FloorDAO

The Pixels Research Report

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Quantitative

Overview and Holders:

- **Collection Age:** ~11 months
- **Collection Type:** Interactive PFP
- **Collection Size:** 5062
- **Unique Holders:** 1997
- **Unique Holders Growth:** ~-53 per month
- **Nakamoto Coefficient (% of holders holding 20% of supply):** 25 Wallets

Marketplace and Sales:

- **Market Cap:** $295,500
- **Floor Price:** 0.044Ξ
- **# of Floors (defined as 1 - 1.4x floor price):** 13/5062 = 0.25%, 1.06% including NFTX and sudo pool
- **Volume (Ξ, All time/180D/90D):** 735 / 92 / 28
- **Velocity (All time/30D):** 4683 / 121
- **# of Listings (via Gem.xyz):** 174

NFTX Data:

- **NFTX Vault TVL:** $1900
- **Fees (All Time):** 0.18Ξ
- **Utilization (All Time):** 95
- **Share of fees as redemptions/swaps/etc:**

FloorDAO Bonding (to be determined by FloorDAO Policy Team)

- **Targeted Slippage:**
- **Total cost of bonds to hit target floor size:**
- **Ideal Entry Price:**
- **Type:**

Executive Summary:

From the historical point, the pixels are second interactive PFP collection (first of all pixelated collections), right behind thedudes from the same [creator](#), which are, on top of that, on-chain. Thanks to staking and most of holders just hodling, floor is very low but also very thin. Collection also has good amount of unique holders, not many huge whales. Overall there's not that much of volume because people think pixels are just static jpegs without paying much of attention to them and there wasn't any marketing, which is now changing since new marketer was onboarded.

Qualitative

Fungibility: How exchangeable is the asset?

The collection can be exchanged on every marketplace like OS, LR, X2Y2 and NFTX/sudo which were a community driven incentive.

Proposed Score:

Utility: How useful are these NFT assets?

Pixels are extendable, meaning there can be added new traits/backgrounds/colors without diluting the collection. So far, there was Christmas extension, Summer extension Backgrounds extension and Social extension.. BG extensions were made and voted by the community. Pixels can earn project's currency $INT just by being in wallet - 1 pixel earns 1 $INT per day, or they can be staked, earning twice as much. Extensions are priced in $INT - 50% of sale goes to DAO wallet, 50% to extension creator. Also first ever [in-NFT on-chain messenger](#) was released.

Proposed Score:

Durability: How culturally valuable is the asset?

Team believes the future belongs to interactive NFTs and that this project becomes the go-to for interactive art. The team is also helping other projects become interactive, like little lemons, that added pixelated version of little lemons into the same NFT and can be switched between normal version and pixelated one by button in the corner.

Proposed Score:

The Team

Team is made of thedude, the founder, who has been playing with generative art since 15yrs old, Zey who's behind marketing with previous job as Gucci makeup brand manager, then artist who's working on project's logo, website rebranding and front-end dev working on new webside for rebranding.

Sources:

https://dune.com/shogun/Pixels
 https://dune.com/queries/883855/1544358
https://dune.com/queries/1108705
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