

Sappy Seals



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Introduction

Sappy Seals was launched by [Wabdoteth](#) on September 2nd, 2021. The initial roadmap was simple, including merchandise and 40,000\$ donations to The Ocean Cleanup. However, with the way things were progressing in Web3, Wab along with [Camol](#) decided to expand the Sappy Seals brand to the metaverse. They founded PixlLabs and Pixlverse, a cross-community metaverse for gaming, earning, and meeting people. Sappy Seals will be sharing space with other communities like Llamaverse, Caked Apes, WeAre24Px, Chubbiverse, BearX, Axolittles, and more which can interact, create their own worlds, and visit each other's worlds seamlessly.

The logical next step to the Sappy Seal metaverse expansion is the upcoming game. The game is still under development and will adopt a play-to-earn model allowing users to use NFT leveraged virtual products in-game.

You can stake Sappy Seals to earn \$PIXL, the base-layer token for Pixlverse. What is peculiar to Sappy Seal Staking is that PIXL provides rarity-based returns, meaning you will generate a return upon staking a Sappy Seal based on how rare your NFT is. Common seals can earn 50 per day, while 1:1 seals can generate 500 per day.

At present, Sappy Seals have around 4400 owners and an extended community of enthusiasts. The Sappy Seals crowd is as vibrant as it is diverse and it is one of the most active communities on Twitter. If you've come across Sappy Seals tweets, you must have run into the peculiar act of 'Arfing' (which is actually mimicking the sound made by real seals), as a way to greet each other and show their excitement.

To make Sappy Seals into a globally recognisable brand a rebrand of the art is underway.



Brand Overview

Brand name: Sappy Seals

Description: Sappy Seals is a community-led project focused on metaverse expansion and a growing ecosystem.

The community is the core of any NFT collection, and this is especially true for Sappy Seals. They consider themselves as the most inclusive, culturally diverse, and progressive group in the space and are known for their community generated content and their continuous drive for innovation.

The proactive support for marine ecosystems is an essential part of the Seal's future roadmap. In fact, Sappy Seals are giving back a percentage of the total sales revenue as donations to ocean cleanup projects in a bid to bring added sustainability to our ecosystem.

Sector: Mixed Media

Website: <https://www.sappyseals.io/>

Discord: <https://discord.com/invite/aNpmbHChVy>

Members: 16K

Twitter: <https://twitter.com/SappySealsNFT>

Followers: 78.1K

Useful links: <http://linktr.ee/SappySealsNFT>



Sappy Seals

Collection: Sappy Seals
Creator: Sappy Seals
Blockchain: Ethereum (ETH)
Project info: Sappy Seals is a collection of 10,000 adorable seal NFTs living on the Ethereum blockchain. It is a community-driven project with a focus on expanding the metaverse.

Sector: Mixed Media
Category: PFP
Type: ERC-721
Total Supply: 10,000
Created: Aug 31, 2021
Method: Fixed Mint Price
Mint Price: 0.06 ETH
Creator fee: 4.5%

Utilities: The perks of owning a Sappy Seal include access to Pixlverse, PIXL Pets, and a rarity-based staking to earn \$PIXL, their ERC20 utility token within the Pixlverse metaverse. The Pixlverse offers experience such as gamified yield farming, metaverse land, game modes, and more. Additionally, there is a marketplace for metaverse items available for holders to use in-game within the Pixlverse.

Roadmap: A long-term goal is to make Sappy Seals a lifestyle brand with collectibles, branded content, and merchandise. In addition, the legal team is working on IP licensing to allow holders to tap into the monetization of their brands. A DAO is also underway.

Marketplace: <https://opensea.io/collection/sappy-seals>

Contract: <https://etherscan.io/address/0x364c828ee171616a39897688a831c2499ad972ec>

Website: <https://sappyseals.io/>



Related Collections

Collection: Pixlverse Items

Created: Dec 2, 2021

Project info: The “Pixlverse Items” OpenSea storefront is your one-stop shop for in-game Pixlverse NFTs, art drops, productive assets and more!

Marketplace: <https://opensea.io/collection/pixlverse-items>

Collection: Pixseals by Sappy Seals (POLYGON)

Created: Dec 26, 2021

Project info: Pixseals were born as a gas-free, X-mas 2021 airdrop for all Sappy Seal holders and stakers! Each Pixseal is uniquely mapped to a Sappy Seal with the same ID, in pixelated form. This collection is an “art drop” given to loyal Seals to celebrate hitting 100% of our Roadmap 1.0. Owning the Pixseal NFT will NOT give you access to that Seal in the Pixelverse, you MUST own the Original Sappy Seal to play as that Pixseal.

Marketplace: <https://opensea.io/collection/pixseals-by-sappy-seals>

Collection: Pixl Pets - Genesis Collection

Created: Feb 4, 2022

Project info: Welcome to the home of the Genesis Pixl Pets. Pixl Pets is the Flagship 'Play and Earn' blockchain game developed within the decentralized 'Pixelverse' metaverse. Each "Pixl Pet" is a unique NFT pet made up of a rare combination of stats, moves, appearance and personality. In The Pixelverse, you'll embark on epic quests within our PvE dungeoning system and engage in intense PvP battles - all while earning incredible rewards in the form of loot, \$PIXL, and exclusive NFTs in the process. Check out our roadmap, litepaper, team, and more at <https://www.thepixlverse.com/>

Marketplace: <https://opensea.io/collection/pixl-pets-genesis>



Market Overview

Note: The data below represents a snapshot of the market taken on 31st Jan, 2022
Source: <https://nftgo.io/collection/sappy-seals/overview>
Volume: 15,640 ETH
Floor price: 0.887 ETH
Listed: 3.69% (369)
Owners: 21.54% (2,154) (Seals are staked, real holder count = 4,409)

Volume analysis and price movements:



Sappy Seals hit the market on August 31, 2021 and sold out in a mere five minutes, at the price of 0.06 ETH. The project soon gained attention and began climbing the NFT rankings. The floor price of Sappy Seals rose in mid-September due to effective tactics like ETH giveaways to active community members and rewards for buying/delisting.

After a period of calm the volume and value of Sappy Seals saw a further surge in December as the staking mechanism was implemented and updates to The Pixlverse were made, along with partnerships with notable communities joining the platform.



The peak price of Sappy Seals was reached in the days leading up to the Pixl Pets mint on February 4, 2022, with an average floor price of 1.4 ETH. From then, the price steadily decreased, with an exception in April due to the release of the new roadmap. The price hit its lowest point in August, losing almost 1 ETH in value from the previous high. However, the price



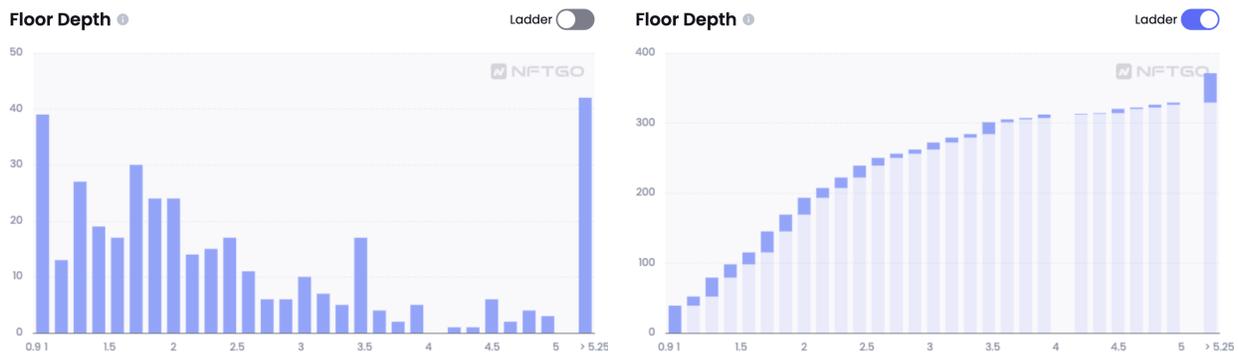
began to recover in the following weeks thanks to the purchase of 45 Seals by Pixl Labs and the deployment of a liquidity pool on Sudoswap.

In September, the collection marked its 1-year anniversary and saw a general upward trend, reaching a floor price of 0.8 ETH. In October and the first half of November, the price saw a retraction to 0.5 ETH. From that point, starting with the announcement of a collaboration with Kellogg's via @thebr3akfastclub the price began to rise again (even though the collaboration with Kellogg's was stopped due to reasons not attributable to Sappy Seals, the momentum did not stop).

On December 26th, the team held an AMA to explain their future plans, which led to increased volume in the following days. Sappy Seals reached its ATH of 1.76 ETH at the beginning of January 2023 with the release of the meme machine.

Floor depth analysis:

The total number of Sappy Seals listed is 369/10,000 but only 0.22% are listed at floor (within 15% from collection floor price, to indicate a holder's intention to sell). Above the floor price we can observe a consistent number of listings (193) up to 2.1 ETH. Above that the listing constantly decrease up to 3.6 ETH, where there is an ulterior increase. After that listings are reduced substantially and the rest, about 10%, are above 5.25 ETH.



Holding distribution and top holders:

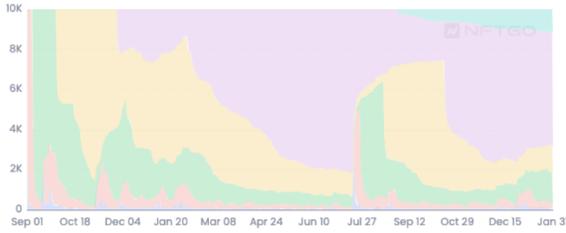
Being Sappy Seals a collection with a staking mechanism, the hold amount trends and period distribution are not accurate. In this case we can only judge the collection status based on the total amount staked 68.76% (6,144 staked on V2 and 732 still on V1) and listed 3.69% (369). The real holder count is 4,411, as indicated on the [website](#). It's interesting to note that, based on these numbers, 27.55% of the holders are keeping their Sappy Seals in their wallets without listing or staking.



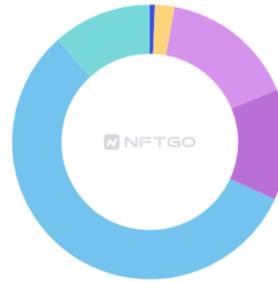
Holding Period Trends

All

<24H 1-7D 7-30D 30D-3M 3M-1Y >1Y
59 **233** **1.59K** **1.31K** **5.64K** **1.17K**



Holding Period Distribution



- <24H: 0.59%
- 1-7D: 2.33%
- 7-30D: 15.88%
- 30D-3M: 13.07%
- 3M-1Y: 56.45%
- >1Y: 11.68%

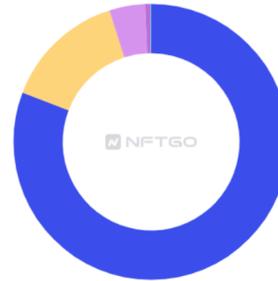
Holding Amount Trends

All

1 2-3 4-10 11-50 51-100 >100
1.73K **307** **90** **13** **0** **2**



Holding Amount Distribution



- 1: 80.80%
- 2-3: 14.31%
- 4-10: 4.19%
- 11-50: 0.61%
- 51-100: 0.00%
- >100: 0.09%

Top Holders

Contract Top Holders Whales Blue Chip Holders

#	Address	NFTs	Estimated Value	Avg Cost	PnL	Unrealized Profit	Realized Profit	Last Deal
01	StakedSeals...	6144 61.45%	5.78K	0.9471	-43.63	-43.63	0	--
02	0xdf8A88	732 7.32%	688.08	0.4793	337.2	337.2	0	--
03	0x6826e4	40 0.40%	37.6	0.3728	40.48	22.69	17.79	Jan 26, 2023
04	0xC87003	21 0.21%	19.74	0.7171	4.68	4.68	0	Sep 20, 2022
05	0x0A9bf3	17 0.17%	15.98	0.9148	29.49	0.4278	29.06	15 hours ago
06	0x6bF0aF	15 0.15%	14.1	0.8265	3.82	1.7	2.11	Jan 19, 2023
07	0xb55b7a	14 0.14%	13.16	0.06	12.32	12.32	0	--
08	0x373704	13 0.13%	12.22	0.06	16.25	11.44	4.81	Jun 02, 2022
09	0xA658BD	12 0.12%	11.28	0.936	0.048	0.048	0	Aug 30, 2022
10	0x119a43	12 0.12%	11.28	1.69	-9.06	-9.06	0	Jan 06, 2023

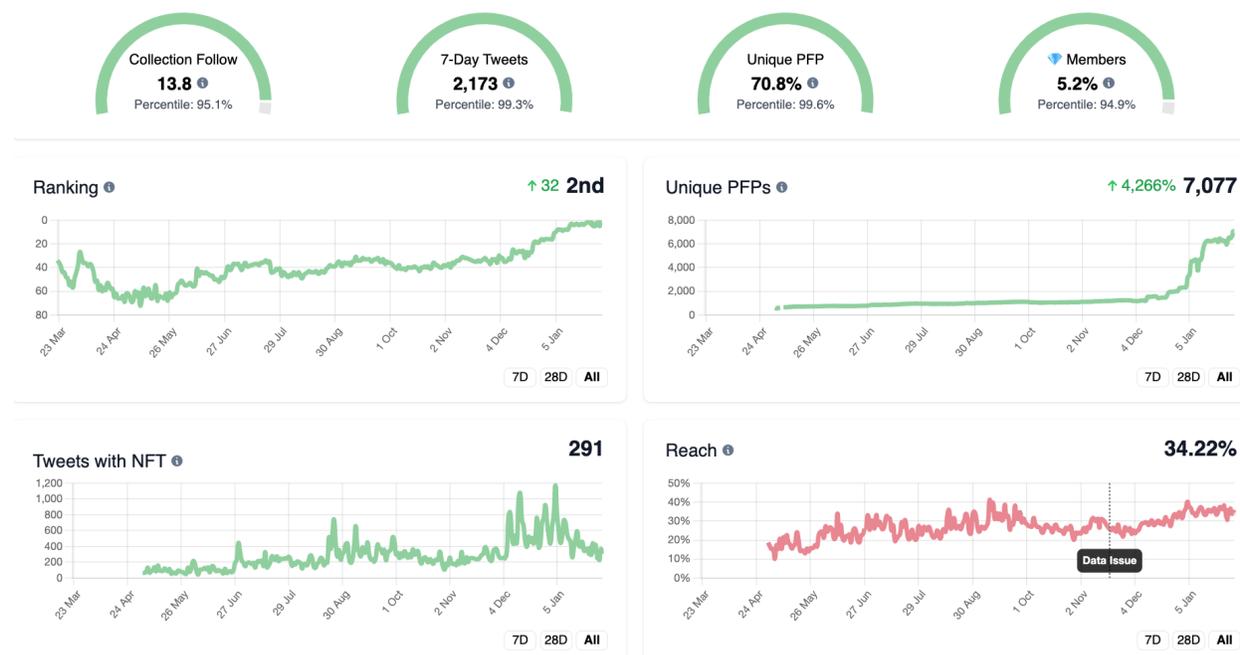
Influential supporters and critics:

Coming soon!



Community Statistics

Source: nftnspect.xyz - Sappy Seals



The community strength, calculated on different social signals is placed 2nd. Sappy Seals has steadily risen from its low in May and is now close to claiming the top spot, which is currently held by BAYC.

All the parameters are very good. The number of members who follow each other is in the top 5% and the mentions per week are in the top 1%. On average you can see a tweet with a Sappy Seal NFT 291 times a day.

The number of PFPs is 7,077 making Sappy Seal a widely-held and popular NFT. This places the parameter in the top 1%. Since December 2022, there has been a significant rise in the number of unique PFPs, which might be due to Sappy Seals discovering new ways for NFT holders to license their assets and earn revenue from royalties.

The OG members parameter (holders who have been in the collection for more than 75% of its lifetime) represents the top 5%. Although it accounts for only 5.2% of the total members, it could have been influenced by the use of a staking contract.

The community's reach is subject to fluctuation, with a range of 18% to 40%. Currently, it is on an upward trend, reaching 34.22%, which is one of the highest levels among NFT communities.



Team

The mastermind behind Sappy Seals is Wabdoteth. Alongside his Ethereum ventures, he is well-known in the Cardano NFT space too. His project Lunar Crush was once the #1 project on Cardano. Most Wab fans can't help but to praise his great work ethic.

Sappy Seals were the main catalyst for the start of the Pixlverse and PixlLabs, which Wab co-founded alongside Camol.

Doxxing: Not Doxxed

Sappy Seals & Pixl Labs Founder:	https://twitter.com/wabdoteth Followers: 75K
Pixl Labs Founder & Community Manager:	https://twitter.com/camolNFT Followers: 30.7K
Technical Development:	https://twitter.com/gunga_eth Followers: 3.2K
Funding & Tokenomics:	https://twitter.com/NFTzyBoi Followers: 12.8K
Co-Founder Pixl Labs & Game Design Lead:	https://twitter.com/TheDiakou Followers: 7.9K
Game Design Lead:	https://twitter.com/Ephi_BL Followers: 3.5K
Technical Game Development:	https://twitter.com/DegenTrue Followers: 1.4K
Co-Founder Pixl Labs & Community Manager:	https://twitter.com/mooneynft Followers: 18.8K
Co-Founder Pixl Labs & Community Manager:	https://twitter.com/jah_eth Followers: 6.2K



Tokenomics

Description: The \$PIXL token is the life source of the entire Pixelverse ecosystem and provides players with the opportunity to be rewarded for the time they spend socializing and interacting on our platform with an actual tradable token backed by real in-game utility. Read more in the [GitBook](#).

Name: \$PIXL

Contract: <https://etherscan.io/token/0x427a03fb96d9a94a6727fbcfbba143444090dd64>

Overview: <https://www.dex-tools.io - PIXL/WETH>

Market cap: \$39,668 (total liquidity)

Price: \$0.005192

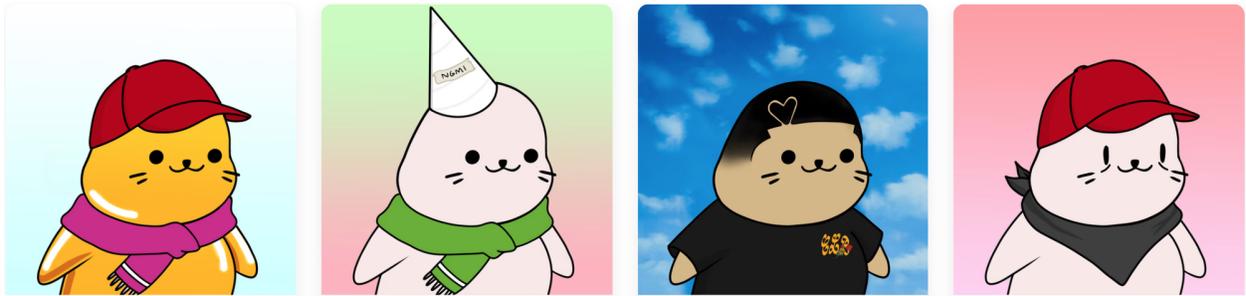
Website: <https://gitbook.thepixelverse.com/>

<https://thepixelverse.com/>

Twitter: <https://twitter.com/ThePixelverse>



Art / Licenses & Intellectual Property



Art:

The art is simple but cute, however the team feels that the collection is lacking some characteristics that affect the global appeal to the average person:

- ❖ not a good amount of variety on the floor seals and higher rarities all have very similar aesthetics
- ❖ lack of symmetry
- ❖ not as easily recognisable as other brands

With the intent to scale the project into a globally recognisable brand and having the base NFTs adaptable enough, the team is architecting a solution called “Omni Metadata”. This will allow Sappy Seals NFT to take multiple forms without diluting supply and maintaining rarities (you'll be able to choose between your current seal and new one directly through the OpenSea UI).

The artist FourLeafClover and her team of over 18 artists will handle the redesigning process. Here below some early revisions of the Sappy Seals reimagination.



Licenses & IP:

The legal team is currently working on IP licensing to allow holders to tap into the monetization of their brands.



News / Announcements

Below you can find the list of the most relevant news, especially those that have had a significant effect on the value of the collection.

Aug 31, 2021	Sappy Seals mint
Sep 1, 2021	Sappy Seals reveal
Sep 10, 2021	@CryptoKass exit the team for family reasons
Sep 17, 2021	Sappy Seals trending on major platforms like Opensea and icy.tools
Sep 18, 2021	Delisting competition
Sep 20, 2021	ETH giveaway to discord active members
Sep 21, 2021	Jebsus.eth join the Sappy Seals fam
Sep 21, 2021	Limited period gas refund for every Sappy Seals purchase
Sep 24, 2021	ETH giveaway to discord meme masters
Sep 28, 2021	Sappy Seals Merch Store is live
Oct 2, 2021	\$50K USD donation to the The Water Project update
Oct 29, 2021	Q4 2021 - Q2 2022 roadmap
Oct 29, 2021	WeAre24px join The Pixlverse
Nov 8, 2021	Staking is live
Nov 24, 2021	The Pixlverse explained
Dec 2, 2021	\$PIXL Marketplace goes live
Dec 3, 2021	Introducing Pixl Pets
Dec 9, 2021	Llamaverse join The Pixlverse
Dec 20, 2021	Chubbiverse join The Pixlverse
Jan 10, 2022	The Pixlverse Founder Pass alpha
Jan 18, 2022	Space Yetis join The Pixlverse
Jan 19, 2022	Caked Apes join The Pixlverse
Jan 21, 2022	Michael Carter-Williams and Gary Harris join Sappy Seals
Jan 25, 2022	The Pixlverse twitter launch
Jan 30, 2022	Pixl Pets teaser
Feb 3, 2022	The Pixlverse partnership with Axie Tech
Feb 4, 2022	The Pixlverse partnership with InfiniteWorld
Feb 4, 2022	Genesis Pixl Pets mint



Feb 7, 2022	Sneaky Vampire Syndicate join The Pixlverse
Apr 5, 2022	New roadmap
Apr 6, 2022	Art rebrand in the works Artist Clover officially join the team full time
May 5, 2022	The Pixlverse GitBook is live
Jun 3, 2022	Sappy Seals/The Pixlverse communities merge to create Pixl Labs
Jun 17, 2022	@CryptoKass ousted from PixlLabs for unethical behavior
Jun 22-23, 2022	Sappy Seal at NFT NYC
Jun 28, 2022	MoonCats join The Pixlverse
Jul 15, 2022	Pixlverse rebrand
Jul 19, 2022	Staking contract migration (V1→V2) after an exploit was found
Jul 29, 2022	Gaming Ape Club (GAC) join The Pixlverse
Jul 25, 2022	Unclaimed \$PIXL from the old staking contract airdropped to V1 stakers
Aug 15, 2022	Pixl Labs team has acquired 42 seals
Aug 16, 2022	Sappy Seals pool deployed on Sudoswap
Aug 26, 2022	Partnership with Bugatti Group and IsmToys for personalized merch
Sep 2, 2022	Sappy 1 year anniversary
Sep 20, 2022	Sappy Seals is one of the 1st community brought on Magic Eden
Oct 27, 2022	Seals are officially live on Giphy https://giphy.com/SappySeals
Nov 5, 2022	Miami Art Basel After Party
Nov 17, 2022	Sappy Seals x Kellogg's via @thebr3akfastclub
Nov 25, 2022	Sappy Seals x Oscar Mayer
Dec 2, 2022	Merch drop
Dec 6, 2022	Stop of Kellogg's partnership due to unforeseen circumstances
Dec 8, 2022	Seal licensing opportunity with Jenkins the Valet
Dec 12-19, 2022	Fundraising for charity Sappy Seals x St. Jude PT.1 and PT.2
Dec 26, 2022	Discord AMA with the team: future plans, vision, pixelverse, art rebrand
Jan 3, 2023	Release of a first iteration of the Meme-machine



Industry Comparison

Coming soon! This section will look at 3 or more similar projects and compare them to determine their relative strengths and weaknesses.



Report Analysis

The Sappy Seals have proven to be resilient in tough times and despite the ups and downs, they have consistently maintained a strong online presence through social media, which has resulted in them becoming one of the top communities in the web3 sphere.

The team behind the Sappy Seals is dedicated and their recent art rebrand shows their commitment to making the project a global brand. It's clear that Sappy Seals success is also linked to the success of The Pixelverse but they are progressing smoothly and will soon release their game.

If you're interested in participating in a community that is lively, engaged, and filled with memes, the Sappy Seals are an excellent choice. Not only will you be able to connect with other like-minded individuals, but you'll also become a part of The Pixelverse.

One year has passed since the Sappy Seals first launched and they've come a long way. They have established a strong community and have shown that they have what it takes to succeed in the long run. We extend our congratulations to the Sappy Seals on reaching this milestone and can't wait to see what they have in store for the future.



Resources

Below you can find the list of sources, divided by sections, that have been used to compile the report:

Introduction:

<https://luckytrader.com/nft/sappy-seals>

<https://chainwitcher.com/sappy-seals-nft/>

<https://blogs.airdropalert.com/sappy-seals-the-next-premium-pfp-nfts>

<https://iq.wiki/wiki/sappy-seals#cite-id-pdh2f4fi1xl>

Brand Overview:

<https://blogs.airdropalert.com/sappy-seals-the-next-premium-pfp-nfts>

Sappy Seals:

<https://opensea.io/collection/sappy-seals>

<https://nftevening.com/the-history-of-sappy-seals/>

Related Collections:

<https://opensea.io/collection/pixlverse-items>

<https://opensea.io/collection/pixseals-by-sappy-seals>

<https://opensea.io/collection/pixl-pets-genesis>

Market Overview:

<https://nftgo.io/collection/sappy-seals/overview>

Community Statistics:

<https://www.nftinspect.xyz/collections/0x364c828ee171616a39897688a831c2499ad972ec>

Team:

<https://www.thepixlverse.com/>

Tokenomics:

<https://gitbook.thepixlverse.com/pixl-token>

Art / Licenses & IP:

<https://medium.com/@sappysealsnft/state-of-the-seals-vol-1-1517e8ea2f52>

News / Announcements:

<https://luckytrader.com/nft/sappy-seals/news>

Report Analysis:

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