



FAT CATS BAYC REPORT

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Item

Details

Notes

Intro: The Bored Ape Yacht Club, also known as the BAYC, is a product of the American company Yuga Labs and a collection of non-fungible tokens (NFTs) inspired by the CryptoPunks series that has reached a billion-dollar trading volume. In 2021, many professional traders made huge profits by buying and selling Bored Ape Yacht Club and the price of each of the top 20 has reached 1 to 3 million dollars!
The Bored Ape Yacht Club is not only the profile picture of many influencers and celebrities but also a special membership card to access an online club that offers special benefits to its members.

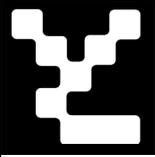
Brand Overview

Item

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Notes

Brand name: Yuga Labs

Logo: 

Description: Shaping Web3 through storytelling, experiences and community. We believe that the potential of web3 can be realized when we start with imagination, not limitations. No borders, no rulers, just people making cool shit, together. In the Yugaverse, fans and players are owners and creators, and in the game of web3, everyone can create and play together on one team.

Sector: Mix Media Empire

Website: <https://yuga.com/>

Discord: <https://discord.gg/3P5K3dzgdB>
Members: 168K

Instagram: <https://www.instagram.com/boredapeyachtclub/>
Followers: 661K

Twitter: <https://twitter.com/yugalabs>
Followers: 362K

Useful links: -

Main Collection

Item	Details	Notes
Collection:	Bored Ape Yacht Club	
Creator:	Yuga Labs	
Blockchain:	Ethereum (ETH)	
Image:		
Bio:	<p>The Bored Ape Yacht Club is a collection of 10,000 unique Bored Ape NFTs— unique digital collectibles living on the Ethereum blockchain. Your Bored Ape doubles as your Yacht Club membership card, and grants access to members-only benefits, the first of which is access to THE BATHROOM, a collaborative graffiti board. Future areas and perks can be unlocked by the community through roadmap activation.</p>	
Category:	PFP - Utility	
Type:	ERC-721	
Total Supply:	10,000	
Created:	Apr 24, 2021	
Method:	Fixed Price Mint	
Mint Price:	0.08	
Creator fee:	2.5%	
Project info:	<p>WELCOME TO THE CLUB</p> <p>When you buy a Bored Ape, you're not simply buying an avatar or a provably-rare piece of art. You are gaining membership access to a club whose benefits and offerings will increase over time. Your Bored Ape can serve as your digital identity, and open digital doors for you.</p> <ul style="list-style-type: none">10,000 Provably-rare Bored Ape tokensFair Launch, fair distribution: All apes cost 0.08 ETHGain additional benefits through roadmap activations	
Utilities:	<p>Ownership and commercial usage rights given to the consumer over their NFT</p> <ul style="list-style-type: none">The Bathroom: A member's-only graffiti boardLimited edition merch for BAYC membersReal-world events for Bored Ape ownersFree Airdrops (BAKC, MAYC, \$APE)	
Roadmap:	<p>We're in this for the long haul.</p> <p>We've set up some goalposts for ourselves. Once we hit a target sell through percentage, we will begin to work on realizing the stated goal.</p> <ul style="list-style-type: none">10% - We pay back our moms.20% - We release the Caged Apes. 5 Caged Apes (tokens held back from the sale) are airdropped to random Apeholders.40% - BAYC gets its own YouTube channel, BAYC LoFi Radio - Beats to Ape into Shitcoins To.60% - Member-Exclusive BAYC Merch Store gets unlocked, featuring Limited Edition tees, hoodies, and other goodies.80% - The clubhouse image becomes interactive and the Mysterious Note becomes legible, beginning a treasure hunt. The first to solve the mystery will be rewarded 5 ETH and a Bored Ape.90% - The Bored Ape liquidity pool is initiated.100% - The Mutant Ape (NFT Breeding) Arcade Machine gets fixed. And we cook up new ways to ape with our friends.	
Marketplace:	https://opensea.io/collection/boredapeyachtclub	
Contract:	https://etherscan.io/address/0xbc4ca0eda7647a8ab7c2061c2e118a18a936f13d	
Website:	www.BoredApeYachtClub.com	

Related Collections

Item	Details	Notes
Collections:		
Jun 23, 2017	CryptoPunks	Acquired
May 3, 2021	Meebits	Acquired
Jun 18, 2021	Bored Ape Kennel Club	
Aug 29, 2021	Mutant Ape Yacht Club	
Apr 30, 2022	Otherside	

Market Overview

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Note: The data reported here represent a time snapshot referring to the date indicated below
Source: <https://nftgo.io/collection/bored-ape-yacht-club/overview>
Snapshot date: Oct 20, 2022
Volume: 816K ETH
Floor price: 74.74 ETH
Listed: 7% (678)
Unique owners: 64% (6403)

Price(ETH)

Outliers 24H 7D 30D 3M 1Y All



Market Cap & Volume

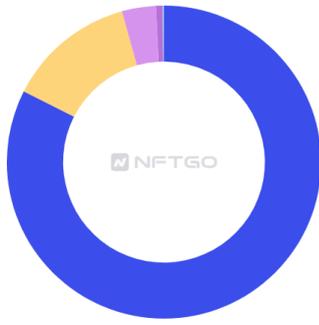
ETH USD 24H 7D 30D 3M 1Y All



Comments: Unlike many other famous collections, BAYC's launch seems to have been quiet. There are two main reasons. First, the market was still in its infancy and therefore there was not much trading volume in general. Second, BAYC's success has been so great since then that the trading volume of those times is negligible compared to now.

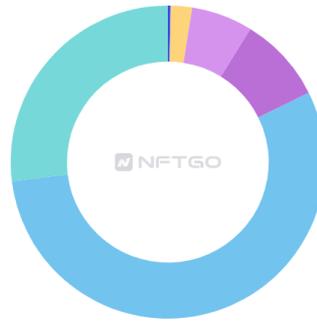
As happens in other collections, volume peaks may be noted due to important announcements or the release of new collections. The most notable ones are, MAYC mint on August 29th 2021, Apecoin airdrop on March 18th 2022, Otherside mint on April 30th 2022. Also November 2021 the volume start picking up probably because of the recent Ape Fest in Manhattan and the news about several celebrities owning BAYC.

Holding Amount Distribution



1	82.47%
2-3	13.22%
4-10	3.48%
11-50	0.70%
51-100	0.09%
>100	0.03%

Holding Period Distribution



<24H	0.28%
1-7D	2.20%
7-30D	6.32%
30D-3M	8.89%
3M-1Y	55.34%
>1Y	26.97%

Top Holders

Top Holders Whales Blue Chip Holders

#	Address	NFTs	Holding Value	Est HV	PnL	Buy Volume	Sell Volume	Last Deal
01	BendDAO's BA...	299 2.99%	17.64K 4.11%	25.09K	7.45K	0	0	--
02	Dingaling	105 1.05%	37.37 <0.01%	8.81K	8.77K	110.72	0.7016	Jan 30, 2022
03	Lady Canary	72 0.72%	687.42 0.16%	6.04K	5.35K	0	0	--
04	0x98E711	71 0.71%	363.21 0.08%	5.96K	5.59K	0	0	--
05	franklinis...	60 0.60%	3.4K 0.79%	5.03K	3.44K	9.79K	9.85K	7 hours ago
06	0x08c1AE	59 0.59%	473.77 0.11%	4.95K	4.48K	0	0	--
07	jimmyeth	56 0.56%	861.37 0.20%	4.7K	5.1K	361.53	1.33K	Feb 13, 2022
08	Jeffrey H...	53 0.53%	3.65K 0.85%	4.45K	3.74K	5.04K	3.93K	Aug 17, 2022
09	0xf89652	48 0.48%	1.91K 0.44%	4.03K	2.12K	0	0	--
10	JRNY Club	46 0.46%	2.41 <0.01%	3.86K	4.06K	477.28	199.29	Jan 30, 2022

Showing 1-10 out of 100

Comments:

Considering the expensive entry point, the vast majority of the holders can only afford one NFT. In the top holders position we can see BendDAO among other whales. This means that BAYC NFTs are accepted as a collateral to borrow ETH, making the collection more liquid compared to others. Almost 90% of the collection is held for a long period of time while the rest 10% contribute to the trading volume.

Community Statistics

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Note: The data reported here represent a time snapshot referring to the date indicated below
Source: <https://www.nftinspect.xyz/collections/0xbc4ca0eda7647a8ab7c2061c2e118a18a936f13d>
Snapshot date: Nov 7, 2022



Comments: Here is the winner! It is no surprise that BAYC occupies the top step of the podium. There is no day in the Web3 space where you don't talk about them. All the metrics are in the top 1%. The presence on Twitter is consistent with 3063 mention per week. Most of the top influencers flex a BAYC PFP or aspire to have one. The trend is constantly increasing and almost 40% of the holders have no plans to sell their BAYC. The overall ranking is 1st and the reach of BAYC is 50% of the whole Web3 space. The downtrend in reach is most likely due to the fact that other prominent brands are slowly taking their spot in Web3.

Team

Item

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About: The Bored Ape Yacht Club was founded by four people based in Miami, Florida. The initial founders, Greg Solano (32, Garga.eth) and Wylie Aronow (35, GordonGoner.eth), had managed to remain anonymous for almost an entire year before their identities were revealed by BuzzFeed News in February of 2022. The other two members "Emperor Tomato Ketchup" and "No Sass", still undoxed, were the programmers behind the project. While each ape wasn't drawn individually each element was created with meticulous care by artist and designer All Seeing Seneca.

Doxxing: Partially Doxxed

Co-Founder: <https://twitter.com/CryptoGarga>
Followers: 85K

Co-Founder: <https://twitter.com/GordonGoner>
Followers: 137K

Co-Founder: <https://twitter.com/TomatoBAYC>
Followers: 30K

Co-Founder: <https://twitter.com/SassBAYC>
Followers: 25K

Artist: <https://twitter.com/allseeingseneca>
Followers: 22K

Crypto Currency

Item	Details	Notes
Description:	"ApeCoin is an ERC-20 governance and utility token used within the APE ecosystem to empower a decentralized community building at the forefront of web3. As the open-source protocol layer of the ecosystem, ApeCoin serves several purposes:"	
Name:	ApeCoin (APE)	
Contract:	https://etherscan.io/token/0x4d224452801aced8b2f0aebe155379bb5d594381	
Market overview:	https://coinmarketcap.com/currencies/apecoin-ape/	
Snapshot date:	Nov 7, 2022	
Market cap:	\$1,422,063,956	
Price:	\$4.63	
Website:	https://apecoin.com/	
Twitter:	https://twitter.com/apecoin	

Art / Licenses & Intellectual Property

Item	Details	Notes
Art:	Before the idea for BAYC was born, as the troop originally began conceptualizing an NFT project, they found that their ideas for "art" were more fitting for display on a bathroom wall than on a traditional canvas. And running with that idea, they realized that they wanted that bathroom to be inside a bar, but an exclusive bar, one accessible only to members of a club. And thus, the idea of a Yacht Club was born. From there, they decided that the club would be inhabited by the Apes of the future. Specifically, those that "aped" into (jumped into) crypto and NFTs. Yuga Labs wanted "Punk Apes" but had no idea what it would look like. An Asian-American artist Seneca, popularly known as All Seeing Seneca, drew the primary characters.	
Licenses & IP:	When you purchase an NFT, you own the underlying Bored Ape, the Art, completely. Owning the IP and commercial reproduction rights of the NFT has inspired more collectors to invest in the community. Some BAYC holders have created merchandise or thrown dance parties, leveraging the likeness of their Ape and attracting other BAYC holders.	

News / Announcements

Item	Details	Notes
Oct 31, 2021	First Ape Fest in Manhattan	
Nov 15, 2021	News about several celebrities owning BAYC	
Mar 11, 2022	Yuga Labs acquires the IP of the CryptoPunks and Meebits NFT collections from Larva Labs.	
Mar 16, 2022	Introducing ApeCoin (\$APE)	
May 12, 2022	First trip sneakpeek Otherside	

Report Analysis

Item	Details	Notes
Summary:	The factors that make an NFT collection "blue chip" are not definitive nor are they set in stone, but the following are common characteristics observed across most of such blue chip digital assets or digital art – a high floor price, a good trading volume, celebrity or influencer endorsements, as well as the below three key factors: popularity of the team, roadmap execution and utility behind the project. BAYC fits all of these and it is not surprise that it is considered by many as the example to follow.	

Sources

Item

Details

Intro:	https://medium.com/coinmonks/what-is-bored-ape-yacht-club-part1-3a3877a39418
Brand Overview:	https://yuga.com/
Main Collection:	https://opensea.io/collection/boredapeyachtclub https://etherscan.io/address/0xbc4ca0eda7647a8ab7c2061c2e118a18a936f13d www.BoredApeYachtClub.com
Related Collections:	-
Market Overview:	https://nftgo.io/collection/bored-ape-yacht-club/overview
Community Statistics:	https://www.nftinspect.xyz/collections/0xbc4ca0eda7647a8ab7c2061c2e118a18a936f13d
Team:	-
Crypto Currency:	https://apecoin.com/ https://coinmarketcap.com/currencies/apecoin-ape/
Art / Licenses & IP:	https://nftnow.com/guides/bored-ape-yacht-club-guide/ https://boredapeyachtclub.com/#/terms https://medium.com/@permissionlessart/the-rise-of-the-bored-ape-yacht-club-beef617d0f3b
News / Announcements:	https://www.inverse.com/input/culture/bored-ape-yacht-club-nft-nyc-ape-fest https://thecoin.news/articles/biggest-celebrity-nft-owners-bored-ape-yacht-club-1637011797690 https://twitter.com/yugalabs/status/1502420714527334406?lang=en https://twitter.com/apecoin/status/1504201556165644298?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1504201556165644298%7Ctwgr%5E8918148c9823aa255d693028676892c6f2668a70%7Ctwcon%5Es1_&ref_url=https%3A%2F%2Fnftnow.com%2Fnews%2Fbayc-official-apecoin-token-launch%2F https://twitter.com/OthersideMeta/status/1524550010058194945
Report Analysis:	https://phemex.com/academy/what-are-blue-chip-nfts