

# brand research

What is Yearn?	What is the product?	What is the DAO?	Why do people get involved?	Who is it for?	What's the story?	What's the best metaphor for Yearn?
<div>Yearn is weird but logical</div> <div>Yearn is smart money</div> <div>Yearn is an organizational experiment financed by yield</div> <div>Yearn is a financial youth movement</div> <div>Yearn is memetic</div> <div>Yearn represents a cultural moment</div>	<div>Yearn could move beyond yield</div> <div>Yearn could be unstoppable</div> <div>Yearn is a liquidity router powering defi</div> <div>Yearn is quality over quantity</div>	<div>Yearn is a meritocracy</div> <div>The DAO is bigger than any one person</div> <div>The DAO is about cultural onboarding</div> <div>The DAO creates space for innovation</div> <div>The DAO re-socializes people</div> <div>Yearn is WIP</div>	<div>Yearn is building the financial future</div> <div>Yearn is a place to share and learn</div> <div>Yearn = Ownership</div> <div>Yearn is a talent aggregator</div> <div>Yearn is not just about money</div> <div>Yearn contributors solve problems</div> <div>Andre's gift inspires</div>	<div>Yearn is not for everyone</div> <div>Yearn introduces creativity to finance</div> <div>Use Yearn to get free</div> <div>Yearn doesn't need to push</div> <div>Yearn aspires to be for all</div>	<div>Is Yearn real?</div> <div>Perfect timing</div> <div>Yearn is lucky</div> <div>Yearn is liberation</div>	<div>Yearn is natural</div> <div>Yearn is human</div> <div>Yearn is a ship</div> <div>Yearn is a superorganism</div> <div>Yearn is an egg</div> <div>Yearn is a creative revolution</div>

# brand strategy

story with lucas

