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# Bored Ape Yacht Club: Overview, Market Impact, and Celebrity Influence

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## KEY TAKEAWAYS

- Bored Ape Yacht Club (BAYC) is a collection of 10,000 NFTs featuring cartoon-like apes on the Ethereum blockchain.
- BAYC NFTs launched in 2021 at 0.08 ETH each. As of June 2026, the floor price for a BAYC NFT sits around 8.85 ETH. The total market cap is 1.6 million ETH. [\[1\]](#) [\[2\]](#)
- Yuga Labs, the creators of BAYC, has a valuation of \$4 billion as of June 2026. [\[3\]](#)
- The collection is popular with celebrities, including Steph Curry, Eminem, and Jimmy Fallon, boosting its status and value. [\[4\]](#)
- BAYC owners enjoy exclusive group and the ability to use

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## What Is Bored Ape Yacht Club?

Bored Ape Yacht Club, launched in 2021, is a [non-fungible token \(NFTs\)](#) collection of 10,000 cartoon-like apes with specific traits. BAYC quickly gained popularity as a status symbol with high-profile celebrity ownership. This caused its valuation to soar, although pricing has fluctuated since its peak. BAYC is a Yuga Labs creation.

## Evolution and Milestones of Bored Ape Yacht Club

The Bored Ape Yacht Club NFT launched in 2021 during the peak of the [cryptocurrency](#) bull market. <sup>[5]</sup> Yuga Labs developed the Bored Ape Yacht Club. The Yuga Labs team comprised four core members who appeared under these pseudonyms in the early days of the launch: Gordon Goner and Gargamel (co-founders), No Sass, and Emperor Tomato Ketchup, who handled the technical aspects of BAYC. <sup>[6]</sup>

BuzzFeed, a news publication, broke a story in February 2022, revealing two of the co-founders' identities. This led the other two core members to also give up their incognito status and post pictures of themselves on X (formerly Twitter). <sup>[7]</sup> <sup>[8]</sup> <sup>[9]</sup>

On March 11, 2022, Yuga Labs acquired the Bored Ape Yacht Club and other NFT collections CryptoPunks V2 and Meebits. The Bored Ape Yacht Club logo of each of those NFT collections was used in the Bored Ape Yacht Club projects and was among the most valuable NFTs on the marketplace OpenSea. <sup>[11]</sup>



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 **FAST FACT**

In September 2021, [Sotheby's](#), a major auction house, sold 101 Bored Ape Yacht Club NFTs for \$24.4 million in an online auction. <sup>[12]</sup>

## Early Investments and Growing Popularity

Yuga Labs raised \$450 million in a fundraising round led by Andreessen Horowitz. By March 2022, the company was valued at \$4 billion. <sup>[13]</sup> Yuga Labs planned to use the capital to expand its activities and accelerate brand growth.

When launched, a BAYC NFT cost 0.08 Ether (ETH), the native cryptocurrency of the Ethereum platform. That was equivalent to \$220 at the time. It sold out within 12 hours. BAYC NFT floor price peaked at \$120,000 during the 2021 crypto market boom, followed by a sharp bust cycle, dropping from an all-time high of \$120,000 (at the time) in May 2022 to a floor hovering around \$1,000. An NFT's floor price is the minimum price for which it can be sold.



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### FAST FACT

Contrary to popular belief, the images are not the non-fungible tokens. The tokens are a hashed version of the image's metadata, and the images are stored (hosted) elsewhere. The tokens are transferred when rights to the images are sold.

## Factors Contributing to BAYC's Value

Whether the Bored Ape collection is truly worth millions of dollars has been hotly debated. Some believe the high valuations are simply based on speculation. But, in fact, rarity, demand, celebrity endorsements, perks, and project development have driven the collection's value.

### Rarity

The array of BAYC's unique traits and accessories is used to measure its value. The term "rarity" gauges how unusual an NFT is within a collection with an assigned number. In the BAYC collection, there are 170 traits, and each ape may have up to seven trait categories. These traits are background, clothes, earrings, eyes, fur, hat, and mouth. <sup>[15]</sup><sup>[16]</sup>

The most expensive Bored Ape in the collection is the #8817 token, which sold in October 2021 for \$3.4 million on the OpenSea platform dedicated to rare and exclusive digital assets. It features the rare Gold Fur trait—making it a relative rarity among the collection's characteristics of the #8817 token. <sup>[17]</sup>



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Following the partnership launch, BAYC uploaded an image of a Bored Ape wearing an Adidas jacket on X. Gmoney tweeted a silhouette picture that displayed the Adidas logo. PUNKS Comic tweeted a picture of a character wearing a shirt bearing the Adidas logo. <sup>[18]</sup> <sup>[19]</sup>

Other celebrities, beyond those already mentioned, who bought BAYC include billionaire Mark Cuban, prominent X personality and DJ Steve Aoki, X personalities and musicians Post Malone and Mike Shinoda, and producer and songwriter Timbaland. <sup>[4]</sup>

## Exclusive Benefits and Ongoing Developments

One of the distinctive features of the Bored Ape NFT, compared with other NFT collections, is the perks. Owners of Bored Apes have exclusive access to a private Discord group where they chat, network, and build relationships with other Bored Ape members, including celebrities who own a Bored Ape. Ape holders also have access to “The Bathroom,” letting them draw whatever comes to mind on a virtual bathroom wall every 15 minutes. <sup>[20]</sup> <sup>[21]</sup>

ApeCoin is the official currency for the Bored Ape ecosystem and is used to purchase BAYC merchandise, event tickets, and more. ApeCoin DAO is a [decentralized autonomous organization](#) whose members—every ApeCoin holder—govern the DAO’s treasury proposals. <sup>[22]</sup>

Also, owning a Bored Ape is considered a status symbol for many individuals, contributing to its popularity.



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As of June 2026, the BAYC appears to be positioning itself for the future, but what that future entails is anyone's guess. While funded and apparently popular among a specific crowd, the project has somewhat faltered in finding its place in the market after its initial successes.

## How Much Are Bored Ape Yacht Club NFTs Worth?

The price floor for BYAC on June 27, 2026, was 8.76 ETH, which was about \$13,838. <sup>[2]</sup>

## What Does a Bored Ape Give You Access to?

A Bored Ape NFT gives you access to the project's Discord channel and ApeCoin, which can be used in governance activities within the ApeDAO. <sup>[22]</sup>

## What Happened to Bored Ape Yacht Club?

The NFT collection still exists, and there is trading activity, but the NFTs in the collection have dropped in value compared to their highs in 2022, when the price for an NFT hit a record high above \$430,000. As of June 2026, the floor price of a BAYC NFT typically ranges between 8.8 and 9.0 ETH (roughly \$13,500 to \$14,000). <sup>[24]</sup> <sup>[2]</sup>

## The Bottom Line

BAYC has evolved into more than a standard and pace for other NFT collections. The project's evolution. Yuga Labs has as well as physical products from



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