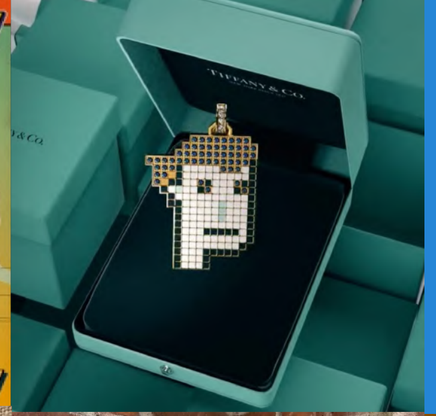
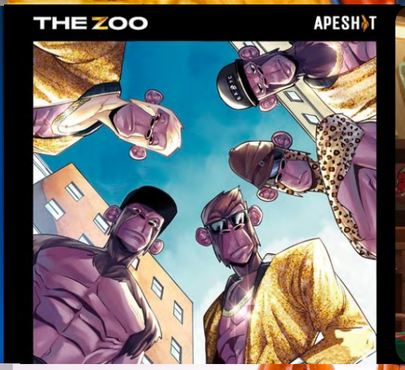
YUGALABS

IP Ecosystem

Date: August 25, 2022





Post-Investment Analysis

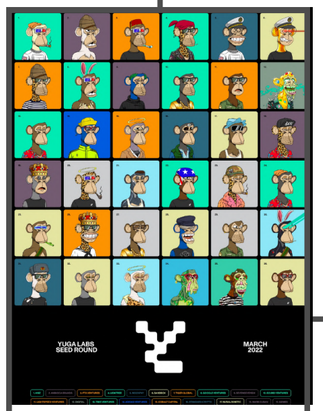
Date: August 15, 2022

YUGA LABS
SEED ROUND

MARCH
2022

1. A16Z
2. ANIMOCA BRANDS
3. FTX VENTURES
4. LIONTREE
5. MOONPAY
6. SANDBOX
7. TIGER GLOBAL
8. GOOGLE VENTURES
9. SEVENSEVENSIX
10. SOUND VENTURES
11. LIGHTSPEED VENTURES
12. DIGITAL
13. TIME VENTURES
14. ADIDAS VENTURES
15. COBALT CAPITAL
16. STANDARD CRYPTO
17. NURAL/KINETIC
18. MARK CUBAN
19. GENIES
20. VAYNERFUND
21. COLIN KAEPERNICK
22. SV ANGEL
23. SNOOP DOGG
24. SHAQ/FOREST ROAD
25. GUNNA
26. DEZ BRYANT
27. TIMBALAND
28. STEVE AOKI
29. BLAU
30. EDEN BLOCK
31. FRIENDLY TRADING
32. THRIVE CAPITAL
33. HASHED
34. BOND
35. SAMSUNG
36. ARTIST CAPITAL
+ MORE FROM PARTY ROUND

*DOES NOT INCLUDE ALL INVESTORS



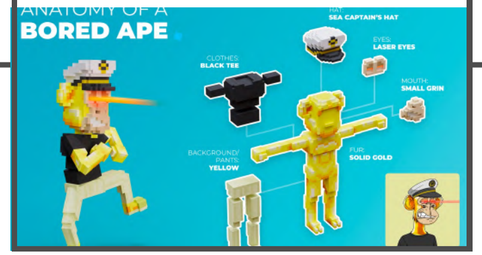
Post Investment Support

Kenetic · animoca BRANDS · SOUND))))

Wenew Labs

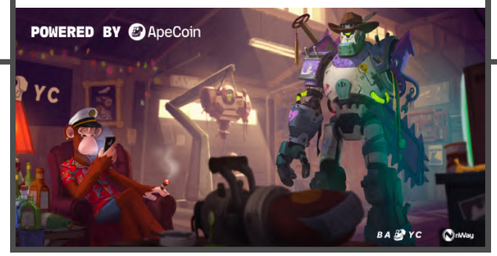
animoca BRANDS

Sandbox



animoca BRANDS

nWay



animoca BRANDS

Benji Banana

SoftBank Vision Fund · a16z crypto

Improbable

animoca BRANDS

Dustland

a16z crypto · Dapper

Tally Labs

SNOOP DOGG

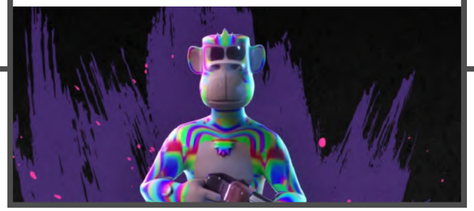
Food Fighter

Kenetic · animoca BRANDS

Metaprints

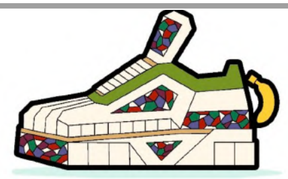
animoca BRANDS

Galaxy Fight Club



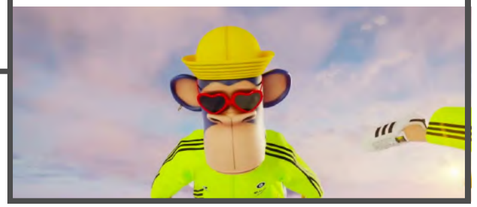
SEQUOIA

STEPN

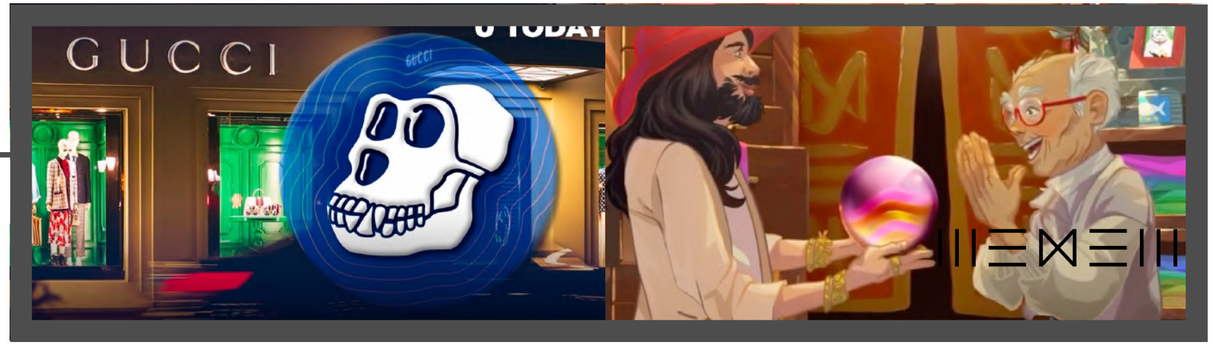


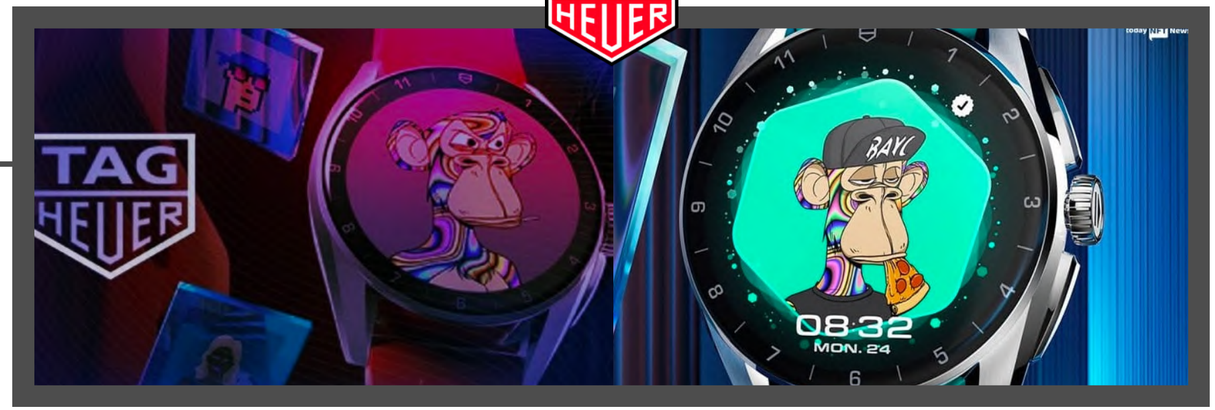
adidas

Adidas Originals



GUCCI





Upcoming

Created by Harry at Forj

Popular Categories

Lore

Luxury Brand

Indie Brand

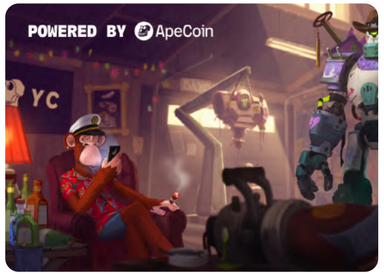
Toy

Restaurant

Music

IRL Community

Sports & Fitness



Games

Metaverse

FORJ Research

Yuga Labs
IP Ecosystem Map

Date: Oct 10, 2022

Subscribe

Fashion Brands

Gucci

Tiffany & Co.

Adidas

TAG Heuer

Update

Li-Ning

New

Vivienne Tam

Sports

Update

Dustland

Update

NFTeams

STEPN

Food

Update

Bored & Hungry

Food Fighters

Update

GM Cereal

Update

Bored Sauce

Update

Bored Bagels

Banana Club

M&M

Koda Honey

Monkey Bar

Beverages

Update

Bored Breakfast

Update

Bored Coffee

Update

Coffee Lab

Update

Ape Water

Update

Bored Wine Co.

Cafe X

Happy Dad

Meta Stages

Mastri Birrai Umbri

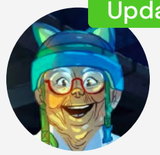
New

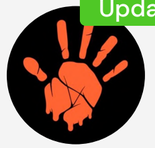
Bored & Boozy

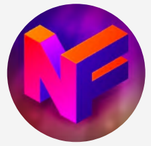
New

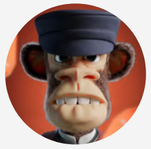
Bored Ape Connoisseur Club

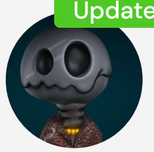
Lore


Update
10KTF

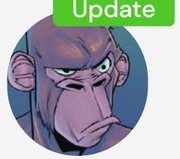

Update
Mutant Cartel

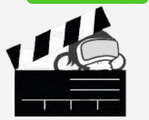

Non-Fungible Films

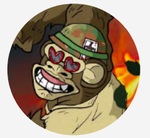

Jenkins The Valet

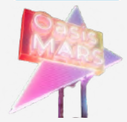

Update
Rida

Punks Comics


Update
Myth Division


Update
Meta Ape Studios


Haminem vs Bored Ape

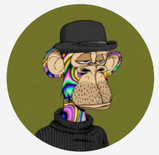

New
Oasis Mars

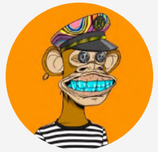
Community

Update
BCC

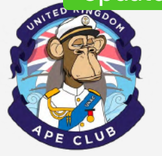
French Ape

BAYC Korea

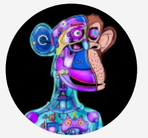

Ape Universe


aWSB club

NOT A +1

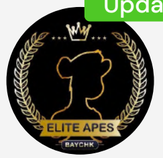

Update
UKApeClub

Macau Ape Club


Game Ape DAO

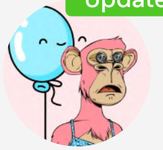
New
Bored Apes Argentina

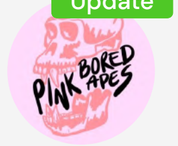
BAYC Taiwan

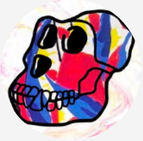

Update
EliteApes HK

Malaysia Ape Club

Asiaverse

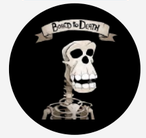

Update
Bored Chili


Update
Pink Bored Apes


BAYC-KADA

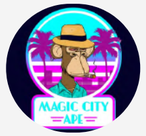
BAKC Group

Bored Apes Portugal


New
Bored to Death

BAYC DACH

LATAM Apes


Magic City

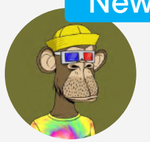
Update
Singapore Club

Tokyo Yacht Club

Aussie Ape

Bend Apes

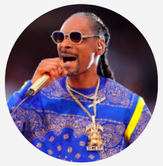
New
BAAP

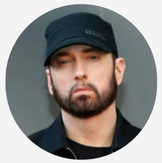

New
Bored Club Association

New
Chinese Ape Club

Music

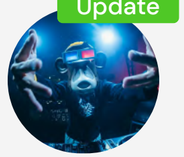
Timbaland


Snoop Dogg


Eminem

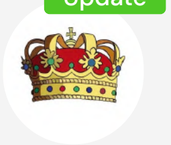
APE-IN

Update


Ape Rave Club

0x0

Update

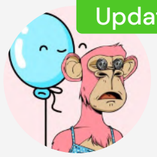

Kingship

New

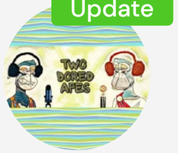
Stone Music

Podcast

Update

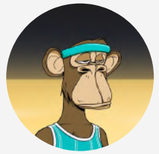

Bored Chili

Update


Two Bored Apes

Update

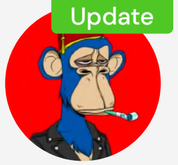
Fullsend


NBATopShotEast

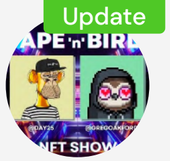
Update

NFT Catcher

Update

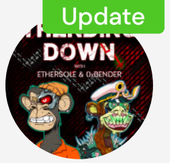

NFT Now

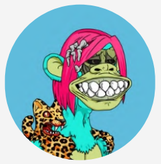
Update

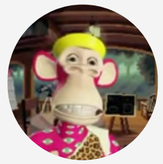

ApeBirdNFTshow

DrSatsuma

Update


Trending Down


MutantMonday


Ape Well Podcast

Physical Goods

Rolling Stones

Skate Bored

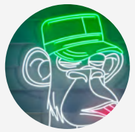
The Hundreds

Round21

RCD

Update

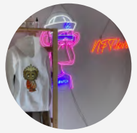
Fallinginsand


Neon Ape

NFSneakers

Update

Mutiny


NFT.Love

Update

TMelonade

New

Board Apes

New

Ape Pins

New

Tokenrugs

New

Ape Inn

New

Hi Credit Card

New

Xbeyond

Studio & Guild

Update — Metaprints

Update — OtherGuild

Update — Otherside Gang

Update — CryptoCitiesDev

Update — CreatorDAO

OMG

BMCS

New — ArtinMotion

Update — Improbable

Update — Animoca

Education

Boring Security

Update — Bored Ape Gazette

Zeneca

AP3D

UNIC

Apetank

Talent Agency

Update — Bored Jobs

CAA

UMG

WME

Service Ape

Toy & Sculpture

Superplastic

IsmToys

Update — Polly Kole

Sindrax Tech

Miscellaneous

Degen Trilogy

The Red Ape Family

Clean Cowboy

Farmhouse

NFT Kitchen

Update — CancerFree Biotech

Games & Metaverse

Update — Sandbox

nWay

Update — Dustland

GFC

Update — Otherside

Update — Arcade Inc

Update — Worldwide Webb

Ape vs. Mutant

New — Altava Group

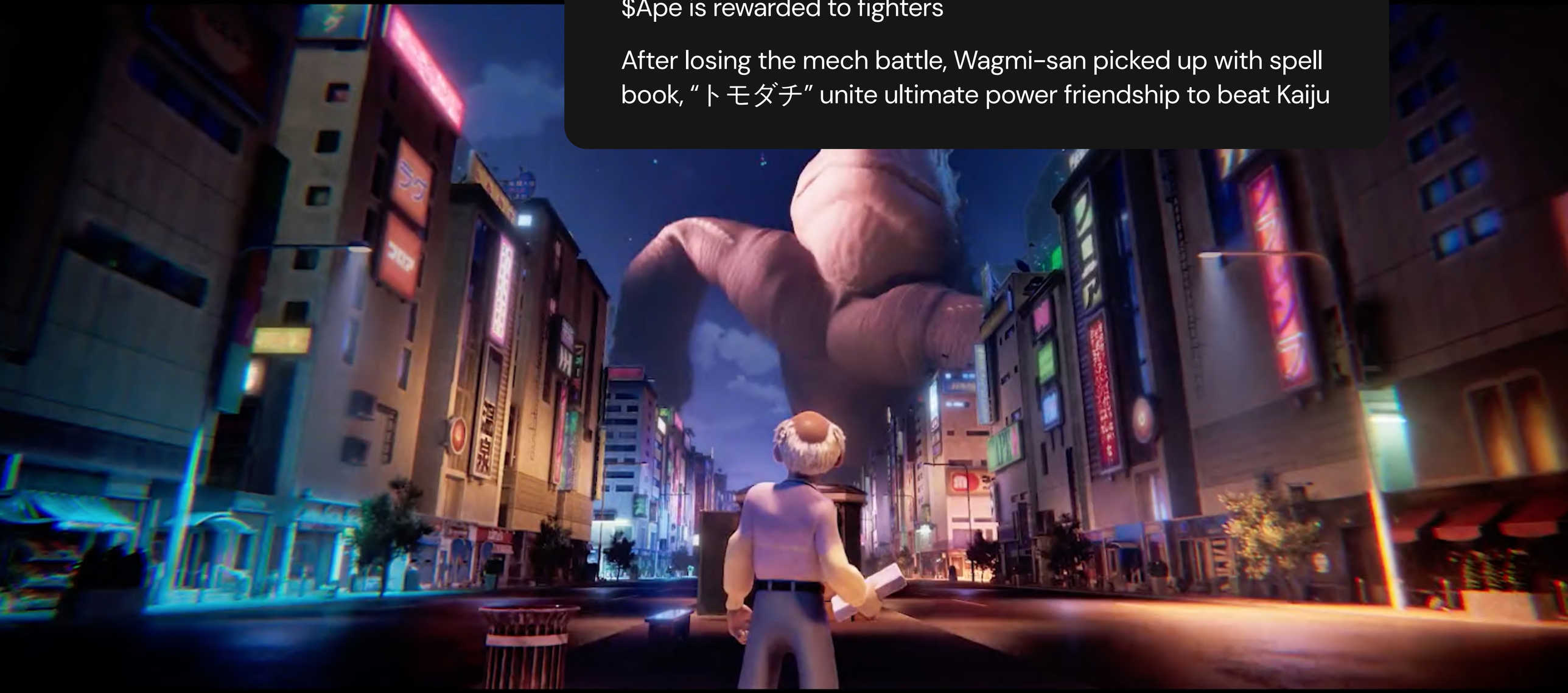
Lore

Story-driven IP

Season 1 Finale

$Ape is rewarded to fighters

After losing the mech battle, Wagmi-san picked up with spell book, “トモダチ” unite ultimate power friendship to beat Kaiju



Li Ning x BAYC #4102

9月17日”无聊蕉友“
李宁北京线下店发售【云游SLAY无聊猿猴特别版】

- 店内购买指定无聊猿猴系列鞋款送无聊猿猴周边产品，抽签赠送无聊猿猴口罩

“Bored Ape Networking"

Li Ning launched "Yunyou Slay BAYC Special edition" on Sep 7th in Beijing.

" Monkeying Around" created by Metaprints in The Sandbox launched last week

Studio/Metaverse

A free-to-play game featuring BAYC owned by Metaprints and FORJ, offering a total of $30K USD in rewards

Cryptocities Dev

Studio/Metaverse

BAYC Social Hub in Sandbox: #BAYC Miami 2035, created by CryptoCities Development, available throughout The Sandbox Alpha Season 3

F

Boredjobs

Connecting NFT holders with Brands

- Conducted giveaway events for @bored_sauce, @Tokenrugs
- @ApeInProd teams up to accelerate IP licensing deals
- Released a free-to-use NFT commercial product template
- Erve selected 11 apes for apparel licensing deal

Talent Agency

Cruiser NFT free minted for BAYC & MAYC

Physical cruiser is redeemable through spending $ApeCoin

XBEYOND

LifeStyle / Physical Goods

Beverages

Ape Beverages Pure Spring Water

The first sustainable water beverage of Web 3.0. Sourced from Mt. Shasta, California, launched on Sep 22nd in LA

Bored Coffee

New Distribution Location in LA
New Captain Crew product line, in collaboration with 10ktf

World's first BAYC inspired bar opening in London. Arcades, Bored Games & Art Gallery. A hub for all projects. Gallery curated by @adamrattigan

Lifestyle / Community

Arcade Apes London

BAGC KOREA

Lifestyle / Community

BY @altavagroup & @EliteApesHK

BAGC KOREA, is a project that boasts over 10,000 unique golf PFP NFTs, depicting the original BAYC members' roundings. "Golfy Apes" are not only your profile pictures to show your passion for golf, but also the best country club membership cards, which provide exclusive benefits divided by the level of rarity. The goal is to build a certified community that provides extensive values to its members through numerous utilities, including golf country club priority reservation rights.

Forj Research

Popular Categories

Less Unsustainable

More Sustainable

Lore

Luxury Brand

Indie Brand

Toy

Restaurant

Music

IRL Community

Sports & Fitness

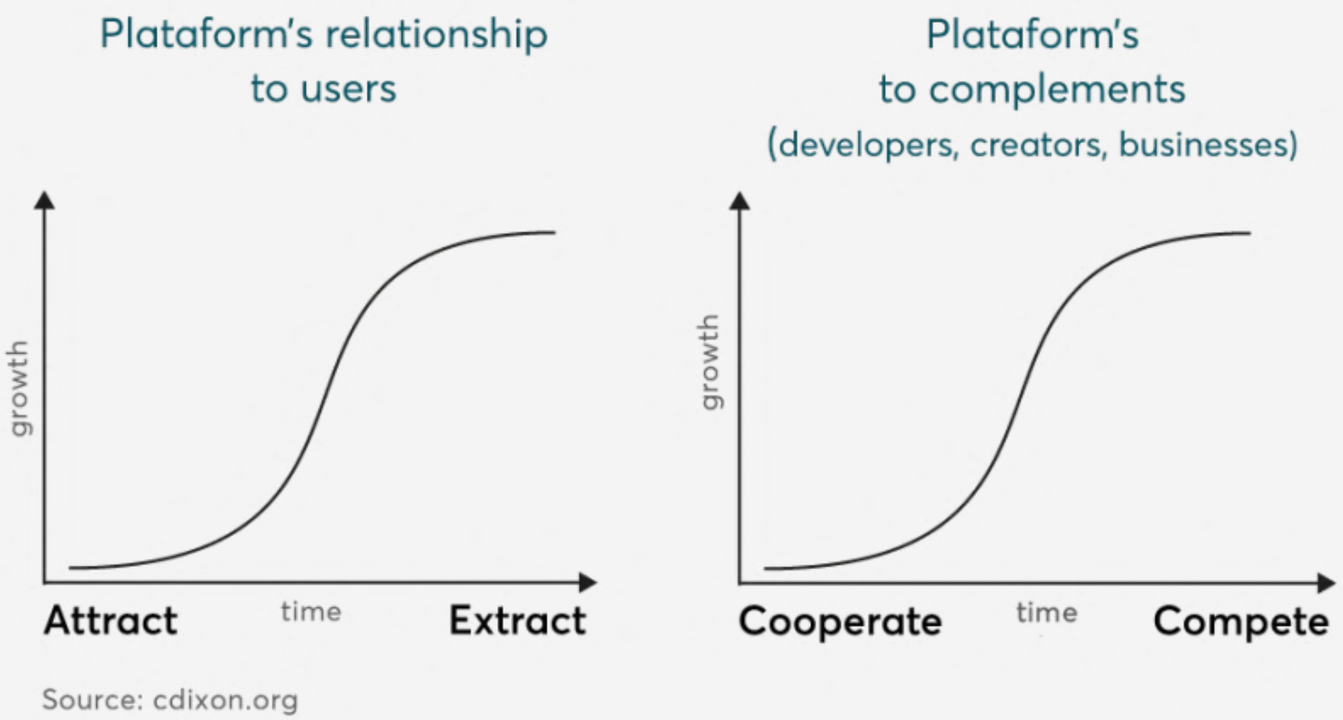
Games

Metaverse

FORJ Research

Web 2 Platform Relationship

The relationships with network participants change from positive-sum to zero-sum.



Source: cdixon.org

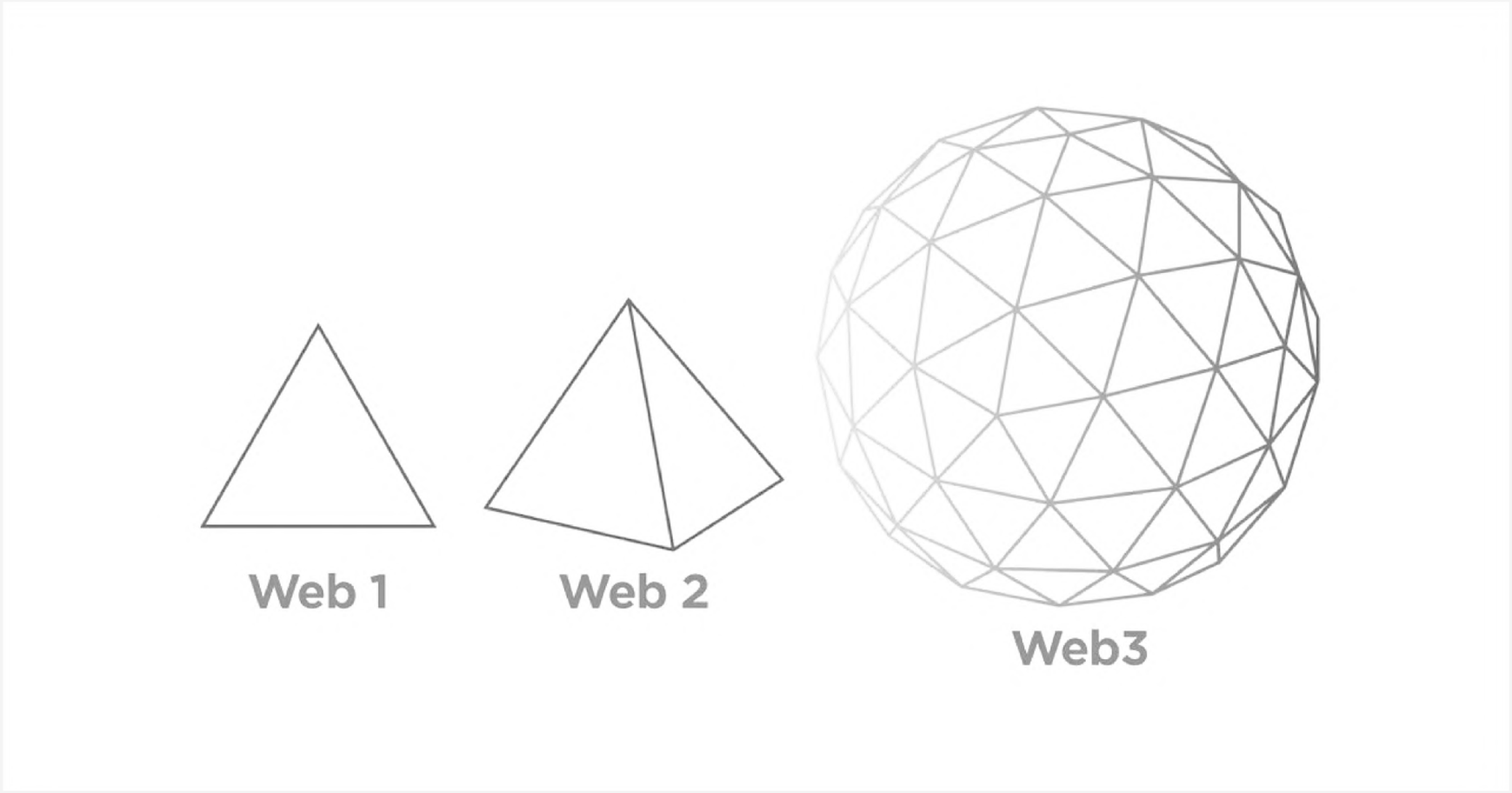
Start: Positive Sum

At the beginning, platforms are willing to do everything to attract users and creators (demand and supply, respectively) to establish network effects. They often operate with substantial losses at this stage, subsidizing their products and services for users and promoting partnerships on exceptional terms for complementary third parties such as developers, creators, or companies.

Ending in zero-sum

Changes affect the participants: users and developers on the platforms. Historical examples of this are Microsoft vs. Netscape, Google vs. Yelp, Facebook vs. Zynga, and Twitter vs. its 3rd-party clients. We now have decades of evidence that doing so will end in disappointment. In addition, users give up privacy, control of their data, and become vulnerable to security breaches.

In Web 3, such relationship is deconstructed. Through 10KTFshop and OthersideMeta 's first trip, we are using stories to co-develop the future of media. Through these aforementioned ecosystem collaboration, we co-operate to unlock the value of ownership economy.



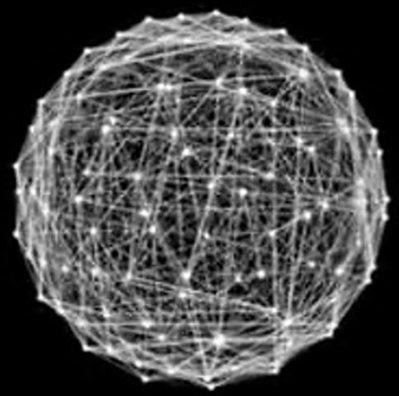
Gucci has chosen to become part of 10ktf's quest. If collectively we have not purchased Gucci Grail, we will not get Gucci expansion. In Yuga’s IP ecosystem map, each of us is co-developing the stories, co-shaping the culture.

FORJ Research

Web 3 IP & Brand Relationships

Ownership Economy that results in network effect for creators, brands and IP holders.

IP Holders,
Creators & Brands



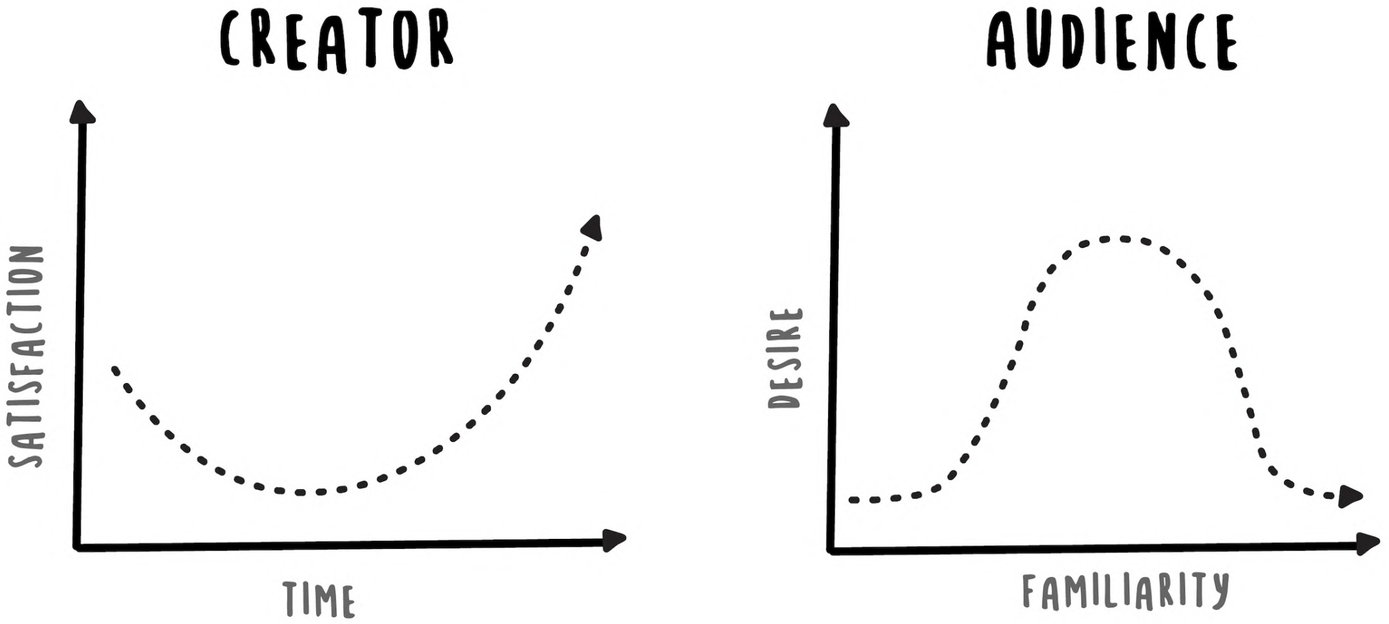
Collaboration

Physical Goods

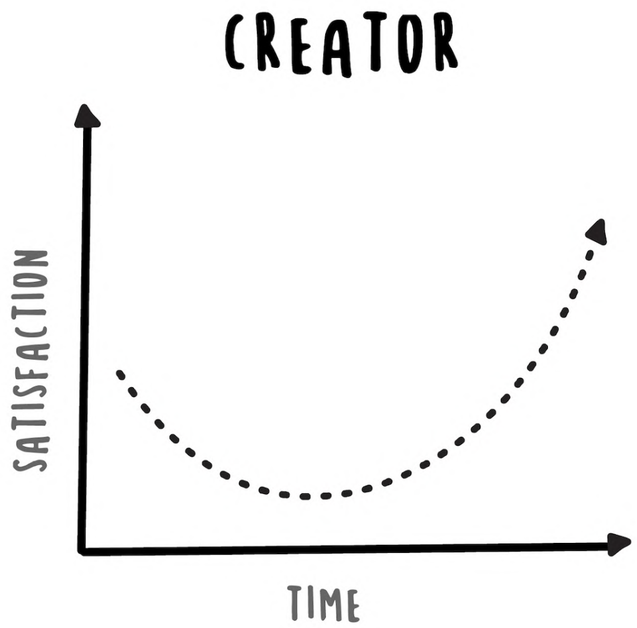
Virtual Goods

Metaverse
Content

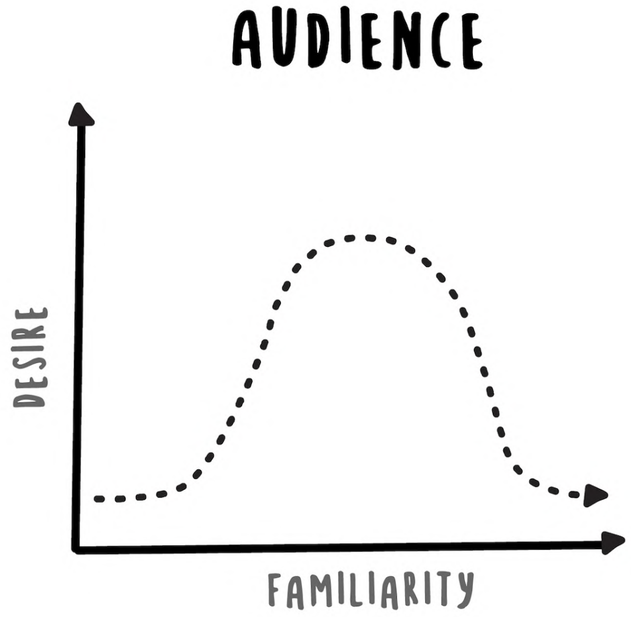
The challenge of building an audience as a creator is figuring out how to master something new while your audience grows a desire for what you create. These two usually go in different directions.



As a creator, learning something new can be filled with frustration and deadends. It's disheartening. It usually gets worse before it gets better. As we gain knowhow with time, our satisfaction also increases. Malcolm Gladwell said **it takes 10,000 hours to master something.**

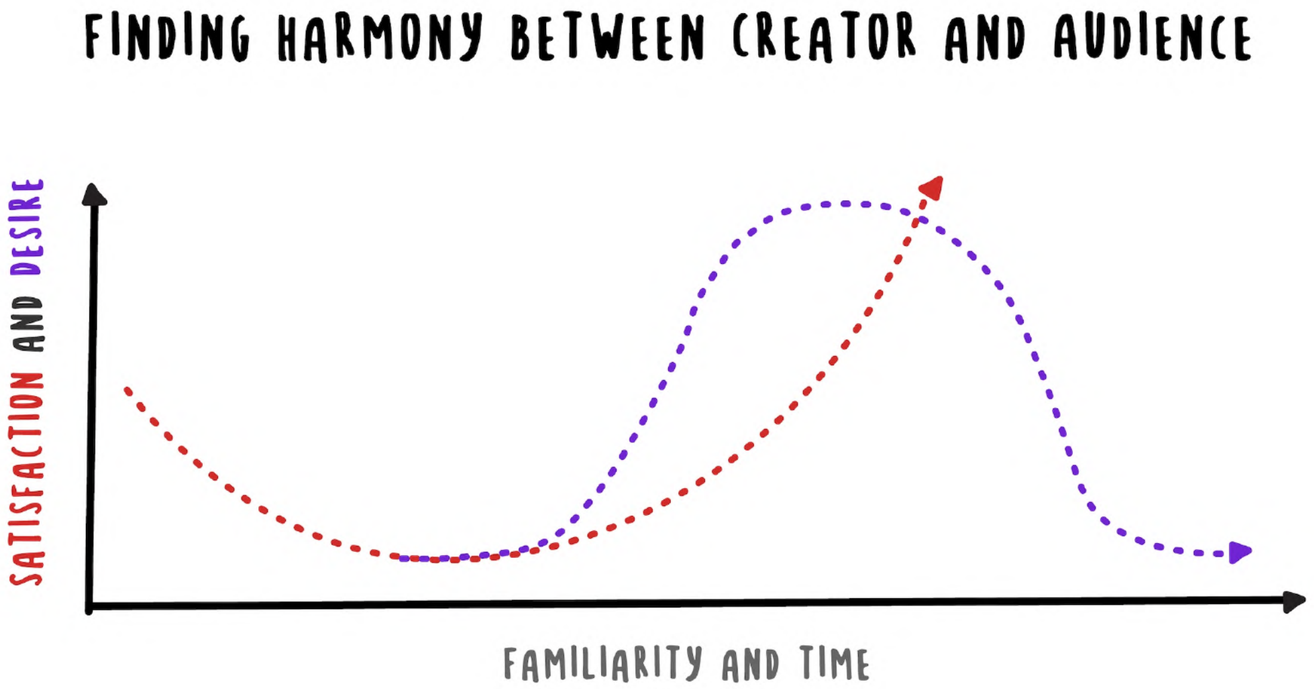


Audiences on the other hand tend to ignore you until they become familiar with your work. Studies have found familiarity creates desire. It's limited though. **After exposure of 8+ times people become less attracted to your creation**.



If you start your learning curve slightly ahead of the audience, your satisfaction in the process will create momentum with the audience.

Timing is difficult, but consistency is more valuable.



Challenges

1/ Lack of web2 audience participation
Majority of them are in web3.

2/ Lack of ongoing utility

3/ Low frequency of purchase

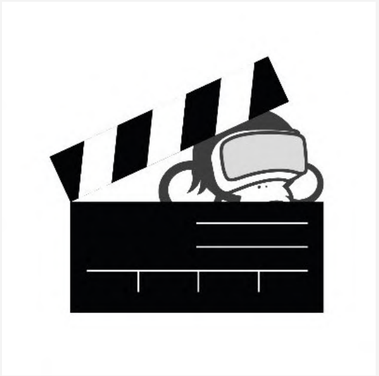
Opportunities

1/ Attract web2 participants

2/ Create story-driven, utility driven roadmap

3/ Build products audience want. Make it fun.

After finishing this post, we start reaching out to projects



These are projects that we've chatted with

From there we filter relevant projects to be Ape Accelerator cohort Candidates

Confidential

Problems

For IP driven ecosystem projects

- Strategic Partnerships
- Story Telling
- Tokenomics Design
- Being resourceful
- Capital Support
- Distribution

Confidential

Solution

For IP driven ecosystem projects

Strategic Partnerships

Story Telling

Incubation

Tokenomics Design

Being resourceful

Capital Support

Distribution

Launchpad

Confidential

Ape Acceleator

Powered by

FORJ animoca BRANDS

Aug 2022

Incubation Vertical

Confidential

The Accelerator is aimed at digitising and growing all areas of Culture.

Games

Maximize the utility of BAYC, MAYC, BAKC, Koda through storytelling games and use of apecoin.

Content Creation

Maximize the utility of Yuga assets, pe coin, through collaboration with web2 brands, music and entertainment.

Platforms

Discovery platforms of assets, properties, tickets, advertising, guild, brand agency.

Infrastructure

Mass personalization, interoperability of people, places and items; privacy, DID layers.

Data Provider

Metaverse in-game data that enables event activation, reward builders and paricipants.

Others

Education, news digest, tooling that foster growth of apecoin community.

Cohort Candidate

These are the candidates we are are looking to have in the first cohort to support their IP growth.

Otherguild

The first #guild of @OthersideMeta

Otherside Gang

The Biggest Collective of Otherside Metaverse

Gencity

Mass personalization of architectural design.

GM Cereal

On a mission to build 100 community-owned CPG brands.

0x0 Music Label

Full service music label, production house and management firm

Kingship

First supergroup of Bored Apes signed to a major label

Bored Jobs

NFT Licensing Marketplace connecting owners & brands

NFTeam

NFTeams is the first worldwide sports league

Otherguild

The first #guild of @OthersideMeta

Prepare, explore and build

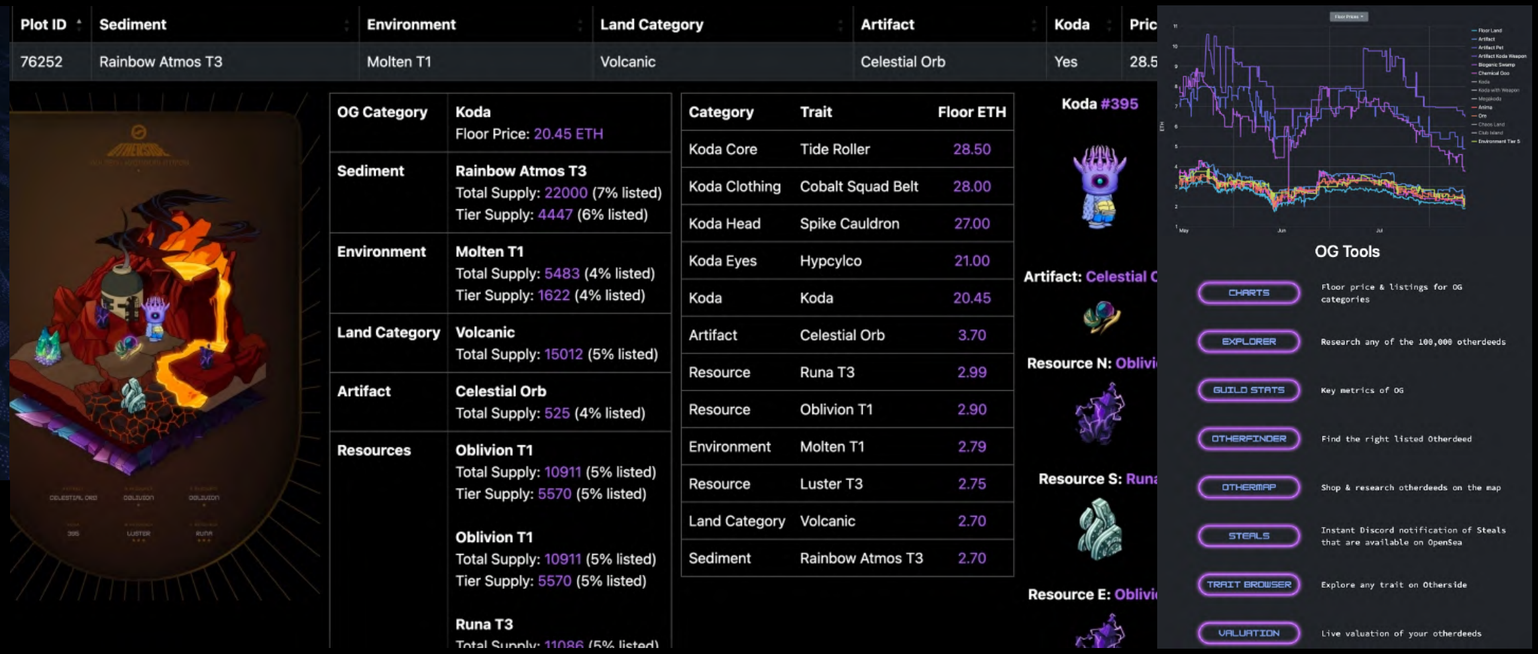
OtherGuild workshop, building the best possible tools to simplify the mysteries of the Otherside.

Areas of incubation (Draft)

- Brand partnerships
- Guild development
- Audience aggregation
- Content distribution
- Tokenomics Design

Otherside Gang

The Biggest Collective of Otherside Metaverse



Plot ID	Sediment	Environment	Land Category	Artifact	Koda	Pric
76252	Rainbow Atmos T3	Molten T1	Volcanic	Celestial Orb	Yes	28.5

OG Category	Koda Floor Price: 20.45 ETH
Sediment	Rainbow Atmos T3 Total Supply: 22000 (7% listed) Tier Supply: 4447 (6% listed)
Environment	Molten T1 Total Supply: 5483 (4% listed) Tier Supply: 1622 (4% listed)
Land Category	Volcanic Total Supply: 15012 (5% listed)
Artifact	Celestial Orb Total Supply: 525 (4% listed)
Resources	Oblivion T1 Total Supply: 10911 (5% listed) Tier Supply: 5570 (5% listed) Oblivion T1 Total Supply: 10911 (5% listed) Tier Supply: 5570 (5% listed) Runa T3 Total Supply: 11086 (5% listed)

Category	Trait	Floor ETH
Koda Core	Tide Roller	28.50
Koda Clothing	Cobalt Squad Belt	28.00
Koda Head	Spike Cauldron	27.00
Koda Eyes	Hypcylco	21.00
Koda	Koda	20.45
Artifact	Celestial Orb	3.70
Resource	Runa T3	2.99
Resource	Oblivion T1	2.90
Environment	Molten T1	2.79
Resource	Luster T3	2.75
Land Category	Volcanic	2.70
Sediment	Rainbow Atmos T3	2.70

Areas of incubation (Draft)

- Data API strategic partnerships
- Product iterative feedback
- Audience aggregation
- Content distribution
- Tokenomics Design

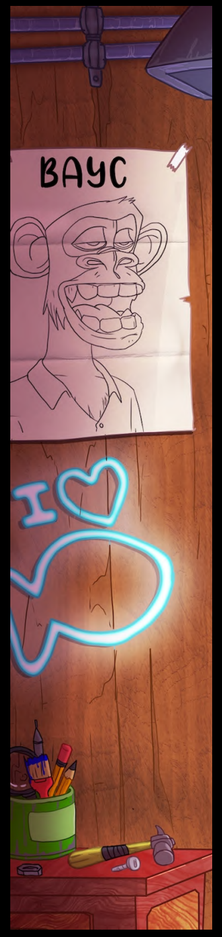
Direct Data Value

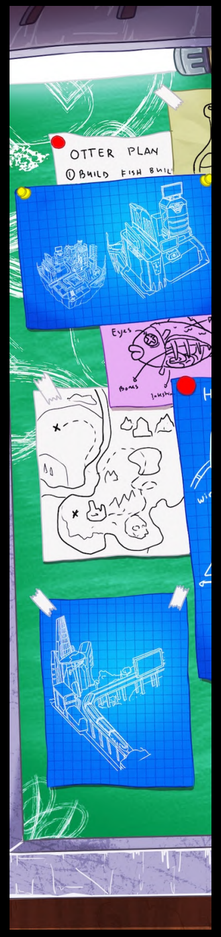
Otherside Gang builds their merit through utilities, community & hard-work. We build, we create & we dominate the Otherside. Tools cover [1] Floor price & listings for OG categories [2] Research any of the 100,000 otherdeeds [3] Key metrics of OG [4] Live valuation of your otherdeeds

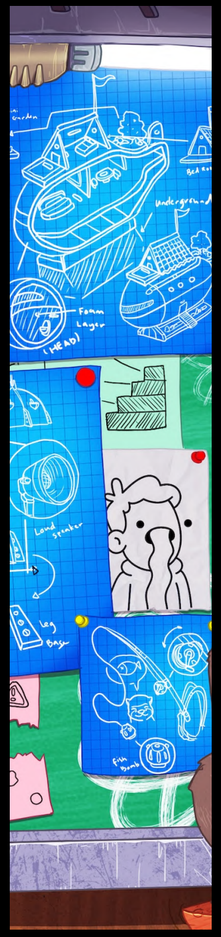
Gencity

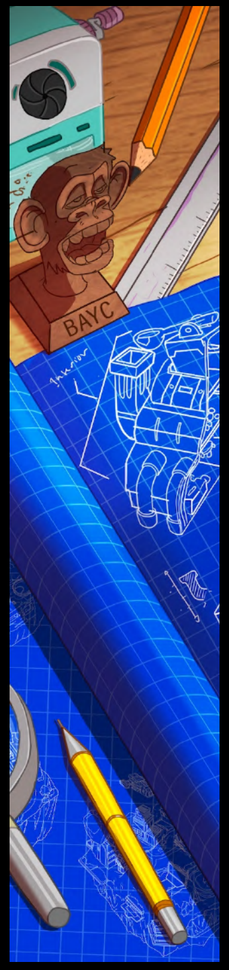
Gencity

Personalized building across metaverses.









Gencity

50 Buildings To Start

Personalized

Interoperable

Original Story

METAPRINTS

Build by the best

Golden Backers

Gencity Ecosystem Support

Personalized building across metaverses.

Q&A

About

Backed by Animoca Brands, Binance and OKX, Forj a 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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