



Poets Pulse surveyed 315 people recruited on Twitter and the Pak, Del and Urn.art Discords from December 21-26. Information on mass.black was released by Pak during the survey period, and speculative items on Merge have been omitted.

Executive Summary

Poets Pulse Vol. 2 survey participants were overwhelmingly holders of Ash, Lost Poets, and Merge, with most having between 10-50 ETH in NFTs. The median respondent holds Pak NFTs in 2 wallets, while just over 5 percent of respondents reported using 4 or more wallets to hold their Pak tokens.

The median predicted USD price of Ash on October 31, 2022 was \$58, and the median predicted final number of Pages which will be fed to Poets was 20,000. For the purposes of comparison, in the October Poets Pulse survey, the median Ash price prediction was \$100 and the predicted number of fed pages was 22,000. Among this engaged sample, Pak's NPS was 68, where 50 is generally considered good. Buyers of non-Pak ASH exclusives also indicated a desire for projects which were technologically innovative and created by people committed to the ASH currency.

Community Characteristics

<u>Percentage Holding Pak NFTs:</u>	Merge	Cubes	Ash	FOMO	Lost Poets	Other
	98%	38%	92%	25%	86%	10%
<u>Value of All NFT Holdings:</u>	<5 ETH	5-10 ETH	10-50 ETH	50-100 ETH	+100 ETH	Not Sure
	22%	22%	34%	11%	10%	1%

Pak Engagement

<u>Likely to Recommend Pak to Friend or Colleague (1-10 Scale):</u>	Detractor (1-6)	Passives (7-8)	Promoters (9-10)	Net Promoter Score (NPS)
	6%	19%	74%	68
<u>Is Rare Opening of Discord Portal Positive or Negative for Community?</u>	Net Positive	Net Negative	Does Not Matter	Not Sure
	73%	8%	9%	9%

Community Predictions

<u>Will The Twist Increase Value of Pages Compared to Today?</u>	Strongly Agree/Agree 70%		Neither Agree Nor Disagree 17%		Strongly Disagree/Disagree 13%
<u>When Will Mute Poet Floor Exceed High Tier ASH Return?</u>	Q1 2022 5%	Q2 2022 18%	Q3 2022 32%	Q4 2022 or After 26%	Never 19%

#WeAcceptAsh Drops

<u>What Do You Want Most in an ASH Exclusive?</u>	Innovation with of Web 3.0 Tech	Aesthetic Appeal	Artist History in Community	Artist Commitment to ASH	Expected Gain in Secondary	Other
	33%	11%	11%	26%	13%	6%

The community offered several thoughts on other desirable qualities in non-Pak ASH exclusive projects:

- "A combination of all of these"
- "Established NFT artist such as Bepple, MDJ, Pop Wonder, Fewocious"
- "An ounce of engagement outside of the WeAcceptAsh channel. Be yourself, be genuine and create artwork that reflects the creator in their own light. Hope to see less people just slapping a Pak or Ash logo onto some piece of artwork just to tie it to ASH."
- "A simple solution to our modern world problems"

Questions and suggestions about Poets Pulse may be directed to poetspulseproject@gmail.com.