

*Keungz x Yoga Petz*



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Disclaimer: Any information contained in this report is for educational use only. This report was compiled by [AA](#) for the Fat Cats DAO and it was last updated on the 26th of February, 2023.

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# Introduction

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## Who is Keungz?

[Keungz](#) is an NFT/Web3 veteran with 15+ years of IRL experience in tech dev. and management, an investor for startups and Bluechip projects. He is also the Founder of YogaPetz, Advisor and Lead tech partner for Memeland.

## What is the Keungz Ecosystem?

- ❖ Keungz Ecosystem included two collections: Keungz Genesis and Kubz.
- ❖ Both collections can participate in "Hold & Earn" and "Gashapon".
- ❖ Advantage to join the upcoming YogaPetz Ecosystem.

## What is Keungz Genesis?

Keungz Genesis is a collection of 432 meditating pixelated character NFTs created on the Ethereum blockchain. Keungz Genesis is at the top of the Keungz ecosystem, which includes other projects and collections like YogaPetz. It is also the earning multiplier statue for YogaPetz ecosystem which you can also put into your own Petzland. Holders of Keungz Genesis NFTs receive priority access to all projects within the Keungz ecosystem and any project that Keungz advises for. Keungz Genesis were minted via a blind auction mechanic that awarded an NFT to the 333 highest bids (remaining 99 goes to the Treasury). The final price all auction holders paid was equal to that of the 333rd highest bid (5 ETH) and all auction participants that did not win were refunded their bids.

It's safe to say that Keungz Genesis has been a success considering it currently sits at a floor price of 11.6 ETH on OpenSea. After, the second step was Kubz.

## What is Kubz?

Kubz is a collection of 10,000 pixelated lion cub NFTs living on the Ethereum blockchain. The collection was founded by Keungz and represents the second-tier level of the Keungz ecosystem. Initially, only 5,000 Kubz were released for auction to the public. The remaining 5,000 Kubz can be minted through Keungz Genesis breeding (estimate 11 months to complete the collection). Holders of a Kubz NFT are able to partake in the Keungz play and earn game-to-win prizes ranging from ETH to NFTs. Holders also have exclusive access to the members-only channel within the Keungz Discord, along with priority access to all projects created or advised by Keungz.

Currently, the Kubz collection sits at a floor price of 0.75 ETH on OpenSea.

## What is YogaPetz?

YogaPetz is a collection of 10,000 NFTs that represents balanced life, true self and mindfulness. Every day this world tells us that we're not enough but it's an illusion, because you are already



perfect. So despite what this world made you believe, just be yourself and join YogaPetz journey to discover what had been within us all along, because we are seeking the same too.

Every YogaPetz represents your residency in the YogaPetz Resort, together we chill, heal and explore our true self. Each resident of YogaPetz Resort can enjoy exclusive access to our marketplace, Breathe to Earn games, IRL events, upcoming drops, latest projects, and more. The NFTs act as a VIP pass of the platform, every holder of the NFT will be entitled to exclusive perks, IRL events, airdrop of gaming items, attribute boost, and most importantly staking token \$PRANA which will be the governance token on the platform.

The YogaPetz team announced during a Discord AMA on Jan 31, 2023, that the YogaPetz mint date will be in April / Q1 2023.



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## Brand Overview

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**Brand name:** Keungz / YogaPetz

**Description:** From the pandemic to the crypto bear, the world and web3 space suffer in physical and mental health crisis.

Our founders, Keungz and [Kakarot](#) as two of the OG players in the NFT space, witness and experience a lot of stress and sleepless nights themselves. In an industry full of scams, rugs, FUD and fluctuations, they feel like there is nowhere to hide and take a break if you are already in it. And that is how it all started.

As Kakarot already has real-life experience in App development and is also running a wellness app called [HappyChant](#), they quickly came up with the idea of "Wellness-to-earn", where all the holders and players can earn tokens while doing wellness activities like yoga, chanting & meditation.

But after some digging and researching on how all other P2E games work and perform, we believe solely "wellness to earn" is not enough to benefit the community and the space. There's so much more we could do.

While the public might think that yoga is just physical poses, the entirety of yoga actually includes a wide range of static, spiritual practices, such as chanting, meditation, breath work, and more. We choose yoga to be the main theme of the collection because it would be easier for the public to understand what we are trying to achieve and deliver, but you already know we are a project way more than just Yoga.

**Sector:** Mixed Media

**Website:** <https://keungz.com/>  
<https://yogapetz.com/>

**Discord:** <https://discord.gg/yogapetz>  
Members: 199K

**Instagram:** <https://www.instagram.com/yogapetz/>  
Followers: 2.2K

**Twitter:** <https://twitter.com/Yogapetz>  
Followers: 209K

**Useful links:** -



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# Kubz

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**Collection:** Kubz  
**Creator:** Keungz  
**Blockchain:** Ethereum (ETH)  
**Project info:** In the jungle, the mighty jungle, the lion sleeps tonight !weee  
Kubz sits at the second tier level of Keungz ecosystem. It provides access to all Keungz related projects, e.g. YogaPetz. For lack of a better word, some people think it is like the Potatoz of Memeland or MAYC of BAYC.

**Sector:** Mixed Media  
**Category:** PFP  
**Type:** ERC-721  
**Total Supply:** 10,000  
**Created:** Dec 30, 2022  
**Method:** Fixed Price Mint  
**Mint Price:** 0.469 ETH + Gas  
**Creator fee:** 9%

## Utilities:

### ❖ Immediate Benefits

- HODL and earn Spirituality (Spirituality plays a very important role in the Keungz Ecosystem)
- Team member of Play & Earn game
- Private lounge in Discord
- Kubz is the Yogapetz booster to earn \$PRANA
- Kubz is Petzlist hunter
- Much more...

### ❖ Other Benefits

- Alpha from Keungz and his connections in Web2 & Web3
- Priority and advantage in all projects advised by Keungz
- Membership of an one-stop launchpad for Web3 projects, from strategy, tech, marketing to community

## Roadmap 1.0:

### ❖ Phase 1 - Baby Keungz

- Keungz Genesis breeding
- Baby: Exp + Level + Gear
- Adventure play and earn



❖ **Phase 2 - Hold/Play & Earn**

Form a team of 3 using your Genesis or Kubz, use your spirituality to join and defeat your enemies. Defeat your enemies, win different prizes (1,000 ETH+ worth of NFTs and Tokens).

❖ **Phase 3 - Gashapon**

- All holders will earn tickets (Daily/Weekly/Monthly) to draw different rewards using Gashapon machine
- Rewards will include different bluechip NFTs, Tokens, Gears, and WL
- More prizes will be added continuously

**Marketplace:** <https://opensea.io/collection/kubz>

<https://x2y2.io/collection/kubz/items>

<https://looksrare.org/collections/0xEb2dFC54EbaFcA8F50eFcc1e21A9D100b5AEb349>

**Contract:** <https://etherscan.io/address/0xeb2dfc54ebafca8f50efcc1e21a9d100b5aeb349>

**Website:** <https://keungz.com/>



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# YogaPetz

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**Collection:** YogaPetz

**Creator:** Keungz / Kakarot

**Blockchain:** Ethereum (ETH)

**Project info:** YogaPetz is a collection of 10,000 NFTs that represents balanced life, true self and mindfulness. Every day this world tells us that we're not enough but it's an illusion, because you are already perfect. So despite what this world made you believe, just be yourself and join YogaPetz journey to discover what had been within us all along, because we are seeking the same too.

Through the gamification of the in-app experience, YogaPetz will drive people to build a balanced lifestyle and consolidate healthy habits with the support of a strong Web3 social component.

**Sector:** Mixed Media

**Category:** PFP

**Type:** ERC-721

**Total Supply:** 10,000

**Created:** -

**Method:** Fixed Price Mint

**Mint Price:** TBC

**Creator fee:** NFT royalties are automatic payments to the original NFT owner made on secondary sales of the owner/artist's creation. 6.8% of royalties received from all secondary sales will be used to hire more full-time team members, build our virtual resort, create Breathe to Earn game and deliver even more value to our community!

## Utilities:

### ❖ Platform VIP Access

Even though YGPZ Platform is a public platform and is accessible to everyone, YogaPetz holders get to enjoy a copious amount of advantages compared to non-holders, for example:

- 1 YogaMat will be airdropped to all holders
- Attribute and extra bonuses via the platform
- Monthly Treasure Box bonus
- Exclusive holder-only events and perks

### ❖ Staking and Earn \$PRANA

All holders can stake their YogaPetz NFT and earn tokens straight after the





mint, you will be able to use the token for Petzland purchase, and also gives you a significant head start compared to non-holders.

❖ **Holders only IRL events / training / product**

Exclusive events and perks are only redeemable via the platform's marketplace.

**Roadmap:**

❖ **Phase 1 - Embrace the balance**

Minting, 10,000 YogaPetz as a community platform sharing lives and achieving balance.

❖ **Phase 2 - \$PRANA Utility and Petzland**

\$PRANA Token fully utilized, tokens will be used in exchanging IRL experience, purchasing or renting a Petzland.

❖ **Phase 3 - YGPZ Resort Official Launch**

YGPZ platform App official launch.

**In the works:**

❖ **YGPZ Resort / Web 3 Lifestyle App (TBC)**

The dev team has 10+ years in mobile app development. YogaPetz has a web 3 lifestyle app with social-fi and game-fi mechanism. Both Social-Fi and Game-Fi elements act as a safe haven to encourage users to build a consistently healthy lifestyle and share their journey. Yogis (players), can make token earnings by learning, practices and exercise. All the gaming features and social elements will be in here.

❖ **\$PRANA & \$KARMA (TBC)**

Breathe to earn \$PRANA.

We will be using the duo token model throughout the whole ecosystem.

\$PRANA – The governance token of the platform, able to trade in major exchange and cash out for USD.

\$KARMA – In platform token which can only use inside the platform.

❖ **Yogiverse / Petzland (TBC)**

Yogiverse is a place where the YogaPetz Resort will become in the metaverse. All Petz will come together to build our resort, and that will become our place for mindfulness practice through guided meditations, mindful movements and sound baths. Each of these experiences are designed to enchant your senses on all levels.

Using \$PRANA to purchase 4 different sizes of Petzland. You can either own



a Petzland and rent it to others. Or just join others' Petzland. Both will also give you a different % boost of \$PRANA earnings.

For lack of a better word, some people think it is like the Marvel Universe, YogaPetz as a main island surrounded by different project islands (DigiMonkz, Breathonics, AYA Stella).

**Marketplace:** -

**Contract:** -

**Website:** <https://yogapetz.com/>

<https://yogapetz.gitbook.io/yogapetz-litepaper-v1/project-background/how-did-it-start>



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## Related Collections

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**Collection:** Keungz Genesis

**Created:** Sep 22, 2022

**Project info:** #KeungzTogetherStrong

Keungz Genesis sits at the highest level of Keungz ecosystem. It represents the VIP access to all Keungz related projects, e.g. YogaPetz. For lack of a better word, some people think it is like the MVP of Memeland or PROOF Collective of PROOF/Moonbirds.

**Marketplace:** <https://opensea.io/collection/keungz-genesis>  
<https://x2y2.io/collection/keungz-genesis/items>

<https://looksrare.org/collections/0x76Cc4742f7Eaa89a93576505dec37C2C66a76AB7>

**Contract:** <https://etherscan.io/address/0x76cc4742f7eaa89a93576505dec37c2c66a76ab7>

**Website:** <https://keungz.com/>

**Collection:** Kubz Relic

**Created:** Jan 13, 2023

**Project info:** Not all treasure is silver and gold, Kubz Relic - Uncommon, Rare, Legendary and Mythical.

Kubz Relic is a collection of mysterious pixelated box NFTs living on the Ethereum blockchain. Only those that participated in the auction for the Kubz NFT collection and holders of a Kubz NFT were able to mint a Kubz Relic. Crafting a Mythical Kubz Relic NFT makes a holder eligible to win other NFTs like a Bored Ape Yacht Club, Mutant Ape Yacht Club, Moonbirds, and many others.

The final supply for Relic will be 40,069: 39,999 Uncommon, Rare, Legendary, Mythical Relic and 70 Dragon Relic.

**Marketplace:** <https://opensea.io/collection/kubz-relic>  
<https://x2y2.io/collection/kubz-relic/items>

<https://looksrare.org/collections/0xE1B81CD6A494CBCA06a8e2055A62C2Cf0fa5A8ac>

**Contract:** <https://etherscan.io/address/0xe1b81cd6a494cbca06a8e2055a62c2cf0fa5a8ac>

**Website:** <https://keungz.com/>



# Market Overview

## Kubz

**Note:** The data below represents a snapshot of the market taken on 26th Feb, 2023

**Source:** <https://nftgo.io/collection/kubz/overview>

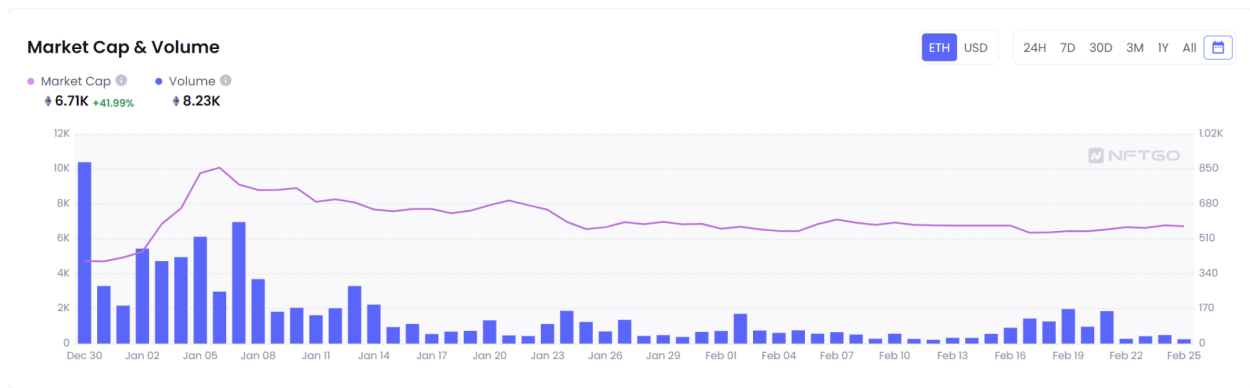
**Volume:** 8,232 ETH

**Floor price:** 0.75 ETH

**Listed:** 0.97% (69)

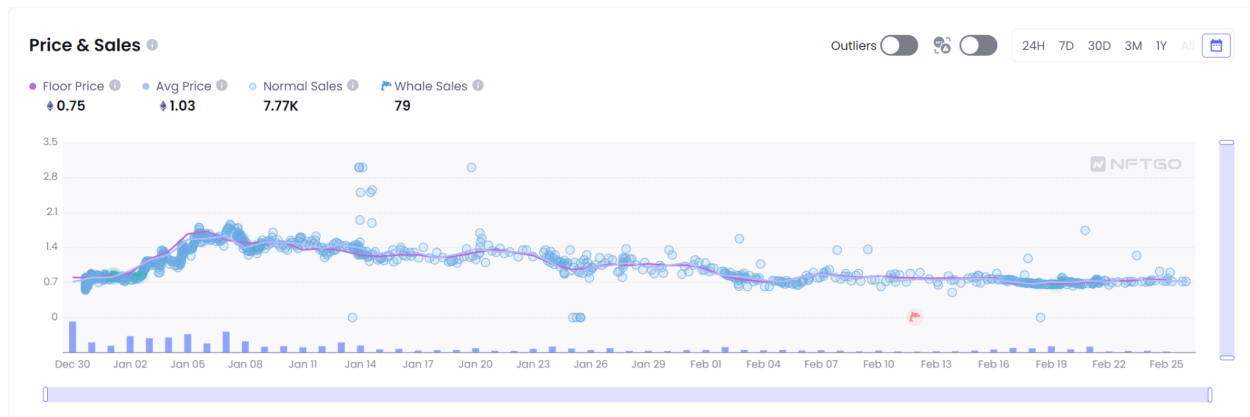
**Owners:** 30.28% (2,154)

## Volume analysis and price movements:



Kubz, airdropped on Dec 30, 2022, had the highest volume of NFT sales on the airdrop date which surpassed 880 ETH in total volume traded. In the jungle, the mighty jungle, the lion sleeps tonight !weee Kubz sits at the second tier level of Keungz ecosystem. It provides access to all Keungz related projects, e.g. YogaPetz, according to its description on [OpenSea](#).

Kubz is a collection of 10,000 pixelated lion cub NFTs living on the Ethereum blockchain. The collection was founded by Keungz and represents the second-tier level of the Keungz ecosystem.

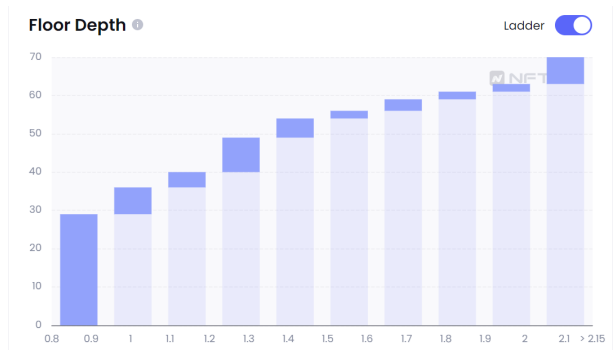
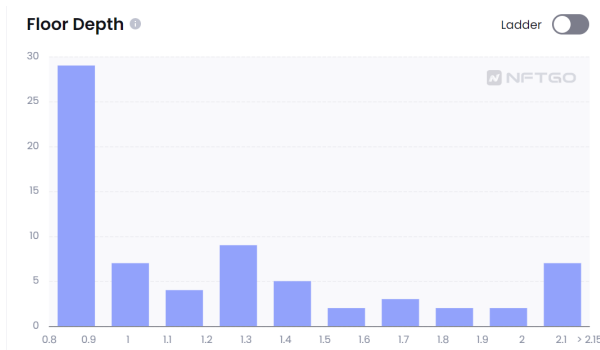


A notable increase in sales/volume during the first week of January 2023 occurred following a Twitter [post](#) by Keungz on Jan 1, 2023, announcing Kubz Hold & Earn 1,000 ETH+ worth prize of NFTs and Tokens.

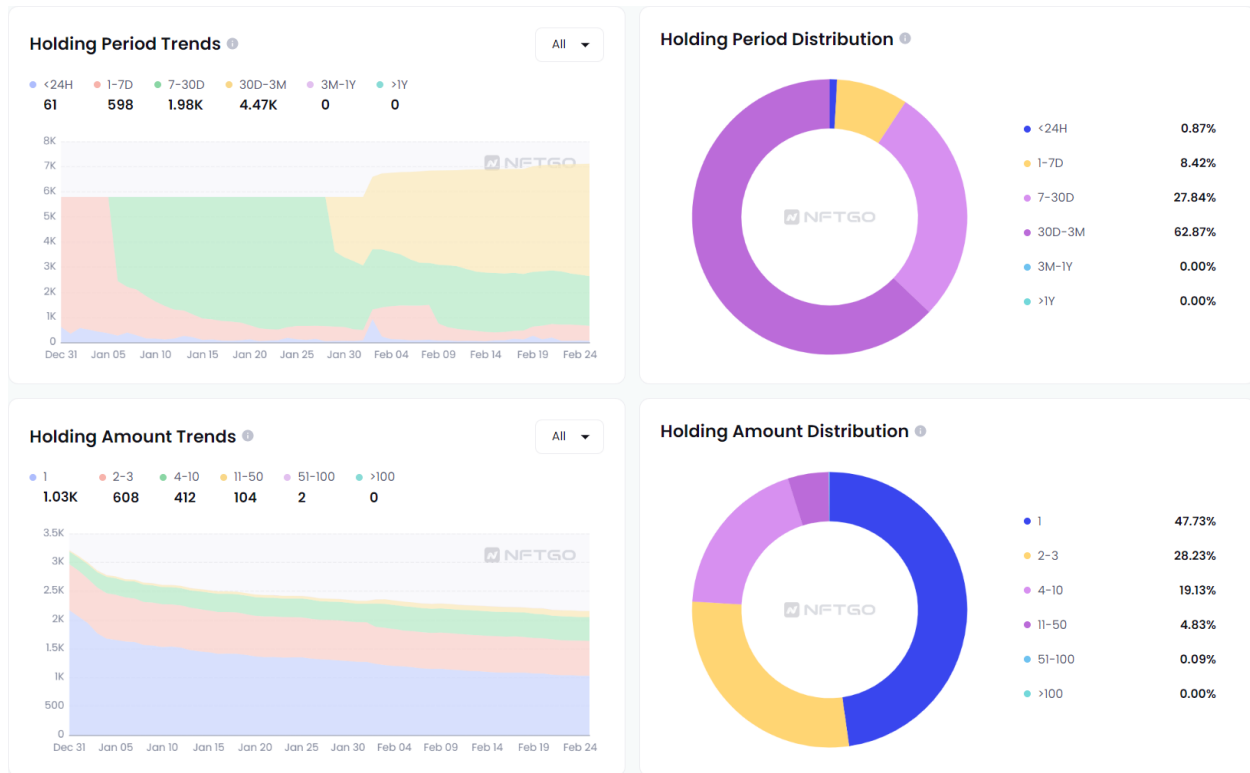
Overall the Kubz floor price has stayed relatively flat following the Kubz Jan 4, 2023, airdrop date, and currently sits at a floor price of 0.75 ETH and has done 8,232 ETH in trading volume.

### Floor depth analysis:

The total number of Kubz listed is 69/6,753 but only 0.27% are listed at floor (within 15% of the floor price, which reflects the holder's intention to sell). Above the floor price we can observe a consistent number of listings (53) up to 1.55 ETH. Above 1 ETH the listing starts to decrease rapidly and the price starts to increase exponentially. The floor now sits at 0.75 ETH and looking at the floor depth chart, it is unlikely to go much higher unless there is major news.



## Holding distribution and top holders:



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 (about 28.23%), which is a good sign of conviction in the project. About 19.13% have 4-10 NFTs while a minority holds more than 10 NFTs and no one holds more than 100.

**Top Holders**

Contract  Top Holders  Whales  Blue Chip Holders

#	Address	NFTs	Estimated Value	Avg Cost	PnL	Unrealized Profit	Realized Profit	Last Deal
01	Keungz	69 0.97%	\$51.75	\$0.0001	\$151.15	\$51.74	\$99.4	Feb 24, 2023
02	0x815612	63 0.89%	\$47.25	\$1.05	-\$17.62	-\$19.21	\$1.59	Feb 13, 2023
03	christian20...	45 0.63%	\$33.75	\$0.6753	\$3.36	\$3.36	\$0	Feb 21, 2023
04	adrianlai.eth	44 0.62%	\$33	\$0.7349	\$0.6652	\$0.6652	\$0	--
05	ysiu.eth	43 0.60%	\$32.25	\$0.6746	\$3.24	\$3.24	\$0	Feb 19, 2023

It is important to note that the top position holder, keungz.eth, is the [verified account](#) for Keungz which holds 69 Kubz NFTs.

## Influential supporters and critics:

Coming soon!



# Community Statistics

**Kubz:** <https://www.nftinspect.xyz/collections/0xeb2dfc54ebafca8f50efcc1e21a9d100b5aeb349>



The community strength, calculated on different social signals is placed 2,347th. While not many members follow each other, and the number of unique PFPs and number of members are substantially low (bottom 15%), the number of times the project is mentioned during the week is near the top 10%.



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## Team

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The Keungz ecosystem team consists of six people (as referenced in the Discord). Keungz and Kakarot are the Founders. Pandaman is the Community Lead. Laurenn and Tarobbt are the Community Builders. Finally, Nicole is the Pixel Animator.

<b>Doxxing:</b>	Not Doxxed
<b>Co-Founder:</b>	<a href="https://twitter.com/keung">https://twitter.com/keung</a> Followers: 200.8K
<b>Co-Founder:</b>	<a href="https://twitter.com/Kakarot_F23">https://twitter.com/Kakarot_F23</a> Followers: 42.6K
<b>Community Lead:</b>	<a href="https://twitter.com/yhopak1">https://twitter.com/yhopak1</a> Followers: 30.9K
<b>Community Builder:</b>	Laurenn
<b>Community Builder:</b>	<a href="https://twitter.com/tarobbt88">https://twitter.com/tarobbt88</a> Followers: 320
<b>Pixel Animator:</b>	<a href="https://twitter.com/Ninicole369">https://twitter.com/Ninicole369</a> Followers: 3.5K





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## Tokenomics

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**Description:** Dark and light exist side by side, even in the YogaPetz Resort. However, by the power of BREATHE, even the darkest night will end and the sun will rise. All Petz can access our Breathe to Earn game to earn \$PRANA. You can use \$PRANA in our marketplace and upgrade your Petz to fight against the darkness. What you need to do is just breathe.

The governance token of the platform, able to trade in major exchanges and cash out for USD.

**Name:** \$PRANA (TBC)

**Contract:** -

**Overview:** -

**Market cap:** -

**Price:** -

**Website:**

<https://yogapetz.gitbook.io/yogapetz-litepaper-v1/about-the-project/our-goal-and-the-product/usdprana-and-usdkarma>



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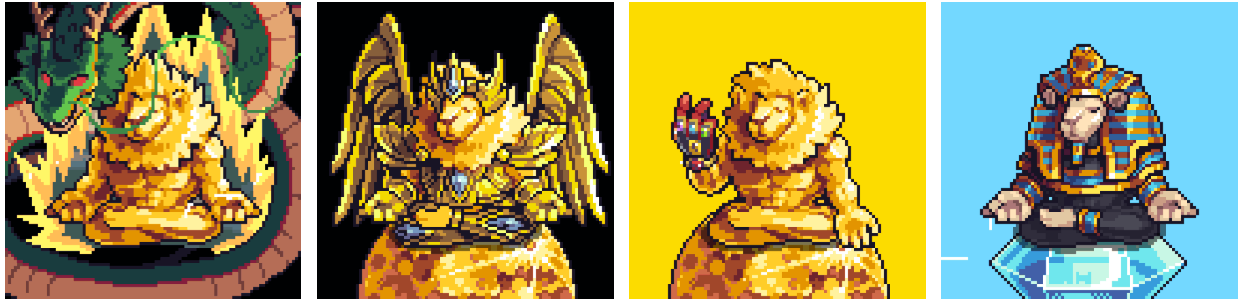
## Art / Licenses & Intellectual Property

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### Art:

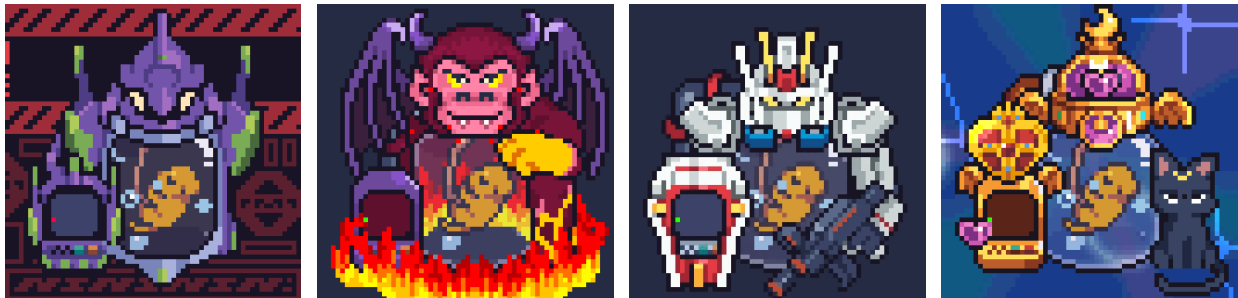
[Nicole](#), Pixel Animator for YogaPetz, created the art behind Keungz Genesis, Kubz, and YogaPetz from conceptualization to the final product. The YogaPetz collection is yet to be released.

Keungz Genesis is represented through 432 meditating pixelated character NFTs.



The lion is passion, the lion is the fire. Lions call you to them. It doesn't concern itself with the opinion of sheep. Kubz is incoming! Kubz is a collection of 10,000 pixelated lion cub NFTs. Kubz has a non-traditional reveal process. There are 4 stages:

- ❖ Stage 0—Pre-reveal (Airdrop)
- ❖ Stage 1—Incubator
- ❖ Stage 2—TBC
- ❖ Stage 3—TBC



YogaPetz is represented through pixelated character NFTs in yoga poses. We choose yoga to be the main theme of the collection because it would be easier for the public to understand what we are trying to achieve and deliver.



### **Licenses & IP:**

The Creator (Keungz) retains absolute ownership of all intellectual property rights, title and interest in the Artwork of the Keungz NFTs, including but not limited to copyrights, trademarks, goodwill and other intellectual property rights.

The owners of the NFTs are granted a license on the terms set out in the License Agreement to use the Licensed NFT Artwork for as long as they own the relevant Keungz NFT.

The Creator grants to NFT owner a non-exclusive, non-transferrable, sublicensable, universe-wide, royalty-free license to use the Licensed NFT Artwork in any and all formats and media, by any and all technologies and means of delivery, for any and all purposes whatsoever, including the commercialization (without limit), reproduction, distribution, preparation of the Derivative Works, public display, and otherwise use and exploit the Licensed NFT Artwork.

Read more in [License Agreement](#) for Unlimited Personal and Commercial Use of Keungz Genesis and Kubz.

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## News / Announcements

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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.

- Sep 22, 2022 [Keungz Genesis \(432 piece collection\) were minted at 5 ETH, and reached 8.58 ETH floor price with 100+ ETH trading volume within 24 hours.](#)
- Oct 7, 2022 [YogaPetz announces partnership and a IRL utility of \\$PRANA with Sweet Atlantic Hotel & Spa that will deliver a blissful resting experience to all YogaPetz holders.](#)
- Nov 24, 2022 [YogaPetz joins forces with BINARY and announces an official long-term partnership with Breathonics \(Project BRX\).](#)
- Nov 27, 2022 [YogaPetz announces long-term partnership with LOFILIANs.](#)
- Dec 1, 2022 [Keungz Kubz is officially launched and opened to the public.](#)
- Dec 9, 2022 [YogaPetz announces partnership with THR3ADS to provide YogaPetz community the highest quality of clothing and merchandise in all of Web3! You can use \\$PRANA to redeem their merch after our mint.](#)
- Dec 13, 2022 [Kubz minting details are revealed during the Petz Town Hall.](#)
- Dec 25—28, 2022 [Kubz public auction during a 72 hour period ended with the final price at 0.469 ETH.](#)
- Dec 28—30, 2022 [Kubz \(5,787\) were minted at 0.469 ETH during a 48 hour minting period.](#)
- Dec 30, 2022 [Kubz were airdropped to the mint wallets allocated a Kubz, and was the #1 collection on the OpenSea trending chart and # 2 collection on the OpenSea top chart \(behind CryptoPunks\) in less than 24 hours, and reached 1,000+ ETH trading volume in 36 hours after airdrop.](#)
- Jan 1, 2023 [Keungz announces Kubz Hold & Earn 1,000 ETH+ worth prize of NFTs and Tokens.](#)
- Jan 2, 2023 [Sébastien Borget, Co-founder and COO of The Sandbox, buys 9 Kubz.](#)
- Jan 5, 2023 [Blur announces Kubz are now whitelisted for trading on Blur.](#)
- Jan 13—20, 2023 [Kubz Relic \(39,999\) were claimed as a free mint during a 7 day minting period.](#)



- Jan 16, 2023 [YogaPetz announces long-term partnership with Mocaverse by Animoca.](#)
- Jan 20, 2023 [YogaPetz announces long-term partnership and alliance with Korean Bluechip SuperNormal.](#)
- Jan 23, 2023 [Details about Crafting \(Treasure Jungle\) for Kubz Relic holders are revealed in the YogaPetz Discord.](#)
- Jan 27, 2023 [Keungz announced Yogapetz-related details for Kubz holders. Kubz: 3 Kubz = 1 Petzlist; 6 Kubz = 1 Resortlist \(WL for Petzland\).](#)
- Feb 1, 2023 Kubz Relics Crafting is launched via Discord announcement. Every Relic can be crafted into a higher tier of relic if you have Keungz Genesis or Kubz, upgrade is not guaranteed, but if you fail to craft, your relic will not disappear or downgrade.
- Feb 2, 2023 Kubz Genesis Breeding launched via Discord announcement.
- Feb 3, 2023 [YogaPetz announces partnership with DigiMonkz.](#)
- Feb 3, 2023 [Keungz responds to software engineer Cygaar \(0xCygaar\) who flagged via Twitter a transparent proxy implementation exploit by taking over the implementation contract for Kubz.](#)
- Feb 6, 2023 [YogaPetz announces partnership with Earpitz.](#)
- Feb 10, 2023 [Keungz announces Ordinal Kubz details for holders. 1 Genesis = 2 Free Airdrop; 3 Kubz = 1 WL.](#)
- Feb 14, 2023 [YogaPetz announces partnership with Kongu.](#)
- Feb 17, 2023 [YogaPetz announces partnership with ZooVerse.](#)
- Feb 19, 2023 [Yat Siu, Co-founder and chairman of Animoca Brands, buys 40 Kubz.](#)
- Feb 20, 2023 [YogaPetz announces partnership and a IRL utility of \\$PRANA with Para Nui Resort at Pohnpei Island.](#)
- Feb 24, 2023 [YogaPetz announces partnership with Nifty Nuggets.](#)

More info can be found in their dedicated announcements channel <https://discord.gg/yogapetz>



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## Industry Comparison

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Coming soon! This section will look at 3 or more similar projects and compare them to determine their relative strengths and weaknesses.



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## Report Analysis

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### **“Don’t try to be Original, just try to be Good.” – Paul Rand**

Full disclosure, Keungz is an advisor, investor, and tech partner for Memeland, so it should come as no surprise that the Keungz and YogaPetz ecosystems feel similar to the Memeland ecosystem; However, their areas/missions are different. Keungz and Ray Chan (CEO and Co-founder of 9GAG) are very close friends and always brainstorm ideas and strategies, so it is not surprising that some mechanisms or designs may look similar. As the legendary graphic designer Paul Rand said, *“Don’t try to be Original, just try to be Good.”* That is why he is learning from every good project in the space, even his friend’s project.

Like Memeland, the development of the Keungz and YogaPetz ecosystems has also unfolded in stages. In stage 1, Keungz Genesis (432 piece collection) were minted at 5 ETH. In stage 2, Kubz (10,000 collection) was launched as an allowlist only free mint. In stage 3, Kubz Breeding/Crafting was launched with 1,000 ETH+ worth prize of NFTs and Tokens. The Kubz art also evolved in stages during Hold & Earn.

Since the mint, Keungz Genesis have skyrocketed to a 11.6 ETH floor price with 988 ETH total volume. Currently, The Kubz sits at a solid floor price of 0.75 ETH with 7.2K ETH total volume during the bear market. What’s even more impressive is the fact that only 0.5% of Keungz Genesis NFTs and 1% of Kubz NFTs are listed, meaning that its community is long-term bullish.

With all roads seemingly leading to Yogapetz, the team have encountered some tech bumps on their journey (issues with the Kubz Relics claiming and the initial Kubz Crafting launch) which the team responded to immediately. This did not have a large negative impact on the Keungz Genesis and Kubz prices; However, the prices have been steadily decreasing and the team will need to ensure that similar issues do not recur in the future thereby leading to dissatisfaction and decreasing loyalty from current holders. Trust is hard to gain, but it is even harder to regain once lost.

Given how there is an increased focus on mental and physical health in today’s culture, as well as the caliber of the team behind Keungz and YogaPetz, it has all of the ingredients needed to make a very successful project. From a market perspective the collection is bullish in a bearish market and I am eager to see how both Keungz Genesis and Kubz collections will perform in Q1 2023 as we get closer to the YogaPetz mint date in April / Q1 2023. Will the prices and sales of both collections be positively impacted the same way MVPs and Potatoz were by the Captainz mint? Be sure to keep an eye out for the YogaPetz mint to stay up to date.



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## Resources

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

### **Introduction:**

<https://keungz.com/>

<https://yogapetz.com/>

### **Brand Overview:**

<https://yogapetz.gitbook.io/yogapetz-litepaper-v1/project-background/how-did-it-start>

### **Kubz:**

<https://opensea.io/collection/kubz>

<https://x2y2.io/collection/kubz/items>

<https://looksrare.org/collections/0xEb2dFC54EbaFcA8F50eFcc1e21A9D100b5AEb349>

### **YogaPetz:**

<https://yogapetz.gitbook.io/yogapetz-litepaper-v1/project-background/how-did-it-start>

### **Related Collections:**

<https://opensea.io/collection/keungz-genesis>

<https://x2y2.io/collection/keungz-genesis/items>

<https://looksrare.org/collections/0x76Cc4742f7Eaa89a93576505dec37C2C66a76AB7>

<https://opensea.io/collection/kubz-relic>

<https://x2y2.io/collection/kubz-relic/items>

<https://looksrare.org/collections/0xE1B81CD6A494CBCA06a8e2055A62C2Cf0fa5A8ac>

### **Market Overview:**

<https://nftgo.io/collection/kubz/overview>

### **Community Statistics:**

<https://www.nftinspect.xyz/collections/0xeb2dfc54ebafca8f50efcc1e21a9d100b5aeb349>

### **Team:**

<https://discord.gg/yogapetz>

### **Tokenomics:**

<https://yogapetz.com/>

<https://yogapetz.gitbook.io/yogapetz-litepaper-v1/about-the-project/our-goal-and-the-product/usdprana-and-usdkarma>

### **Art / Licenses & IP:**

<https://www.keungz.com/licence-agreement>

### **News / Announcements:**

<https://discord.gg/yogapetz>

### **Industry Comparison:**

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### **Report Analysis:**

<https://yogapetz.com/>

