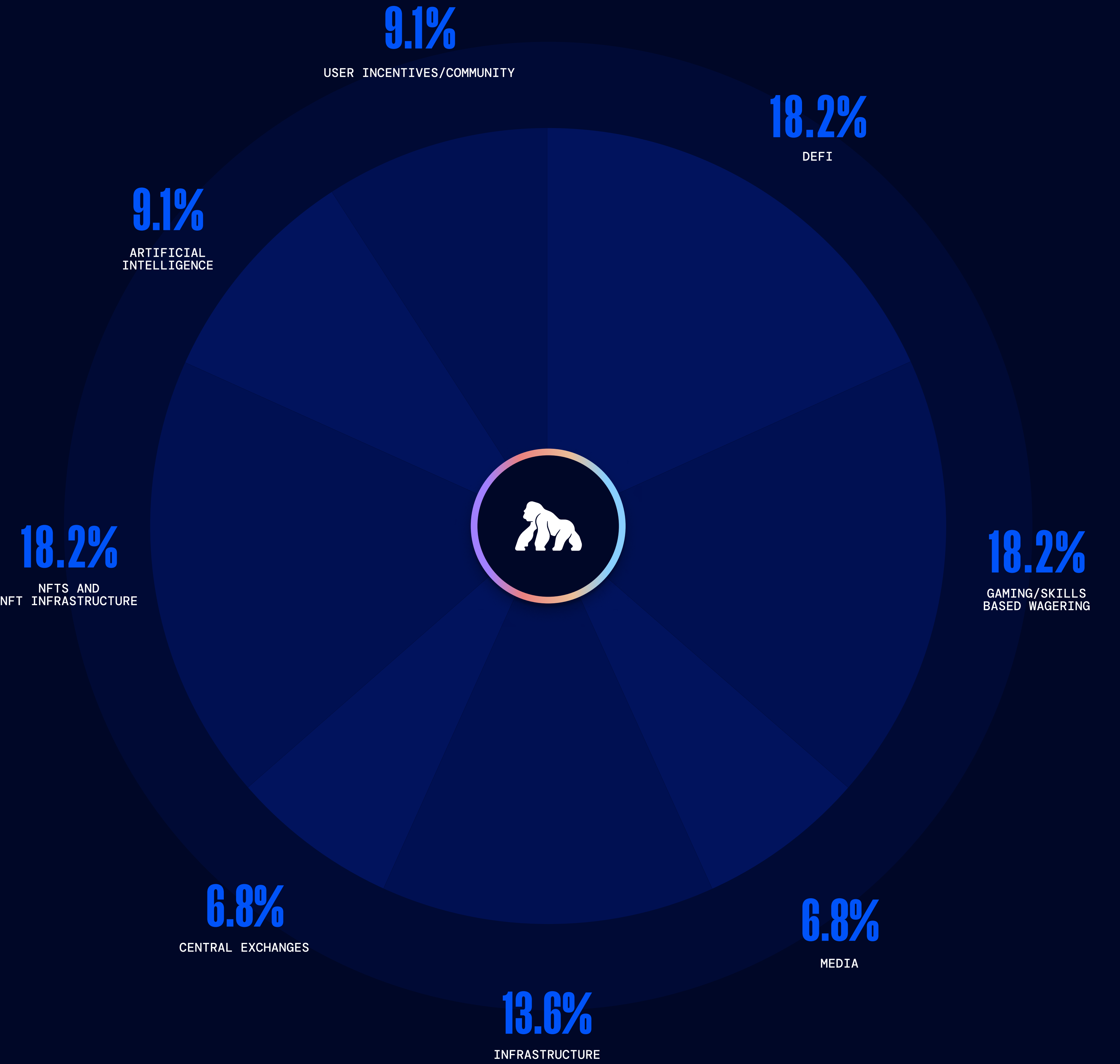
OVI

OVI Interactive is a virtual venue where creators can host real-time livestreams with zero delay. Unlike typical streaming platforms, OVI lets streamers schedule events, set ticket prices, and sell directly through the platform, making it easy for creators to monetize content. Launching on ApeChain, OVI will support tips and subscriptions in any form of payment, all settling on ApeChain in the backend.

PROJECTS FUNDED

9.1%
USER INCENTIVES/COMMUNITY

18.2%
DEFI

9.1%
ARTIFICIAL
INTELLIGENCE

18.2%
NFTS AND
NFT INFRASTRUCTURE

18.2%
GAMING/SKILLS
BASED WAGERING

6.8%
CENTRAL EXCHANGES

6.8%
MEDIA

13.6%
INFRASTRUCTURE

REDACTED PROJECTS

A Glimpse into What's Coming to ApeChain

ApeChain continues to have a strong lineup of exciting projects and activations launching soon. Without giving too much alpha, below is a glimpse of a few (but not all) of the projects coming to ApeChain with the Banana Bill's support.

Media and Partnerships

ApeChain is partnering with a globally recognized media brand that reaches over tens of millions of fans across music, fashion, and pop culture. This collaboration brings ApeChain into the heart of consumer culture through integrations with a top entertainment network, immersive onchain activations at flagship live events, and exclusive digital collectibles. This partnership will position ApeChain as a cultural engine for Web3—blending storytelling, community, and innovation for a new generation.

Art RWAs

ApeChain is partnering with a leading platform that tokenizes real-world fine art, making iconic works accessible through fractional ownership. This collaboration brings high-value art on-chain, allowing users to mint and collect shares of physical masterpieces directly on ApeChain. The partnership reinforces ApeChain's mission to be a hub for artists, collectors, and NFT innovation. Select pieces will also be displayed at ApeCoin and ApeChain events throughout the year—bridging digital ownership with real-world experiences and expanding ApeChain's presence in the global art and culture landscape.

DeFi

ApeChain will continue to add new decentralized finance offerings, including a yield optimization platform that will automate strategies for maximum returns for ApeChain users, providing users with simple yet powerful ways to grow their portfolios across the burgeoning token ecosystem. There are also additional borrow/lend protocols in the pipeline, which will allow users to unlock liquidity across ecosystem assets, including new opportunities to leverage $APE and ecosystem-native stablecoins

REDACTED PROJECTS

Gaming

ApeChain's reach into traditional gaming communities will soon be expanded with the launch of a free-to-play action RPG featuring PvE/PvP combat, base-building, and a player-driven economy powered by NFTs and in-game currency. This game will bring immersive gameplay and gamified engagement loops with redeemable rewards and airdrops. Its integration promotes social interaction, in-game utility for NFTs, and cross-chain play. Numerous other gaming titles continue to be in development for ApeChain, including a full slate of immersive 2D and 3D games, varying in style, gameplay type and user platform, that are being developed in collaboration with leading creators.

Also in development is a browser-based game launchpad that will allow users to play, build, and share web games using ApeChain-native assets. Its modular design makes it easy for developers to build tokenized games quickly, and seamless authentication and wallet support, will bring both creators and players into the ApeChain ecosystem, strengthening ApeChain's gaming presence and driving adoption through interactive content.

Betting

[Redacted] is a decentralized sports betting dApp, using smart contracts and trusted oracles to ensure fairness. It pools liquidity and eliminates the risks found in traditional sportsbooks, enhancing ApeChain's presence in Web3 betting and prediction markets.

[Redacted] is a decentralized social prediction app where users bet on internet culture questions using sealed bids to ensure privacy. Users are rewarded based on alignment with the final consensus (rather than an oracle) after the reveal phase. [Redacted] will drive daily activity and user-generated content within the ApeChain ecosystem.

Builder Support

ApeChain will soon be launching an incubator with a seasoned team to support experimentation and creativity across ApeChain. The incubator will support teams throughout the development, marketing and product distribution lifecycle.

[Redacted] is a new platform designed to bring together builders, creatives, IP owners, and brands with a focus on the product rather than the chain the product will reside on. Intended to break down barriers in web3, this platform will offer tools that simplify and expedite the collaborative experience.

REDACTED PROJECTS

Infrastructure

ApeChain will soon be integrating with a top tier US exchange for ApeCoin deposits and withdrawals directly to ApeChain.

[Redacted] empowers creators to mint NFTs through self-owned smart contracts using a powerful no-code interface, supporting dynamic NFTs, custom minting logic, and integration with major marketplaces. On ApeChain, [redacted] gives artists full control, ownership, and monetization without platform fees. This lowers the barrier for high-quality NFT launches and drives creator adoption on the chain.

[Redacted] is a B2B AI tooling platform and voice-enabled AI system where agents can interact with users, and generate media in real time. Agents are trained to understand speech, reply contextually, and participate in platforms like Twitter Spaces. ApeChain is the protocol's first full on-chain deployment, creating real-time, AI-driven community touchpoints.

[Redacted] is a social rewards platform that identifies and incentivizes genuine crypto influencers based on meaningful engagement on X (formerly Twitter). By combining reputation scoring with tokenized rewards, the system promotes authentic content and amplifies high-quality voices in the crypto community. This will directly benefit ApeChain by boosting its visibility, rewarding its advocates, and strengthening community-driven growth.

REFLECTIONS & KEY TAKEAWAYS

Building for the Long-Term

Since Q4 2024, the macroeconomic landscape has shifted dramatically. What began as a promising bull market gave way to renewed uncertainty in early 2025, turning sentiment across crypto sharply bearish. These conditions have impacted the near-term outlook and valuations across the entire ecosystem.

But our focus hasn't changed — we're building for the long term.

The Banana Bill is not designed to chase short-term hype cycles. It's a strategic instrument meant to accelerate sustainable growth on ApeChain. That means prioritizing resilience, long-term alignment, and smart capital deployment — especially when the broader environment demands caution.

In uncertain times, it's more important than ever to invest with intention. Rather than spreading capital thinly across opportunistic plays, we're backing the teams and initiatives with the highest potential to endure and lead in the next wave of growth. We're still investing — just with greater discipline, higher standards, and a clear focus on long-term outcomes.

This is not about slowing down. It's about building smarter, so that when the market turns — and it will — ApeChain and its ecosystem are positioned to emerge stronger, more credible, and future-ready.

Perception of Easy Money

One of the persistent challenges is the perception that ecosystem funds, like the Banana Bill, represent "easy money." This mindset attracts a disproportionate number of opportunistic builders and teams who are more focused on short-term capital access rather than long-term value creation. As a result, Banana Bill receives a high volume of inbound proposals that lack strategic alignment, meaningful traction, or product-market fit.

This misperception dilutes the quality of the deal flow and creates an environment where genuine builders must compete with low-effort pitches that overemphasize potential upside without sufficient execution history. In turn, this increases the time and diligence effort required to separate signal from noise.

To address this, the Banana Bill team has emphasized rigorous evaluation standards and has prioritized projects that demonstrate clear alignment with ApeChain's cultural and technical vision. The team also focuses on incentivizing projects with skin in the game—ensuring that incentives are milestone-driven and designed to reward real traction, not hypothetical roadmaps.

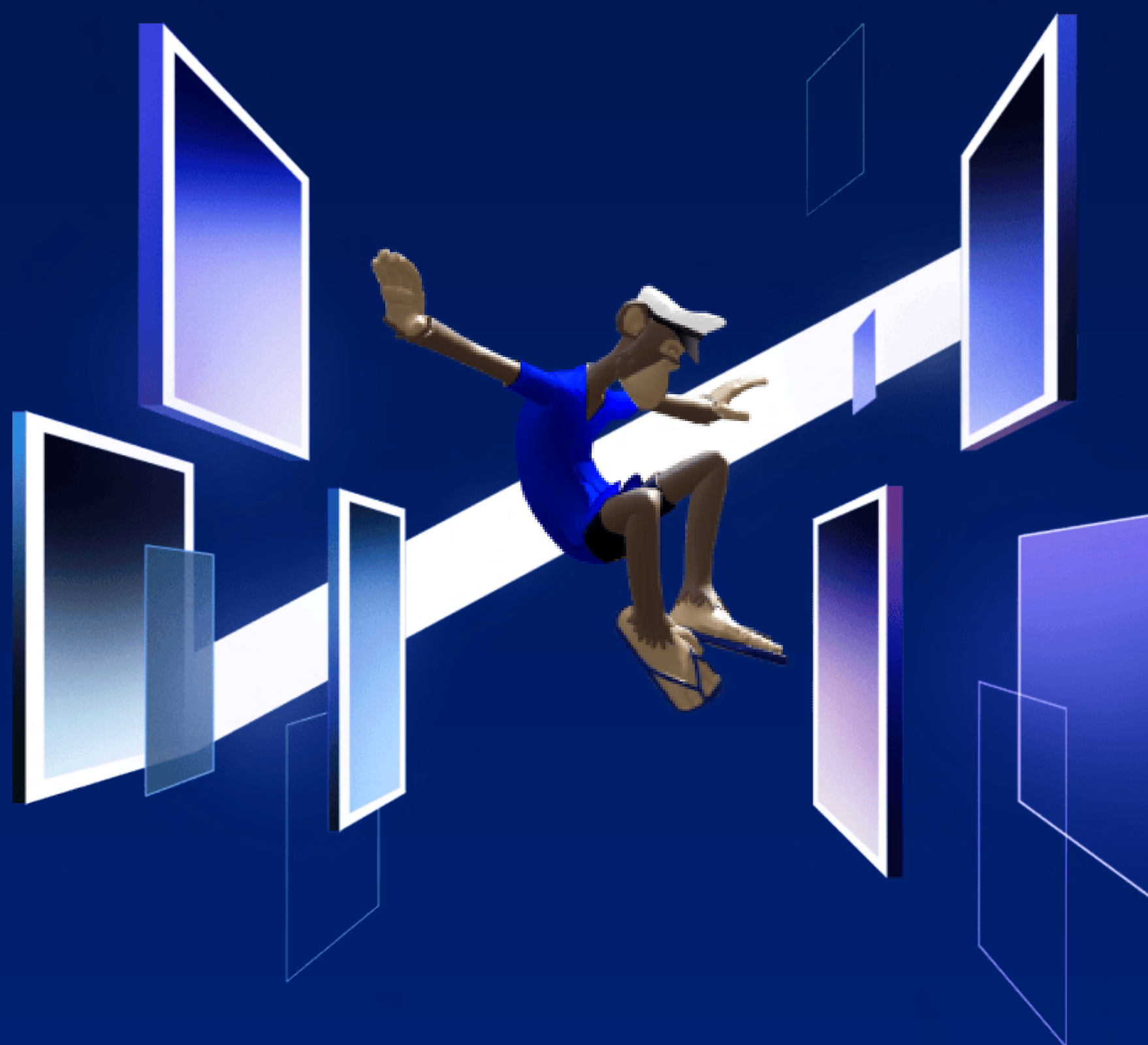CONTINUED ⟶

REFLECTIONS & KEY TAKEAWAYS

Misalignment Between Build Cycles and Crypto Metas

Another challenge faced by the Banana Bill is the structural misalignment between the build cycles of serious projects and the rapidly shifting "metas" that dominate crypto market narratives.

Teams building substantial applications or infrastructure often require 6–12 months or more to ship usable products. However, in Web3, attention cycles are often measured in weeks—not months—and are highly driven by speculation, meme velocity, and the emergence of new trends. This dissonance creates a situation where projects that are thoughtfully building in the background may be overlooked or dismissed simply because they are not aligned with the current narrative zeitgeist.

For the Banana Bill, this dynamic introduces risk when supporting longer-term bets—especially in a market that disproportionately rewards immediacy and hype. On the flip side, chasing fast-moving trends can lead to funding short-lived projects with little durability.

To navigate this tension, the Banana Bill team is actively working to balance investments across temporal horizons—supporting high-potential teams building foundational primitives while remaining agile enough to selectively engage with emerging trends that align with ApeChain's core strengths, such as NFTs, gaming, and culture. This hybrid approach is essential to ensure that ApeChain remains both resilient and relevant across cycles.

DILLY IS OUR MOST RECENT HIRE!

Dilly Joins as Partner Success Manager – A Milestone for ApeChain

In Q1 2025, the Banana Bill initiative welcomed a major addition to the team: **Dilly** has officially joined as our **Partner Success Manager**, and we couldn't be more thrilled. Known for his passionate advocacy of decentralized culture and his hands-on involvement in numerous Web3 communities, Dilly brings both heart and horsepower to ApeChain at a pivotal time.

Dilly's onboarding is a huge win for the Banana Bill, and here's why:

- **Builder-First Mindset**
  Dilly has long been an outspoken champion of supporting devs, creators, and early-stage projects. His role is all about ensuring that funded teams under the Banana Bill don't just launch—they succeed, grow, and thrive within ApeChain.

- **Community Trust & Communication**
  As a well-known and respected voice in the ApeCoin and broader Web3 space, Dilly has already demonstrated a rare ability to engage transparently, listen actively, and communicate clearly—exactly what our partners need as they navigate DAO funding and onboarding.

- **Real-Time Value Delivery**
  Since stepping into the role, Dilly has already helped streamline support for early partners, reduce response bottlenecks, and create a more consistent feedback loop between builders and the Banana Bill committee.

- **Cultural Alignment**
  From the beginning, Dilly has embodied the culture of Apes Together Strong. His commitment to making ApeChain the best place for builders is real, and his presence signals our continued investment in not just smart contracts—but smart people.

As ApeChain gains momentum, Dilly's leadership on the Partner Success front ensures we're not just attracting great projects—we're *supporting* them with the guidance, context, and care they need to scale.

Welcome to the squad, Dilly. Let's build.

JBond @jbondwagon

For the longest time, the main criticism against ApeChain is the lack of leadership and direction

People are asking: who's leading it? The DAO, Yuga, Banana Bill? Too many chefs in the kitchen

That can be solved with the hiring of @CiabattaYuga as CEO, & @wonk1m as CCO for $APE

I'm excited to have to very capable gentlemen lead the charge for ApeChain moving forward

APEISH 🐒

ApeCoin

flip.meme @flipdotmeme

🚀BULLISH NEWS! We're hyped to partner with @ApeChainHUB!

🍌Banana Bill isn't just our lead partner—they're fueling our vision to revolutionize digital creation & community building in Web3.

We're making it easy for creators, brands & collectors to launch NFT collections seamlessly, cost-effectively & at scale. Bullish vibes for creators on our platform!

Btw, we asked @ApeChainHUB, and they said one gorilla beats 100 humans, but idk, @ them if you disagree ....

Read more: x.com/flipdotmeme/st...

APECHAIN

Rida @RidazLp2

Out with the boss man @CryptoGarga !
Apechain on top @ApeChainHUB

Mutants Beer @mutantsbeer

Love bubblemaps 💚 so... love bublemaps on APECHAIN 🔥

JOΞ @joe_scenic

The rate at which Apechain & Apechainhub been shipping lately needs study.

First, it was the Apechain leaderboard on Wallchain. Followed by the COOLKICKS partnership. All within a week

An ape hinted on something brewing too...

Position accordingly!

ApeCoin @apecoin

This is not a Partnership.

This is Madness.

COOLKICKS powered by ApeChain. Coming Soon.

Cool Kicks LA and ApeChainHUB

dort @0xdort

Time to bridge more over and do a wee bit more shopping and shilling

ApeCoin @apecoin · Feb 11
ApeChain's Spotlight is getting bigger with more rewards, more ways to score, and more winners.
Don't wait to climb the leaderboard—we'll be randomly selecting Top 1000 players to join us for a star-studded viewing party of Hollywood's biggest ...

WE'RE DROPPING $250k ON APECHAIN NFTS WE'RE DROPPING $250k ON APE

NaNa The Ape @NaNaTheApe

Apechain is a dream for builders, offering collaboration and opportunities.

We got:
- Builders
- Creators
- Spaces Hosts
- Podcasters
- Musicians
- 2D Artists
- 3D Artists
- Travel Services
- Concierge Services
- Platforms
- and many many more

Most importantly, a daily growing Ape community

Allo @dev_allo

ApeChain is the home of NFTs & Community 🐒

Frostyz @CryptoFrostyz

I don't want to be annoying, but I would love to have a monthly Banana Bill report 🍌 Transparency is 👑

web3gatsby.eth @web3gatsby

LFG!! Forever grateful to be one of the lucky ApeChain builders to receive a @OthersideMeta Chemical Goo Sediment deed from the @ApeChainHUB 🙏

Thank you 💙

The @ApeChainRILLAZ nest is going to look RILLA fun in the Otherside 🐒

Pukecast @pukecast

ApeChain isn't just another blockchain.

It's a playground for builders, creators, and degens.

Whether you're staking $APE, launching a project, or just vibing in the ecosystem....

this is your shot to shape the future.

The jungle is getting bigger.

Are you aping? 👀

Moe 🐒 @Moe_HPO · Apr 10
ApeChain on Top 💯💯💯

AS A SECOND PLACE WINNER ON SPOTLIGHT, I got to pick ARTIST GUEST PASS TO COACHELLA

At the airport with my wife heading to COACHELLA 2025 to get a lifetime time experience, 5 days all paid experience by ApeChain

Leaving behind a cold 29° weather to a
Show more

ApeChainHUB and 3 others

ApeChainHUB @ApeChainHUB

ApeChain is calling.

Tag a builder who is ready to answer the call... there's a vault of @OthersideMeta Deeds ready for new homes.

HUB

ApeCoin @apecoin

Day 2 at ApeDEN @EthereumDenver starts now.

Doors are open at Maven Hotel, and we're kicking things off with coffee, breakfast, and builders.

Builder Challenge presentations begin shortly where the winners will secure funding & direct support from the ApeChain Ecosystem Fund.

ApeCoin and 9 others

THANK YOU

TRANSPARENCY REPORT

FIRST EDITION   Q1 2025