

Creepz by Overlord



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Introduction

Creepz Genesis is the creation of the Cold Blooded Creepz, a group of content creators, digital artists, and NFT enthusiasts. With over four official NFT collection releases, Cold Blooded Creepz has been one of the most successful NFT launches in the past year.

Season 1 began on January the 6th, 2022 with the launch of [Creepz Genesis](#) consisting of 11,111 NFTs generated using over 800 unique traits. It presents a "lore" in which an intelligent mutant lizard race led by the Overlord plans to invade Earth by building an army of lizard Creepz. As the lizards conquer Earth, they accumulate \$LOOMI, the ecosystem's utility token used as part of its "play-to-earn" strategy. These tokens can be used to purchase future drops, characters and upgrades. There are 6 breeds of lizards, each with their own skills, which directly relate to their \$LOOMI [yield](#).

Other collections, part of Creepz ecosystem include:

- ❖ [Reptilian Armoury](#) which minted on January 17th using 3000 \$LOOMI. This collection has 20,000 items that can yield 600 \$LOOMI/day.
- ❖ [Creepz's Shapeshifterz](#) which Creepz Genesis holders could mint for free on January 24th. This collection depicts 7 celebrities in the art style of the project and there are 5 variations of each character. These include Elon Musk, Gary Vee, Snoop Dogg and more. There are 20,000 items in this collection.
- ❖ [Creepz Mega Shapeshifterz](#) which could be redeemed by burning the 5 versions of a Shapeshifterz. Through mutating your Shapeshifterz into a MEGA you can begin claiming from the daily bribe pot (25% withdrawal bribe taken by the Overlord whenever in-game LOOMI is exchanged for the \$LOOMI ERC-20 token).
- ❖ [LOOMI Vault](#) where users can check-in for daily claims of earnings. It yields 500 \$LOOMI/day. Launched on the 24th of January, the mint was 1 ETH, based on the clear success of the previous projects.

An unexpected problem arose when people started trading \$LOOMI. Despite being intended for use in minting secondary collections, the token's ERC-20 nature allowed for the creation of liquidity pools. This led to uncontrollable speculation and a rapid increase in the token's price, but ultimately resulted in a drastic decline in value.

In February 2022, Creepz announced a three-season roadmap that included plans for crossbreeding, metaverse expansion, and more. As part of the second season, the team introduced Lamex, an off-chain in-game currency that players could use to acquire traits for the Interdimensional Lizards generative collection (you can convert your existing LOOMI balance for a one time preferential rate).



The founding team of Creepz, which was primarily focused on P2E, quickly realized that relying solely on royalties was not a sustainable approach to building a brand. To address this, they rapidly shifted the focus of the project to OVERLORD along with [Three Six Zero](#), an independent management and entertainment company at the forefront of music, film, television, and digital content. The brand encompasses four distinct areas: fashion, TV, gaming, and products. Two of these have been announced so far.

- ❖ OVERLORD has entered into a Joint Venture with [West Brand Lab](#) to launch a comprehensive fashion brand, rather than a limited merchandise line. The brand will be available in stores and will cover all seasons. Founders of West Brand Lab include ex-CMO Levis, ex-VP Nike, ex-VP Lululemon and ex-CMO Tinder
- ❖ OVERLORD has partnered with [Seth Green](#) and his production studio [Stoopid Buddy Stoodies](#) to create an animated TV series (Rick & Morty style) about the genesis collection and its storyline.

In regards to the gaming vertical of OVERLORD the team is currently in the process of developing it, releasing teasers and puzzles to generate excitement. As for products OVERLORD has recently released an [art figurine](#) in collaboration with [Spat Studio](#) that all holders can claim and it will be shipped worldwide to all holders free of charge.



Brand Overview

Brand name: OVERLORD

Description: OVERLORD is a gaming and entertainment brand that aims to “invade” households worldwide through various mediums such as blockchain gaming, TV animation, and streetwear fashion.

The blockchain gaming aspect will feature an immersive gaming ecosystem set in the OVERLORD Universe, designed for mainstream adoption.

In terms of TV animation, OVERLORD plans to produce high-quality animation with the help of multi-E Emmy award winners @StoopidBuddy.

The brand is managed by @threesixzero, leaders in mainstream entertainment which represents stars like Will Smith and Calvin Harris.

The streetwear fashion aspect of the brand includes merchandising IP to take over mainstream culture, with a fashion brand stocked in global retailers and collaborations with other acclaimed brands.

The whole ecosystem is underpinned by a new coin that circulates value back to NFT holders and aims to build a vibrant community around OVERLORD. Creepz are the genesis characters within the OVERLORD Universe and the paramount foundation of our billion-user vision.

Sector: Mixed Media

Website: <https://www.overlord.xyz/>

Discord: <https://discord.gg/overlordxyz>

Members: 16K

Twitter: https://twitter.com/overlord_xyz

Followers: 46.2K

Useful links: https://linktr.ee/overlord_xyz



Creepz by OVERLORD

Collection: Creepz by OVERLORD
Creator: OVERLORD
Blockchain: Ethereum (ETH)
Project info: Creepz are the genesis characters in the Overlord Universe. Invading millions of households worldwide through Blockchain Gaming, TV Animation, Fashion Brand & an Ecosystem Coin.

Sector: Mixed Media
Category: PFP
Type: ERC-721
Total Supply: 11,111
Created: Jan 6, 2022
Method: Redeem for free with Invasion Pass or, Fixed Mint Price
Mint Price: 0.069 ETH
Creator fee: 7.5%

Utilities: The OVERLORD ecosystem is underpinned by a new coin that circulates value back to NFT holders. Creepz are the genesis characters and the paramount foundation of our billion-user vision.

Roadmap: OVERLORD is currently focused on expanding in four different areas, which include fashion, TV, gaming, and products. The brand has already announced partnerships for fashion and TV, and is planning to announce partnerships for gaming and products in the near future.

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

Contract: <https://etherscan.io/address/0xfe8c6d19365453d26af321d0e8c910428c23873f>

Website: <http://www.overlord.xyz/>
<https://www.creepz.co/#/>



Related Collections

Collection: Creepz Invasion Pass

Created: Dec 27, 2021

Project info: Pairing a pass with each of your Creepz Genesis, grants you as many 3D Creepz when they release. The pass is also your VIP passport to the Creepz ecosystem for all kinds of exclusive in-game and IRL experiences and perks.

Marketplace: <https://opensea.io/collection/creepz-invasion-pass>

Collection: Creepz Reptile Armoury

Created: Jan 17, 2022

Project info: TOP SECRET: The Creepz presents the reptile armoury. The most high-tech interstellar gizmos to upgrade your army in the invasion of earth. T&Cs apply: requires Creepz to be staked to yield. You may also need to pay scavengers for extra parts.

Marketplace: <https://opensea.io/collection/reptile-armoury>

Collection: Creepz Shapeshifterz

Created: Jan 24, 2022

Project info: Aim of the game? Collect all 5 different variations (1-5) of a single character and sacrifice them to the Overlord to mutate them into a Mega Shapeshifterz! Bathe in the sweet sweet LOOMI you take as bribes from the Creepz.

Marketplace: <https://opensea.io/collection/creepz-shapeshifterz>

Collection: Creepz Mega Shapeshifterz

Created: Jan 24, 2022

Project info: Creepz Mega Shapeshifterz, mutated out of 5 Shapeshifterz. Fear them, for they are the Overlords bribe collectors. Collect Megas to claim LOOMI bribes from Genesis Creepz and await the reckoning. You must own a Creepz Genesis to claim bribes.

Marketplace: <https://opensea.io/collection/creepz-mega-shapeshifterz>

Collection: Creepz Loomi Vault

Created: Jan 24, 2022

Project info: Your private vault in the Overlord's bank. Take daily dynamic dividends from the inter-galactic invasion fund.

Marketplace: <https://opensea.io/collection/creepz-loomi-vault>



Market Overview

Note: The data below represents a snapshot of the market taken on 19th Jan, 2022
Source: <https://nftgo.io/collection/creepz-genesis/overview>
Volume: 17,992 ETH
Floor price: 1.7 ETH
Listed: 2.35% (261)
Owners: 6.69% (743) (Creepz are staked, real holder count = 4,100)

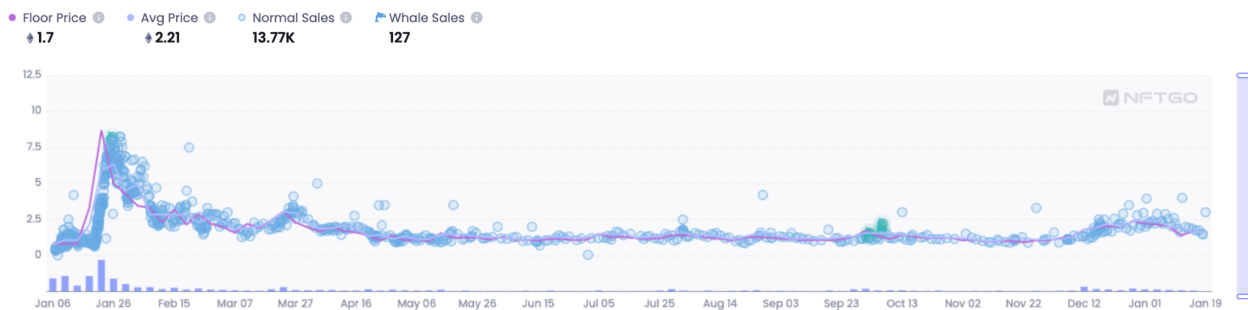
Volume analysis and price movements:

Market Cap & Volume



On January 6, 2021, some creepy lizards crawled out onto the blockchain and quickly slithered their way up the NFT rankings. Originally there was a plan for anyone whitelisted to have 24 hours to mint their Creepz passes that would allow them to claim a Creep in the following days, but the whitelist was oversubscribed and sold out within an hour. Of course, this created some FUD, but the secondary market hovered just a bit higher than mint price afterward for a couple of days, so those who missed out could still hop in. The team also swept the floor to allow some who missed out on the whitelist mint a chance to buy a Creep for mint price — a good faith effort to keep the trust of their community.

Price & Sales



On January the 8th the scaly lizards finally revealed themselves to the world with the price actually increasing after reveal. For the next few days, the daily trading volume of Creepz was around 500 ETH, with a high of 850 ETH. After the developers released a roadmap on January 20th, the trading volume began to consistently increase. The highest point occurred on January 25th, with a volume of 1290 ETH and a floor price of 8.69 ETH. This was the day after an unofficial liquidity pool for LOOMI was opened. The token experienced a significant price

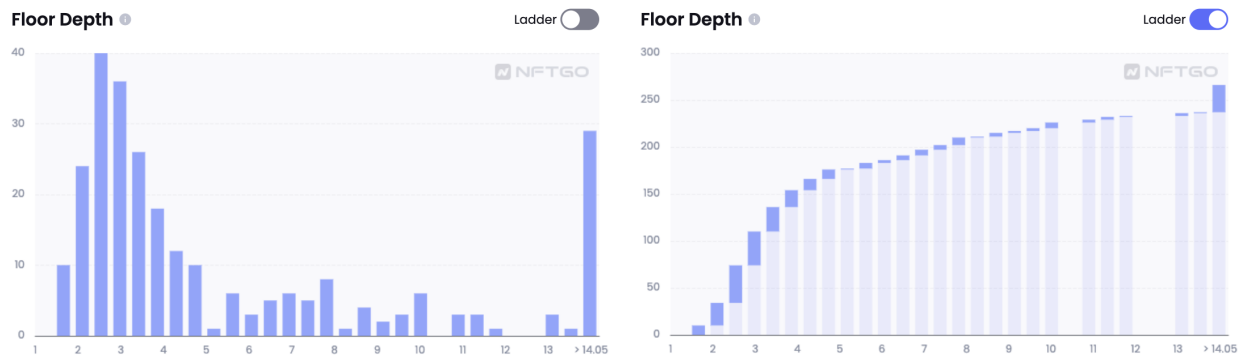


increase reaching above \$0.60. At that point, the daily yield from owning a floor Creepz would have been equivalent to 900 dollars, but this situation was not sustainable, in fact it lasted less than a day.

After reaching a peak value, the floor price of Creepz quickly dropped back below 4-5 ETH, and continued to decrease over the following months, reaching 2 ETH. The overall market conditions further impacted the price and it fell even lower, remaining around 1 ETH for the majority of 2022. However, on December 8th, with the announcement of OVERLORD, the price of Creepz recovered. Currently, it is stabilizing in the range of 1.5-2 ETH.

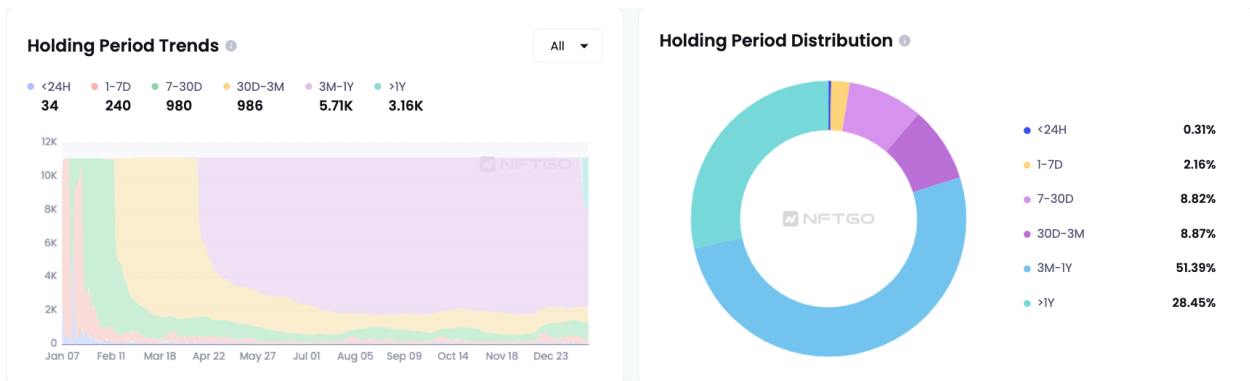
Floor depth analysis:

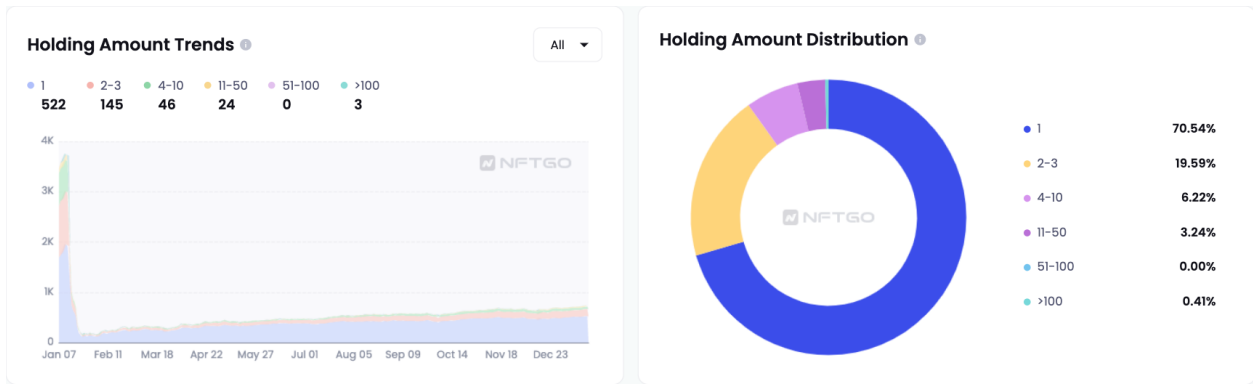
The total number of Creepz listed is 261/11,111 but only 0.14% are listed at floor (within 15% from collection floor price, to indicate a holder's intention to sell). Above the floor price we can observe a consistent number of listings (176) up to 5.05 ETH. The intensive range has 84 listings, between 2.35 and 3.25 ETH. Above 5.05 the listing starts to decrease rapidly up to the 14 ETH mark. About 10% of the listings are listed above that price.



Holding distribution and top holders:

Looking at the distribution over the period, a good amount of holders (28.45%) have held their NFTs since mint. Considering that we are currently close to the 1 Year anniversary, I expect a good amount of holders in the 3M-1Y range (51.39%) who bought from secondary to have held it for almost 1 year. It's also interesting to look at the 30D-3M range. These new holders could be people that decided to enter Creepz after the announcement of OVERLORD. Since 2.35% Creepz are listed it suggests that the 8.82% holders who acquired their Creepz in the last 30 days have staked them and most likely plan to hold onto them for the long term.





Being Creepz a collection with a staking mechanism, the hold amount trends and distribution are not accurate. In this case we can only judge the collection status based on the total amount staked 83.23% (9,248 and listed 2.35% (261). As stated in the collection bio the real holder count should be 4,100.

Top Holders

Contract Top Holders Whales Blue Chip Holders

#	Address	NFTs	Estimated Value	Avg Cost	PnL	Unrealized Profit	Realized Profit	Last Deal
01	0xC35031	9248 83.23%	16K	1.12	5.68K	5.68K	0	--
02	0xIDA533	163 1.47%	281.99	1.67	9.34	9.34	0	Oct 04, 2022
03	0x24354c	101 0.91%	174.73	1.46	26.92	26.92	0	--
04	0xcE45ee	48 0.43%	83.04	0.5091	74.08	58.6	15.48	Feb 07, 2022
05	lizardboys.eth	40 0.36%	69.2	0.3222	56.31	56.31	0	--
06	0x47835f	34 0.31%	58.82	1.53	6.84	6.84	0	Dec 17, 2022
07	0xA6864e	31 0.28%	53.63	0.3248	85.76	43.56	42.2	Oct 24, 2022
08	0x41859F	31 0.28%	53.63	0.1045	50.39	50.39	0	--
09	0x4B5350	30 0.27%	51.9	0	68.8	51.9	16.9	Dec 22, 2022
10	0x1E4951	24 0.22%	41.52	2.21	-11.55	-11.55	0	Jan 09, 2023

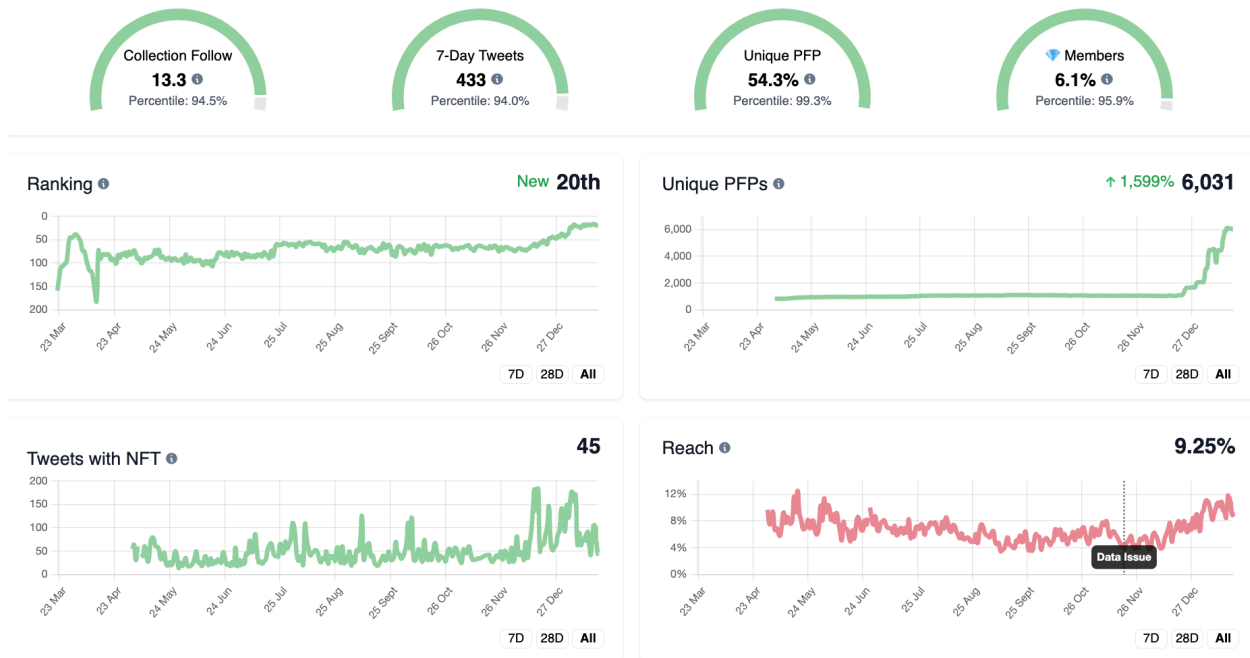
Influential supporters and critics:

Coming soon!



Community Statistics

Source: nftnspect.xyz - Cold Blooded Creepz



The community strength, calculated on different social signals is placed 20th. It was below 50 for a good part of 2022 and it raised after the OVERLORD announcement in December.

All the parameters are very good. Both the number of members who follow each other and the mentions per week are in the top 10%. On average you can see a tweet with a Creepz 45 times a day.

The number of PFPs is 6,031 making Creepz very widespread, which makes it a highly popular and widely-held NFT. The number of unique PFPs has notably increased after the OVERLORD announcement, indicating renewed interest and pride in the project. This places the parameter in the top 1%.

The OG members parameter (holders who have been in the collection for more than 75% of its lifetime) represents the top 5%. It corresponds to only 6.1% of the total members but that might have been distorted by the use of a staking contract.

The community's reach is subject to fluctuation, with a range of 12% to 4%. Currently, it is on an upward trend and is at 9.25%, which is considered good in terms of absolute numbers.



Team

Limited information could be found on the team behind the scenes of The Cold Blooded Creepz (also called as CBC) as many assumed an alias to maintain anonymity. The two founders are Dominic Smith and Joe Carnell, known as “Dom” and “Joe” while “Psychrome” is the artist responsible for the design and aesthetics of the NFT collection. More than 30 people around the globe work across game development, marketing, brand, legal and engineering. You can find a list on their [website](#).

Doxxing: Partially Doxxed

Founder: <https://twitter.com/dom3xyz>

Followers: 8.2K

Founder: <https://twitter.com/jo3car>

Followers: 11.3K

Artist: <https://twitter.com/psychrome>

Followers: 5.6K



Tokenomics

As mentioned before at the beginning Creepz was focused on the P2E aspect. The game is still functioning but the underlying ERC-20 LOOMI token has been substituted with Lamex, an off-chain, in-game only, currency. You can still find the game staking mechanism on the game website and on-chain the notorious liquidity pool. For the sake of completeness, I report the relative information below but the use of this pool is not endorsed by the project.

Description: \$LOOMI is predominantly an in-game token for you to access the wider ecosystem - this includes future art drops, experiences & events.

We have developed an innovative in-game wallet that reduces the need for you to “claim” your staking rewards before you can use them. This innovation on L1 ETH saves the majority of gas costs that other P2E games have from constant claiming. Making the Creepz ecosystem more cost efficient, dynamic and fun.

\$LOOMI can also be withdrawn from your in-game wallet into an ERC-20 token (also \$LOOMI). You can withdraw \$LOOMI into an ERC-20 if you would like to transfer it to another wallet. You will, however, need to re-deposit \$LOOMI to your in-game wallet before you can use it in the ecosystem.

This is step one towards our commitment to technological innovation, alongside our continued work on L2 & side chain solutions.

Name: \$LOOMI
Contract: <https://etherscan.io/token/0xeb57bf569ad976974c1f861a5923a59f40222451>
Overview: <https://coinmarketcap.com/currencies/loomi/>
Market cap: \$695 (Fully Diluted Market Cap)
Price: \$0.00005625
Website: <https://www.creepz.co/>
Twitter: <https://twitter.com/CBCreepz>

With OVERLORD a [new](#) ecosystem coin was announced to circulate value back to NFT holders. Given past experience with LOOMI and the importance of tokenomics in determining the success and sustainability of a blockchain project, it is likely that the team behind this new token will pay close attention to its tokenomic design and make any necessary adjustments to ensure its long-term viability.



Art / Licenses & Intellectual Property



Art:

Before the idea of using lizards as a base character Dominic Smith and Joe Carnel were looking for a visceral storyline which people could emotionally get behind. “We came across a conspiracy theory that the highest echelons of society are run by a sort of alien race of lizards who can shapeshift into humans. 15 million people in the United States actually believe this. We flipped the script, and thought, actually, these characters are actually kind of cool. So could we make a set of these alien lizards, who actually are kind of lovable?.”

And so, the pair collaborated with the streetwear artist Psychrome to create the base character and all the traits of the generative collection. The Creepz Genesis NFT characters have 800+ traits and there are six breeds of lizards: Reptoids (green), Lizard People (blue), Draconians (gray), Saurians (yellow), Reptiloids (purple) and Super-rares.

Licenses & IP:

Your purchase of an NFT during the Initial Sale comes with a non-exclusive, revokable, license to use the Creepz associated with your NFT for commercial purposes, including to create certain derivative works based on such Creepz, up to a total value of \$100,000 (“Cap”), meaning that there is a limit to the amount of revenue you may generate using the Creepz that is associated with your NFT (“Commercial License”). The Commercial Licence allows you to (amongst other things) create, sell, and market: (i) physical goods (e.g., apparel) or (ii) tangible or intangible media (e.g., comic books, e-books, video games, film and television productions), each that feature the Creepz. If your commercial use of a Creepz exceeds the Cap, please do reach out to us at Gm@overlord.xyz to secure the appropriate license.

Read the Terms and Conditions [here](#).



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.

Dec 27, 2021	Invasion pass mint
Jan 6, 2022	Creepz genesis mint
Jan 14, 2022	Staking game goes live
Jan 17, 2022	Reptile Armoury mint
Jan 24, 2022	Shapeshifterz, Loomi Vault mint
Feb 28, 2022	Three six zero's first NFT partnership with Creepz
Mar 22, 2022	Season 2 new Lamex token
Mar 25, 2022	InterDimensional Lizards announcement
Apr 24, 2022	Lamex marketplaces goes live
Jun 21, 2022	Creepz NFT NYC IRL meetup
Jul 31, 2022	OVERLORD - The new beginning
Aug 18-21, 2022	Art collaboration between Creepz & @SpatStudio
Aug 26, 2022	Overlord has partnered with Seth Green's @stupidbuddy studios
Sep 19, 2022	Joint Venture with West Brand Lab to launch fashion brand
Sep 30, 2022	Seedphrase swept 83 ETH worth of Creepz
Oct 14, 2022	Ryan Carson sweeps 15 Creepz for his 121G fund
Dec 8, 2022	OVERLORD 4 verticals
Dec-Jan, 2022	Game teaser teaser teaser teaser teaser teaser teaser teaser teaser teaser



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

Cold Blooded Creepz has been, without doubt, one of the most successful NFT launches in the past year, establishing themselves as a culture and a brand. The founders, Joe & Dom, have built an extensive ecosystem that combines community, narrative, and digital experiences, which has been successful in both attracting significant numbers and fostering an active community. The community of Creepz Genesis is also widely recognized as one of the strongest and most active in the NFT space, supported by statistics.

In order to become a major global brand, NFT Creepz has rebranded as OVERLORD and signed a contract with There Six Zero Management, a move that aims to attract the attention of the mainstream and the media.

OVERLORD plans to expand into four different areas: fashion, TV, gaming, and products. The brand has already announced partnerships in fashion with West Brand Lab and in TV with Seth Green and his production studio Stoopid Buddy Stoodies.

About the gaming vertical many teasers have been released for the gaming vertical and the actual release may be closer than we think.

With all these elements in place Creepz has established a strong foundation for success and is well-positioned to become a leading player in the Web3 space.

Lizards Are Gonna Make It!



Resources

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

Introduction:

<https://blog.mexc.com/what-is-creepz-genesis-nft/>

https://twitter.com/Overlord_xyz

<https://twitter.com/davincithreads/status/1615524690373627904>

Brand Overview:

<https://www.overlord.xyz/>

https://twitter.com/Overlord_xyz/status/1600898707544674304

Creepz by OVERLORD:

<https://www.overlord.xyz/>

Related Collections:

[Discord - Official links](#)

Market Overview:

<https://nftgo.io/collection/creepz-genesis/overview>

<https://collective.xyz/blog/a-guide-to-creepz-nfts-and-loomi-token>

Community Statistics:

<https://www.nftinspect.xyz/collections/0xfe8c6d19365453d26af321d0e8c910428c23873f>

Team:

<https://www.tatler.com/article/creepz-cyber-society-meet-the-nft-duo>

<https://creepz.wiki/creepz-team/>

<https://www.overlord.xyz/>

Tokenomics:

<https://www.creepz.co/#/>

Art / Licenses & IP:

<https://www.tatler.com/article/creepz-cyber-society-meet-the-nft-duo>

<https://www.overlord.xyz/creepz-terms>

News / Announcements:

https://twitter.com/Overlord_xyz

<https://luckytrader.com/nft/genesis-creepz/news>

Report Analysis:

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