

**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



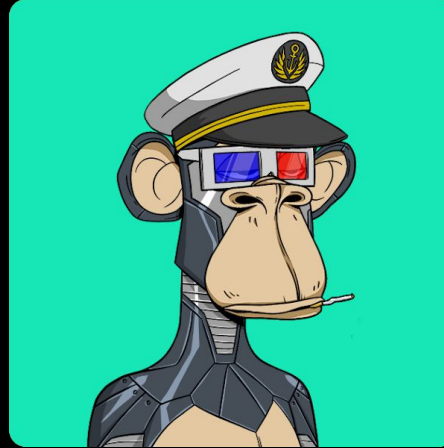
**Gordon Goner**

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



**Gargame1**

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



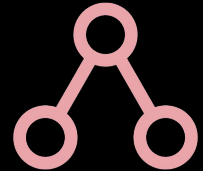
**46 employees** and counting coming from Google, Oculus, Facebook, Twitter, 72andSunny, B-Reel, Acne, Apple, (the) Dune Game, Monolith Gaming, WB Gaming, Microsoft, Nike, and Amex.



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



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

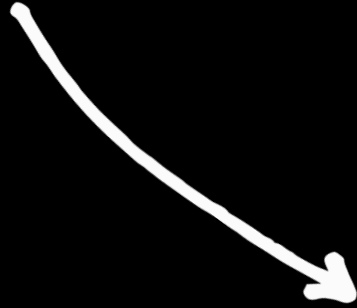


Our **Community Managers** actually come from the BAYC community.



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



BA  YC

# 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: MUNDESSMA/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



# Instagram

as of February 2022

**550k**

FOLLOWERS

**+37,137**

LAST WEEK

**+167,670**

LAST 30 DAYS

**+5,589**

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.

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

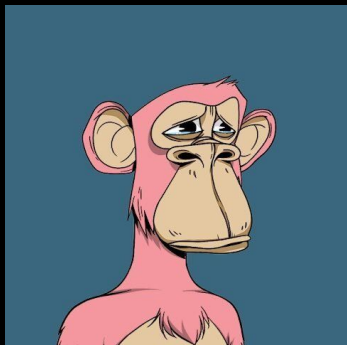
**We reached 1.3M accounts** in the last 30 days on Instagram.

Celebrities are buying Apes to signal that they know what's up.





Justin Bieber



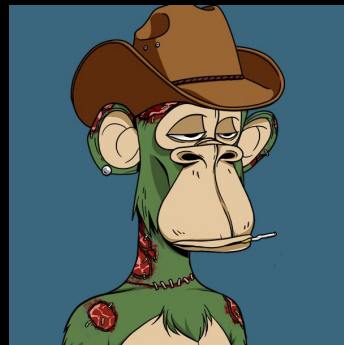
Serena Williams



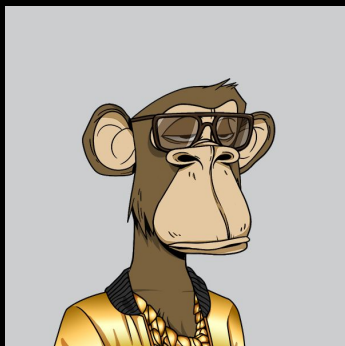
Jimmy Fallon



Shaq



Post Malone



Timbaland



Gwyneth Paltrow



Neymar Jr.



Snoop Dogg



Future



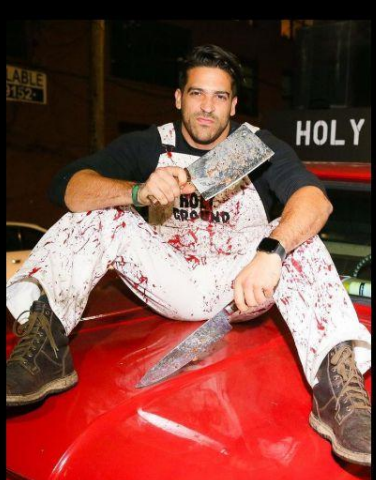
But our success isn't just in famous token holders. We have created a community that that LIVES to play, learn, work, and just be together. And their engagement proves it.

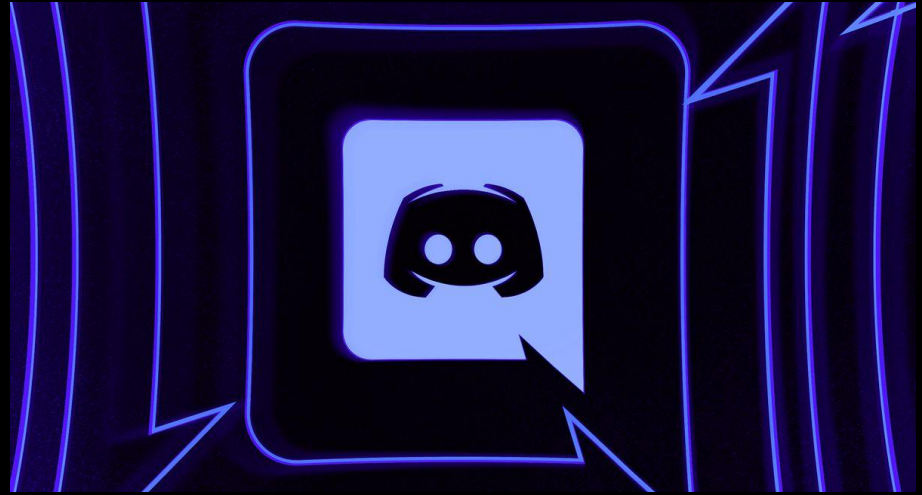


# Ape Fest '21 NYC

Our first in-person experience. 3 days of yachts, parties, merch, live music, and \$100,000 raised for charity. All events were at capacity and completely **maxed out**.







We have the largest/most active Discord community in the NFT space.





# BACY Discord

As of February 2022

**135,251**

TOTAL DISCORD  
USERS

**67,128**

VISITORS IN THE  
PAST 28 DAYS

**16,706**

COMMS USERS VIA  
VOICE & TEXT

**50,401**

SPECTATORS OF THE  
DISCORD



# Ape Fest

November 2021

**Max Capacity**

YACHT PARTY ATTENDEES

**Max Capacity**

WAREHOUSE PARTY ATTENDEES



**MachiaVillain** ⚡👉  
@machiavillain\_1

Remember when [@BoredApeYC](#) released a treasure hunt and we all became private investigators all night long?

9:42 PM · Oct 15, 2021 · Twitter Web App



**TheMonarch** 🙌👉  
@themonarch00

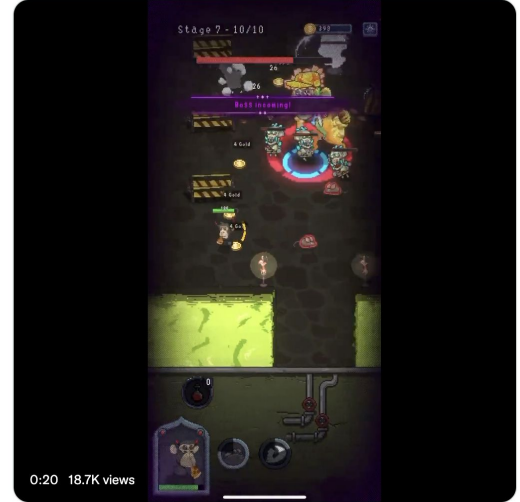
You know you should be bullish on [@BoredApeYC](#) when all you see is people helping each other out with this Treasure Hunt despite CLEARLY being in competition with one another.

Happy to be a part of that kind of community.

12:28 AM · Sep 14, 2021 · Twitter for iPhone



**reido.eth** 🇳🇪👉 @reidoNFT · Jan 21  
been playing *Apes vs Mutants* all night.. bravo [@BoredApeYC](#)



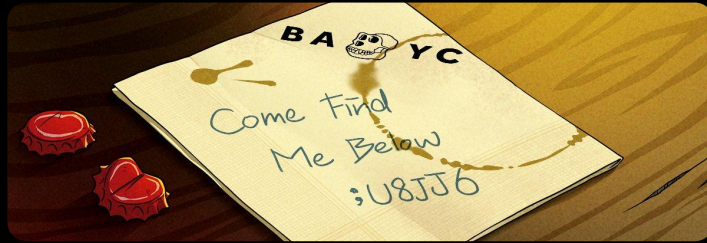
43 59 431

When we challenge our community,  
they answer in force.





# BAYC Treasure Hunt



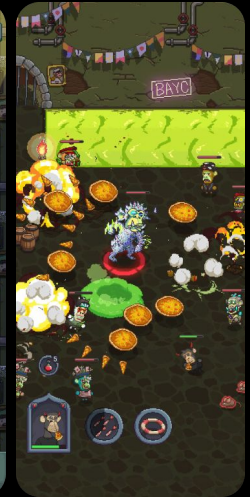
**Master**

DIFFICULTY LEVEL

**1 day**

SOLVED IN

# Apes vs. Mutants



**30k**

PLAYERS

**6 days**

DAYS PLAYED

**24/7**

HOURS PLAYED



WHAT WE'RE BUILDING  
IS BIGGER THAN  
BORED APES

Opensea, the largest NFT marketplace to date, saw a **600x** increase in transaction volume in 2021.

For each day so far in 2022, OS has broken **\$150 million** in trading volume.

OS currently surpasses 1 million active user wallets.

The BAYC collections alone  
account for approximately **10%**  
of the volume on OpenSea.

It's clear that the NFT audience is growing exponentially and BAYC is at the center.

There are new projects popping up everyday, but there's only one Bored Ape Yacht Club.

The FOMO is real. For every BAYC member there are hundreds dying to gain access.

We want to build something that expands the universe of the BAYC, but also invites the larger NFT community (and those priced out of BAYC membership) to join.



# FUTURE & ROADMAP



# Microsoft and the Metaverse

Why are so many major companies investing in this new digital world — and what is it, anyway?

<https://www.cnbc.com> › 2022/01/16 › walmart-is-quietl... ⋮

## Walmart is quietly preparing to enter the metaverse - CNBC

Jan 16, 2022 — Walmart appears to be venturing into the **metaverse** with plans to create its own cryptocurrency and collection of non-fungible tokens, or NFTs.

# Inside Gucci and Roblox's new virtual world

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Gucci is expanding its presence on Roblox, a metaverse and gaming platform, with a virtual two-week art installation, *Vogue Business* can exclusively reveal. It's building brand awareness among some very young customers.

There are no ifs, ands, or buts about it.  
We are all in a race to the metaverse.





Edward Snowden ✓

@Snowden



congratulations on inventing LinkedIn: The Game

good luck with your stock price



Facebook (now Meta) is banking trillions on it.





But does anyone else feel like the existing metaverses are underwhelming?





The idea of a metaverse isn't new. And there's almost no question that humanity is moving towards an immersive virtual experience.



If we aren't already living  
in a simulation that is.





It's just that metaverses in fiction are exciting and dynamic. And the ones we can explore today are...not.





SO WHAT'S MISSING?

IN ESSENCE...

a purpose, real stakes,  
shared goals, connections  
and decisions that matter.  
A story to care about and  
to participate in.







## The Metaverse Land Rush Is an Illusion

The “real estate of the future” is plagued by buggy software, empty servers, and huge opportunities for abuse.

Let's face it. A virtual social hub isn't enough to hold attention long term.





# OUR VISION

Today's metaverses are trying to make something new, but they're really just creating something boring.



VS



Each one is a siloed production that doesn't feel connected to the Web3 personas that we've been building.



And isn't the whole point of a metaverse to have one virtual world that all of humanity is tied to? If everyone is building their own how does that work? (our thoughts on this later..)

The thing is, we already have examples of people gathering online, forming lifelong friendships, and kicking ass.



And all of those examples are in gaming.



That's why we're *not*  
building *a* metaverse.

We're building *the*  
interoperable gaming  
metaverse - a MetaRGP.







IF WE BUILD IT  
THEY WILL COME

Why will *our* metaverse succeed?

The answer is simply that  
we have a story & brand that  
current culture is obsessed with.



What we've created combines:  
storytelling, pop culture, taste,  
and fun in just the right amounts.



WHAT WE'RE BUILDING  
IS BIGGER THAN  
BORED APES

THE QUESTION IS:

How do we create something  
that unifies *everyone*?



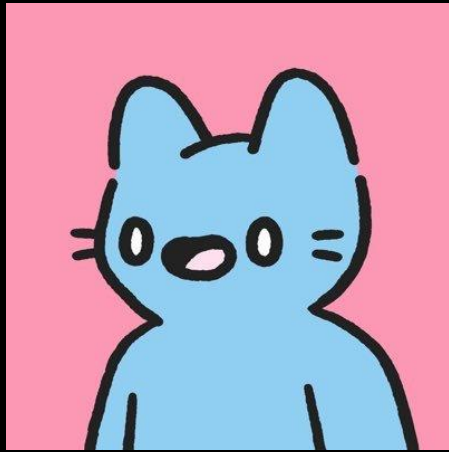
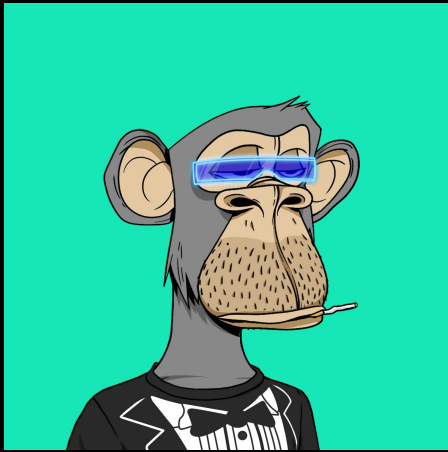
By creating something truly  
decentralized and interoperable.

A metaverse that makes all  
other metaverses obsolete.



A brand new gaming experience where money is real, you actually own your land and resources, everyone can bring their own NFT character, and anyone can create in-game assets.





Play as whatever Web3 persona you want.



And we'll build an SDK that allows collections, creators, and developers to build for any community who wants it.

Creating an infinite ecosystem entirely available in our in-game marketplace. We're seeing it as an in-game app store.



SDK's for all the things that matter to our users today and a platform for them to collaborate on what's next.

- **Create all new characters**

- Either from existing NFT collections or completely new IP

- **Skins, digital clothing, gear and more for in game characters (ownership and interoperability included)**

- **Game Development**

- Rich games. (We're in talks with Animoca to build a racing game, NWay is building a PvP arena, what will others build?)

- MiniGames. (Wordscapes is one of the top games on AppStore today – we'll have an arcade of minigames for ppl to build for.)



Games accounted for 71% of total app revenue in 2020.

iOS generated \$47.6 billion revenue in 2020, while Google Play made \$31.9 billion.

## Fortnite Annual Revenue

Year	Revenue
2018	\$5.4 billion
2019	\$3.7 billion
2020	\$5.1 billion

## Annual App Revenues

Year	App revenue
2016	\$43.5 billion
2017	\$58.1 billion
2018	\$71.3 billion
2019	\$89 billion
2020	\$111 billion

Why is the NFT community the best audience for this metaverse? They're already living Web3 and experimenting with alternative currencies.



IT'S NOT ONLY A GAME,  
IT'S A WHOLE NEW ECONOMY

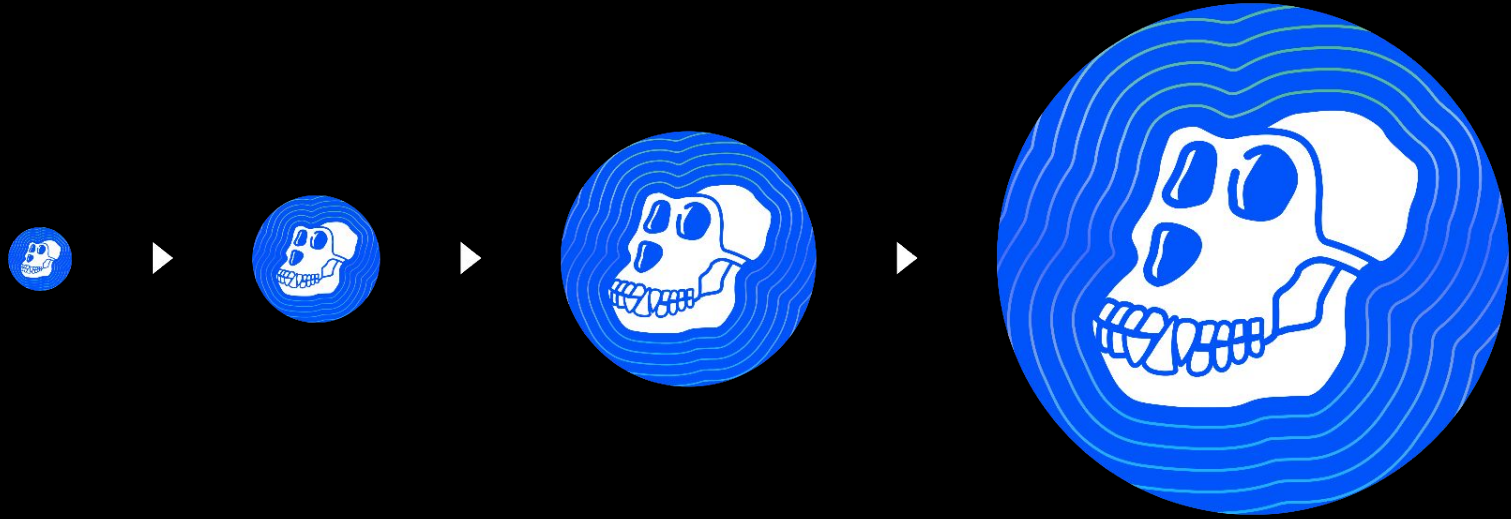
Speaking of currencies...  
introducing APECoin.



APECoin will be the currency of our metaverse. One unifying coin with which to power our app store like marketplace.



We'll also encourage trading and bartering, and can introduce a soft currency to allow for more accessible spending.



Using APECoin will unify the currency  
between reality and real gameplay.





# THE CATALYST



The Big Bang created a massive explosion of energy, from which a great number of celestial creatures were born, shooting out in every direction.

These celestials were unique and special, powered by the energy of creation itself. They could even cross through other dimensions as they continually expanded and danced through the universe.

One by one, these celestials have exhausted the energy they were born with. As each lays down to rest, they transform into the stars, planets, and galaxies we see today.



The problem? There aren't many celestials left. And without their creational energy the universe as we know it will collapse.

Not all hope is lost. Should the right creature evolve, each celestial carries the blueprints and instructions on how to jumpstart the universe into its next evolution. Luckily for us, one race of celestials still remain - the Kodas.

Alas, a miracle! The Kodas have discovered intelligent life on earth, and have been monitoring our evolution, biding their time and waiting for the right moment to reveal themselves...



The Kodas have used their last remaining cosmic energy to birth one final microverse into our dimension. They have pulled the perfect candidates - (Apes at the end of capitalism and other interoperable NFTs) through our metaverse and dumped us into a strange new land.





# GAME DETAILS





The MetaRPG will launch with a land sale. These land plots will correspond to real land in our game.



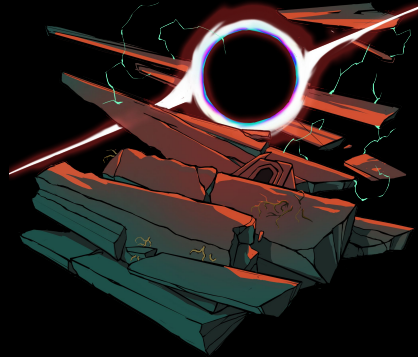
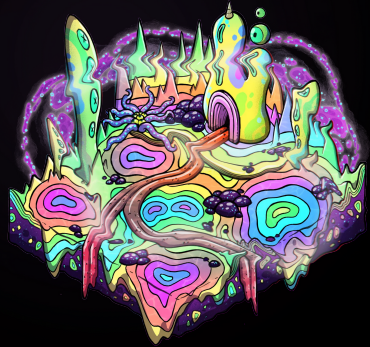
# The Land Drops

- **The MetaRPG will be made up of 200k land plots total; all launched through Animoca**
- **Genesis drop will be 100k plots**
  - 30% of that will go to BAYC/MAYC, leaving ~70k for public sale (and then another 100k in follow up drop)
  - The conservative estimate for the land price is 1 ETH each plot = ~\$200M in primary sales for the genesis drop alone.
- **The initial land sale will include teases to future paired NFTs such as in-game characters, resources, artifacts and more.**
  - Once minted as paired NFTs, token holders will be able to trade & sell these as well (triggering secondary sales for token beyond the primary land)





Each plot of land will have the possibility of containing: natural resources, rare artifacts, and if you are lucky, a Koda.



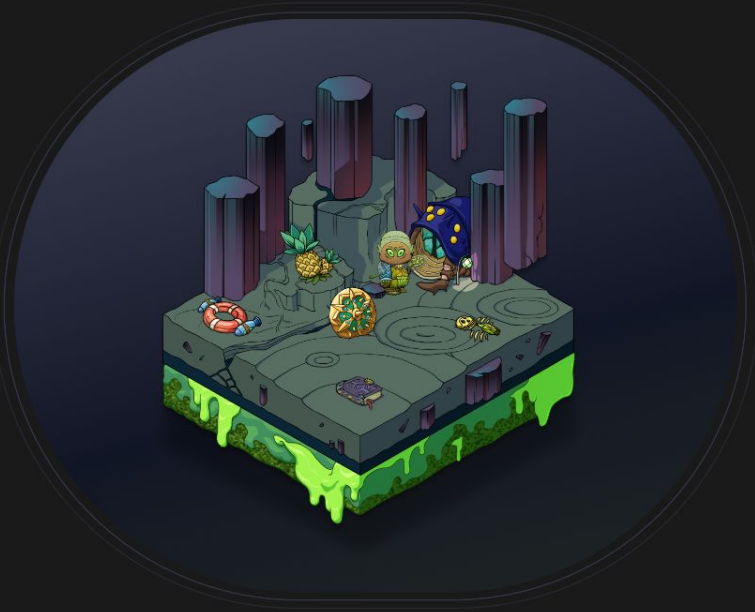
Work in progress concept art





## Shadow Land #5609

Owner • [Pez.eth](#)



### DESCRIPTION

Shadowland is a land discovered by lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra in diam ac id at amet.

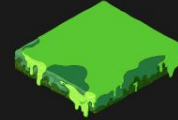
### SEDIMENT

#### Slime Sediment

● Exclusive to MAYC Owners

#### Description:

Produces toxic slime and emits radioactivity.



### CURRENT KODA



#### Esper Koda #3891

Tier 3

Traits:

Trade Koda

### LAND RESOURCES



#### Koda Shield

Mytic Artifact

Trade Artifact



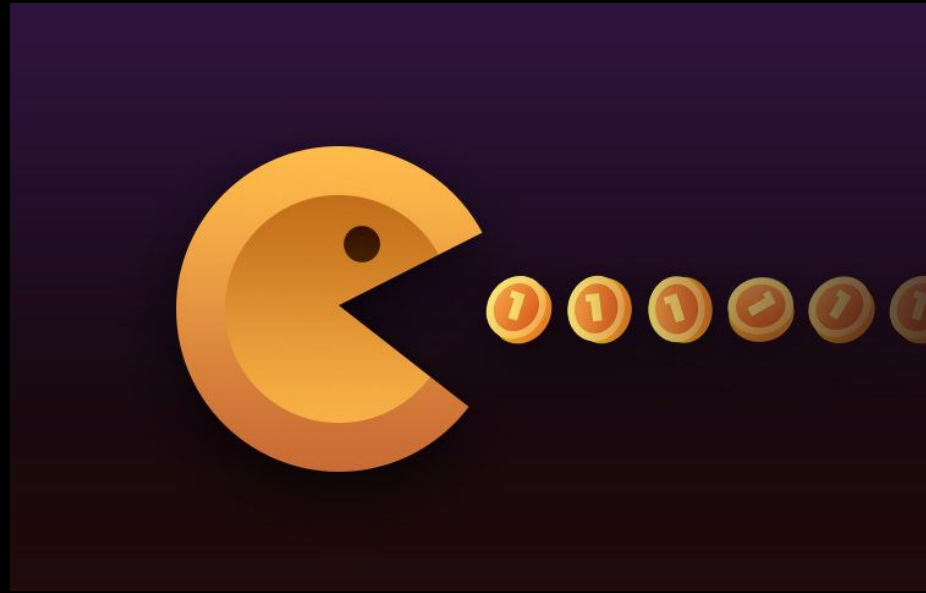


There will be 10,000 unique Kodas randomly distributed amongst the lands.



Work in progress concept art





Directly after the land sale the game economy will begin with owners taking stock of what they have. And beginning to trade, horde, buy, and sell.



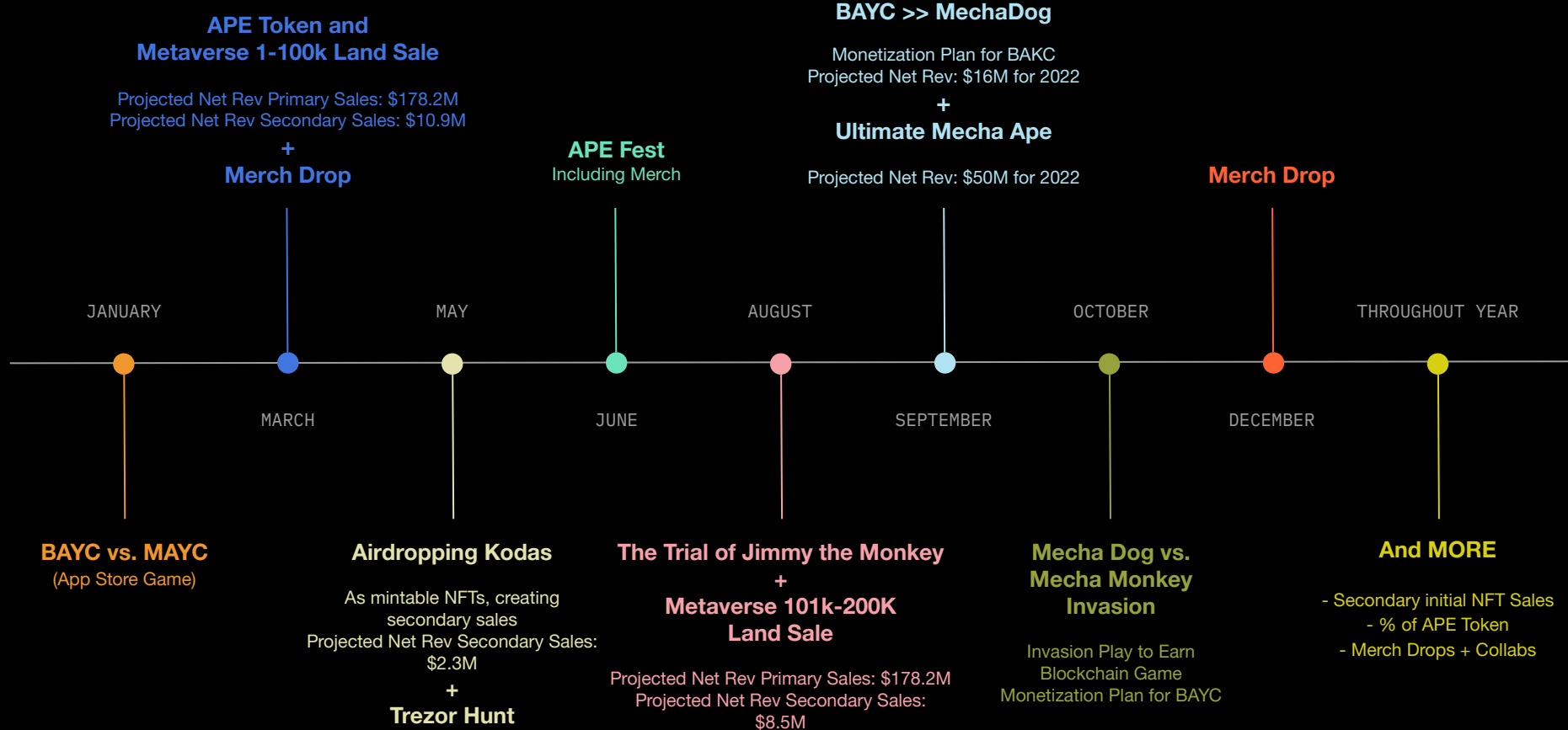


- ✓ Massive, live, multiplayer experience
- ✓ We want this to look and feel amazing (unreal)
- ✓ Blockchain based in-game economy
- ✓ Primary & Secondary sales market
- ✓ NFT compatibility and beyond

# And this is just the beginning!

2021 BAYC + MAYC

Projected Net Rev Secondary Sales:  
\$106.7M  
(Ongoing throughout year)



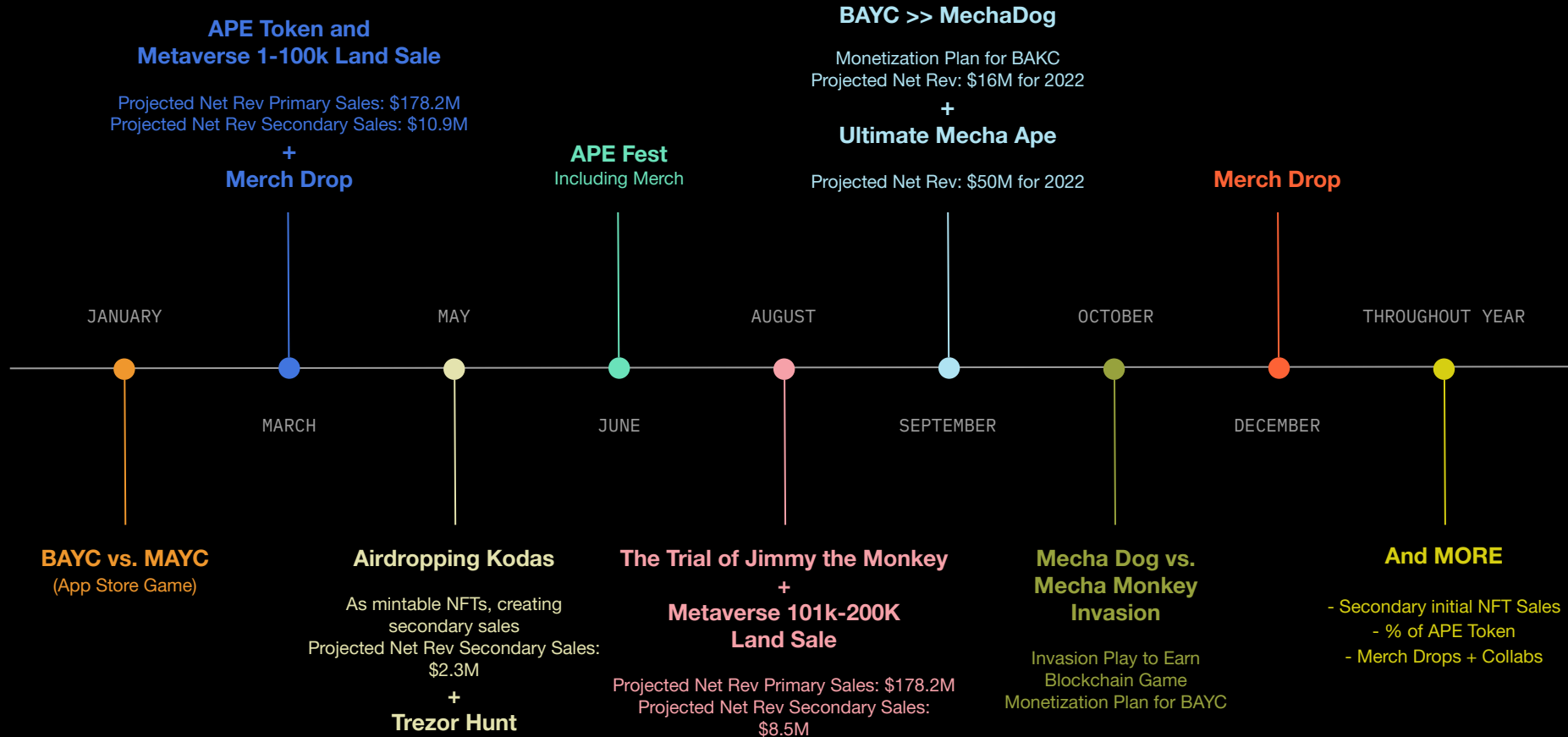


# FINANCIALS

# And this is just the beginning!

2021 BAYC + MAYC

Projected Net Rev Secondary Sales:  
\$106.7M  
(Ongoing throughout year)

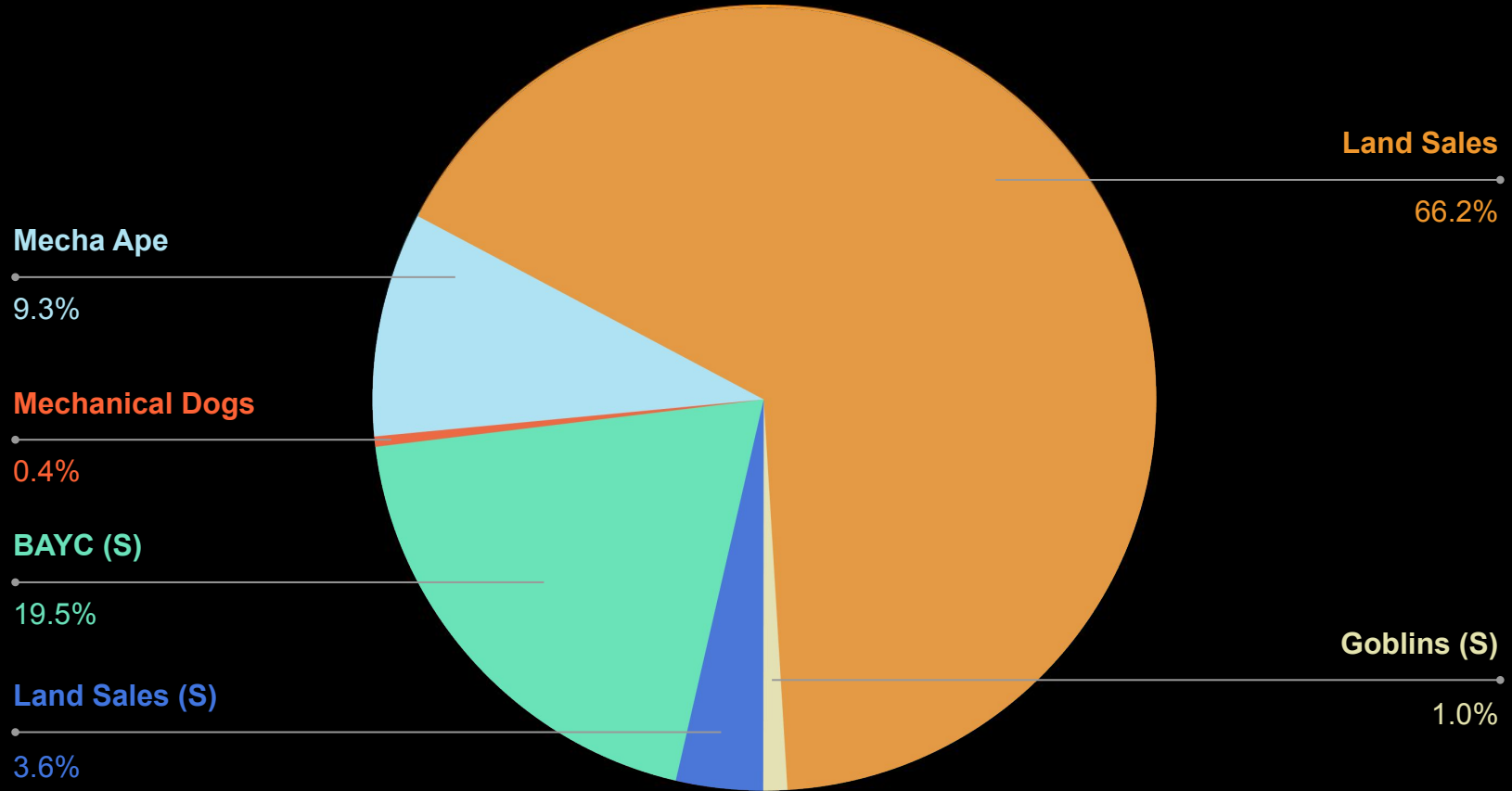


# Income Statement

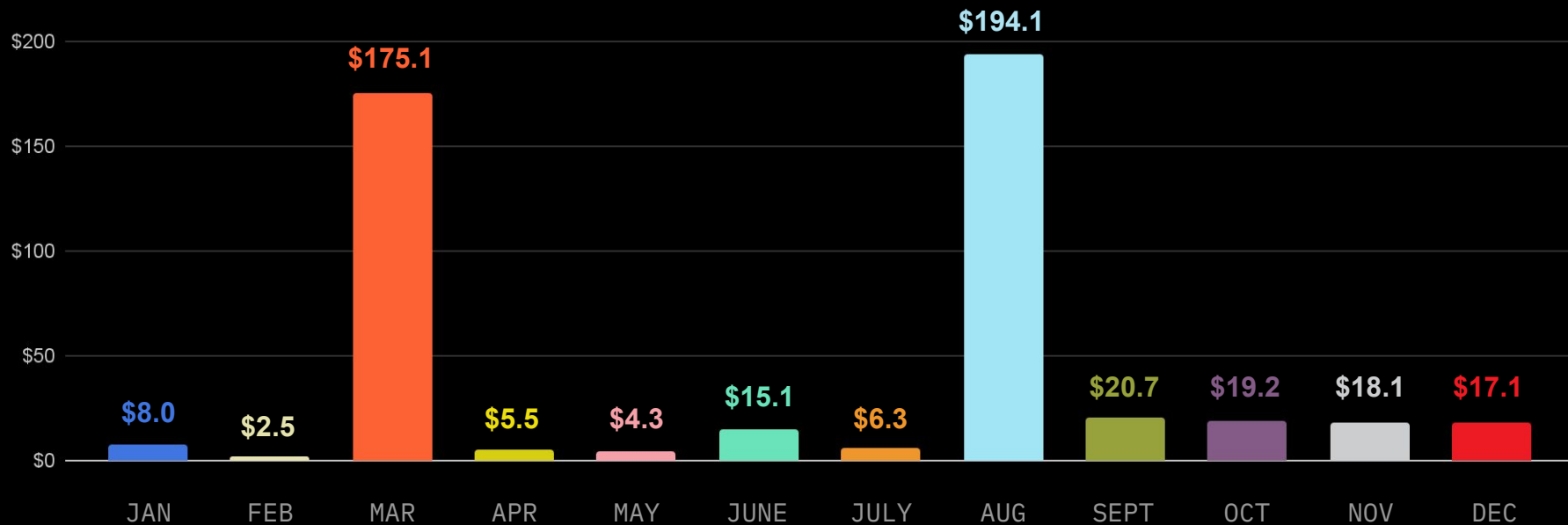
\$ IN MILLIONS

	Budget 2022	Actual 2021
<b>Total Revenue</b>	<b>\$ 539.30</b>	<b>\$ 137.58</b>
Cost of Goods Sold	6.49	6.23
<b>Gross Profit</b>	<b>\$ 532.81</b>	<b>\$ 131.35</b>
<b>Profit %</b>	<b>98.8%</b>	<b>95.5%</b>
<b>Expense</b>		
Advertising and Community Building	15.25	2.03
Product and Technology	37.06	0.19
Payroll and Benefits	17.10	0.06
Legal and Professional	3.20	0.64
Other Expenses	5.00	1.32
<b>Total Expense</b>	<b>\$ 77.61</b>	<b>\$4.24</b>
<b>Net Revenue</b>	<b>\$ 455.20</b>	<b>\$ 127.11</b>
<b>Net Revenue %</b>	<b>84.4%</b>	<b>92.4%</b>

# Revenue Channels - 2022



# Net Revenue Before Tax



\$ IN MILLIONS



# Strategic Investments - 2022

## COMMUNITY BUILDING

- Miami Event
- APE Fest
- Treasure Hunt

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**COST:** \$15.9M

**RETURN:** Priceless

## GAMES

- BAYC vs. MAYC
- Trial of Jimmy the Monkey
- Mecha Apes Game
- Bored Ape Kennel Club

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**COST:** \$28.2M

**RETURN:** 20x

## LAND SALES

- Land Sale and Development
- 100K Lots Sold

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**COST:** \$4.6M

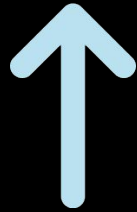
**RETURN:** 77x





# Key Metrics

**REVENUE**



**\$402M**

306%

**NET REVENUE**



**\$328M**

258%





THANK YOU!