

Vee Friends



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Introduction

Before starting to explore the VeeFriends brand, it is important to know who its creator is and why he is considered one of the most influential figures in the NFT ecosystem.

Gary Vaynerchuk, aka Gary Vee, is a serial entrepreneur, investor, author, motivational speaker and media mogul. The man is an internet sensation, boasting more 3.1M Twitter followers. His penchant for motivating young entrepreneurs with his hustle “grindset” and rapid speaking style, has left in his wake a formidable train of devotees and detractors. It’s difficult to be impartial about Gary Vee: people either love him or hate him.

Originally known for being a wine critic, he is currently the chairman of New York-based communications firm VaynerX and CEO of the media and communications company, VaynerMedia as well as VaynerSports. He was also an early investor in several notable companies including Facebook, Twitter, Tumblr, Uber, Snap and Venmo. The Ever Successful Gary Vee has a net worth of over \$200 Million. What’s more, he is a five-time New York Times bestselling author.

Gary Vee’s NFT project VeeFriends released in May 2021 raising over \$20 million during the launch alone. He wanted to give back to his followers using NFTs as tokens to new experiences. Essentially, he pioneered the NFT fan club model. His records of success and impressive accomplishments contributed to the great success of VeeFriends. Some of the NFTs in the Vee Friends Series 1 collection have sold for hefty sums. Empathy Elephant takes the top spot for the highest selling NFT, fetching \$489,540.

With the high demand and value placed on the original collection, growth potential appeared substantial. Gary Vee announced the expansion of the VeeFriends universe earlier in the year, including VeeFriends Series 2 NFTs, Book Games NFTs and VeeFriends Mini Drops.

In particular, Vaynerchuk revealed that the project ecosystem was set to grow by 55,555 additional NFTs with the VeeFriends Series 2 collection which was released in early April 2022, giving a way for the average NFT enthusiast to join the VeeFriends ecosystem at a lower cost (\$995 at the time).

Seen as one of the most prolific voices in the NFT space, Gary’s influence expands throughout the entirety of the NFT ecosystem. He is regarded as one of the most important figures in NFTs and continues to solidify his position with every expansion of his VeeFriends ecosystem.

As an ardent NFT supporter and collector, VeeFriends is not his only focus. Gary Vee has also championed several other NFT projects such as Fame Lady Squad, Women Rise, and World of Women. His company, VaynerNFT, helps celebrities and brands launch their NFTs.



Brand Overview

Brand name: VeeFriends

Description: The premise of VeeFriends' approach is to build access, collectibility, and foster a meaningful community all while developing intellectual property. VeeFriends are all about utility and access, meaning each NFT can unlock different opportunities of access through the smart contract attached thus giving them "utility" through metadata. Over the last 15 years, Gary has spent time interacting with hundreds of thousands of people — what VeeFriends will allow will be a structure around these interactions.

Gary called them friends because he believes that "business with friends can be fun" and you can build a community around common interests and support one another through friendship, kindness and empathy.

Sector: Mixed Media

Website: <https://veefriends.com/>
<https://series2.veefriends.com/>

Discord: <https://discord.com/invite/veefriends>
Members: 351K

Instagram: <https://www.instagram.com/veefriends/>
Followers: 268K

Twitter: <https://twitter.com/veefriends>
Followers: 260K

Useful links: <https://veefriends.medium.com/>



VeeFriends (Series 1)

Collection: VeeFriends (Series 1)
Creator: Vee Friends, LLC 2021
Blockchain: Ethereum (ETH)
Project info: A Gary Vaynerchuk NFT project around meaningful intellectual property and an extraordinary community. There are 268 characters in the VeeFriends world and a total of 10,255 tokens. All the characters correspond to the most positive attributes that Gary values in himself and others.

Within the inaugural collection exists a special set of 1,242 tokens referred to as G.O.O. (Gary Originally Owned) which were reserved by GaryVee for his own collection, meaning that only 9,013 NFTs were originally available as part of the Series 1 launch.

Sector: Mixed Media
Category: PFP - Utility
Type: ERC-721
Total Supply: 10,255
Created: May 11, 2021
Method: Dutch Auction
Mint Price: 2.5 → 0.5 ETH
Creator fee: 10%

Utilities: The VeeFriends token as an art and collectable lasts forever. The additional underlying benefits of the VeeFriends access, gift, and admission NFTs will expire May 4, 2024. These tokens are broken down into three categories: 9,400 Admission tokens, 300 Access tokens and 555 Gift Goat tokens. Every single token is also a ticket to VeeCon. (see more here: <https://veefriends.com/faqs>)

Roadmap: VeeFriends NFT collection is just the beginning of Gary's intellectual property empire. "There will be 45 years of building this brand. Imagine giant franchises like Pokémon and Star Wars. Except, Vee Friends will be based on positive character traits, it will be about human kindness, etc., changing the human race for good. That's the legacy." The immediate steps in this direction include television series, video games, streetwear, consumer packaged goods, and many others.

Marketplace: <https://opensea.io/collection/veefriends>

Contract: <https://etherscan.io/address/0xa3aee8bce55beea1951ef834b99f3ac60d1abeeb>

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



VeeFriends Series 2

Collection: VeeFriends Series 2
Creator: Vee Friends, LLC 2021
Blockchain: Ethereum (ETH)
Project info: VeeFriends Series 2 is the second edition of the original VeeFriends released in May of 2021. It consists of 55,555 one of one NFTs created using combinations of 251 VeeFriends characters, 55 backgrounds, and 6 poses. The collection features 236 original characters from VeeFriends Series 1 and 15 new characters. One of the reasons why the VeeFriends Series 2 NFTs were planned with a lower price and a larger minting number was to give more people the opportunity to purchase them since Series 1 price is far too much for many investors.

Sector: Mixed Media
Category: PFP - Utility
Type: ERC-721
Total Supply: 55,555
Created: Apr 18, 2022 - Apr 27, 2022
Method: Free Claim, Fixed Price Mint, Auction
Mint Price: 0.335 ETH (\$995)
Creator fee: 6.55%

Utilities: Unlike Series 1, it does not give access to VeeCon (note that the additional underlying benefits of the VeeFriends Series 1 access, gift, and admission NFTs will expire on May 4, 2024). As a special bonus, all community members who minted a Series 2 NFT had exclusive access to redeem a free box of 52 VeeFriends “Compete and Collect” Trading Cards, in partnership with zerocool.

Roadmap: See Series 1

Marketplace: <https://opensea.io/collection/veefriends-series-2>

Contract: <https://etherscan.io/address/0x9378368ba6b85c1fba5b131b530f5f5bedf21a18>

Website: <https://series2.veefriends.com/>



Related Collections

Collection: VeeFriends Mini Drops
Created: Oct 31, 2021
Bio: Welcome to VeeFriends Mini Drops - Official Surprise Drops for the VeeFriends Community.
Marketplace: <https://opensea.io/collection/veefriends-mini-drops>

Collection: Book Games
Created: Jan 12, 2022
Bio: Book Games are played forever. Book Games are a collection of 125,000 total NFTs created by Gary Vaynerchuk in celebration of the launch of his 6th book--Twelve and a Half.
Marketplace: <https://opensea.io/collection/bookgames>

Collection: VeeFriends Iconics
Created: Aug 19, 2022
Bio: A collection of 1 of 1 NFTs featuring the VeeFriends Series 1 Spectacular characters reimaged in NFT artist Gilang Bogy's signature fractured WPAP style.
Marketplace: <https://opensea.io/collection/veefriends-iconics>

Collection: VeeCon Tickets
Created: Mar 23, 2022
Bio: VeeCon is a multi-day superconference where only VeeCon NFT ticket holders will experience an extraordinary lineup of content including iconic keynote speeches; innovative and educational talks, panels and Q&A sessions; and many collaborative experiences. By owning a VeeFriends Series , you receive three VeeCon Ticket NFTs airdropped for free, one per year: 2022, 2023, 2024. All dates and locations will be announced at least 180 days in advance.

Gary's focus is to curate the best experience for his community, bringing enormous access and informational value to all the VeeFriends token holders in attendance. If you own two VeeFriends tokens, this means you have two tickets to VeeCon.

Marketplace: <https://opensea.io/collection/veecon-tickets>



Market Overview

VeeFriends (Series 1)

Note: The data below represents a snapshot of the market taken on 5th Jan, 2023

Source: <https://nftgo.io/collection/veefriends/overview>

Volume: 59,769 ETH

Floor price: 4.5 ETH

Listed: 2.68% (275)

Owners: 50.44% (5,173)

Volume analysis and price movements:



VeeFriends launched on May 11, 2021. Out of the 10,255 tokens a special set of 1,242 tokens referred to as G.O.O. (Gary Originally Owned) which were reserved by GaryVee for his own collection while the remaining 9,013 NFTs were sold via Dutch Auction with a starting mint price of 2.5 ETH down to 0.5 ETH. The collection sold out at 0.5 ETH on May the 13th.

In the first couple of weeks the weekly volume stayed below 500 ETH but after the floor price broke through the 2 ETH mark also the volume started to increase with weekly volumes ranging from 1K up to 1.6K by the end of July.

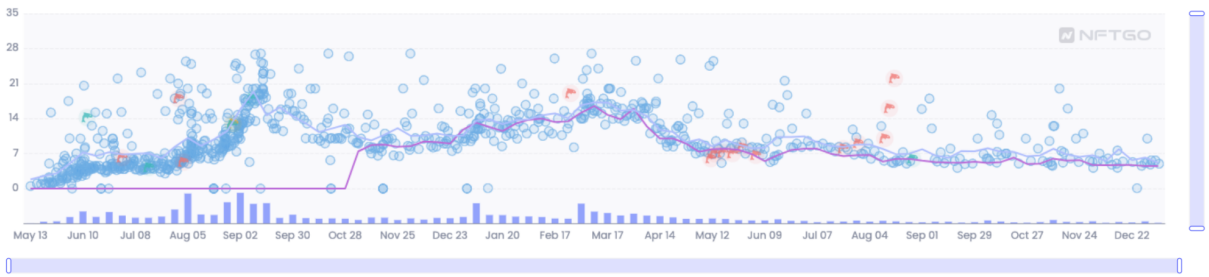
Several events made the volume spike in the months of August and September. These included the announcement of the Pre-Launch Program to support emerging NFT projects, the announcement of GaryVee Book new book Twelve and a Half, Christie's auction and the VeeCon 2022 announcement. By mid September the average price was hovering around 20 ETH.



Price & Sales

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

• Floor Price • Avg Price • Normal Sales • Whale Sales
‡ 4.5 ‡ 10.08 4.91K 107

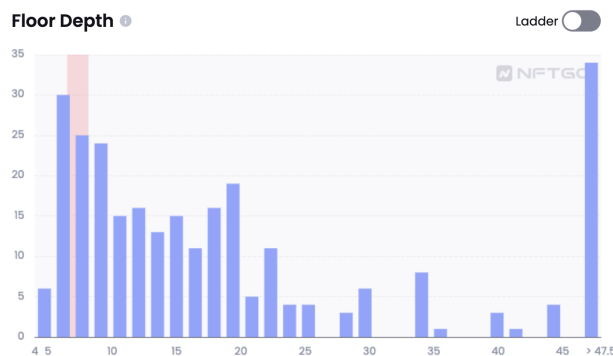


From there both volume and floor price started to decrease with an average price just above 10 ETH by the end of December 2021. The new year saw a couple of movements. The first because of the announcement of the release of the Book Games and the second at the beginning of March because of news regarding the Series 2 drop. The average price went back to 17 ETH but it came down again to 10 ETH in the following weeks.

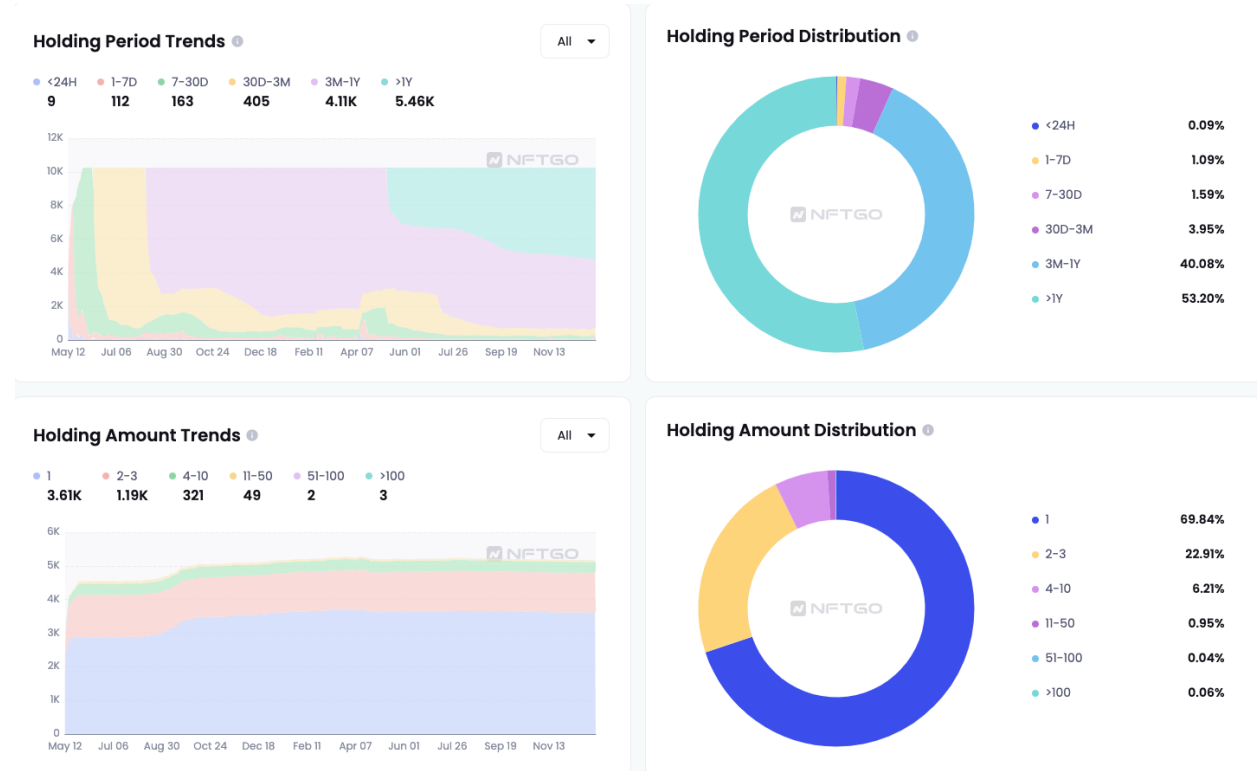
Also VeeFriends were not spared by the deteriorating market condition. From May up to now the floor has constantly decreased and now sits in the 4-5 ETH range.

Floor depth analysis:

The total number of VeeFriends listed is 275/10,255 but only 0.06% are listed at floor (within 15% from collection floor price, to indicate a holder intention to sell). Above the floor price we can observe a consistent number of listings (85) up to 10 ETH. Here we can find the intensive range, highlighted in red, which has 39 listings, between 6.49 and 8.15 ETH. Above 10 the listings are constantly distributed up to the 20 ETH mark. About 25% of the listings are listed above that price but the increase it's exponential.



Holding distribution and top holders:



Looking at the distribution over the period, there is a large number of people who have held their NFTs since mint. If we include the 3M-1Y range almost 95% of the people are holding their VeeFriends. This is a hallmark of the longevity of the project, the long-term mindset of its owners and the loyalty of GaryVee followers.

As expected, considering the high entry price, the vast majority of the holders have 1 NFT each but there is also a good number of people who have around 2-3 NFTs, which is a good sign of conviction in the project. About 6% have 4-10 NFTs while a small number hold more than 10 NFTs. Only 3 wallets hold more than 50 being one GaryVee personal collection of G.O.O. tokens.

Top Holders

Contract Top Holders Whales Blue Chip Holders

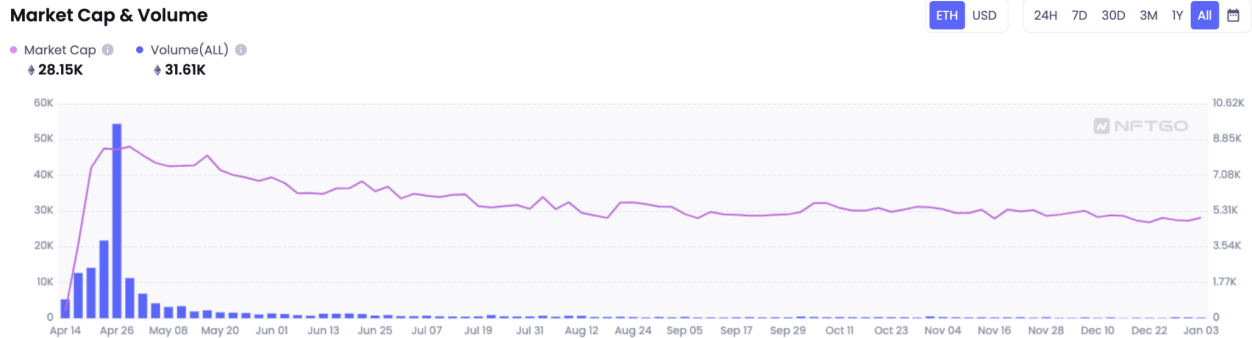
#	Address	NFTs	Estimated Value	Avg Cost	PnL	Unrealized Profit	Realized Profit	Last Deal
01	garyvaulte...	973 9.49%	↑ 5.06K	↑ 0.001	↑ 5.06K	↑ 5.06K	↑ 0	--
02	0x23eEa1	132 1.29%	↑ 686.4	↑ 8.17	↓ -392.63	↓ -392.63	↑ 0	--
03	0x9Cb36E	110 1.07%	↑ 572	↑ 5.06	↑ 56.72	↑ 15.92	↑ 40.8	Mar 13, 2022
04	0xe60Da0	73 0.71%	↑ 379.6	↑ 4.53	↑ 162.22	↑ 48.71	↑ 113.51	Dec 27, 2022
05	0x5ce274	66 0.64%	↑ 343.2	↑ 11.04	↓ -380.37	↓ -385.12	↑ 4.75	Jul 12, 2021



VeeFriends Series 2

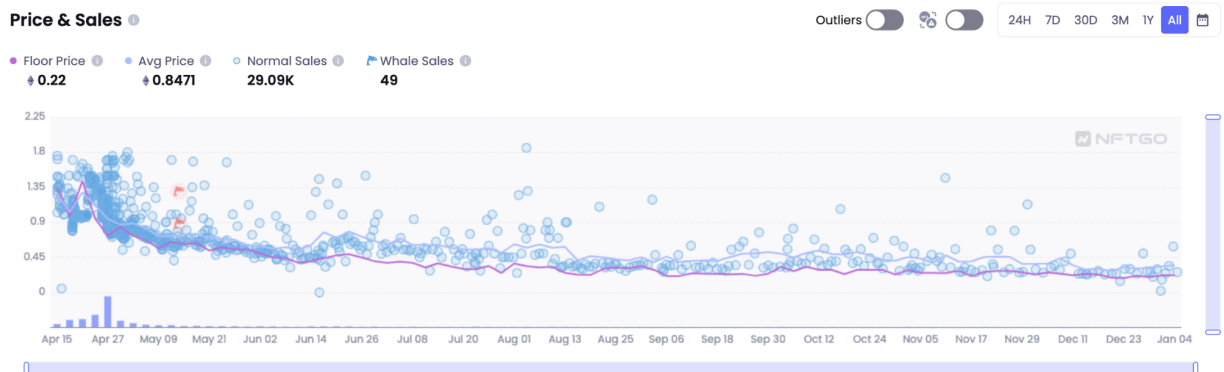
Note: The data below represents a snapshot of the market taken on 5th Jan, 2023
Source: <https://nftgo.io/collection/veefriends-series-2/overview>
Volume: 31,611 ETH
Floor price: 0.22 ETH
Listed: 2.77% (1,512)
Owners: 40.24% (21,970)

Volume analysis and price movements:



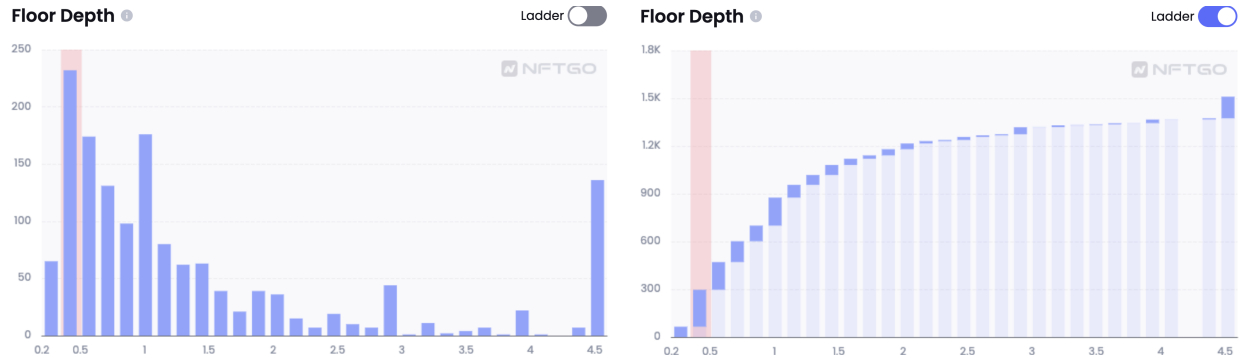
Most of the trading volume happened during the first two weeks of the collection launch. Starting from April 15, Series 1 owners could claim for free their VFNFT Series 2 token while people on the “Friends List” could mint for 0.335 ETH. On April 25 the sale was open to the public. 235 out of the 10,000 total supply allocated to the public mint were up for auction. Those NFTs featured the original Series 1 characters in their Series 2 Emerald-Spectacular form. Lastly, a 3,300 supply featuring the new 15 characters not based on the Serie 1 collection, was sold on April the 27th.

Since then the volume has shrunk considerably but, given the considerable supply, it easily reaches double digits each day. In the first couple of weeks since launch the average price reached almost 1.3 ETH. From there the price has decreased slowly but steadily until stabilizing in the range between 0.2 and 0.3 ETH.

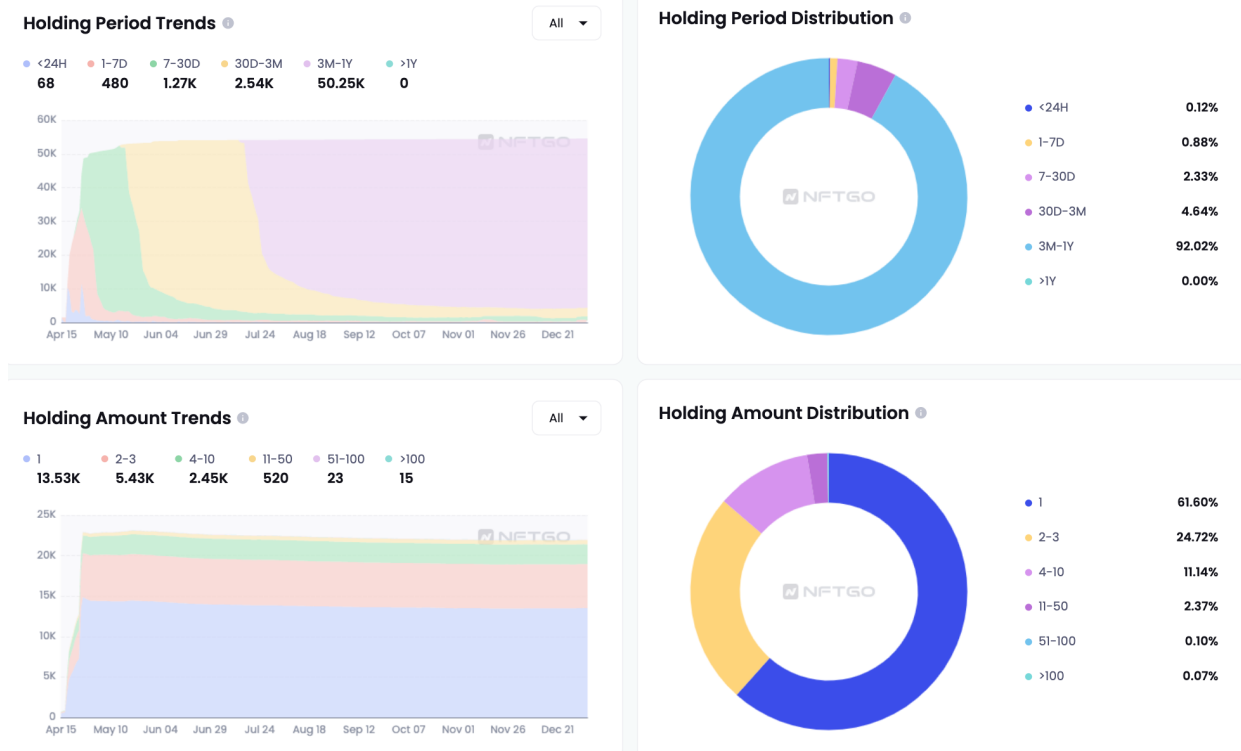


Floor depth analysis:

The total number of VeeFriends listed is 1,509/10,255 but only 0.02% are listed at floor (within 15% from collection floor price, to indicate a holder intention to sell). Above the floor price we can observe a consistent number of listings (876) up to 1.1 ETH. Here we can find the intensive range, highlighted in red, which has 277 listings, between 0.35 and 0.51 ETH. Above 1.1 listings decrease rapidly up to the 2.9 ETH mark, with 44 listings. The price of the remaining 15% of listings start to increase exponentially.



Holding distribution and top holders:



Looking at the distribution over the period, it is remarkable to see that 92% of the collectors have held their NFTs from the beginning (obviously the >1Y period is 0% since the collection is



younger than that). This is a hallmark of the longevity of the project and the long-term mindset of its owners.

The majority of holders have 1 NFT each but there is also a good number of people who have around 2-3 NFTs, which is a good sign of conviction in the project. It is interesting to see that there are many people in the 4-10 range (11.14%) and 11-50 range (2.37%).

The top holder is garyvault.eth with almost 1K NFTs and there are other 15 people with over 100.

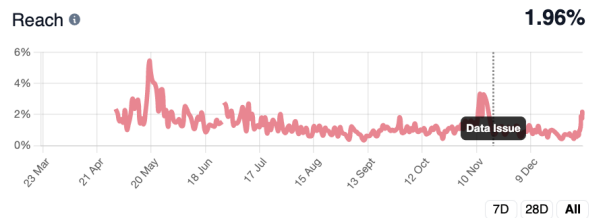
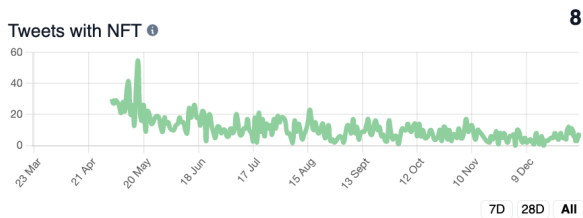
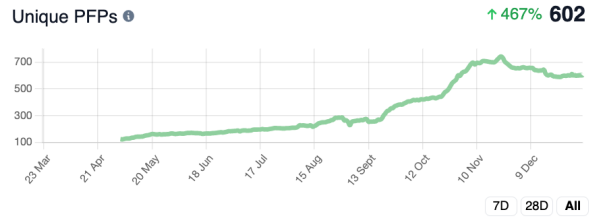
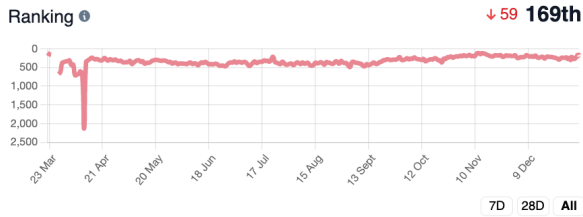
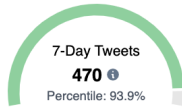
Top Holders Contract Top Holders Whales Blue Chip Holders

#	Address	NFTs	Estimated Value	Avg Cost	PnL	Unrealized Profit	Realized Profit	Last Deal
01	garyvault.e...	928 1.70%	265.64	0	265.64	265.64	0	--
02	0x23eEA1	497 0.91%	142.27	0.7007	-205.98	-205.98	0	--
03	0x48985d	334 0.61%	95.61	0.4307	-48.24	-48.24	0	--
04	0xE03FFF	262 0.48%	75	0.0256	68.29	68.29	0	Nov 16, 2022
05	0x1d055f	215 0.39%	61.54	0.0406	52.82	52.82	0	Nov 10, 2022
06	0x89cbd7	186 0.34%	53.24	0.0558	118.55	42.86	75.69	Aug 02, 2022
07	0xBD71c4	166 0.30%	47.52	0.3972	-18.46	-18.42	-0.0353	Nov 18, 2022
08	0xA2d214	135 0.25%	38.64	0	38.64	38.64	0	--
09	bookgamesexc...	125 0.23%	35.78	0	35.78	35.78	0	--
10	0x62Ba9D	117 0.21%	33.49	0.4486	-19	-19	0	Nov 02, 2022



Community Statistics

Source: nftinspect.xyz - VeeFriends



According to the data gathered by Inspect the community strength of VeeFriends is quite unremarkable if compared to other NFT communities, placing at the 169th spot. Not many members follow each other but the number of times the project is mentioned during the week is in the top 10%. Also the number of PFPs is in the top 10% and it rose consistently in the last months. OG members are quite low compared to other communities and the reach of the community in the Web3 space is not too good, only 2%.



Team

On the official website or discord there is not a section dedicated to the team but it is possible to find information about all VeeFriends employees on LinkedIn (57 at the time of writing).

<https://www.linkedin.com/company/veefriends/>

Doxxing: Doxxed

Founder: <https://twitter.com/garyvee>

Followers: 3.1M

<https://www.linkedin.com/in/garyvaynerchuk/>

Followers: 5.3M



Tokenomics

Description: Not relevant at this time

Name:

Contract:

Overview:

Market cap:

Price:

Website:

Twitter:



Art / Licenses & Intellectual Property



Art:

The characters represent human traits that Gary most admires in people. In fact, he personally created and sketched all 268 characters in Series 1. According to Vaynerchuk, VeeFriends is “centered around characters that have traits I truly believe in and want people to aspire toward.” He also created characters based on popular culture references.

Traits include moral virtues like magnanimity and sympathy, and are mostly, with a few exceptions, alliteratively paired with the animals that represent them (e.g. Magnanimous Maltese and Sympathetic Squid).

With Series 2 the original hand-drawn VeeFriends have evolved into their life-like form as the VeeFriends universe takes shape.



Licenses & IP:

VFNFTs are a limited-edition digital creation based upon content that may be trademarked and/or copyrighted by Company. Unless otherwise specified, your purchase of a VFNFT does not give you the right to publicly display, perform, distribute, sell or otherwise reproduce the VFNFT or its content for any commercial purpose. Its content is solely for personal, non-commercial purposes. Read more in [Terms of Use](#).



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 6, 2021	VeeFriends Pre-Launch Program (PLP)
Aug 27, 2021	GaryVee announced his new book Twelve and a Half
Sep 10, 2021	5 VeeFriends original auctioned at Christie's
Sep 14, 2021	VeeCon 2022 announcement
Oct 1, 2021	5 VeeFriends auctioned at Christie's sold for \$1.2M https://twitter.com/garyvee/status/143777209868132352
Dec 17, 2021	VeeFriends x UNO Presale!
Dec 31, 2021	VeeFriends Greatest Moments in 2021
Jan 12, 2022	Book Games launch date
Mar 4, 2022	FriendList for Series 2
May 19, 2022	VeeCon 2022 Minneapolis, Minnesota
Jul 28, 2022	VeeFriends received a seed investment into the company by a16z
Aug 19, 2022	VeeFriends Drops 1/1 Iconics Collection
Oct 4, 2022	VeeFriends x Macy's, Toys "R" Us for Plush and Figure Collectibles
Dec 29, 2022	VeeFriends 2022 Recap

Read more in <https://blog.veefriends.com/latest>



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

Because Gary Vaynerchuk is a known and respected entrepreneur who has a genuine interest in helping others succeed, many people value the chance to learn from him. Since VeeFriends NFT are limited and connected to these experiences, expect them to remain valuable to many people. Holders are also excited to see which future utilities may be offered.

VeeFriends has also partnered with several notable brands and other NFT projects to bring added utility to members. Another way for VeeFriends to bring value to its holders is through the Pre-Launch Program (PLP). It gives upcoming projects a starting point in terms of building their own community and in exchange, PLP participants donate 555 of their own project tokens to VeeFriends.

Indeed, VeeFriends NFT provides a blueprint for other projects to follow on how to bring value using blockchain technology — giving access, community building, and real-life utility. Gary Vee has created a real life community of friends coexisting in the NFT x Web3 space.

Considering GaryVee's successful track record and the considerable amount of resources at disposal we can be assured that VeeFriend is here to stay for the long term with the intention to grow its IP in a big way: “There will be 45 years of building this brand. Imagine giant franchises like Pokémon and Star Wars. Except, VeeFriends will be based on positive character traits, it will be about human kindness, etc., changing the human race for good. That’s the legacy.”

If you are looking for a VeeFriend NFT to call your own I defer to what GaryVee suggests: before buying, make sure you do your “due diligence, your research, your 50 hours of homework.”



Resources

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

Introduction:

<https://nftevening.com/veefriends-how-gary-vee-made-utility-the-new-thing>
<https://nftnow.com/guides/ultimate-guide-to-veefriends/>
<https://veefriends.com/faqs> <https://learn.bybit.com/nft/veefriends-gary-vee/>
<https://series2.veefriends.com/>

Brand Overview:

<https://veefriends.com/>
<https://veefriends.medium.com/>

VeeFriends (Series 1):

<https://garyvaynerchuk.com/how-to-buy-your-first-veefriends/>

VeeFriends Series 2:

<https://luckytrader.com/nft/veefriends-series-2>
<https://blog.veefriends.com/7-things-you-must-know-about-veefriends-series-2>
<https://blog.veefriends.com/veefriends-series-2-faqs-83d27b671a21>
<https://opensea.io/collection/veefriends-series-2>
<https://wagmi.tips/reviews/veefriends-nft/>

Related Collections:

<https://opensea.io/collection/veefriends-mini-drops>
<https://opensea.io/collection/bookgames>
<https://opensea.io/collection/veefriends-iconics>
<https://opensea.io/collection/veecon-tickets>

Market Overview:

<https://nftgo.io/collection/veefriends/overview>
<https://nftgo.io/collection/veefriends-series-2/overview>

Community Statistics:

<https://www.nftinspect.xyz/collections/0xa3aee8bce55beea1951ef834b99f3ac60d1abeeb>

Team: N/A

Tokenomics: N/A

Art / Licenses & IP:

<https://www.moonpay.com/nft/nft-101-veefriends>

News / Announcements:

<https://luckytrader.com/nft/veefriends-series-2/news>
<https://blog.veefriends.com/latest>

Report Analysis:

<https://learn.bybit.com/nft/veefriends-gary-vee/>

