

On1 Force



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Introduction

In August 2021, a notable NFT project called ON1 Force emerged, attracting attention from prominent American entrepreneurs, musicians, and media personalities like Steve Aoki, who eagerly became early adopters. The artist behind the project, IAM Complex (IMCMLX), created 7,777 hand-painted characters inspired by Japanese culture, including Oni and Balinese gods.

Initially, the project faced issues with community management, which led to discontent among community members, and consequently the project faced a decline throughout 2022. However, the project is now experiencing a resurgence, with a new CEO, Starlordy, who gained support from the community during times of adversity. He emphasizes the need to listen to the community, extract valuable feedback, and incorporate it into the project's roadmap. The community's passion and love for the project have been instrumental in its continued success.

Rebirth

In February 2022 the project underwent changes in ownership and leadership, with blockchain investment firm Old Fashioned Research (OFR) acquiring it and bringing in experienced individuals from the crypto industry. The project has also formed a strategic partnership with Horizen Labs Ventures (HLV) to develop story-based solutions and cater to the needs of the digital landscape.

The new team behind ON1 Force aims to create a unique experience for the community by integrating HLV's expertise and the project's strengths. They are working on projects such as a rewards system for holders, an off-chain point staking system, and avenues for holders to benefit from the project's intellectual property (IP) both on-chain and off. The goal is to reward and engage both new and long-term holders.

In addition, ON1 Force has introduced three application-based programs: Franchise, R0N1N, and World Club. The Franchise Model aims to support builders and creators within the ecosystem by providing them with resources and assistance. The World Club serves as a global social network for Web3 creators and offers opportunities for community members to organize events and gatherings. The R0nin Ambassador Program encourages holders to get involved in the business operations of the project, work on deals with the leadership, and enjoy exclusive perks and rewards.



Brand Overview

Brand name: 0N1 Force

Description: CORE MISSION

0N1 Force is a company built on innovations in art, storytelling, and technology. We know billion dollar brands and 0N1 Force is one of them. The brand itself is incredibly valuable and because of the timeless art and incredible community it stands out as one of the most unique properties in all of Web3.

The community is unparalleled, there is no community that has shown more strength and togetherness over an extended period of time like the 0N1 Force community. In assessing the potential value of this brand, the community was one of the most important factors in making our decision to acquire 0N1 Force, as it was the 0N1 Force holders who proved to us the true value of the brand.

0N1 Force as a brand has all the characteristics of a multi-billion dollar franchise and we know with our experience and resources we can take it to the next level where it belongs and realize its fullest potential.

Sector: Mixed Media

Website: <https://www.0n1force.com/>

Discord: <https://discord.com/invite/0n1-force>

Members: 14K

Instagram: <https://www.instagram.com/0n1force/>

Followers: 11.4K

Twitter: <https://twitter.com/0n1force>

Followers: 92.6K

Useful links: <https://side.xyz/0n1-force>



0N1 Force

Collection: 0N1 Force
Creator: 0N1 Force, Inc. 2023
Blockchain: Ethereum (ETH)
Project info: The 0N1 Force are 7,777 generative side-profile characters with over 100 hand-drawn features fighting for their existence. Strength, spirit, and style are what you'll need to survive in The Ethereal Enclave. In addition to the high-resolution artwork, each 0N1 NFT grants access to benefits found on the 0N1force website and Discord--the first of which is participation in a collaborative RPG that takes players into the 0N1verse.

Sector: Mixed Media
Category: PFP - Utility
Type: ERC-721
Total Supply: 7,777
Created: Aug 15, 2021
Method: Fixed Price Mint
Mint Price: 0.07777 (\$257)
Creator fee: 5%

Utilities: The ecosystem of 0N1 VERSE is designed to add value to 0N1 as an intellectual property (IP) and enhance them as a Web3 entity. The primary objective is to provide 0N1 holders with a diverse range of commercially-licensed art, experiences, open-source 3D assets, editable NFTs, and opportunities through strategic partnerships.

Roadmap: -

Marketplace: <https://opensea.io/collection/0n1-force>
<https://market.0n1force.com/0n1-force>

Contract: <https://etherscan.io/address/0x3bf2922f4520a8ba0c2efc3d2a1539678dad5e9d>

Website: <https://www.0n1force.com/>



Related Collections

Collection: 0N1 FRAMES

Created: Mar 31, 2022

Project info: 0N1 FRAMES NFTs are the next evolution in the storytelling universe that we are building called the 0N1 VERSE. The 0N1 FRAMES are a direct extension of the original 0N1 Force NFT and are bound both in DNA and ownership. 0N1 FRAMES are custom tailored for each of the 7,777 0N1. Traits such as the original 0N1's mask and body type influence the 0N1 FRAMES and each is directly linked to its owner. With the goal of providing an expanded 0N1verse, first take hold of the 0N1 Frames, the evolution in IP owned by each 0N1 and decide the future of the Ethereum Enclave. As with the 0N1 Force Collection, you will now have 0N1 FRAMES to expand your toolkit.

IMPORTANT: 0N1 FRAMES are owned by their 0N1 Force NFTs. By transferring or selling your original 0N1 Force NFT you also give ownership of the 0N1 FRAMES to the wallet owner.

(read more about it in this [thread](#))

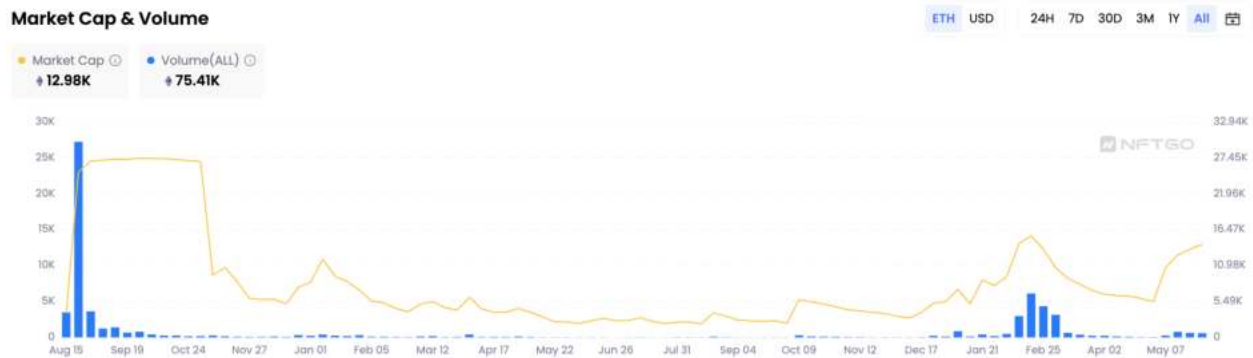
Marketplace: <https://opensea.io/collection/0n1-frame>



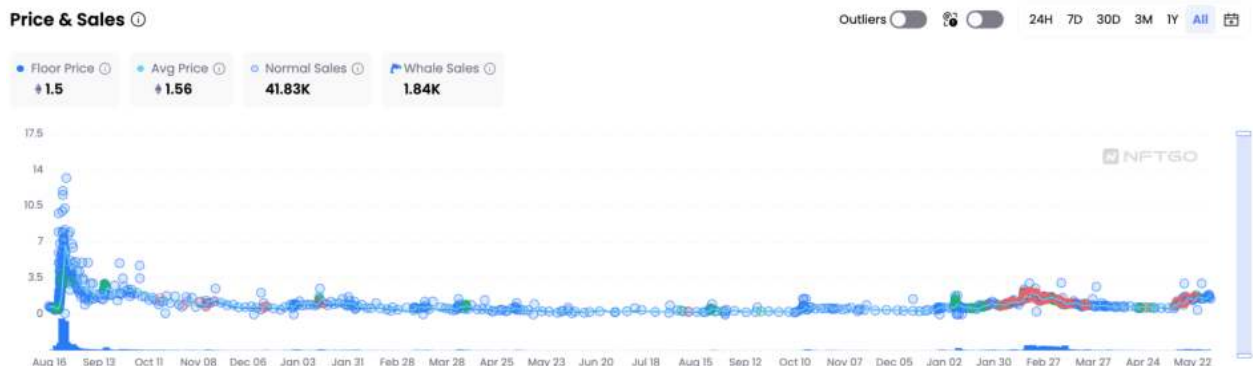
Market Overview

Note: The data below represents a snapshot of the market taken on 2nd June, 2023
Source: <https://nftgo.io/collection/0n1force/overview>
Volume: 75,409 ETH
Floor price: 1.5 ETH
Listed: 6.16% (479)
Owners: 46.03% (3,580)

Volume analysis and price movements:



The 0N1 Force public sale launched on August 19, 2021, and quickly sold out within minutes at a price of 0.07777 ETH (approximately \$260). Right from the beginning, the floor price experienced a significant increase, reaching 10 times its initial value. Over the following days, the volume of trades grew, accumulating up to 30K ETH in just one week. The floor price continued to rise steadily until it reached its all-time high (ATH) of approximately 7 ETH. This was also due to large purchases of notable celebrities including Steve Aoki and Logan Paul. However, after the initial hype, the daily volume began to decline, remaining in the three-digit range for about a month. During this period, the floor price fluctuated between 1.5 and 2 ETH.



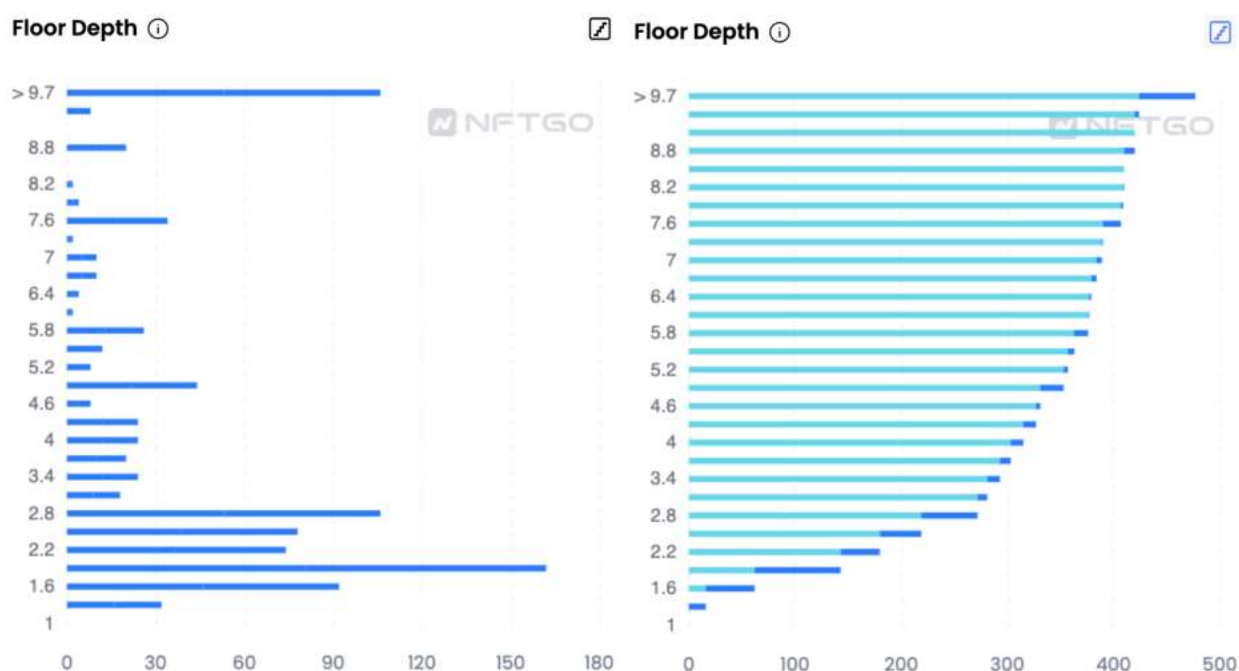
Throughout 2022, despite the release of 0N1 Frames in March, the price experienced a gradual and consistent decline. The market conditions worsened, and by the summer, the floor price hit an all-time low of around 0.25 ETH.



In 2023, the trading volume began to show signs of resurgence. By mid-February, it reached a local high of 1.9 ETH, primarily due to the acquisition of the brand by Old Fashion Research, a renowned multi-strategy blockchain investment fund. However, in the subsequent months, the price retraced to a more moderate level of 0.7 ETH. The market experienced further fluctuations, and as of the last month of May, there was another noteworthy price movement. Presently, the floor price stands at a respectable 1.5 ETH.

Floor depth analysis:

The total number of 0N1 listed is 479/7,777 but only 0.36% are listed at floor (within 15% from collection floor price, to indicate a holder's intention to sell). Above the floor price we can observe a consistent number of listings (272) up to 3.1 ETH. The intensive range has 81 listings, between 1.9 and 2.2 ETH. Above 3.1 the listings decrease rapidly and remain evenly distributed up to up to the 8.8 ETH mark. About 10% of the listings are listed above that price.



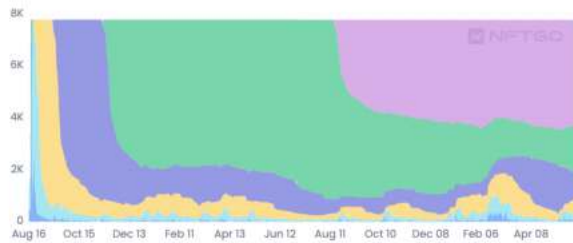
Holding distribution and top holders:

Looking at the distribution over the period, it is noteworthy that over half of the holders have held their NFTs since mint. This achievement highlights the strong and committed community supporting the project. Also the 3M-1Y range has a considerable amount of holders (22.77%). A similar trend can be observed across all other time ranges, with less than 5% of holders holding their NFTs for less than a week.

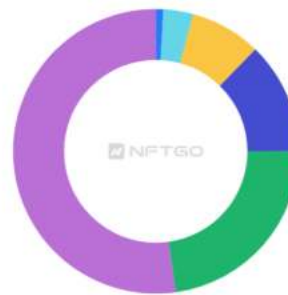


Holding Period Trends

<24H: 66
 1-7D: 263
 7-30D: 627
 30D-3M: 987
 3M-1Y: 1.77K
 >1Y: 4.06K



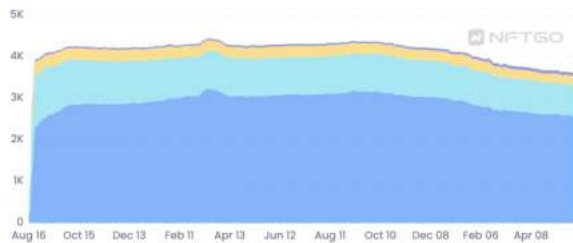
Holding Period Distribution



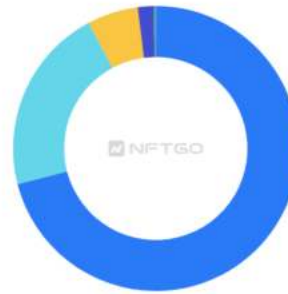
<24H: 0.85%
 1-7D: 3.38%
 7-30D: 8.06%
 30D-3M: 12.69%
 3M-1Y: 22.77%
 >1Y: 52.24%

Holding Amount Trends

1: 2.54K
 2-3: 760
 4-10: 206
 11-50: 64
 51-100: 7
 >100: 2



Holding Amount Distribution



1: 70.98%
 2-3: 21.23%
 4-10: 5.75%
 11-50: 1.79%
 51-100: 0.20%
 >100: 0.06%

The vast majority of holders (70.98%) have 1 NFT, considering the high entry price, but there is also a good number of people who have around 2-3 NFTs, which is a good sign of conviction in the project. There is also a fairly big group of people who have 4-10 NFTs while a smaller proportion of holders possess more than 10 NFTs. Only two wallets hold over 100 NFTs.

Top Holders

Contract ☐ Top Holders ☒ Whales ☐ Blue Chip Holders ☐

#	Address	NFTs	Estimated Value	Avg Cost	PnL	Unrealized Profit	Realized Profit	Last Deal
01	0x6686E3	289 3.72%	481.07	1.04	180.89	180.89	0	May 31, 2023
02	0x5C503D	124 1.59%	206.41	1.26	50.14	50.14	0	Mar 15, 2023
03	0x28F8ca	98 1.26%	163.13	2.1	-50.9	-42.21	-8.68	Feb 15, 2023
04	0x7E29aD	82 1.05%	136.5	0.7889	71.8	71.8	0	Apr 14, 2023
05	0n1master.eth	74 0.95%	123.18	4.79	-219.94	-231.35	11.41	Feb 16, 2023
06	0xcc0bd8	70 0.90%	116.52	1.5	25.33	11.64	13.69	Feb 21, 2023
07	r3-1.eth	70 0.90%	116.52	2.36	-47.61	-48.64	1.03	Jan 08, 2023
08	0xd921E6	57 0.73%	94.88	1.53	7.52	7.52	0	May 27, 2023
09	0x96d3B7	51 0.66%	84.89	1.01	33.34	33.34	0	Jan 08, 2023
10	0x762ec7	50 0.64%	83.23	8.11	-322.09	-322.09	0	--



Community Statistics

Source: nftnspect.xyz - ON1 Force



The community strength, calculated on different social signals is placed 29th.

All the parameters are very good. The number of members who follow each other is in the top 15%. The times ON1 Force is mentioned during the week are 1,001 and on average you can see a tweet with an ON1 302 times a day.

A notable growth can be observed in the number of unique profile pictures (PFPs) over the past three months, now totaling 1,403. This places the parameter in the top 3%, highlighting the widespread popularity and ownership of ON1 Force NFTs.

The OG members parameter (which represents holders who have been part of the collection for more than 75% of its lifetime) ranks in the top 10%, accounting for 4.1% of the total holders. This shows a significant portion of long-standing supporters within the community, since its inception.

The community's reach is subject to fluctuations, but it is currently on an upward trend, standing at 9.59%. In terms of absolute numbers it's a fairly good result.



Team

Henry Finn aka Starlordy Finn began his journey with 0N1 when he became a volunteer at the start of 2022, sharing that as one thing led to another he found himself in the role of project manager and later appointed as a CEO to lead the 0N1 community.

With the acquisition of OFR fund, 0N1 Force team is now expanding, welcoming on board several highly skilled artists and advisors, such as Hicham Habchi, former Principal at Riot Games, and Square Kush, a respected animation advisor (Prev on titles such as JoJos, Danmachi, YuGiOh, and Vinland Saga).

One of the most exciting additions to the 0N1 team is TV and film producer, David Uslan, whose family owns the TV and film IP rights to the entire Batman franchise, who will serve as a strategic advisor to 0N1.

Doxxing:	Partially Doxxed
Chief Executive Officer:	https://twitter.com/starlordyftw Followers: 6.7K
Chief Strategy Officer:	https://twitter.com/WilliamTong Followers: 7.8K
Chief Creative Officer:	https://twitter.com/HIREDiLy Followers:1K
Community Manager:	https://twitter.com/champanini0x Followers: 10.1K
Creative Director:	https://twitter.com/Hichamhabchi Followers: 115.3K
Animation Advisor:	https://twitter.com/SquareKush Followers: 3.2K
Advisor:	https://twitter.com/dmuslan Followers: 1.7K
Artist:	https://twitter.com/truelMCMLPX Followers: 21K



Tokenomics

Description: Not relevant at this time

Name:

Contract:

Overview:

Market cap:

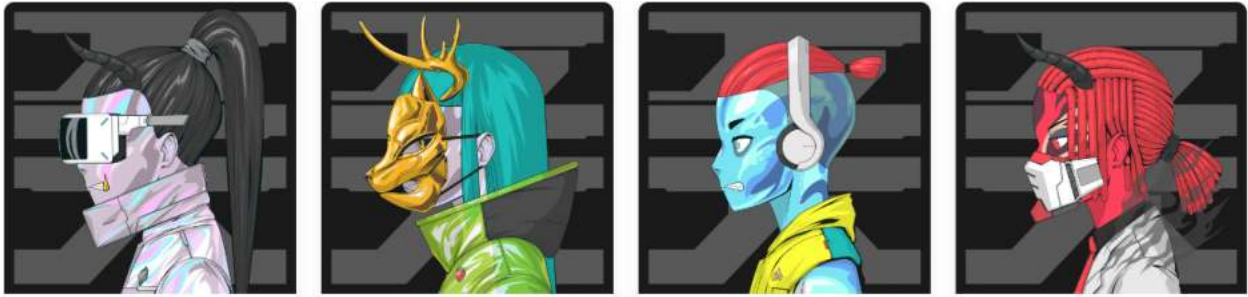
Price:

Website:

Twitter:



Art / Licenses & Intellectual Property



Art:

Oniforce is based on demons because IMCMPLX, the artist behind the project, has a deep respect for Japanese culture. Inspired by his visit to the Inari shrine in Kyoto and the intriguing stories of gods in Shinto, IMCMPLX found the concept of demons and gods fascinating. Additionally, people have told him that he looks like a demon even when he's happy due to his red face when he gets emotional. This personal connection to the idea of demons led him to explore their existence and question whether they are always evil or if there's a positive side to them.

IMCMPLX also incorporates the character "Barong," the god of Bali, Indonesia, into the Oniforce project, highlighting the idea that gods and demons might be more similar than they appear. Through Oniforce, he aims to explore these concepts and convey the message that there can be a positive side to demons and that gods and demons may share common ground.

In contrast to the initially popular NFT projects that were cool, cold, and cynical, IMCMPLX wanted to create a nostalgic and warm world view with Oniforce.

Licenses & IP:

The team has placed a strong focus on copyrights by offering the community extensive commercial rights over their ON1 and Frames. Read more in [ON1 Force NFT Terms & Usage](#).



News / Announcements

Below you can find the list of the most relevant news, especially those that have had a significant effect on the value of the collection.

Aug 15, 2021	<u>0N1 Force mint</u>
Aug 23, 2021	<u>@garyvee is rooting for 0N1 Force</u>
Aug 23, 2021	<u>@LoganPaul payed 188 E (\$623,000) For K4M-1 3</u>
Aug 23, 2021	<u>0N1 reaches 4 ETH floor</u>
Aug 24, 2021	<u>0N1 surpass 7 ETH floor</u>
Aug 28, 2021	<u>@steveaoki grabbed a rare 0N1 for 96.69 ETH (\$309,000)</u>
Aug 25, 2021	<u>TikTok celeb JustMaiko swept 50E (\$160,000) worth of 0N1s</u>
Sep 4, 2021	<u>0N1 Force team met with honorary 0N1 KA1 @steveaoki</u>
Sep 16, 2021	<u>0N1 reach 50k followers on Twitter</u>
Oct 2, 2022	<u>0N1 first IRL event in LA</u>
Oct 20, 2021	<u>0N1 announce its participation to this year's @Comic Con</u>
Oct 29, 2021	<u>@joshblaylock join forces with @cromagnus to build 0N1 vibrant narrative</u>
Nov 1, 2021	<u>0N1 IRL event, NFT NYC afterparty</u>
Dec 3, 2021	<u>0N1 Force event at Art Basel in Miami</u>
Dec 4, 2021	<u>First ever live panel on #NFTs last week at @Comic Con in San Diego</u>
Dec 20, 2021	<u>Nano suits teaser</u>
Jan 16, 2022	<u>Welcoming the legend @stylebender to the @0n1Force F4M</u>
Mar 13, 2022	<u>0N1 Artists Partnership Program</u>
Mar 31, 2022	<u>0N1 Frames claim is live</u>
Apr 7, 2022	<u>0N1 Frames reveal</u>
Apr 8, 2022	<u>0N1 Frames explained</u>
Apr 20, 2022	<u>0N1 x @coinbase NFT for the launch of their new marketplace</u>
Jun 15, 2022	<u>The 0N1 Force Comic by @cromagnus</u>
Jul 13, 2022	<u>@LoganPaul calls buying his 0N1 Force NFT a mistake</u>
Aug 15, 2022	<u>0N1 one year anniversary</u>
Aug 27, 2022	<u>@starlordyftw is the new President and CEO of 0N1 Force</u>
Sep 1, 2022	<u>Twitter space with @starlordyftw in his first public appearance as CEO</u>
Sep 12, 2022	<u>Introducing "0N1 Events"</u>



Sep 22, 2022	<u>Launch of 0N1's new trading marketplace powered by @OriginProtocol</u>
Oct 9, 2022	<u>0N1 CEO @starlordyftw has put out a (friendly) \$10,000 bounty on @LoganPaul's "worthless" (or \$10 we're not sure) K4M-1!</u>
Oct 14, 2022	<u>Non-Fungible Films Founder Makes Bid for 0n1 Force Acquisition</u>
Oct 29, 2022	<u>Hodlers of @0n1Force, you can now collateralize their NFTs on X2Y2</u>
Feb 8, 2023	<u>0N1 Force welcome new official community manager @champanini0x</u>
Feb 22, 2023	<u>Founding team turned over ownership to @ofrfund</u>
Feb 23, 2023	<u>0N1 meet event at NFT Paris</u>
Feb 25, 2023	<u>Blockchain investment firm Old Fashioned Research (OFR) acquire 0N1</u>
Feb 25, 2023	<u>0N1 FORCE REBORN: SEASON 1</u>
Mar 20, 2023	<u>0N1 IRL Event in NFT LA 2023</u>
May 4, 2023	<u>0N1 Force Forms Strategic Partnership With Horizen Labs Ventures</u>
May 9, 2023	<u>0N1 Force Reveals 'Worldwide': Franchise, R0N1N, and World Club</u>
May 19, 2023	<u>Interview with Forbes Japan</u>
May 24, 2023	<u>0N1 Force Introduces New Creative Director/Advisor, Hicham Habchi</u>
May 25, 2023	<u>0N1 Force welcome @dmuslan and @IP3Official as official advisors</u>
May 27, 2023	<u>0N1 Force Introduces New Animation Advisor @SquareKush</u>
May 31, 2023	<u>0N1 Force Ordinals: We are officially the first anime project on BTC</u>
May 31, 2023	<u>0N1 Force partnership with Theia to expand the IP across the metaverse</u>
May 31, 2023	<u>The community rewards platform is here</u>
Jun 2, 2023	<u>Comic books will be previewed at this year's Comic-Con</u>



Report Analysis

Looking towards the future, the CEO Starlordy expressed their ambition to create anime and manga combining 0N1 Force IP with community creativity. Emphasizing the significance of transparency and reliability, they strive to differentiate themselves from profit-centric Web2 entities. Their ultimate objective is to develop a project that embodies the essence of creativity and humanity in the era of artificial intelligence. 0N1 Force aims to be a standard-setting Web3 project that listens to the community and diligently fulfills its obligations.

Despite the relatively short time the new leadership has been in place, significant changes and initiatives have already been implemented. The project's future remains uncertain, but it is on an upward trajectory, driven by innovation and community engagement. The 0N1 Force community is known for its devotion, which sets the project apart. With a loyal community, new leadership, and innovative programs, 0N1 Force has the potential to rise and succeed in the dynamic digital landscape.



Resources

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

Introduction:

<https://forbesjapan.com/articles/detail/63073>

<https://medium.com/@0N1FORCE>

<https://www.kraken.com/learn/what-is-0n1-force-nft>

<https://nftnow.com/news/resurrection-in-progress-inside-the-quest-to-rebuild-0n1-force/>

<https://www.financebrokerage.com/on1-force-nft-detailed-information-about-the-project/>

<https://medium.com/@0N1FORCE/0n1-force-2021-a-year-in-review-5de321bb47a6>

<https://hypemoon.com/2023/5/0n1-returns-with-new-all-star-leadership-and-ip>

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<https://www.0n1force.com/>

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<https://opensea.io/collection/0n1-force>

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<https://www.nftinspect.xyz/collections/0x3bf2922f4520a8ba0c2efc3d2a1539678dad5e9d>

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<https://hypemoon.com/2023/5/0n1-returns-with-new-all-star-leadership-and-ip>

Tokenomics:

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Art / Licenses & IP:

<https://www.0n1force.com/terms-use>

News / Announcements:

<https://discord.com/invite/0n1-force>

<https://luckytrader.com/nft/0n1-force/news>

<https://twitter.com/0n1Force/status/1664421565469999104>

<https://twitter.com/nftbawsa/status/1661721572175134721>

Report Analysis:

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