guacle

A social and
analytical platform
for CNFTs

litepaper

Introduction

We started our journey on October 2021 as a cnft collection, Avocado Breakfast Club, aiming an ambitious utility: creating a platform that unites **everyone** including investors, developers, artists and influencers. In line with this purpose, we started developing guacle and came to realize that social and analytical learning should come hand in hand for extensive decision making processes for both investors and developers. Therefore, we designed a mutually complementary structure for guacle. Social side is built to provide user based ratings and discussions in a structured, organized and competitive way. Regarding analytical part, we want to bring comprehensive analytical **approach** to CNFT space by putting data in our core values. Both parts are already published under the beta version and started operating.

Avocado Breakfast Club

Launch Date: 03.10.2021
Total Supply: 1666
Holders: 435

Utility:
- Profit share
- Discounted fees on analytics
- Airdrop chance from our upcoming Guac Cards collection

guacle social

Beta Date: 31.03.2022

-Project Rating
-Version structure of ratings
-Collecting
-Leaderboard
-Profile and Feed page
-Forum

Guac Cards

Launch Date: September'22
Total Supply : 4444

-Elite features on analytics
-Lifetime access
Holding at least 2 Guac Cards;
-Opens up the opportunity of hot NFT giveaways funded by secondary market royalties
-Gets WL precedence on collaborations

guacle analytics

Beta Date: 28.07.2022   Live Date: September'22

-Market Overview
-Blue Chip Index
-Smart Money
-Latest Mints
-Twitter Analytics
-Project Metrics
-Holder Metrics

Problem

We currently evaluate Cardano NFT ecosystem as a two-sided defective model:
1. Investors can't evaluate nft projects effectively while making decisions for minting, buying and selling a nft. After analyzing the data, we saw that only 3,75% of the traders are making gains based on realized profits.

HOLDERS	TRADERS	PROFITABLE TRADERS*
238,975	85,889	3,225

2. Founders can't evaluate the market conditions, the project hype and the quality of communities while launching or sustaining the projects. This lack of understanding leads to failed projects which is badly affecting the ecosystem as a whole including both founders and investors. Market data shows us that most of the projects fail to achieve higher levels in terms of volume & marketcap.

PROJECTS	VOLUME › 100K ADA	MARKETCAP › 100K ADA
2,666	310	193

* Profitable traders are measured based on realized profits.
Data adapted from jpg.store and lastly updated on 26th of July.

Solution

The goal for investors is to select profitable projects while buying(minting & secondary market buying) and sell the assets at the best possible time. The objective function for founders is to build a successful and sustainable project by correctly analyzing the whole process from the very beginning to make sure that everything is on track.

While deciding on whether or not to mint/launch a project, after doing the research on the fundamentals, hype level is the leading factor to be considered. To evaluate the hype of the market in general, we are providing below metrics which are effective for both investors and founders:

- Daily Minting Count
- Latest Mints
- Unique CNFT Holders
- Social Media Metrics
- Marketplace
- Smart Money Activities

Then, to determine how hyped the project and who are the followers of the project, we are mining twitter accounts data and creating pathfinder insights since twitter is the pivotal source of information when it comes to social media analysis. By utilizing twitter api, we are extracting the value behind the numbers and providing what is needed for a confident decision making process. There are two main pillars for twitter analytics:

- Tweet Volume Figures
- Follower analysis

As for secondary market buying and selling opportunities and risks, we are covering many metrics including but not limited to;

- Market Overview
- Bluechip Index
- Profit Leaderboard
- Portolio Dashboard
- Project Based Metrics
- Holder Based Metrics

Hereby, in the light of all the available data, course of events won't be unexplainable anymore because of knowing who the holders are, how the community behaves and what the trends are.

Plan

We believe that more user activity will increase the value of social part of guacle, so we wanted to keep that part free to use. For the analytical part, there will be premium & elite tiers. Premium tier will be subscription based and there will be monthly & annually payment plans for it. Elite tier which is about more features and lifetime access will be available to those who hold guac cards only.

Comparison Table

	guacle	opencnft	cnft.tools	cnftjungle
Market Overview ⟳	✓	✓	✓	✓
Bluechip ★	✓	–	–	✓
Profit Leaderboard ★	✓	–	–	–
Wallet Labelling ★	✓	–	–	–
Smar Money List ★	✓	–	–	–
Smart Money Activities ★	✓	–	–	–
NFT Portfolio Profile ⟳	✓	–	–	–
Project Overview ⟳	✓	✓	–	✓
Compare Holders ★★	✓	–	–	–
Latest Mints ★★	✓	–	–	–
Sell Wall ⟳	✓	–	–	✓
Rarity & Price Plot ⟳	✓	–	–	✓
Twitter Analytics ★★	✓	–	–	–

⟳ Free ★ Premium & guaccard ★★ guaccard only

Price Table

	Premium (Monthly)	Premium (Yearly)	guaccard*
Price	18 ADA	180 ADA	200 ADA

After the launch, analytics part of guacle will start operating and be accessible. Hereby, guacle will be live in both social and analytical sides aiming to end blindness and deafness in the cnft ecosystem. It is not an easy job but we believe that if you torture the data long enough, it will confess.

*Holding at least 2 Guac Cards;
-Opens up the opportunity of hot NFT giveaways funded by secondary market royalties
-Gets WL precedence on collaborations

guaccard access to analytics will be available 24 hours after launch whereas subscription based premium memberships will start being active one month after launch.

Roadmap

Q4'21

-Launch of Avocado Breakfast Club
-ABC Lottery Series
guacle social development

Q1'22

-ABC Lottery Series
-Beta version of guacle
-Sharing ideas and feedback

Q2'22

-guacle analytics development
-guaccard artwork
-Airdrop opportunity details of
guac cards for ABC holders

Q3'22

-Launch of Guac Cards
guacle going live
-Engage with the community for
further feature requests
-Cardano Node
-Partnerships

Q4'22

-Alert mechanism (price actions,
underpriced NFTs, hyped
projects)
-Personalized Dashboards
-Machine Learning models for
investment calls

Q1'23

-Mobile app
-Research on automated systems
for cases like minting, buying,
mirror trading etc.
-Market research for expansion to
other blockchains

https://twitter.com/AvocadoBC

http://discord.gg/GB2s5RRhrd

https://guacle.com/

https://www.avocadobreakfastclub.com/