

Alpha, Education & Networking



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Introduction

The main focus of this report is on communities that primarily offer membership through token gating or subscription models, with the intention of identifying the central focus of these "clubs". However, it's important to note that most membership communities don't fit neatly into one specific category. We would also like to give an honorable mention to all the NFT communities that continue to provide impressive opportunities such as whitelists, partnership discounts, research & education.

Before starting to talk about token gated communities it is important to know what exactly an online community is.

What is an online community?

An online community is a group of people with a shared interest or motivation who meet up on the Internet to inspire, affirm, learn, grow, and form connections with each other. Unlike social media, online communities go deep, not wide, as a group of people embark on a journey to master something interesting together.

Beside having amazing conversations with like minded people, there are several other benefits of being part of an online community:

- ❖ *Finding connection* – Real communities do exist online, just like they exist offline and many people come out the other side with a REAL social network.
- ❖ *Focusing attention* – Online communities are the best way to bring people from all walks of life together to dive deep into a topic and come out the other side taking action.
- ❖ *Personal growth* – They will help you learn new skills and reinforce new habits. To make the changes you haven't yet been able to make on your own. The community adds a layer of accountability and support you won't find anywhere else.
- ❖ *Teaching what you know* – One of the great benefits of an online community is the ability to share your knowledge with other members.
- ❖ *Mastering something as a group* – The presence of like-minded people makes it way more likely to master something.
- ❖ *Monetize your following* – Whether you are an influencer or a business, an online community is the single best way to rapidly learn what your fan/customers care about, where they're curious, and what they need from you to stay engaged and committed.



What is a token-gated community?

A token-gated community is an online community that is monetized by restricting access to exclusive content via “token-gating”, then requiring customers to acquire a specific NFT which essentially serves as an access key.

The key difference with the traditional “content gating”, where you need a simple payment to get access, is that token gating transforms the product from a consumable into a commodity. If you decide that you no longer need the product, you could just sell it on the open market like any other asset. This gives token-gated communities a flexibility that traditional communities never had. A game-changer, both for the customer and for the creator.

Benefits for creators are:

- ❖ greater control over who can access their products
- ❖ generate recurring income via royalties from secondary sales

while customers benefit include:

- ❖ no subscription payments
- ❖ a stake in the creator’s success
- ❖ acquire an ownable asset that they can sell at a later stage

It’s worth mentioning that token gating isn’t just limited to online communities. Access via NFTs is used also in conferences and IRL events such as NFT.NYC 2022 where for example access was granted thanks to QR code-enabled solutions provided by [Tokenproof](#).

Web 3 communities

In Web 3, communities typically prioritize three areas of focus:

- ❖ Alpha & Trading
- ❖ Education & Investing
- ❖ Networking, Collecting & Lifestyle

Despite the unique differences between these three areas of focus, the boundaries between them can often be unclear, so the hybrid models are more common.

The most popular platforms for web3 communities are Discord and Twitter. While the first is used mainly for internal communications among members (especially token-gated content), the second is necessary to interact with the broader Web3 space and stay up-to-date on the latest news. Many of these communities are open and welcome individuals of all skill levels, from beginners to advanced users.

Let’s have a closer look at each one of the 3 focus areas mentioned above.



Alpha & Trading

Web 3 communities that focus on Alpha & Trading are centered around the concept of generating returns on investments by taking risks in the market. Members of these communities share their investment strategies, discuss market trends and insights, and engage in trading activities to maximize their returns. This area is highly competitive, and members strive to be the best traders by constantly improving their skills and knowledge. These communities are often referred to as Alpha Groups.

What is Alpha?

It is important to know that “Alpha” in NFTs refers to valuable information shared before it hits the general public on upcoming drops, news, updates, and more. In the fast-paced NFT market, early access to information can significantly mitigate risks and improve outcomes.

What is an Alpha Group?

In the world of NFTs, alpha groups have emerged as an exclusive form of membership that provides, besides alpha, access to early drops, special perks, and other benefits. These benefits may include access to special events, merchandise, valuable whitelists or discounts for market analytical tools.

In general it is possible to access alpha groups by purchasing a membership in the form of a NFT, by paying a subscription fee, or both. In some cases getting access may depend on some specific requirements. For instance, some groups may only consider members who have been actively involved in the NFT community or have a substantial following on social media. In other cases, membership may be granted through an application process. Alpha groups may also be formed around specific NFT collections or projects, with membership granted only to those who have purchased a certain number of assets.

To note that there are many public communities where alpha can be found for free, as well as an endless amount of information. This method however tends to take a lot more digging, and there is a greater amount of competition for free alpha.

Regardless of their origins, the influence that alpha groups have on the market is undeniable. More than once it was the decisive factor for a project takeoff, or the cause of their downfall.



Education & Investing

Education & Investing is another area of focus in Web 3 communities. This area emphasizes the importance of educating oneself about different investment options and strategies before making investment decisions. Members share educational resources, attend workshops, and engage in discussions to learn more about the market and how to make informed investment decisions. The goal of this area is to empower individuals to make wise investment choices and achieve their financial goals.

The goal of Web3 communities focused on Education & Investing is to educate individuals about blockchain technology, cryptocurrency, and the decentralized web. Members share educational resources (such as video tutorials, articles, and podcasts), attend workshops and engage in discussions on the most diverse topics: from learning more about the market, making informed investment decisions and implementing best practices to keep their assets secure.

Overall, these web3 communities are a great starting point for people who are new to Web3.



Networking, Collecting & Lifestyle

Networking, Collecting & Lifestyle is the third area of focus in Web 3 communities. This area is centered around building social connections, collecting digital assets, and granting access to world class events and full service concierge, from theater booking to exclusive hotel discounts and packages.

Members of these communities network with one another to expand their social circles, collect digital assets such as NFTs, and discuss topics related to finance, lifestyle, culture, and entertainment. This area can be more casual than the previous two, and members also engage in non-financial activities to build relationships and have fun.

Several of these Web3 communities are born around influential figures, such as thought leaders, artists, or celebrities, who have already built a following and have established credibility and influence in their respective fields. By engaging with this community, they can create a sense of belonging and foster a collaborative spirit that encourages members to work together towards a shared objective, gaining access to new opportunities, collaborations, and revenue streams.



Market Overview

Membership communities

Before looking at price and volume trends it is important to know that the vast majority of NFT communities that use a pass behave quite differently compared with PFP collections in general. The main reason behind this is that owning multiple membership passes usually does not offer additional advantages beyond accessing the network and receiving early information.

Moreover, since most passes have identical images, collecting them no longer holds the same significance. To support the previous statement, let's examine a few examples.

Collection	Unique Holders	Holding 1	Listed
PROOF	92.7%	94%	2%
MVHQ	97.48%	95.4%	1.15%
Momentum	97.3%	97.5%	3.8%
Wumbo	94.88%	98.7%	2.7%
Admit One	89.6%	94.1%	2.9%

It's evident that the vast majority of people hold just one pass. For this reason they are less inclined to engage in arbitrage plays due to the potential risk of being priced out, which could result in an inability to re-enter without incurring losses.

From the market point of view this means that the circulating supply of these collections is very low and more subject to strong price fluctuations. On the other hand the high percentage of unique holders make price manipulation more difficult.

Membership vs. PFP

While not always the case, the volume of membership collections often tends to be considerably lower than that of their corresponding PFP collections. Take, for example, PROOF and Moonbirds.

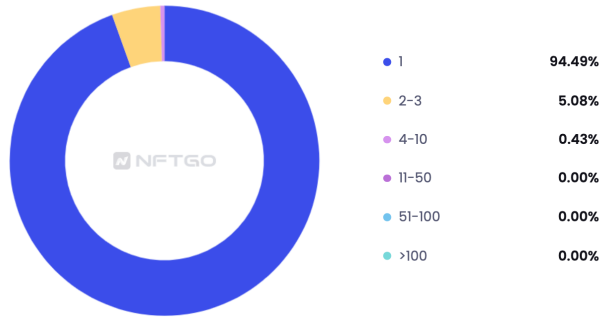
Collection	Mint date	Supply	Total Volume	Floor Price
PROOF	Dec 11, 2021	1,000	30.55K ETH	17.1 ETH
Moonbirds	Apr 16, 2022	10,000	290K ETH	6.46 ETH

Despite launching 5 months later, Moonbirds has a total volume about ten times larger than PROOF. This trend can be explained by the fact that PFP collections typically have larger supplies, leading to more listings, lower prices, and a wider audience.

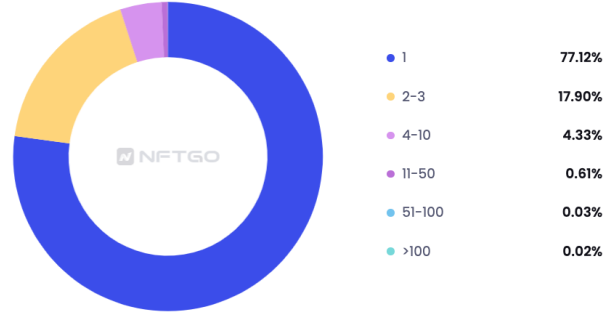


The collecting aspect of PFPs is also a significant factor to consider. When combined with lower prices, it can result in the emergence of "whales," individuals with larger supplies who are more inclined to engage in arbitrage plays, thereby driving up the volume, which again attracts even more traders.

PROOF Holding Amount distribution:

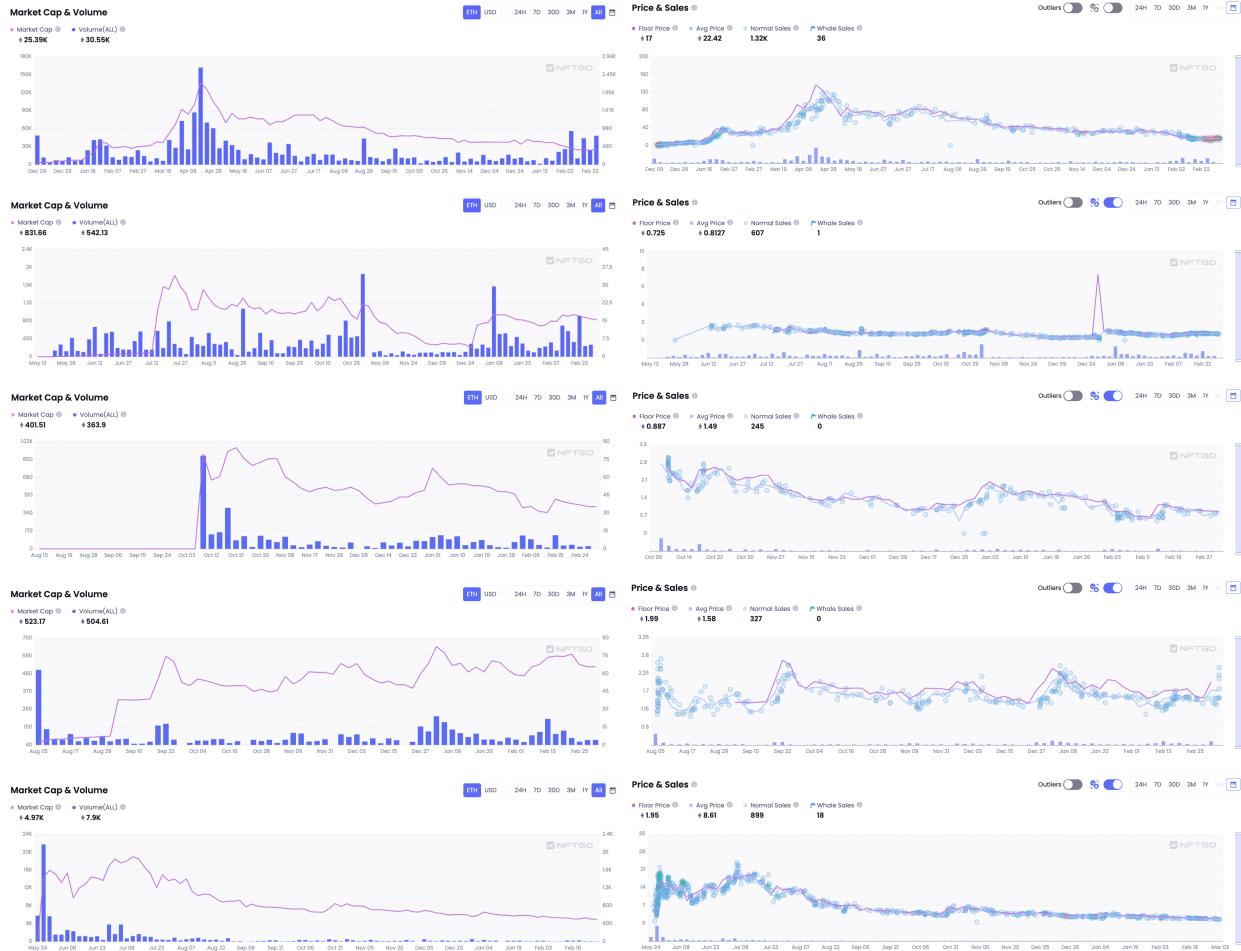


Moonbirds Holding Amount distribution:



Volume analysis

Let's analyze the behavior of the five aforementioned groups: PROOF, MVHQ, Momentum, Wumbo, and Admit One.



Upon initial analysis, it's evident that these groups exhibit distinct behaviors from one another. Most of them experience a surge in volume on the day of mint and the opening price on the secondary market tends to be relatively high due to the influential individuals backing these collections and the desire to join their network.

Collection	Mint price	1st week average price
PROOF	1 ETH (Dutch Auction)	2.8 ETH
MVHQ	0 ETH (Burn)	1.56 ETH
Momentum	3 ETH	2.16 ETH
Wumbo	0 ETH	1.13 ETH
Admit One	0 ETH	14 ETH

Obtaining a whitelist is an excellent opportunity, regardless of whether you intend to remain within the network or profit from it. However, if you're unable to acquire a whitelist, it's advisable to wait for the price to stabilize if your goal is to gain access to the system. In fact, the initial hype-induced price increase is often unsustainable, resulting in a subsequent decline in the floor price over time, before settling down.

Token-gating and subscription model

It's worth noting that some of these collections have switched to a hybrid model between token-gating and the subscription model due to the low trading volume. This is because the revenues from royalties are often insufficient to cover various expenses. Under this model, access passes lose their function after a specific period, unless they are replaced with new ones, typically at a discount. This approach enables projects to have a recurring budget to maintain the system's functionality.



Mentions

Below are some notable Web3 communities, divided according to their main focus. Please keep in mind that this division is merely an approximation, and there can be overlap and shared interests between them.

It's important to note that this list is not comprehensive, and it's not intended to rank these communities in any way. Additionally, any communities not mentioned are not necessarily less important or significant.

Alpha & Trading

[PROOF](#) [Underground](#) [MetaverseHQ](#) [Momentum](#) [Tactical Tigerz](#) [A-List](#) [3gm](#)
[Ape List](#) [OzDAO](#) [WumboLabs \(Cirrus\)](#) [DiamondNFT](#) [Supercommunity](#) [YogurtVerse](#)
[LaserCat](#) [Beta Calls HQ](#) [Terrapin](#) [PGodjira](#) [Llamaverse](#) [Elite Collective](#)
[Consortium Key](#) [TBDKitchen](#) [Dre](#) [Triton](#) [Omega Alpha](#) [Project Atama](#) [Degen Pass](#)
[Truffle](#) [ZooVerse](#) [Beasts](#) [AquaHQ](#) [FlurAlpha](#) [Mirror Pass](#) [The Blueprint](#)
[Unorthodox](#) [NFT Lords](#) [AlphaGang](#) [Picks Passport](#) [Champs Only](#) [Dark Echelon](#)
[Wizard Pass](#) [G Babies Alpha Group](#) [FOMO Dog Club](#) [HANGOUTDAO](#) [Inner Circle](#)
[Living on the Internet](#) [Project Whitelist](#) [Doodles Alpha](#) [OnChain Buccaneers](#)

Education & Investing

[Bridge3Labs](#) [Ethlizards](#) [Metaleon Society](#) [Coalition Crew](#) [LegendaryCobraClub](#)
[Mob Ties by Michael Franzese](#) [Alpha Traders Country Club](#) [Hydro Whales](#) [Fat Cats](#)

Networking, Collecting & Lifestyle

[Admit One \(gmoney\)](#) [The 333 Club \(Zeneca\)](#) [Steady Stack](#) [Magma](#) [Rug Radio](#)
[Dark Labs](#) [Midnight Labs](#) [Gentlemen Croquet Club](#) [Friends With Benefits](#)



Report Analysis

While gated content and access have been around for a long time, the rise of NFTs has given creators an even more powerful set of tools to offer unique and valuable token-gated experiences. In fact, token gating may as well become one of the most significant new monetization strategies, as it is the most tangible use-case and relatively easy-to-implement way for creators to earn revenue, even on an individual level.

Before making any investment decisions it's essential to consider the primary purpose behind acquiring a membership pass. If the goal is to access all its utilities, investing in a membership pass can be a smart move. However, if the sole purpose is for trading, it may not be the optimal strategy because these collections often have limited availability and low trading activity.

That said, whether you're a newcomer or a seasoned pro, joining a Web 3 community can be tremendously beneficial. Not only can it help you earn money, but it can also provide invaluable social support and networking opportunities.

As the saying goes, "no road is long with good company."



Resources

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

Introduction:

<https://tokenizedhq.com/token-gating/>

<https://www.mightynetworks.com/encyclopedia/token-gated-community>

<https://www.mightynetworks.com/resources/how-to-build-an-online-community>

Alpha & Trading:

<https://blog.seedify.fund/nft-alpha-groups-what-are-they-why-are-they-important>

Education & Investing:

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Networking, Collecting & Lifestyle:

-

Market Overview:

<https://nftgo.io/>

Mentions:

<https://www.purr.house/alpha-group-leaderboard?order=undefined>

Report Analysis:

<https://tokenizedhq.com/token-gating/>

