

YUGALABS

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COMPANY

BAYC

FUTURE & ROADMAP

FINANCIALS



COMPANY

Yuga Labs is a web3 company exploring big ideas in identity, ownership, utility, & interoperability to push the crypto and NFT space forward.

Our founders



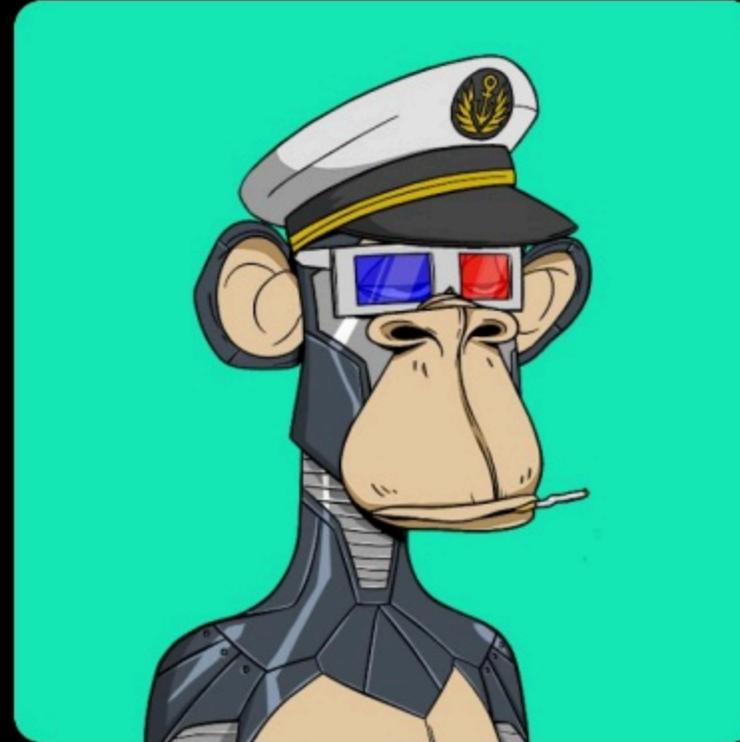
Gordon Goner

Founder and Co-President
([Twitter](#))



Gargamel

Founder and Co-President
([Twitter](#))



NoSass

Founder and Chief Product Officer
([Twitter](#))



EmperorTomatoKetchup

Founder and Chief Technology Officer
([Twitter](#))

We marry expertise in media and technology with consumer-focused brand building at scale.



Guy Oseary

Minority partner at Yuga Labs

Industry pioneering media mogul and the founder of Maverick, a talent management firm whose clients include U2 and Madonna. Co-founder of Sound Ventures alongside Ashton Kutcher.



Nicole Muniz (V Strange)

Chief Executive Officer, Minority partner

Track record in scaling brands from seed through major growth. 10+ years in industry and category agnostic consumer marketing. Worked with Google, Facebook, Oscar, Nike, HBO, and Spotify to name a few.



Jasmin Shoemaker (Soda)

Chief Operating Officer

15+ yrs in tech using strategic analysis and laser insight to build, enhance, and scale operations at startups and companies like Apple & Facebook. Empathetic leader, with an impressive history of eliminating threats to platforms.



Patrick Ehrlund (Pez)

Chief Creative Officer, Minority Partner

15+ years in brand storytelling, from pushing the boundaries of interactive experiences in early web to grand visions for today's consumer technology. Worked with brands such as Electronic Arts, Kanye West, Google, Square, and HBO.

Overview of the Yuga team



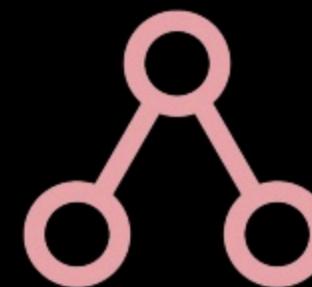
46 employees and counting coming from Google, Oculus, Facebook, Twitter, 72andSunny, B-Reel, Acne, Apple, (the) Dune Game, Monolith Gaming, WB Gaming, Microsoft, Nike, and Amex.



46% of our employees are **female**.



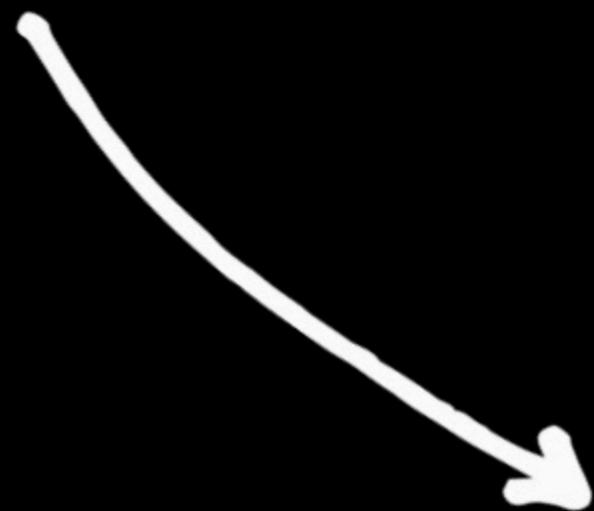
Our **diverse Staff** comes from all backgrounds and walks of life.



Our **Community Managers** actually come from the BAYC community.

We're bridging the gap
between culture and web3.

BAYC is just the beginning. We
are building the next frontier...



Expanding IP (New + Acquired)
New Utility
New Product Development
Breaking Metaverse Boundaries
New Verticals (Gaming, Streetwear, Events,
and more)



BORED APE YACHT CLUB



BAYC

Bored Ape Yacht Club is the premier Blue Chip NFT.

Utility was the key

Each BAYC owner got access to the club. On day 1 this meant a members-only accessible digital experience (drawing digital dicks in the bathroom) but we were also the first to publish a roadmap creating hype around what was to come.

Surpassed 100ETH floor

BAYC: Floor price = 117 ETH, Number of unique holders = 6.3K

MAYC: Floor price = 24.4 ETH, Number of unique holders = 11.6K

BAKC: Floor Price: 9.9 ETH, Number of unique holders = 5.4K

Aping into a bigger community experience

Our mission to be more than a JPEG was clear from Day 1. Selling out in 7 days and 9 hours. People not only wanted the sick art, they wanted the bigger members-only experience - merch, games, and events.

Backed by culture (media & celebs)

List of well-known ape holders include: Serena Williams, Justin Bieber, Mark Cuban, Steph Curry. Shaq, Lil Baby, Timbaland, Jimmy Fallon, Paris Hilton, Future, Post Malone, Diplo, DJ Khaled, Snoop Dogg, Eminem, Steve Aoki, Meek Mill, Ja Rule, Neymar, Travis Barker, Gwyneth Paltrow, Ben Simmons, Logan Paul, The Chainsmokers, Dez Bryant, Von Miller, Rolling Stones, and more.

Ownership empowered the community

The success of the BAYC brand can directly traced back to this pivotal decision. By granting commercial ownership rights to our members, we not only changed the game but we empowered them to push the brand even further. Collectively we make make a marketing team of thousands.

Backed by industry (crypto + NFT leaders)

List of well-known crypto/NFT celebs include: Ivan Soto-Wright, Pranksy, JRNY Crypto, Alexis Ohanian, Faze Banks, Deepak, Gary Vee, Taylor Gerring, Garry Tan, Roham, and more.

How Did the Bored Ape Yacht Club Get So Popular?

It has nothing to do with art. It's a gimmick, plain and simple.



PHOTOGRAPH: MUNOISSINA/ALAMY



Apes have catapulted into mainstream consciousness.





Twitter

as of February 2022

625k

FOLLOWERS

+24,670

LAST WEEK

+163,534

LAST 30 DAYS

+5,451

AVERAGE DAILY

In January we saw over **18 million profile visits** on Twitter, **545K mentions**, and **9.45M impressions**.

We're projected to hit **1 million** Twitter followers by April.



Instagram

as of February 2022

550k

FOLLOWERS

+37,137

LAST WEEK

+167,670

LAST 30 DAYS

+5,589

AVERAGE DAILY

We average **12,900 likes** and **680 comments** per post.

We reached 1.3M accounts in the last 30 days on Instagram.