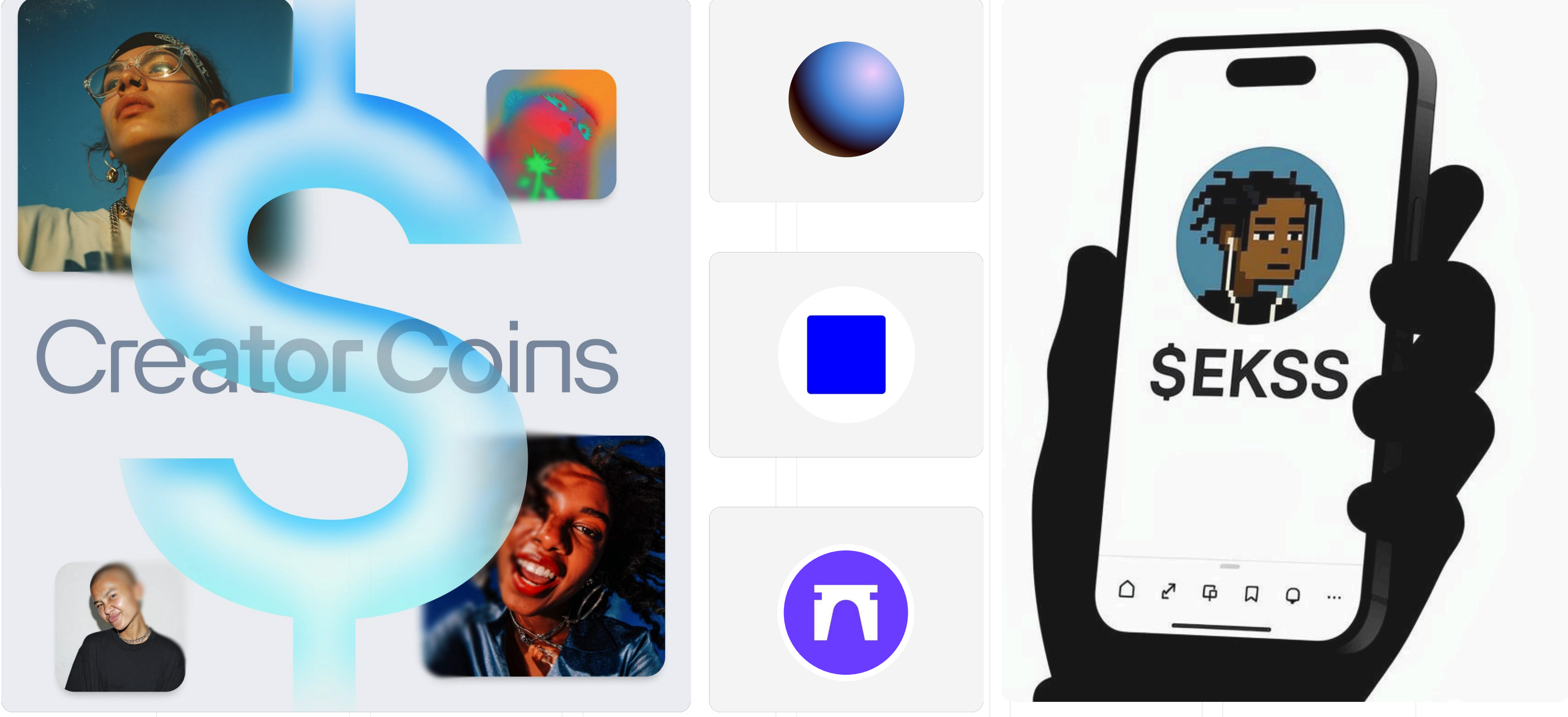


Creator Coins

Creator Coins as Identity Based
Micro Economies

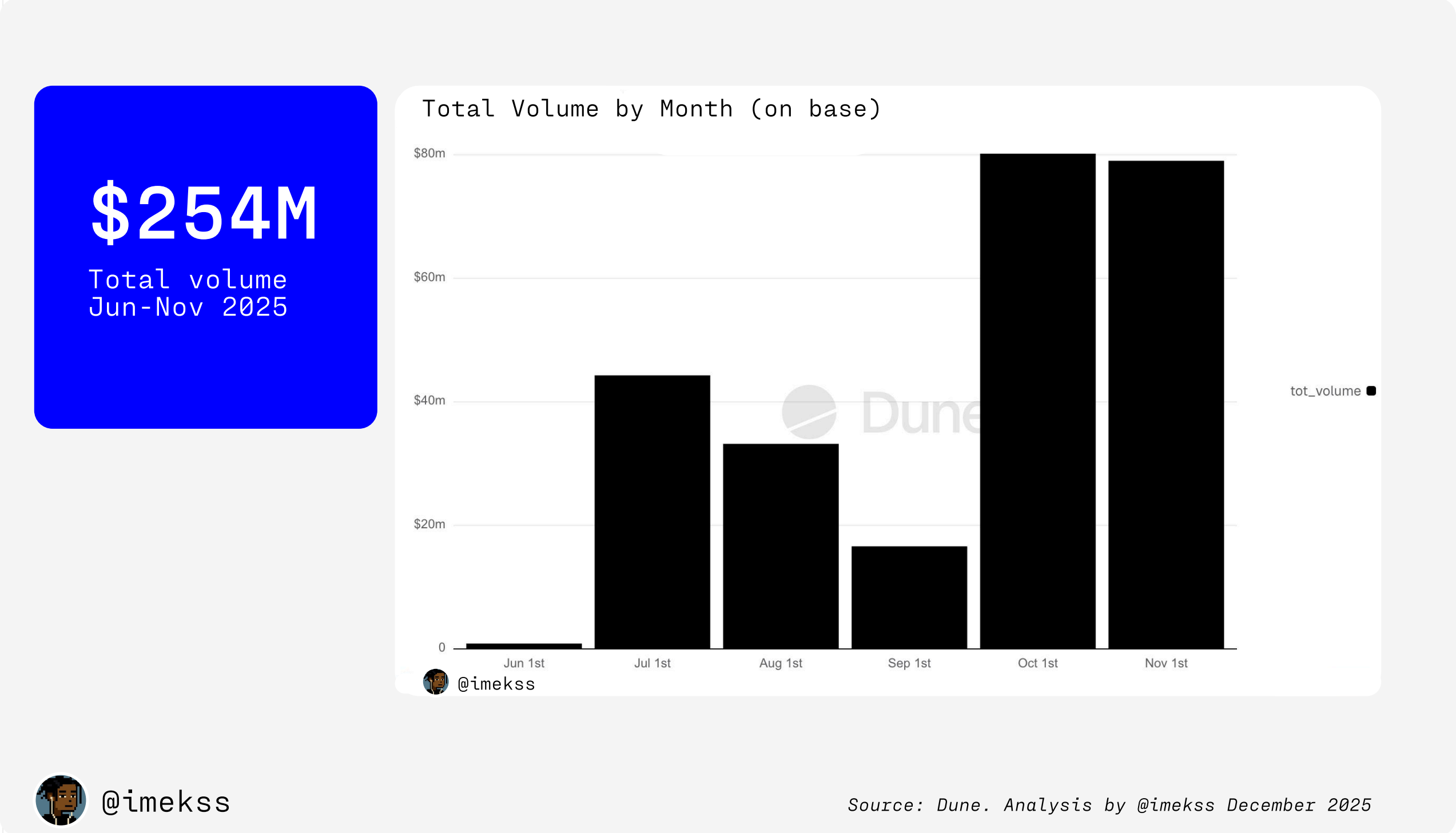


What are creator coins?

Creator coins, are digital tokens issued by creators, artists, influencers, or communities. They let fans support a creator directly and unlock perks such as exclusive content, private groups, early access, or voting rights. Unlike traditional fan memberships, creator coins trade onchain, which means their value can rise or fall based on supply, demand, and the creator’s popularity. As these mini economies grow, creator coins promise new ways for communities to engage, but they also introduce financial risks, low liquidity, and limited oversight.

Key Insights

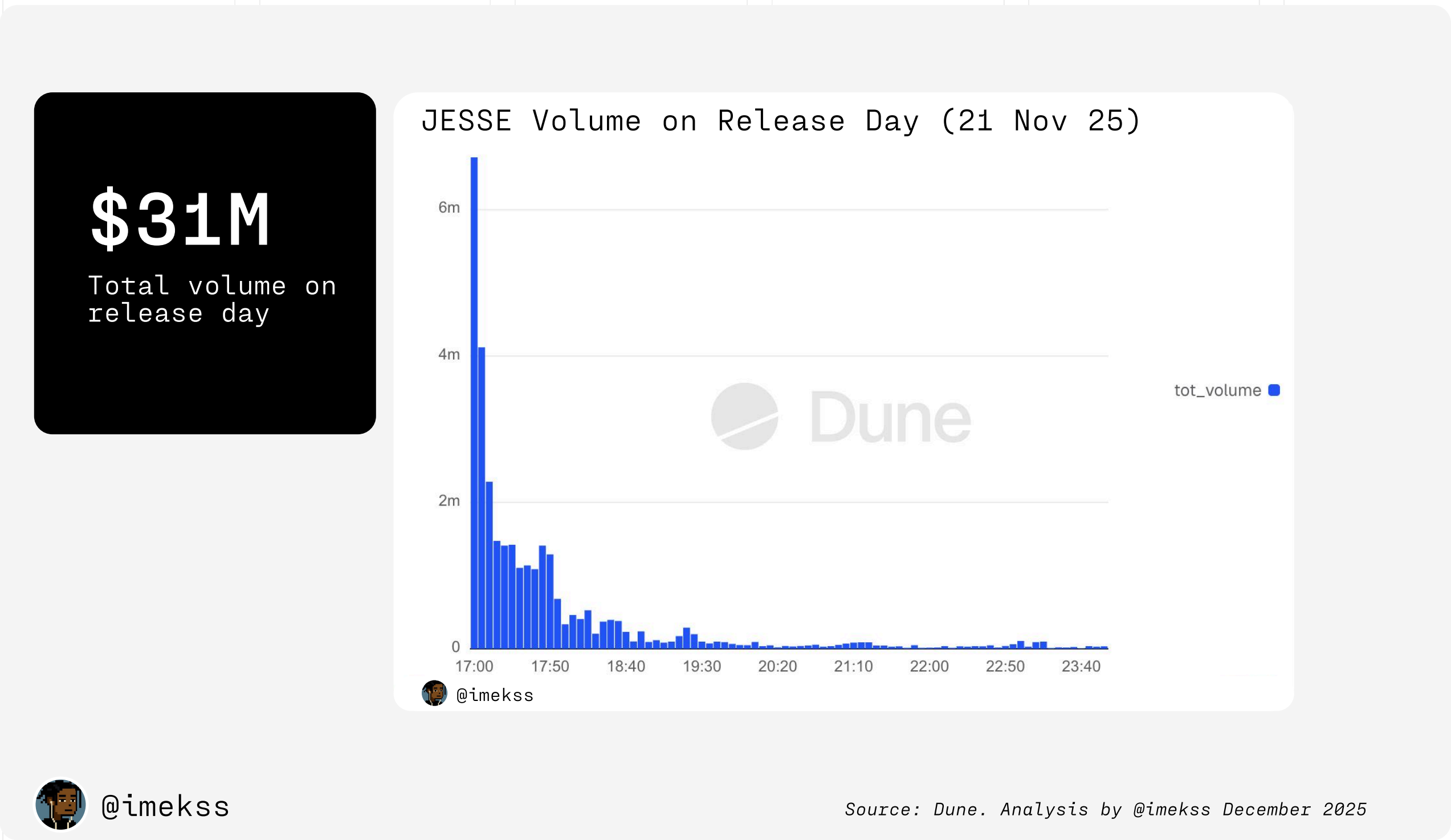
Creator coins activity on Base produced \$254M in trading volume, driven by 35 tokens tied to creators, communities, and cultural identities. Market behavior is strongly influenced by social events, with volume spikes often reaching 5-10× during periods of heightened creator engagement. While liquidity remains shallow and concentrated, these patterns reveal the early formation of identity based economies onchain.



Case Study: JESSE

Launched during Devconnect 2025 and quickly amplified through reposts by Base ecosystem contributors, \$JESSE benefited from an immediate surge in visibility. The token was listed early on major DEX platforms, accelerating discovery and participation. As one of the highest volume creator tokens on Base, \$JESSE shows how creator led micro economies can form rapidly when cultural moments intersect with highly liquid onchain distribution.

Trading activity around the launch illustrates this dynamic. Daily active traders and volume spiked sharply in the first hours of the release, reflecting both organic community interest and broader Base ecosystem attention. The involvement of Jesse Pollak, a key contributor to Base, further reinforced credibility and accelerated early adoption.



Sources

1. Dune. Analysis by @imekss December 2025
Onchain analysis of Base creator coin trading activity (DEX trades, token addresses mapping, wallet level metrics)
2. Independent Research (2025).
Address list curation, token classification, wallet segmentation, and interpretation performed by the author.

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