

*Memeland*



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# Introduction

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## What is 9GAG?

If you're unaware, [9GAG](#) is a global content platform well known for its GIFs, memes and viral videos. Earlier this year, it entered the Web3 and NFT realm with its first project called Memeland. 9GAG was founded in 2008 and is an online digital platform and social media website based in Hong Kong. 9GAG allows users to upload and share user-generated content or other content from external social media websites. 9GAG states that it is “the largest meme community on the internet”.

Across all social media platforms, it has a global audience of 200 million followers, meaning that there is an existing fanbase ready to be exposed to its NFT collection. Earlier this year, 9GAG brought its 14 years of online experience in community building and social media to Web3 through Memeland, which has proven to be a huge success.

## [What is Memeland by 9GAG?](#)

[Memeland](#) is the Web3-focused venture studio by the team behind 9GAG (~200M monthly audience).

Our Web3 strategy is a three-course meal:

- ❖ NFT is for building community
- ❖ Token is for creating & decentralizing value
- ❖ Product is for reaching the masses

We have 3 NFT collections at Memeland:

- ❖ Get MVP (M) to boost everything
- ❖ Get Captainz (C) to earn Maps
- ❖ Get Potatoz (P) to earn Valuables
- ❖ Get Super Crew (1M9C27P) & Full Crew (1C3P) to earn Potions
- ❖ Maps, Valuables, and Potions are for [redacted]

\$MEME is a token made to support creators:

- ❖ \$MEME will connect everything in our ecosystem
- ❖ \$MEME will be used by multiple SocialFi products
- ❖ \$MEME is launching in 2023
- ❖ \$MEME is the alpha!

We are building a few SocialFi products:

- ❖ Holders.com—Tripadvisor for your Web3 journey
- ❖ PFP.com—Proof of Fandom Protocol
- ❖ GMGM.com—Web3 OnlyFans. Clothes required



- ❖ [@Stakeland](#)—Making crypto staking fun
- ❖ More to come?

According to its website, Memeland is not “just a JPEG”. But instead, “Memeland is 9GAG’s Web3 ecosystem, AKA Memetaverse.” The project primarily consists of 9,999 utility-enabling PFPs (Captainz), with their pirate crews exploring the Broken Sea in search of the worlds legendary treasure island known as the Memeland.

Similarly to many recent projects, Memeland offers no roadmap as there is “no road at sea.” Instead, it has preferred to go with the under promise and over deliver route. The first step Memeland took was launching YOU THE REAL MVP, which is a private group of 420 legendary MVP tokens which act as the premium membership into the Memeland ecosystem. The perks included “2X Memeland main collection FREE mints, allowlist for all future 9GAG/Memeland NFT collections (e.g. POTATOZ), MVP role & MVP lounge in Discord, and more to come.” It’s safe to say that YOU THE REAL MVP has been a success considering the ATH sale is 40.9 ETH with 0% listed on OpenSea. After, the second step was Memeland Captainz.

### **What is Memeland Captainz?**

As mentioned previously, Memeland Captainz is the primary NFT collection in the ecosystem. There are 9,999 tokens packed with exciting utilities and rewards. By holding a Memeland NFT (Captainz), holders yield \$MEME daily. \$MEME is Memeland’s native currency, the ecosystem’s governance token, and it was made to support the creator economy. \$MEME can also be earned through staking, actively playing or creating content.

Token holders also get many other benefits including private club membership, exclusive access to a creator NFT marketplace, in real life events and all future drops, such as Potatoz.

Currently, the Captainz collection sits at a floor price of 5.44 ETH on OpenSea. In addition, it has very strong unique holders (48%), which means that on average, each holder holds two tokens.

### **What is Memeland Potatoz?**

Potatoz is a 9,999 supply utility-enabling prequel to the Memeland Captainz collection and it was free-to-mint. Each Potatoz acts as an entry ticket into the “great Memeland ecosystem”, which invented the grow-to-earn staking mechanism. Grow-to-earn allows holders to lock up their Potatoz and participate in things such as raffles and contests. Memeland’s website states that Potatoz “make for a great side dish, but some may feel a calling to become the main course”, which suggests they may adopt a primary role moving forwards.

We already knew that Potatoz were going to grow into something if staked. The more a Potatoz grew, the more of its traits would be revealed. The Potatoz development has unfolded in stages. If people had been growing their Potatoz for 14 days, they should have evolved to the next stage with the final being stage 5.



Currently, the Potatoz collection sits at a floor price of 2.6 ETH on OpenSea.

### **Why is Memeland so Successful?**

With 362.7K followers on Twitter, very strong engagement and high floor prices, no one can disagree with the fact that Memeland is one of the most successful projects in the NFT space at present. Why is this? Well, it comes down to a number of reasons.

First, 9GAG is a well established and globally recognised platform with a proven powerhouse team in digital brand building. Across all platforms, it has a total audience of over 200 million followers, and 16.9 million of them are on Twitter alone. For this reason, there are many people who Memeland can target to create a huge demand for the project, and there is only ever going to be a limited supply. The fact that 9GAG are experts of the internet means that they certainly know how to appeal to the masses.

The second reason is that Memeland is backed by some of the biggest names in the industry, such as Y Combinator, First Round Capital, Greycroft Partners and True Ventures. Additionally, Memeland boasts an all-star team of advisors and investors. The list is too long to mention them all, but the most notable names are Gary Vee, Kevin Rose (PROOF Collective), and Takoa. If you know the NFT space at all, then you'll know that betting on founding teams, especially ones of this caliber, is one surefire way to profitably navigate the space. While it is not bulletproof, it is one of the strategies that has proven to work time and time again.

Given the fact that there is no roadmap, no one can be entirely sure what the future of Memeland and Potatoz holds. Looking at 9GAG's history and previous activities, we can only assume that whatever it is, it will be on brand with meme-esque culture. Be sure to follow Memeland on Twitter to keep up to date with future events, this project is certainly one to keep on your radar.



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## Brand Overview

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**Brand name:** Memeland

**Description:** From the team that brought you 9GAG comes Memeland, a Web3-focused venture studio. We are building and investing in social products for the community, with the community. We are connecting creators and communities together through creativity, \$MEME, and NFTs.

When we started 9GAG in 2008, we were nobody, and we knew nothing. We joined 500 Startups in 2011, raised seed funding, joined Y Combinator in 2012, and never stopped shipping. A decade later, we are still nobody, but 9GAG now has a global audience of 200 million across different social platforms.

Today, we are trying something new. With the help of blockchain technology, we want to invite you to join us and build our community and company together. As with all things 9GAG, we like to under-promise and over-deliver. We don't know how big Memeland will become, but we promise we will give our best.

**Sector:** Mixed Media

**Website:** <https://www.memeland.com/>

**Discord:** <https://discord.gg/Memeland>

Members: 250.6K

**Instagram:** <https://www.instagram.com/memeland/>

Followers: 24K

**Twitter:** <https://twitter.com/memeland>

Followers: 362.7K

**Useful links:** -



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# The Potatoz

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**Collection:** The Potatoz

**Creator:** 9GAG

**Blockchain:** Ethereum (ETH)

**Project info:** The Potatoz is a collection of 9,999 utility-enabled PFPs that feature rarity-powered traits inspired by internet memes and pop culture. It was launched as a free mint in June 2022 and became a top 150 OpenSea collection in less than 69 days.

Potatoz represents the base level membership of Memeland. You are not only part of the fun and energetic community, and you are like a co-founder of Memeland!

There is no "I" in team but there is a "P" in pirate.

Potatoz are the best companions to Captainz. They are small but they are strong. They are cute but they can kill. They make for a great side dish, but some may feel a calling to become the main course. They have a natural gift for finding treasures but they are also annoying little b\*tches. So Captainz usually don't take more than 2-3 Potatoz in a crew.

**Sector:** Mixed Media

**Category:** PFP

**Type:** ERC-721

**Total Supply:** 9,999

**Created:** Jul 21, 2022

**Method:** Free Mint

**Mint Price:** Free + Gas

**Creator fee:** Memeland will receive 3.33% of all secondary sales. The proceeds will be used to buy lambos, yachts, and private jets for the team.

Jokes aside, we will use the fund to hire more full-time team members, fund operations, set up a DAO, and deliver more value to our community!

**Utilities:** Potatoz come with innovative non-custodial staking and a multi-stage reveal mechanism. It adds a little fun and rewards for our passionate community.

Growing your Potatoz allows them to sit in your wallet, keep them safe from hacks and scams, and evolve into the next stages (from stage 0 to stage 5) while collecting tickets to enter the weekly prize draw. Rumor has it growing is related



to \$MEME, allowlist spots, NFT drops, access to IRL events, and more!

Following the Captainz mint and to prepare for Questing, Memeland announced that Prize Draw #21 on Jan 16, 2023, will be the last weekly prize draw as they will be revamping our weekly prize draw and our growing mechanism to make it more fun! The growing mechanism is coming to an end, and a Questing mechanism for Potatoz will be introduced.

The Potatoz Questing [launched](#) on Mar 14, 2023. When you send your Potatoz to Questing, they will bring back 1 Valuable every 7 days automatically. There are 5 types of Valuables: Dark, Ivory, Cherry, Kiwi, and Sand. DICKS for short. As its name suggests, they are valuable. All the Tickets from Growing have been converted to the top 3 tiers of Valuables.

**Roadmap:** See The Captainz

**Marketplace:** <https://opensea.io/collection/thepotatoz>  
<https://x2y2.io/collection/thepotatoz/items>  
<https://looksrare.org/collections/0x39ee2c7b3cb80254225884ca001f57118c8f21b6>

**Contract:** <https://etherscan.io/address/0x39ee2c7b3cb80254225884ca001f57118c8f21b6>

**Website:** <https://www.memeland.com/potatoz>  
<https://grow.memeland.com/>





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# The Captainz

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**Collection:** The Captainz

**Creator:** 9GAG

**Blockchain:** Ethereum (ETH)

**Project info:** The Captainz is a collection of 9,999 utility-enabled PFPs that feature rarity-powered traits inspired by pirates, internet memes, and pop culture. It is the premier collection of Memeland.

Captainz represents the premier level membership of Memeland. Utility and perks available exclusively to the Captainz will be revealed in time.

Captainz governs the Memeland DAO. The DAO will serve as a community-led vehicle to empower the growth and development of the Memeland ecosystem. The DAO will deploy resources toward projects and initiatives that further the Memeland mission.

The DAO membership is open to all Captainz. Captainz will help make decisions regarding the DAO treasury, governance rules, partnerships, and beyond.

**Sector:** Mixed Media

**Category:** PFP

**Type:** ERC-721

**Total Supply:** 9,999

**Created:** Jan 4, 2023

**Method:** Fixed Price Mint

**Mint Price:** 1.069 ETH + Gas

**Creator fee:** Memeland will receive 3.33% of all secondary sales. The proceeds will be used to buy lambos, yachts, and private jets for the team.

Jokes aside, we will use the fund to hire more full-time team members, fund operations, set up a DAO, and deliver more value to our community!

**Utilities:** Captainz have many perks; two of the most highly anticipated ones are \$MEME and Treasure Islandz.

We can't share too much right now. We can say that \$MEME is not your regular NFT token that normal people don't care about; Treasure Islands are not your regular metaverse that feels like a digital ghost town. They are built different, and Captainz will have first access. Pinky promise.



2 weeks following the mint, Questing (a soft staking) is launched on Jan 21, 2023. Each Captainz will be able to form a pirate crew with a maximum of 3 Potatoz (more Potatoz = more Questing boosts) and start to earn the Treasure Mapz (aka Mapz) and Potions weekly. It takes 7 days to get a map per Captainz.

[Treasure Mapz](#) are maps that mark the location of buried treasure, a lost mine, a valuable secret or a hidden locale. There are 5 types of Mapz: Mythical, Epic, Magical, Extraordinary, and Special. MEMES for short. Rumor has it they are secretly related to \$MEME, valuable NFTs, special utilities, and more!

Mythical Potions are scattered across the Broken Seas. Researchers have discovered 9 known types of different rarities: Galaxy, Prototype, Yin Yang, Clear, Gold, Green, Red, Blue, and Yellow.

Searching for Potions is labor intensive, so only questing Super Crews (1 MVP + 9 Captainz + 27 Potatoz) and Full Crews (1 Captainz + 3 Potatoz) can find Potions. Every questing Super Crew can find 1 Potion every 7 days from the day of their formation. Every Monday, all the questing Full Crews have a chance to find the 6 Potions scattered across the Broken Seas.

We will also be dropping some “Treasure Bags” (name to be confirmed) to Captainz every Monday! The Treasure Bags contain \$APE and other prizes that will be revealed later, encouraging Captainz to questing.

**Roadmap:** There is no road at sea, and there is no roadmap. But there is the North Star — our mission. Memeland’s mission is to empower creators by connecting web2 and Web3 communities.

As with all things 9GAG, we like to under-promise and over-deliver. Our 14-year track record in community building and social media is our testimonial. We always keep shipping.

**In the works:**

- ❖ **TREASURE ISLANDZ (TBC)** - Not the classic novel by Robert Louis Stevenson. Duh! Treasure Islandz (likely the next NFT collection) will go live in Q2 and will be a burn mechanism for Treasure Mapz. Islandz will be used to onboard big brands and web2 partners into the ecosystem. By burning Mapz you will be able to reach different Islandz.
- ❖ **\$MEME (TBC)** - One Coin to rule them all. The primary token in Memeland projects and products. \$MEME (timing TBD) will be the currency used across all Memeland products and collections. Not much info has been revealed,



but it will most likely be a claim for all Captainz holders. Memeland is based in Hong Kong so the airdrop would not face any legal issues, but may exclude US holders.

- ❖ **HOLDERS.COM** - Tripadvisor for your Web3 journey. Holders.com is a non-NFT product that Memeland believes will be the “Trip Advisor of Web3” and will be launched sometime in Q1 or Q2. It will be able to look at project specific information and reviews.
- ❖ **GMGM.COM** - Web3 OnlyFans. Clothes required.
- ❖ **STAKELAND** - Making crypto staking fun.
- ❖ **PETSLAND** - Pet lovers only.

**Marketplace:** <https://opensea.io/collection/thecaptainz>  
<https://x2y2.io/collection/thecaptainz/items>  
<https://looksrare.org/collections/0x769272677faB02575E84945F03Eca517ACc544Cc>

**Contract:** <https://etherscan.io/address/0x769272677fab02575e84945f03eca517acc544cc>

**Website:** <https://www.memeland.com/captainz>



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## Related Collections

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**Collection:** YOU THE REAL MVP

**Created:** Jun 14, 2022

**Project info:** Inspired by the heartfelt “You the real MVP” speech given by professional basketball player Kevin Durant, 9GAG’s first collection is named “YOU THE REAL MVP”.

“YOU THE REAL MVP” is a private group of 420 legendary MVPs of Memeland. MVP is a premium membership into the Memeland ecosystem. It is an extra way of thanking, and rewarding the passionate community.

With MVP, you have the first access and information to the projects and products we will drop, including Potatoz, Captainz, Treasure Islandz, and more.

This premium membership includes private access to the MVP lounge in Memeland Discord, preferential allowlist spots, NFT drops, IRL events, and other collaborations available exclusively for MVP members.

**Marketplace:** <https://opensea.io/collection/youtherealmvp>  
<https://x2y2.io/collection/youtherealmvp/items>  
<https://looksrare.org/collections/0x6EFc003D3F3658383F06185503340C2Cf27A57b6>

**Contract:** <https://etherscan.io/address/0x6efc003d3f3658383f06185503340c2cf27a57b6>

**Website:** <https://www.memeland.com/mvp>

**Collection:** Memeland Prizes

**Created:** Aug 29, 2022

**Project info:** Prizes for the weekly Memeland Prize Draw.

**Marketplace:** <https://opensea.io/memelandprizes>  
<https://opensea.io/collection/memelandprizesnft>



# Market Overview

## The Potatoz

**Note:** The data below represents a snapshot of the market taken on 1st Apr, 2023  
**Source:** <https://nftgo.io/collection/the-potatoz/overview>  
**Volume:** 36,785 ETH  
**Floor price:** 2.5 ETH  
**Listed:** 0.62% (62)  
**Owners:** 30.93% (3,093)

## Volume analysis and price movements:

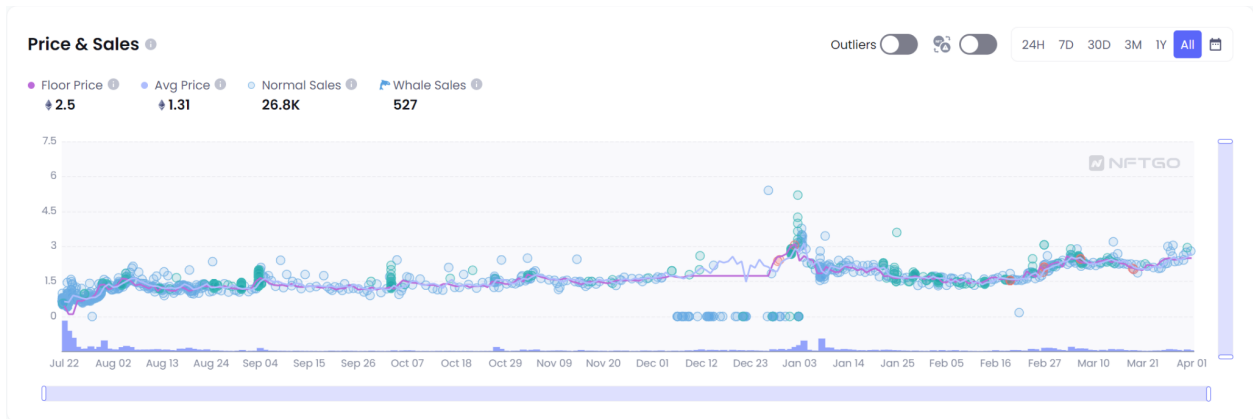


The Potatoz, a free mint NFT collection that minted on Jul 21, 2022, had the highest volume of NFT sales on the mint date which surpassed 5,000 ETH in total volume traded. Potatoz has connections to Memeland, Memelist, \$MEME, MVP, and more, according to its description on [OpenSea](#). The project also describes itself as a utility-enabled PFP NFT collection. Each Potatoz NFT is an entry ticket into the Memeland ecosystem.

The Potatoz collection increased by 100 percent following a Twitter [thread](#) from Memeland founder Ray Chan (9gagceo) on Jul 30, 2022, detailing an upcoming staking system for the NFT. The founder of the Hong Kong-based social media site said the project will soon be launching a “stake-to-win” system for holders of Potatoz. The system awards holders weekly raffle tickets and will also “roll into everything we build in the @Memeland ecosystem.” The floor price on Potatoz rose from 0.69 to 1.389 ETH amid the news.

The period leading up to the launch of the Potatoz [GROW-TO-WIN](#) staking on Aug 18, 2022, bolstered secondary sales even further. Another notable increase in sales/volume at the start of September 2022 occurred following the first weekly prize draw for the Potatoz GROW-TO-WIN staking on Aug 29, 2022. The prize draw #1 included 2X MVPs and 20X Potatoz.





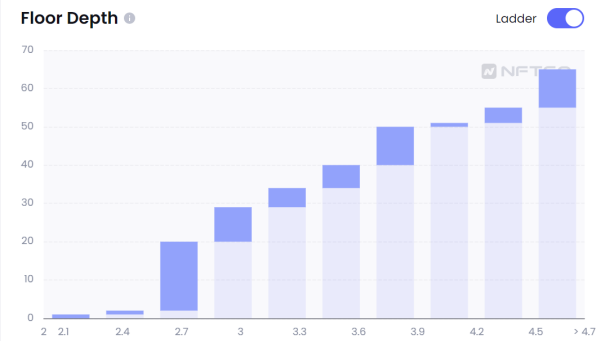
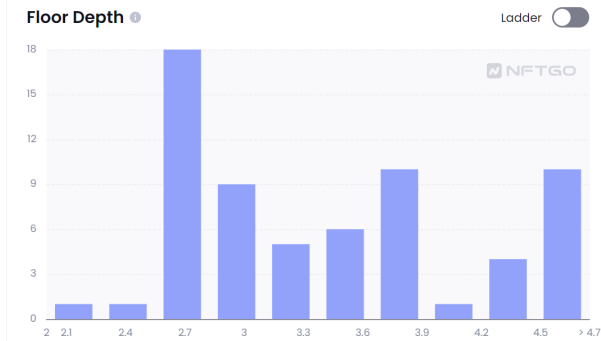
There was another increase in sales on Oct 5, 2022, which coincides with the announcement that former COO of Moonbirds and PROOF Collective Ryan Carson's 121G fund added 10 Potatoz to its treasury.

From the end of October, there was a slight increase of sales due to the announcement that every 3 Potatoz will guarantee 1 Captainz mint during the Memeland Town Hall #8 on Oct 27, 2022. Leading up to the Memeland Captainz Jan 4, 2023 mint date, Memeland announced that the snapshot of MVP and Potatoz NFTs will be taken 24 hours before the mint time, which resulted in a large increase in floor price (reaching 3.1 ETH on Jan 1, 2023) and sales. After the snapshot was taken, the floor price retraced back to the original level.

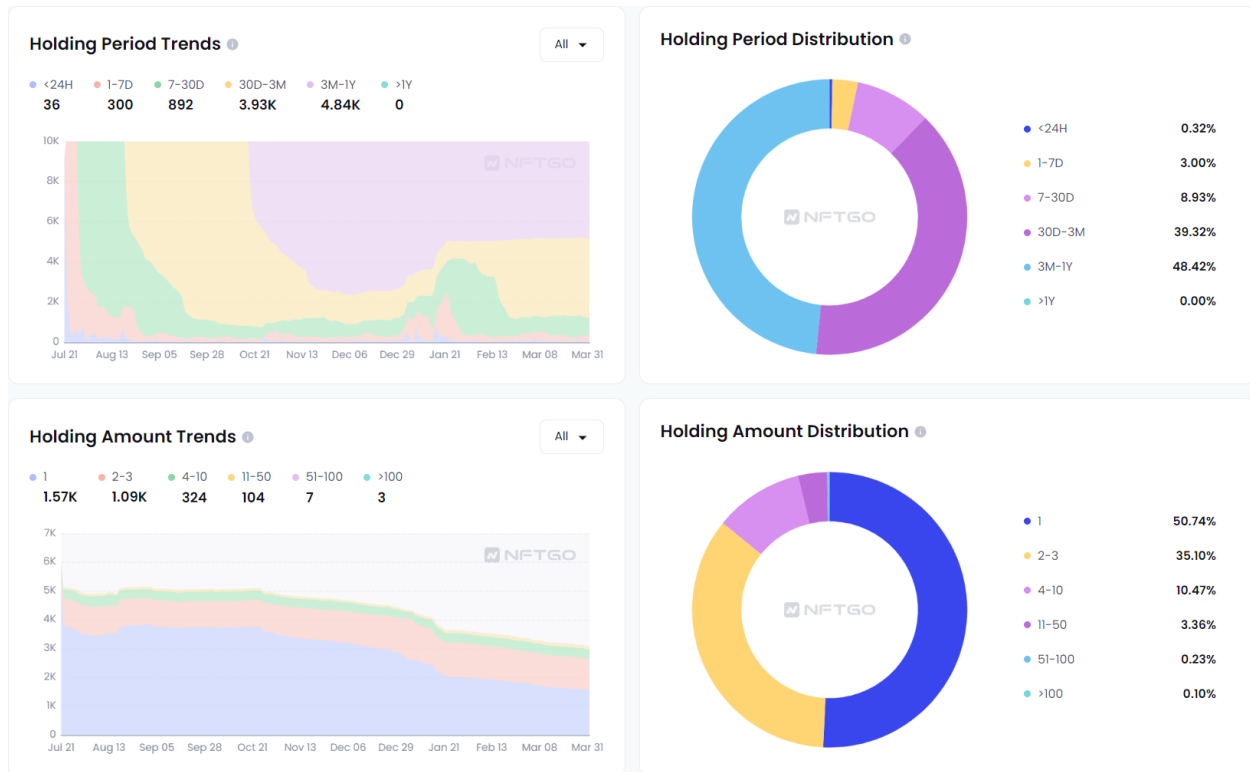
Overall the Potatoz floor price has shown long-term consistency and a steady rise to the current floor price of 2.5 ETH and has remained stable following the Memeland Captainz Jan 4, 2023, mint date.

**Floor depth analysis:**

The total number of Potatoz listed is 62/9,999 but only 0.13% 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 (48) up to 4.1 ETH. Above 4.1 ETH the listing starts to decrease rapidly and the price starts to increase exponentially. The floor now sits at 2.5 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:



Looking at the holding period distribution over the 6 months since the collection was minted on Jul 21, 2022, there is a large number of people who have held their NFTs for more than 3 months to a year (about 48.42%). The main reason for this distribution is mainly due to the Potatoz GROW-TO-WIN staking (launched on Aug 18, 2022), as growing your Potatoz allows them to sit in your wallet, evolve into the next stages, while collecting tickets to enter the weekly prize draw. The prizes are from the Memeland treasury and sponsorship from partners. Potatoz holders cannot list their Potatoz for sale while growing it. When you are growing your Potatoz, they are locked. You must pull out your Potatoz before you list them for sale or transfer them. Following the growing mechanism coming to an end, a Questing mechanism for Potatoz will be introduced (launched on Mar 14, 2023). When you send your Potatoz to Questing, they will bring back 1 Valuable every 7 days automatically.

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 35.10%), which is a good sign of conviction in the project. About 10.47% have 4-10 NFTs while a minority holds more than 10 NFTs and only a couple holds more than 100. After the announcement that every 3 Potatoz will guarantee 1 Captainz mint during the Memeland Town Hall #8 on Oct 27, 2022, the number of holders with 1 NFT decreased following the announcement from 3,598 to 2,618 as of Jan 6, 2023, whereas the number of holders who have around 2-3 NFTs increased from 985 to 1,409.



After the Captainz airdrop on Jan 7, 2023, the number of holders who have around 2-3 NFTs decreased from 1,409 to 1,086, whereas the number of holders who have around 4-10 and 11-50 NFTs increased from 234 to 324 and 64 to 104 respectively as of Apr 1, 2023. The main reason for this is due to Jan 11, 2023, announcement by the Memeland team that Questing (a soft staking) will be launched 1-2 weeks after the mint. Each Captainz will be able to form a pirate crew with a maximum of 3 Potatoz and start to earn the Treasure Mapz and resources weekly, as well as MVP and Captainz holders accumulating Potatoz to form a Super Crew (1 MVP; 9 Captainz; 27 Potatoz) or Full Crew (1 Captainz; 3 Potatoz).

Top Holders								
#	Address	NFTs	Estimated Value	Avg Cost	PnL	Unrealized Profit	Realized Profit	Last Deal
01	memeland.eth	329 3.29%	822.5	0	822.5	822.5	0	--
02	lastviking.eth	162 1.62%	405	1.51	160.33	159.88	0.45	Feb 26, 2023
03	degensfund...	107 1.07%	267.5	1.68	104.44	87.48	16.97	Feb 13, 2023
04	edk.eth	81 0.81%	202.5	1.79	61.9	57.81	4.09	Mar 07, 2023
05	Keungz	61 0.61%	152.5	0.1392	144.02	144.01	0.0138	Feb 07, 2023

It is important to note that the top position holder, memeland.eth, is the 9GAG verified [account](#) which holds 329 Potatoz NFTs. Potatoz was an allowlist only mint and when some Potatoz were not minted, Memeland held some back and increased the MVP free airdrop from 2 to 3. With unsold NFTs from both the MVPs and Potatoz mints in the treasury, Memeland has the ability to maintain GROW-TO-WIN prize pools in the growing site for the next year plus. This is a theme of Memeland adding value back to the collections themselves and rewarding holders.

### Influential supporters and critics:

Coming soon!

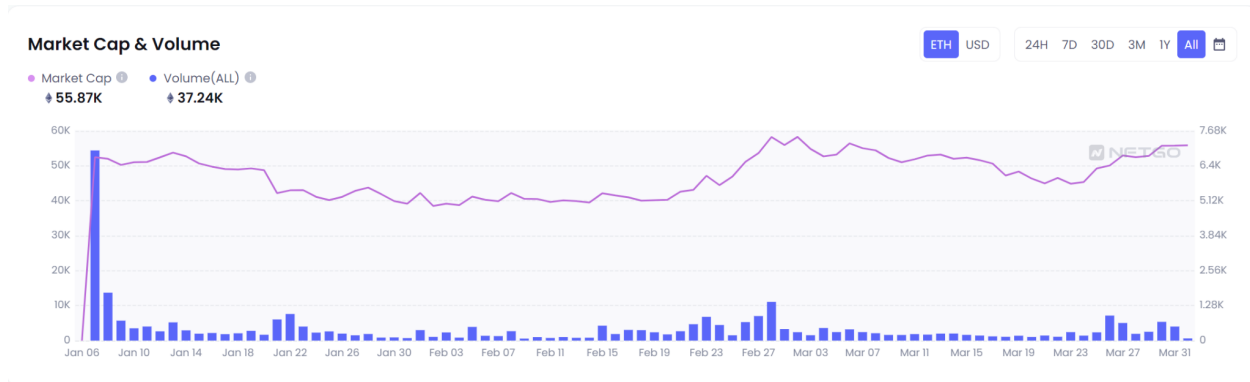




## The Captainz

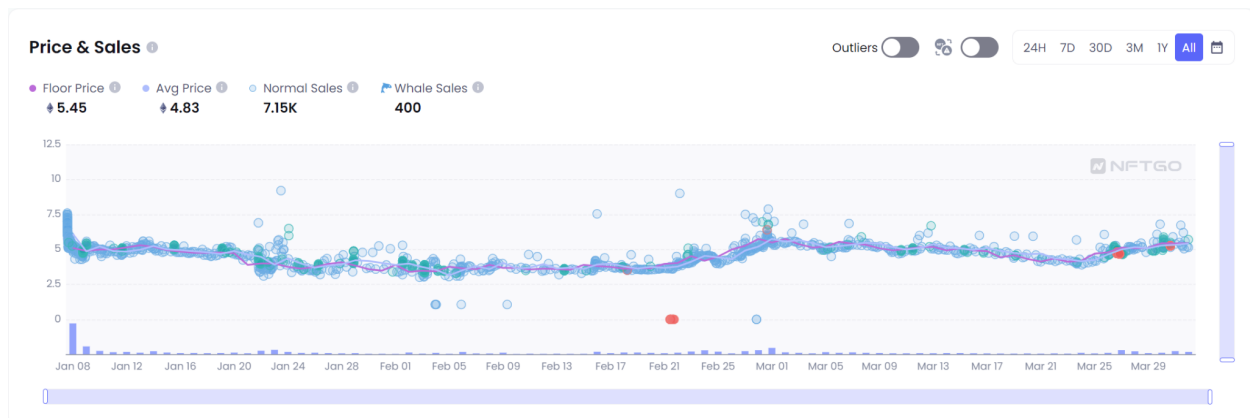
**Note:** The data below represents a snapshot of the market taken on 1st Apr, 2023  
**Source:** <https://nftgo.io/collection/the-captainz/overview>  
**Volume:** 37,244 ETH  
**Floor price:** 5.45 ETH  
**Listed:** 0.85% (85)  
**Owners:** 47.56% (4,756)

### Volume analysis and price movements:



The Captainz, Memeland’s main NFT collection airdropped on Jan 7, 2023, had the highest volume of NFT sales on the airdrop date which surpassed 6,900 ETH in total volume traded. 9,999 Captainz, with their pirate crewz, explore the Broken Seas in search of the legendary treasure known as “Memeland”. Join them in their quests for glory, fortune, love, and of course... memes, according to its description on [OpenSea](#).

Like The Potatoz, The Captainz is a collection of 9,999 utility-enabled NFTs that acts as a mid-level entry point to Memeland, sitting between YOU THE REAL MVP and The Potatoz. The utility and perks to Captainz holders have yet to be fully revealed, and the artwork remains a mystery.



After the first reveal of Captainz (Chest) when Questing (V1) staking [launched](#) on Jan 21, 2023, and holders unclothed their Chest to reveal which type of Chest they got, [the floor price took a dive, but Kaijus \(20 ETH\), Aliens \(18 ETH\), and Kongs \(14 ETH\) have had big sales. The Captainz have had some impressive sales on X2Y2 with rare Alien, Kong and Kaiju chests being snatched up like they're buried treasure.](#)

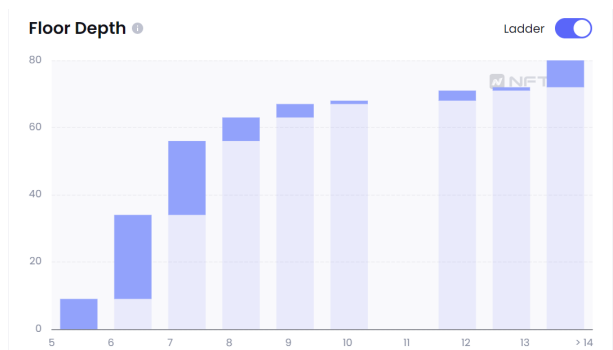
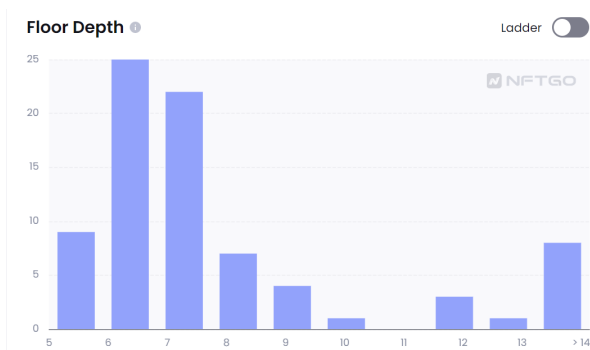
The expected supply per species is:

- ❖ Human: 9000
- ❖ Shark: 365
- ❖ Kraken: 365
- ❖ Kong: 100
- ❖ Kaiju: 100
- ❖ Alien: 69

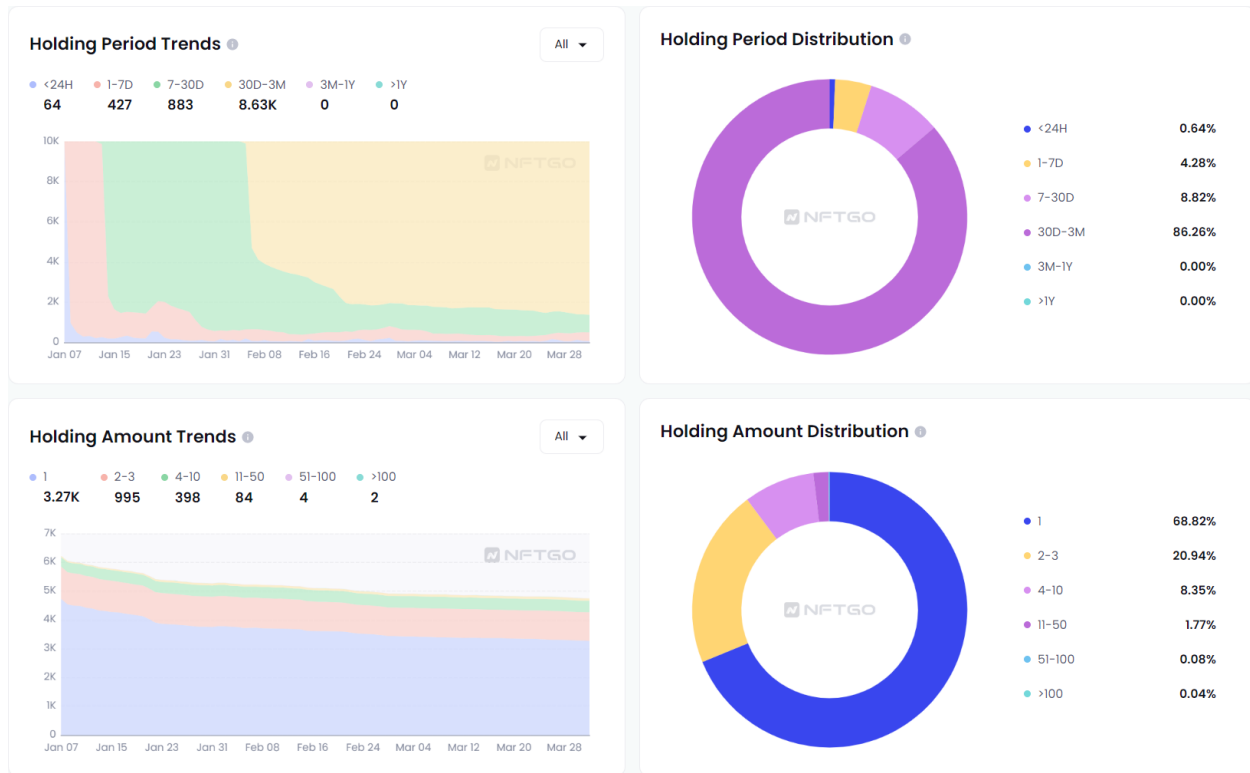
Overall the Captainz floor price has recovered from the typical post-reveal drop and has stayed relatively flat following the Memeland Captainz Jan 4, 2023, airdrop date, and currently sits at a floor price of 5.45 ETH and has done 37,244 ETH in trading volume.

### Floor depth analysis:

The total number of Captainz listed is 85/9,999 but only 0.26% 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 (56) up to 8 ETH. Above 8 ETH the listing starts to decrease rapidly and the price starts to increase exponentially. The floor now sits at 5.45 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 20.94%), which is a good sign of conviction in the project. About 8.35% have 4-10 NFTs while a minority holds more than 10 NFTs and only two holders have more than 100.

After the Captainz airdrop on Jan 7, 2023, the number of holders who have 1 NFT and around 2-3 NFTs decreased from 4,725 to 3,272 and 1,125 to 995 respectively, whereas the number of holders who have around 4-10 and 11-50 NFTs increased from 324 to 398 and 43 to 84 respectively as of Apr 1, 2023. The main reason for this is due to Jan 11, 2023, announcement by the Memeland team that Questing (a soft staking) will be launched 1-2 weeks after the mint, as well as MVP holders accumulating Captainz to form a Super Crew (1MVP; 9 Captainz; 27 Potatoz).

**Top Holders**

Contract  Top Holders  Whales  Blue Chip Holders

#	Address	NFTs	Estimated Value	Avg Cost	PnL	Unrealized Profit	Realized Profit	Last Deal
01	degensfund...	123 1.23%	668.51	3.12	284.27	284.27	0	Mar 19, 2023
02	memeland.eth	102 1.02%	554.37	0	554.37	554.37	0	--
03	lastviking.eth	94 0.94%	510.89	2.45	364.26	280.81	83.45	Mar 26, 2023
04	Keungz	85 0.85%	461.98	0	462.22	461.98	0.2415	Mar 13, 2023
05	piratefund.eth	80 0.80%	434.8	4.39	91.1	83.6	7.5	Mar 26, 2023



It is important to note that one of top holders, memeland.eth, is the 9GAG verified [account](#) which holds 102 Captainz NFTs. Of the 9,999 Captainz, 9,169 Captainz were available for minting and any unminted Captainz went to the Memeland Treasury. The other 830 Captainz went to MVP airdrops (Captainz x 2), Golden Ticket Potatoz airdrops (Captainz x 1), and Memeland Treasury.

**Influential supporters and critics:**

Coming soon!



# Community Statistics

The Potatoz: <https://www.nftinspect.xyz/collections/0x39ee2c7b3cb80254225884ca001f57118c8f21b6>



The community strength, calculated on different social signals is placed 1,998th. There is a sudden spike in all the charts from Nov 10, 2022, before dropping to their normal levels. During this time period, the Memeland team announced that it will be launching a new “Waitlist” soon as a new way to participate in its ecosystem, via a [tweet](#) on Nov 10, 2022. Those on the Waitlist will be eligible for future Memeland projects as long as they join the Captainz mint, even if they are unable to successfully mint. So joining the waitlist and attempting to mint will be enough to secure a spot for future drops.

On Nov 12, 2022, the team also announced via a [tweet](#) that they will share details for the next steps for Potatoz, including the Captainz mint and how holders can get onto the waitlist at the upcoming Memeland Town Hall.

While the number of members who follow each other, number of unique PFPs, and number of members are low (bottom 40%), the number of times the project is mentioned during the week is in the top 2%. There was no major change in the figures following the Captainz mint.

## The Captainz

Coming soon!



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## Team

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The Memeland team consists of five people (as referenced in the Discord official links channel). There is Ray Chan (9gagceo), who is the CEO and Co-founder of 9GAG. Karen Cheng (karenckarenc) is the Head of Social. Jordan Leung (jordan) is the Web3 Community & Content Director. Joey Lu (mamypoko) is the Art and Marketing Director. Kevin Yuen (yuens) is the Head of Product, Web3. Finally, Char (0xChar) is the newest member of the core team and [joined](#) on Mar 14, 2023. There is no job title for Char yet, as he will be helping with partnership, product, community, strategy, and more.

<b>Doxxing:</b>	Partially doxxed
<b>CEO:</b>	<a href="https://twitter.com/9gagceo">https://twitter.com/9gagceo</a> Followers: 184K <a href="https://www.linkedin.com/in/raychan/">https://www.linkedin.com/in/raychan/</a>
<b>Head of Social:</b>	<a href="https://twitter.com/karenckarenc">https://twitter.com/karenckarenc</a> Followers: 7.3K <a href="https://www.linkedin.com/in/karenckarenc/">https://www.linkedin.com/in/karenckarenc/</a>
<b>Director - Content:</b>	<a href="https://twitter.com/on9eth">https://twitter.com/on9eth</a> Followers: 8.5K <a href="https://www.linkedin.com/in/jwcleung/">https://www.linkedin.com/in/jwcleung/</a>
<b>Director - Art:</b>	<a href="https://twitter.com/joey_lu">https://twitter.com/joey_lu</a> Followers: 6.7K <a href="https://www.linkedin.com/in/joey-lu-gk/">https://www.linkedin.com/in/joey-lu-gk/</a>
<b>Head of Product:</b>	<a href="https://twitter.com/yuensETH">https://twitter.com/yuensETH</a> Followers: 2.5K <a href="https://www.linkedin.com/in/kstyuen/">https://www.linkedin.com/in/kstyuen/</a>
<b>Job Title TBD:</b>	<a href="https://twitter.com/0xChar">https://twitter.com/0xChar</a> Followers: 9.6K



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## Tokenomics

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**Description:** One Coin to rule them all. The primary token in Memeland projects and products.

Meme is love, Meme is life. Every Captain yields [redacted] \$MEME every day for [redacted] years. \$MEME sits at the core of everything in the Memeland memetaverse. You can earn \$MEME through passively holding and staking, or actively playing and creating content. \$MEME is a token made to support the creator economy. \$MEME also serves as Memeland's governance token. AHOY!

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

**Contract:** -

**Overview:** -

**Market cap:** -

**Price:** -

**Website:** <https://www.memeland.com/>

**Instagram:** <https://www.instagram.com/memecoin/>

**Twitter:** <https://twitter.com/memecoin>



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## Art / Licenses & Intellectual Property

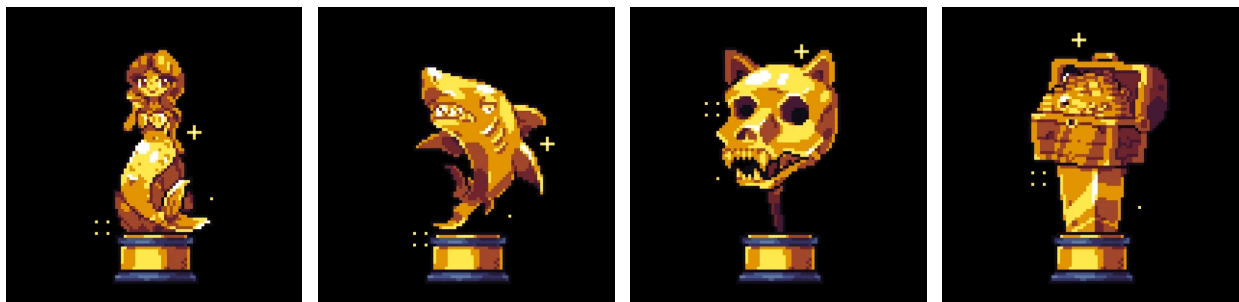
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### Art:

Pixel Animator [Nicole](#) created the art behind YOU THE REAL MVP.

Joey Lu ([mamypoko](#)), Art and Marketing Director for Memeland, created the art behind Potatoz from conceptualization to the final product. The Captainz artist is yet to be announced; however, it has been indicated that the collection will be designed by the lead artist of a global manga, anime, and game franchise.

YOU THE REAL MVP is represented through 420 beautifully crafted gold trophies of mythical power, forged in Memeland. Traits and rarity of YOU THE REAL MVP consists of: Treasure (69), Shark (69), Kraken (69), Skull (49), Parrot (49), Ship (39), Pirate (39), Mermaid (19), and Poseidon (18).



The Potatoz collection features potato-themed characters and traits inspired by memes and pop culture. The collection's art slowly evolved from semi-anonymous twerking potato characters, plant sprouts, donuts, and various other forms into fully-fledged animated potato humanoids that look straight out of a video game character selection menu.



Like Potatoz, Captainz has a non-traditional reveal process. There are 4 stages:

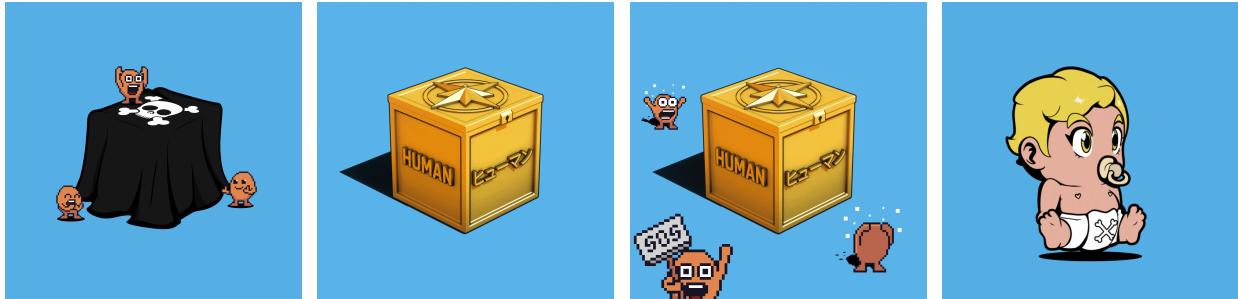
- ❖ Stage 1—Unrevealed Chest.
- ❖ Stage 2—Revealed Chest. In 1-2 weeks post-mint, Questing (a soft staking) will be launched. You can un-cloth your Chest to reveal which type of Chest you get. There is



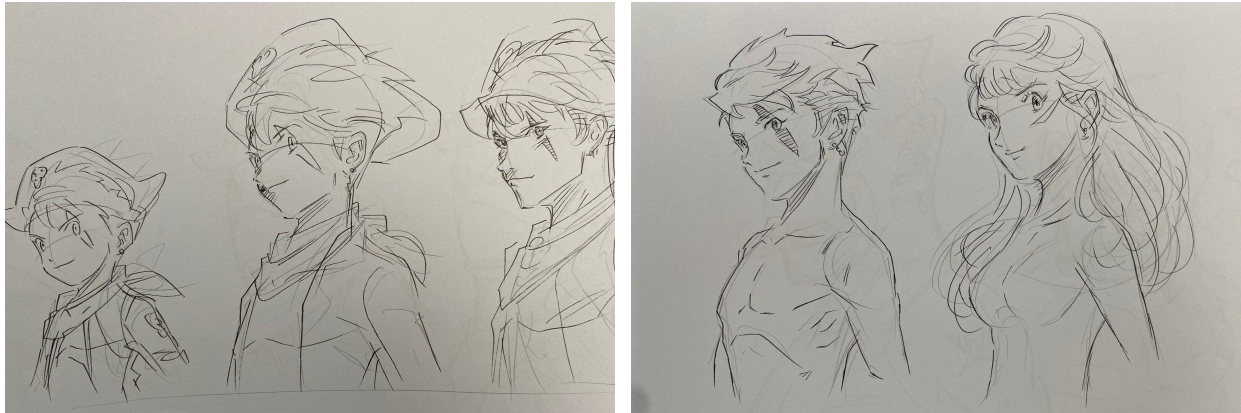


rarity at this stage, but the NFTs are not yet unique. Types of Chests consist of: Human, Shark, Kraken, Kong, Kaiju, and Alien.

- ❖ ~~Stage 3—Jolly Roger (the primary emblem of a pirate crew).~~ The Memeland team announced on Mar 4, 2023, that based on the feedback from our community, we have updated the reveal process and have decided to skip Stage 3—Jolly Roger.
- ❖ Stage 4—Captainz. In [redacted] weeks, the Captainz character will be revealed. It's designed by [redacted], the lead artist of a global manga, anime, and game franchise. Your Captainz character inherits the traits of your Jolly Roger plus additional traits.



The Memeland team [shared](#) drafts done by the unknown artist on Feb 15, 2023.



### Licenses & IP:

Owners of Memeland NFTs have full commercial art rights for the NFTs they own.

We are also registering the trademarks to protect ourselves from trolls.



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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.

- Jun 14, 2022 [YOU THE REAL MVP \(420 piece collection\) were minted at 5.3 ETH, which raised 900+ ETH in 7 days.](#)
- Jul 21, 2022 [The Potatoz was launched as a free mint and became a top 150 OpenSea collection in less than 69 days.](#)
- Jul 25, 2022 [Real estate tycoon Adrian Cheng \(CEO of New World Development, founder of K11 brand, C Ventures, and Eureka Nova\) joins Memeland as advisor.](#)
- Aug 18, 2022 Potatoz GROW-TO-WIN staking is [launched](#). Growing your Potatoz allows them to sit in your wallet, evolve into the next stages, while collecting tickets to enter the weekly prize draw. Rumor has it Growing is also related to \$MEME, airdrops, access to IRL events, and more!
- Oct 7, 2022 [Former COO of Moonbirds and PROOF Collective Ryan Carson's 121G fund added 10 Potatoz to its treasury.](#)
- Oct 26, 2022 MVP staking is [launched](#). Memeland team adds MVP collection to GROW-TO-WIN feature where MVP holders can stake to enjoy a 2X ticket multiplier and many other perks!
- Oct 27, 2022 Potatoz-related details for the Captainz mint are [announced](#) during the Memeland Town Hall #8.
- Nov 2, 2022 [Former COO of Moonbirds and PROOF Collective Ryan Carson's 121G fund added 14 Potatoz to its treasury.](#)
- Dec 8, 2022 Memeland Captainz mint date (Jan 4, 2023) and price (1.069 ETH) [announcement](#) during the Memeland Town Hall #10.
- Dec 10, 2022 Captainz Waitlist is [launched](#) along with #waitlisted marketing campaign on Twitter for non-Potatoz holders to have a chance to upgrade their Waitlist to a Memelist (last public raffle).



- Dec 12, 2022 [The Potatoz floor price rises above 2 ETH for the first time.](#)
- Dec 18, 2022 [The Potatoz floor price reaches 2.69 ETH.](#)
- Dec 22, 2022 Details about the 690 Memelist Raffle for Potatoz holders are [revealed](#) during the Memeland Town Hall #11.
- Jan 2, 2023 [The Potatoz floor price rises above 3 ETH for the first time.](#)
- Jan 2, 2023 [Sébastien Borget, Co-founder and COO of The Sandbox, buys 6 Potatoz.](#)
- Jan 3, 2023 [Yat Siu, Co-founder and chairman of Animoca Brands, buys 3 Potatoz.](#)
- Jan 3, 2023 [The Potatoz floor price reaches 3.60 ETH and #1 on the OpenSea top chart.](#)
- Jan 3, 2023 [Snapshot of MVP & Potatoz NFTs is taken 24 hours before the mint time.](#)
- Jan 4—6, 2023 [The Captainz \(9,999\) were minted at 1.069 ETH during a 48 hour minting period, with over 9,999 deposits for Captainz in the first 669 seconds.](#)
- Jan 7, 2023 [The Captainz were airdropped to the mint wallets allocated a Captainz, and was the #1 collection on the OpenSea top chart in less than 24 hours.](#)
- Jan 11, 2023 The Memeland team [announced](#) that Questing (a soft staking) will be launched soon. Each Captainz will be able to form a pirate crew with a maximum of 3 Potatoz and start to earn the Treasure Mapz weekly.
- Jan 19, 2023 Details about Questing for Captainz and Potatoz holders are [revealed](#) during the Memeland Town Hall #12.
- Jan 20, 2023 Ray Chan (9gagceo) [announces](#) Memeland partnership with Casetify.
- Jan 21, 2023 Questing (V1) staking is [launched](#). You can un-cloth your Chest to reveal which type of Chest you get, and form a pirate crew with 1 Captainz & 3 Potatoz to earn the Treasure Mapz!
- Feb 1, 2023 The Memeland team [announced](#) that royalties for all Memeland collections (MVPs, Captainz, Potatoz) was reduced from 9% to 3.33%.
- Feb 2, 2023 Details about Maps and Islands are [revealed](#) during the Memeland Town Hall #13.



- Feb 5, 2023 Memeland [purchased](#) eight BAYC nautical themed primates including two captain hats for 796.86 ETH or \$1,304,000 USD, according to Etherscan data.
- Feb 27, 2023 Memeland [offered](#) DooKey Dash winner @Mongraal 999 ETH (\$1.63 Million USD) for the Golden Key. @Mongraal [announced](#) that he had agreed to sell the key for 1000 ETH to @AdamWeitsman.
- Feb 27, 2023 The Captainz hit an ATH this week in terms of floor price overtaking the 5 ETH mark.
- Mar 1, 2023 Memeland is [teasing](#) some sort of serum.
- Mar 7, 2023 Memeland [files](#) U.S. trademark application for PFP in connection with downloadable software for creation & distribution of digital tokens as the "proof of fandom"; online retail services featuring virtual goods, NFTs, & more; marketing services; issuance of tokens of value; and more.
- Mar 14, 2023 Potatoz Questing is [launched](#).
- Mar 21, 2023 Memeland has just [acquired](#) another domain, meme.org.
- Mar 23, 2023 The fourth stage of The Captainz reveal is [live](#) (Baby Captainz). It seems that there's another "growth" mechanism in Captainz.

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



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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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### **“Long-term consistency trumps short-term intensity.” – Bruce Lee**

The above quote was posted by Ray Chan (9gagceo) after the Potatoz floor price surpassed the 2 ETH mark for the first time and it reflects the steady rise of Memeland.

Memeland’s development has unfolded in stages. In stage 1, MVPs (420 piece collection) were minted at 5.3 ETH during the bear market. In stage 2, Potatoz (9,999 collection) was launched as an allowlist only free mint. In stage 3, GROW-TO-WIN staking was launched with prize draws consisting of MVPs, Potatoz, and special prizes, including Apple iPhone 14 Pro’s, free McDonald’s for 1 year, and \$1,000 Gym Stipends to name a few. The Potatoz art also evolved in stages during staking, with Memeland’s art showcasing dancing Potatoz, muscular Potatoz, cute Potatoz, and more. Whether you find what Memeland is doing funny or not, it cannot be argued that the majority of people do.

Since the mint, MVPs have skyrocketed to an ATH sale of 40.9 ETH floor price (none listed as of Apr 1, 2023) with 3.05K ETH total volume. Currently, The Potatoz sits at a solid floor price of 2.6 ETH with 30.9K ETH total volume during the bear market. Since its release, The Captainz has done 26K ETH in trading volume and has a current floor price of 5.44 ETH. What’s even more impressive is the fact that only 0% of MVP NFTs, 0.7% of Potatoz NFTs, and 0.7% of Captainz NFTs are listed, meaning that its community is long-term bullish.

There is still a lot in Memeland’s pipeline such as Treasure Islandz, and \$MEME, and there is no doubt that Memeland will continue to embrace its meme-culture, pull out surprises and make us laugh. Given how popular meme-culture is on the internet, as well as the caliber of the team behind Memeland, 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 the Captainz and Potatoz collections will perform in 2023 during the Captainz reveal process and Questing, as well as how Memeland moves ahead with delivering on their other projects in the works.



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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://wgmimedia.com/what-is-memeland/>  
<https://angel.co/company/9gag/funding>  
<https://luckytrader.com/nft/ecosystems/memeland>

### **Brand Overview:**

<https://www.memeland.com/>  
<https://www.theasianm.com/blog/am-review-potatoz/>

### **The Captainz:**

<https://opensea.io/collection/thecaptainz>  
<https://x2y2.io/collection/thecaptainz/items>  
<https://looksrare.org/collections/0x769272677faB02575E84945F03Eca517ACc544Cc>

### **The Potatoz:**

<https://opensea.io/collection/thepotatoz>  
<https://x2y2.io/collection/thepotatoz/items>  
<https://looksrare.org/collections/0x39ee2c7b3cb80254225884ca001F57118C8f21B6>

### **Related Collections:**

<https://www.memeland.com/mvp>  
<https://opensea.io/collection/youtherealmvp>  
<https://x2y2.io/collection/youtherealmvp/items>  
<https://looksrare.org/collections/0x6EFc003D3F3658383F06185503340C2Cf27A57b6>  
<https://opensea.io/memelandprizes>  
<https://opensea.io/collection/memelandprizesnft>

### **Market Overview:**

<https://nftgo.io/collection/the-potatoz/overview>  
<https://luckytrader.com/nft/thepotatoz>  
<https://nftgo.io/collection/the-captainz/overview>  
<https://luckytrader.com/nft/thecaptainz>

### **Community Statistics:**

<https://www.nftinspect.xyz/collections/0x39ee2c7b3cb80254225884ca001f57118c8f21b6>

### **Team:**

<https://discord.gg/Memeland>

### **Tokenomics:**

<https://www.memeland.com/>  
<https://www.memeland.cam/>

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

<https://www.memeland.com/captainz> (faq section)



<https://nftnow.com/guides/9gags-memeland-meet-the-studio-behind-the-potatoz-and-captain-z/>

[https://mirror.xyz/memeland.eth/hv-5NA-Q4g4-ZNmg-aUlk4Exo6ALe\\_GwcXmMRIPEgEU](https://mirror.xyz/memeland.eth/hv-5NA-Q4g4-ZNmg-aUlk4Exo6ALe_GwcXmMRIPEgEU)

**News / Announcements:**

<https://luckytrader.com/nft/thepotatoz>

<https://apebook.io/project/thepotatoz>

<https://luckytrader.com/nft/thecaptainz>

**Industry Comparison:**

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**Report Analysis:**

<https://wgmimedia.com/memeland-whats-still-to-come/>

