

MAY 31, 2022

We Are Going to Be Okay (even in bears)

by MCags.sol

Social Media & Engagement

Discord Discord Launch: March 16 2022
Mint Date: April 26 2022

Twitter 121k Members
Engagement on Latest Post 3k

Instagram 150.9k Followers
Engagement on Pinned Tweet 6.1k

Team

Member: *Kais*

<https://twitter.com/powerofpixel>

With tertiary degrees in graphic design, art history and branding, Kais brings his strategic experience in building and leading design projects for many global brands including Unicef, United Nations, Unilever, Greenpeace, Ford, Dell and Olympus.

Member: *Suby*

https://twitter.com/suby_sol

Previously an engineer, now an emerging leader in developing and nurturing web3 communities. Suby brings experience working in a strategic design consulting firm engaged in leading NFT collection projects for established international teams.

Member: *Rio*

Rio brings a wealth of experience in popular game projects, including Legends of Runeterra, Smite Games, and Clash Royale, and movies such as Cinderella, Halfworlds, Grisse, and May the Devil Take You.

By The Numbers

Items	10,000
 Holders	5,938
Items Listed	1,154
Items Staked	N/A
Mint Price	1.5SOL
Highest Daily Price	~280SOL
Top 5 Sales	<ol style="list-style-type: none"> 1. 1,675SOL 2. 1,500SOL 3. 1,500SOL 4. 1,200SOL 5. 1,150SOL
Floor Price	199SOL
Volume	1.53m SOL
Creator Fees	7.5%
1/1s	0
Rare Traits	<ul style="list-style-type: none"> Mouth: Cassette 25 Clothes: Black Suit 37 Clothes: Fur Coat 38 Hat: Rubik's Cube 41 Mouth: Yoyo 48 Mouth: Earphones 49 Eyewear: Mechanical Goggles 51 Fur: Robot 52 Fur: Coral 72

Ratings (1-10)

Team	7	Not doxed publicly so it is hard to confirm the experience they claim but they have proven their ability to build communities and they seem competent in all other aspects.
Team Engagement	8	I am not in the discord now that it is holder only, but they are very active on twitter and holders have confirmed they are active in discord as well. They were very active pre mint.
Team Connections	8	Hard to judge because they are not doxed, and I have not seen them before as part of other projects I am familiar with, but they have brought in a lot of prominent members of the community, and it will expand as the project grows.
Community	9	Extremely active and positive community across all platforms, the IRL events should help to solidify this even more.
Community Engagement (Discord)	10	Their Discord is now holders only, so I am unable to judge activity post mint. However, pre mint it was so active that it would crash my Discord when they would post anything.
Community Engagement (Social Media)	10	Crypto Twitter is full of Okay Bears related tweets and Spaces.
Art	10	Very clean art that everyone wants to use as their PFP.
Catalysts	7	The team's ability to produce their first major utility for holders.
Roadmap	5	Contains base objectives for the project but does not give timelines for completion and leaves a lot of room for interpretation.
Utility	3	Nothing tangible has been released outside of a wrist band and sticker pack for holders.
Staking	N/A	
Game	N/A	
Tokenomics	N/A	
Airdrops	2	Nothing has been confirmed but they team has hinted at airdrops in the future.
Metaverse/Land	N/A	
Risk	3	Always a risk that the team is unable to deliver value to holders.
Short Term Value	9	The project is still seeing influencers and whales accumulating positions which leads me to believe that they still see a lot of upside.
Medium Term Value	9	In the medium term we should see additional catalysts such as the team delivering utility

Ratings (1-10)

Long Term Value	10	Blue chip status in SOL is solidified and the whales / influencers seem set on making that status permanent across all chains.
Community Alpha		I cannot comment as I am not a holder, but they have a lot of whales across the entire NFT space in their community.
Community WL Opps		Again I am not a holder but every project in the SOL space wants to partner with Okay Bears.
Influencer Activity	10	Extremely large amount of influencer activity



Okay Bears have taken the NFT community by storm, clogging up twitter feeds and the top spot on Open Sea's volume table. The super clean PFPs have brought the Solana and Ethereum NFT communities together like no other project has done before. Eth whales decided to make a push into the Solana NFT space through Okay Bears, with influences like Nate Rivers, FaZe Banks, Ramo, and The Wizard of Soho leading the charge on twitter, people poured into the project from ETH. Almost every major NFT influencer was rocking an Okay Bears PFP on twitter after the mint and their catch phrase "We are going to be okay" went viral. In the first month Okay Bears has seen 1.52 million SOL in volume, averaging 51K a day.

The Okay Bears Team and Community

Beyond the hype there is a team and community that are aiming to redefine culture in the NFT space. Their thesis is that the NFT space is polarized with "Winners and losers, heroes and villains, artists and builders" the Okay Bears team wants to focus on the middle ground. Through creating a community that brings together people from every corner of the NFT space. They are achieving this goal by creating a culture of relaxation and "being okay" in their community which is flowing over into the broader SOL NFT ecosystem. Solana has been missing a flag ship PFP project and Okay Bears seem to be in a great position to fill that void, promoting mental health awareness with a community that truly cares about each other has seemed to be the one beacon of hope for many people in the current market. Their Discord is always full of positivity, and you can find people hanging out in the Lo-Fi music channel or chatting with other members in "The Park".

The Okay Bears team led by co-founders Kais and Suby is comprised of experienced professionals from the development, art, and marketing spaces. The team is focused on building out the identity of the project through community engagement. The only thing that has been officially announced with a timeline for completion is that holders are receiving a "WAGBO" bracelet and a sticker pack in around 6 weeks. However, they do have a blueprint for utility they want to implement in the future, including a "Bear Market" in collaboration with Magic Eden where you will be able to buy Okay Bears directly from their website, a studio for the community to come together and work on projects like Lo-Fi mixtapes, and a platform that allows users to access real world utilities like conferences and meetups. Additionally, the team left a lot of the blueprint up to interpretation and didn't provide any ETAs on the completion of items mentioned. This gives them the ability to adapt to changing market conditions and evolving meta without being tied to a structured road map.

Critics would be quick to point out that lack of a structured road map and announced utility are red flags. However, it seems that the space is quick to forget that the most important part of a successful NFT project is the community. Most of the utilities that projects provide are marketing ploys to entice investors. Organically building a loyal and dedicated community is the hardest part of creating a successful project and Okay Bears seems to have completed that. Ultimately, only time will be able to tell how successful they have been.

The Numbers

According to nftinspect.xyz Okay Bears rank 2nd in overall community ranking behind The Bored Ape Yacht Club. There are 3.5K unique Okay Bears NFTs being used on twitter as profile pictures, which is the second most in the entire NFT space and is up almost 2000% since mint day. In terms of sales volume, in the first month post mint Okay Bears have seen 1.52 million SOL in volume. This is double the all-time volume of Degods, the top project by market cap on Solana, and more than the total volume of Solana Monkey Business, Solana's original blue-chip. In the first 24 hours Okay Bears saw nearly \$20 million worth of volume, comparatively Gary Vaynerchuck's VeeFriends V2 recorded \$12.5 million worth of sales in the same amount of time. Their mint day volume helped to increase the overall NFT sales volume on Solana by 216% and their volume continues to help Solana NFT sales maintain consistent volume above the chain's pre Okay Bears all-time highs.



Conclusion

The Okay Bears team and community have proven that two NFT ecosystems can not only coexist, but they can come together and be involved in the same projects. The unity between the ETH and SOL NFT communities behind Okay Bears has never been seen before in the space. The social media engagement for the project is off the charts and the sales volume has rivaled blue chips like Bored Ape Yacht Club. The Okay Bears team has built a very strong community, now it is up to them to provide tangible utility for their holders. When the team produces a utility, I believe that we will see their floor price reflect their status as a blue-chip across the entire NFT space. With major social media influencers coming out with such strong support for the project and the number of bears listed dropping significantly, it is only a matter of time before Okay Bears redefine the term "bear market".

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