

A Guide to New Meme Narratives



Gate Research: A Guide to New Meme Narratives in the Second Half of 2025

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Foreword

Dogecoin might be my favorite because it started as a joke, yet it showcases the absurd charm of cryptocurrency,” said Elon Musk, former U.S. Secretary of Government Efficiency, back in 2021. As Musk highlighted, Memecoins embody a mix of randomness and allure, which explains why institutional investors rarely bet on them. Since the concept of Memes emerged, Memecoins have been a playground for retail investors and Key Opinion Leaders (KOLs), with platforms like Pump.fun, GMGN, and BullX serving as battlegrounds for traders.

In this new cycle, Memecoin strategies have evolved. One prominent tactic relies on social media KOLs who, through carefully orchestrated events, push their chosen Memecoins into the spotlight. For instance, Solana co-founder Anatoly donned a green dragon costume to promote the Silly Dragon token; Elon Musk renamed his Twitter handle to Kekius Maximus, triggering a hundredfold surge in the corresponding Memecoin; and in March, the token MUBARAK soared in on-chain popularity. The most striking example was former U.S. President Donald Trump’s TRUMP token, which skyrocketed over 70 times in a single day without any prior hype.

For retail investors, however, catching the first wave of these KOL-driven Memecoins is a near-impossible feat. Cryptocurrency markets operate 24/7, and it’s unpredictable when a KOL might launch a token, post a tweet, or deploy big capital to spike prices. More often than not, retail traders only join in during the second wave—if it even happens—by which point many such Memecoins have already entered a death spiral.

Fortunately, there’s another type of Memecoin that offers more predictable opportunities for retail investors. These are tied to real-world phenomena that gain massive popularity. Since these intellectual properties (IPs) aren’t physical assets and can’t yet be tokenized as Real World Assets (RWA), Memecoins become the vehicle to bring their hype onto the blockchain. Notable examples include Memecoins linked to the game Black Myth: Wukong, the movie Nezha, and AI models DeepSeek and Grok. Take Black Myth: Wukong as an example: before its release, Game Science Studio dropped multiple combat demo videos, allowing players to anticipate its blockbuster success.

This article zeroes in on major cultural events and AI advancements expected in the second half of 2025. Why? Because Memecoin traders, predominantly Generation Z, are especially attuned to fresh content and cutting-edge tech. Below, we’ll break down key developments across industries—video games, film and art, streaming platforms, and artificial intelligence—offering traders a heads-up on potential Memecoin opportunities tied to these milestones.

Risk Warning: The potential Memecoins mentioned here do not constitute investment advice. Trading Memecoins carries high risk; investors should proceed with caution.

1. Video Games

Game users and cryptocurrency traders share a significant overlap, with the majority being young participants from Generation Z. GameFi, as a narrative, has become one of the key narratives in the Web3 industry. The essence of non-fully on-chain games is to integrate on-chain transaction systems within the framework of Web2 game types. Since blockchain games focus more on the financial attributes of Play-to-Earn, even widely recognized games like Axie Infinity, Lumiterra, and Big Time have not managed to break out of the original Web2 game framework at the product level to create greater impact.

The 3A game masterpiece Black Myth: Wukong, themed around the fantasy of Journey to the West, is one of the most successful games of 2024. Its IP influence has far transcended the gaming sector, driving prosperity in related fields such as literature, history, and tourism. Objectively speaking, the IP influence of Web2 games remains enormous, with titles like World of Warcraft, Final Fantasy, and League of Legends boosting a substantial number of loyal followers. In contrast, Web3 games still lag behind in terms of IP influence.

When exploring integration with Web3, mainstream Web2 game IP holders typically choose NFT issuance as their primary approach, aiming to transform their IPs into blockchain games through chain modification and to tokenize core game assets such as characters, equipment, and skins. Although this model is logically consistent, in practice, many classic IP blockchain game projects have faced commercial failures. The core issue is twofold:

First, the quality of chain-modified games often declines compared to the original, failing to meet the high expectations of the IP's native fans for gaming experience.

Second, the economic models, particularly the Play-to-Earn mechanisms, are flawed and cannot provide participants with sustainable revenue expectations.

This lose-lose situation—failing to attract core players and sustain the Play-to-Earn ecosystem—has broken the commercial loop, leading to a significant decline in the issuance popularity and market share of NFTs for classic game IPs in recent years.

During the market vacuum created by the cooling of the classic IP chain-modified NFT path, the rapidly evolving cryptocurrency field has witnessed the rise of game IP-related Meme tokens. Unlike NFTs, the Meme token market exhibits highly decentralized and native characteristics: the issuers are typically not official project parties but are led by anonymous teams, generally having no direct connection with the IP's original operations and development teams. Under the same high-profile IP, multiple Meme tokens with the same name often emerge in parallel, subsequently entering a brutal selection phase based on liquidity and capital strength.

Tokens with large trading volumes and strong capital reserves form a significant “liquidity siphon effect,” dominating the Meme narrative of the IP and becoming the leader, while other tokens with insufficient liquidity generally fall into a downward price channel until they reach zero. This process is essentially a market-driven reallocation of the IP's attention value and a capital game.

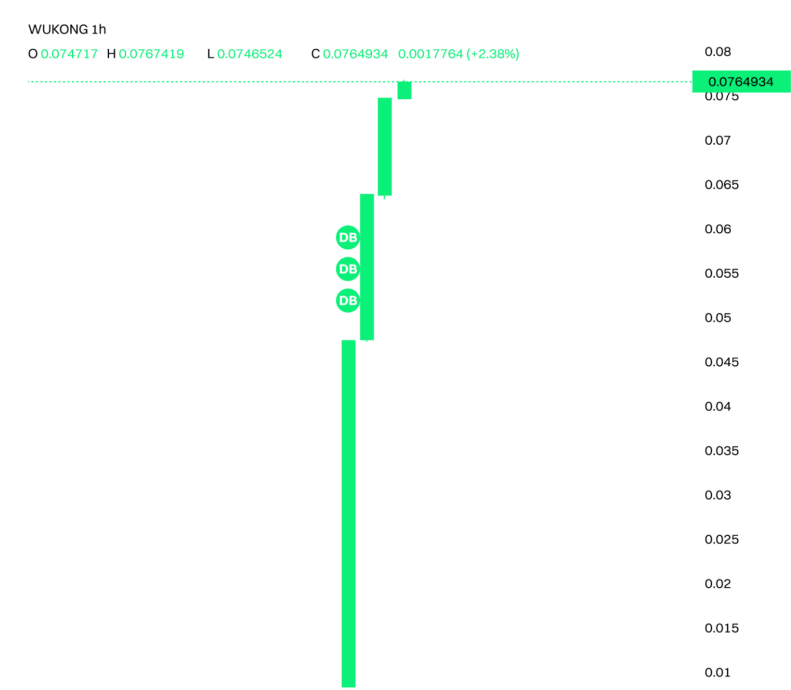
1.1 Black Myth: Wukong Memecoin Event Recap

Black Myth: Wukong, a 3A game masterpiece inspired by Journey to the West, was developed over four years by Hangzhou-based Game Science Studio. Prior to its release, the studio rolled out multiple demo trailers to build anticipation. On August 20, 2024, the game launched on platforms including Steam, WeGame, and Epic, swiftly surpassing 1 million units sold. By the end of December 2024, it had sold 28 million copies, cementing its status as one of the most significant cultural phenomena of the year. The game spurred a wave of fan-created content and audiovisual programs, invigorating the gaming industry. Terms like “Little Thunderclap Temple,” “Bodhisattva Lingji,” and “Erlang Shen” became viral memes among players.【1】

Fueled by the game’s unprecedented popularity, the on-chain Memecoin market reacted swiftly. According to gmgn.ai data, the Solana-based “WuKong” token recorded a single-day surge exceeding 100,000%, with some users achieving short-term profits of \$350,000 within five hours. Notably, the market exhibited classic “law of the jungle” dynamics:

Intra-chain competition: Multiple “WuKong” liquidity pools emerged on Solana, with stark performance disparities. Cross-chain proliferation, Similar tokens appeared on Ethereum, BNB Chain, and Base, with varying gains. Liquidity reigns supreme, The dominant token (with the highest gains) secured significantly higher locked liquidity than competitors, underscoring the “liquidity siphon effect” and the winner-takes-all principle in the Memecoin space.

Figure1: The price trend of the WUKONG token on the Solana



1.2 Anticipated Games in the Second Half of 2025

1.2.1 WUCHANG: Fallen Feathers

Release Date: July 24, 2025

Game Type: Action RPG (ARPG)

Developer: Leenzee Games

Distribution Channels: Steam, Epic

Price: ¥249

As a domestic 3A title blending historical themes and mythological elements, WUCHANG: Fallen Feathers shares strong similarities with Black Myth: Wukong in terms of genre. The primary distinction lies in the broader cultural resonance of Journey to the West, the IP behind Black Myth: Wukong, within the Chinese-speaking world. However, for ARPG enthusiasts, with Black Myth: Wukong's DLC still in development, WUCHANG: Fallen Feathers serves as a compelling alternative during this period.

The game's narrative carries significant topical appeal. Set in the war-torn and massacre-plagued Shu region during the late Ming Dynasty, WUCHANG: Fallen Feathers immerses players in a fictional historical setting. Players assume the role of Wuchang, a female protagonist who has lost her memories, as she seeks to resurrect her sister. Drawing inspiration from the ancient Shu civilization, the game incorporates elements from real historical sites like Sanxingdui and Jinsha, as well as literary and mythological references from works such as Chronicles of the Shu King, The Zither, and Classic of Mountains and Seas.[2]

Figure 2: Promotional image for WUCHANG: Fallen Feathers



Feedback from players who participated in early combat testing indicates a solid foundation for the game. Among beta testers, 42% felt that while the game doesn't quite match Black Myth: Wukong, the gap is relatively small. IGN China, a prominent gaming influencer with over a million followers on Bilibili, participated in the beta and gave high praise for the game's smoothness, action design, and level difficulty. The game's English title, WUCHANG: Fallen Feathers, is derived from the protagonist's name, "Wuchang." From a Memecoin creation perspective, "WUCHANG" is a likely candidate for a token name.

Breakout Potential: ★★★★★

IP Recognition: ★★

Memecoin Composite Index: ★★★★★

1.2.2 Borderlands 4

Release Date: September 12, 2025

Game Type: First-Person Shooter (FPS)

Developer: Gearbox Software

Distribution Channels: Steam, Epic

Price: TBD

The Borderlands series is a highly influential game IP among Western players, with the first three titles collectively selling over 93 million copies worldwide by June 2025. Set in a Western-inspired world, Borderlands tasks players with scavenging for weapons across maps and battling challenging bosses. Its enduring popularity stems from its humorous and expressive characters, who often break the fourth wall with witty dialogue that resonates with players. 【3】

In terms of gameplay, Borderlands 4 introduces several enhancements over its predecessors. Gearbox founder and president Randy Pitchford has stated, "Borderlands 4 will feature unprecedented verticality compared to any previous Borderlands title. The team has integrated more exciting features into the expansive open-world map. The game even includes an AI-driven navigation system that displays GPS routes on the map to guide players." 【4】

Figure 3: Promotional image for Borderlands 4



As a globally recognized game IP, Borderlands has garnered significant attention from on-chain communities. According to GMGN data, multiple Borderlands-themed Memecoins have been issued on Solana, though most have become illiquid and untradable. With Borderlands 4 launching after a six-year gap, the IP's renewed hype could reignite interest, creating speculative trading opportunities for on-chain Memecoins.

Breakout Potential: ★★★★★

IP Recognition: ★★★★★

Memecoin Composite Index: ★★★★★

1.2.3 Pokémon Legends Z-A

Release Date: October 16, 2025

Game Type: Role-Playing Game (RPG)

Developer: GAME FREAK

Distribution Channels: Nintendo Switch

Price: \$59.9

The Pokémon IP needs no introduction, with its global influence spanning anime, blockbuster films, trading card games, plush toys, and digital pets, permeating every facet of daily life. In 2023 and 2024, Pokémon released only DLC expansions for Pokémon Scarlet/Violet, conserving resources to launch two potentially game-changing titles in 2025: Pokémon Legends Z-A and Pokémon Champions. 【5】

Figure 4: Promotional image for *Pokémon Legends Z-A*

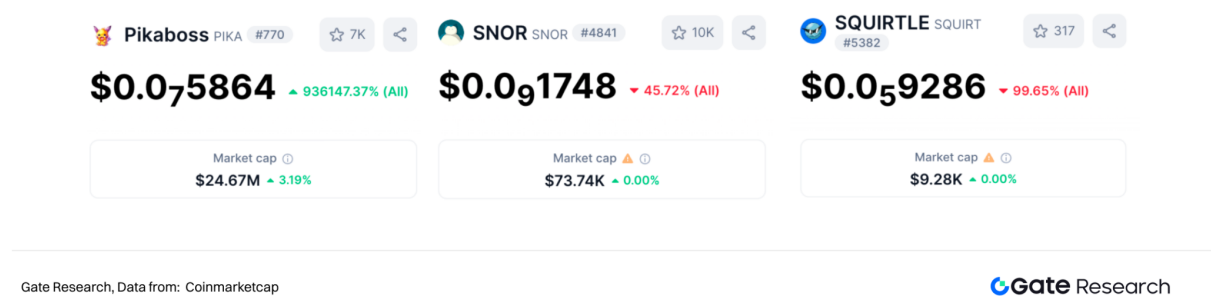


Since the original Pokémon games, the series has relied on a turn-based combat system, a classic mechanism that some players have criticized for becoming repetitive. Pokémon Legends Z-A breaks this mold by adopting real-time combat, allowing players to synergize with their Pokémon in battles that lean toward action-game mechanics. The new system introduces additional parameters for Pokémon moves, such as attack range, area of effect, and speed, enhancing the RPG immersion.

The game centers on protagonists from the second generation of Pokémon. Official announcements confirm the inclusion of Chikorita, Tepig, and Totodile. While these “Gen 2 starters” may not match the popularity of Gen 1’s Bulbasaur, Charmander, and Squirtle, they carry distinct identities. Promotional materials also feature fan-favorites like Pikachu, Magikarp, and Pidgey, alongside Pokémon such as Dragonite, Starmie, and Bellossom, which will gain Mega Evolutions. While expectations for the game are high, its reach may be limited by the Nintendo Switch’s smaller audience compared to PC and mobile platforms, posing challenges for broader breakout success.

Given Pokémon’s massive IP influence, several related Memecoins have already emerged. According to CoinMarketCap data (as of June 13, 2025), active Memecoins include Pikaboss (inspired by Pikachu, \$24 million market cap), Snor (Snorlax, \$73,000 market cap), and Suirtle (Squirtle, \$9,200 market cap). [6][7][8]

Figure 5: Existing Pokémon-related Memecoins



For future Memecoin opportunities, traders should focus on popular Pokémon like Pikachu, Chikorita, Tepig, Totodile, and Dragonite, as well as Gen 2 cat- and dog-themed Pokémon, given the enduring “cat vs. dog” narrative in the Memecoin world. Notable candidates include Meowth, Houndour, Smeargle, and Arcanine.

Breakout Potential: ★★★★★

IP Recognition: ★★★★★

Memecoin Composite Index: ★★★★★

1.3 Other Games

Beyond the three major titles mentioned, other games with potential breakout appeal in the second half of 2025 include the Nintendo Switch action game *Donkey Kong: Banana Bananza* (July 17), the first-person shooter game *Marathon* (September 23), and the open-world adventure *Ghost of Yōtei* (October 2). While these games have garnered decent attention, the highly anticipated *Grand Theft Auto VI*, originally slated for a 2025 summer release, has been delayed to 2026. Its associated Memecoin, GTA6, holds a market cap of \$60,600, but the delay reduces the potential for a major Memecoin surge in the second half of 2025. 【9】

2. Films

As an art form, films attract a diverse audience across age groups, unlike video games and Memecoins, which primarily appeal to Generation Z. Successful integrations of films with blockchain technology have been limited. For instance, director Wong Kar-wai auctioned rare footage as NFTs, and Hollywood films like *Spider-Man* offered NFTs with ticket purchases, but these efforts largely remained confined to the film industry with minimal broader impact. 【10】

In the film sector, NFTs are often viewed as digital collectibles, akin to rare movie posters, with investors hoping for appreciation in value. This contrasts with game NFTs,

which offer utility (e.g., in-game earning potential). Film NFTs lack practical use, and high-priced, studio-issued rare NFTs limit their appeal to mainstream audiences, particularly younger demographics.

Meanwhile, non-official Memecoins, with their low cost and playful, abstract nature, have become a significant cultural medium in Web3, resonating with younger audiences of limited financial means. Following the 2023 release of *Barbie*, multiple Barbie-themed Memecoins surged on-chain, highlighting the potential for film IPs to drive on-chain commercialization.

2.1 *Nezha* Memecoin Event Recap

Nezha: Havoc at Sea, the second installment in the *Nezha* film series, built on the critical acclaim of *Nezha: Birth of the Demon Child*. Its success was somewhat predictable, dominating China's Spring Festival box office and grossing over ¥14 billion, ranking seventh in global box office history.

The *Nezha* IP's popularity spurred the issuance of multiple *Nezha*-themed tokens across blockchains. The NEZHA Memecoin on BNB Chain emerged as the leader, driven by strong capital backing and continuous community airdrops. Launched on February 9 at \$0.000063, the token surged to \$0.0023 by February 17—a 30-fold increase—fueled by the film's rising hype and capital inflows. However, as the film's buzz faded, the project team announced a new project on June 4 via X, shifting focus away from NEZHA Memecoin. 【11】

Figure 6: NEZHA token price chart



2.2 Anticipated Films in the Second Half of 2025

2.2.1 Nobody

Release Date: August 2, 2025
Film Type: Animated Film
Distributor: Shanghai Animation Film Studio
Director: Yu Shui
Main Voice Actors: Zhang Yunming, Cai Zhuangzhuang

Nobody, originally titled Summer of the Little Monsters: Once Upon Langlang Mountain, is adapted from the first story of the animated short series Yao-Chinese Folktales, co-produced by Shanghai Animation Film Studio and Bilibili. Centered on Chinese “monster” tales, Yao-Chinese Folktales blends traditional culture with modern creativity, earning acclaim as one of 2023’s top domestic animations. With over 300 million views on Bilibili and frequent airings on Shanghai Oriental TV, the IP’s cultural and market influence continues to grow.

Summer of the Little Monsters stands out for its lighthearted yet thought-provoking narrative, offering strong potential for further commercialization. The story follows a pig demon who, starting as a struggling “worker,” gains self-awareness and aids the monk Tang and his disciples. After being “defeated” by Sun Wukong, the pig demon survives in a surprising plot twist, creating a compelling character arc. The new film, Little Monsters of Langlang Mountain, follows the pig demon as he teams up with a toad spirit, a weasel spirit, and an ape monster to form a “grassroots pilgrimage team” for a westward adventure. 【12】

Figure 7: Promotional image for Nobody



The film’s English title is Nobody. If it achieves strong box office performance and critical acclaim in August, traders should watch for Memecoins tied to the name “Nobody.”

Box Office Potential: ★★★★★

IP Recognition: ★★★★★

Memecoin Composite Index: ★★★★★

2.2.2 Zootopia 2

Release Date: November 26, 2025

Film Type: Animated Film

Distributor: Disney

Director: Byron Howard

Main Voice Actors: Jason Bateman, Ginnifer Goodwin, Shakira

The 2016 release of *Zootopia* achieved both commercial success and critical acclaim, earning a 9.2 rating on Douban. A decade later, Disney's sequel, *Zootopia 2*, has generated significant buzz, with its trailer amassing over 8 million views on YouTube. While the trailer reveals little about the plot, it promises fresh storytelling. A new character, a snake named Gary, incorporates the 2025 Year of the Snake as a nod to Chinese culture. 【13】

Figure 8: Promotional image for *Zootopia 2*



The zoo theme aligns well with Memecoin narratives, making the film highly compatible with on-chain opportunities. Key characters like Judy (rabbit officer), Nick (fox), Gary (snake), and Clawhauser (cheetah chief) are prime candidates for trending Memecoins, warranting close attention from investors.

Box Office Potential: ★★★★★

IP Recognition: ★★★★★

Memecoin Composite Index: ★★★★★

2.3 Other Films

Currently, Memecoins predominantly feature cartoon characters, while live-action films, despite their broad appeal, have limited influence in the Memecoin space. An exception is Quentin Tarantino's *Kill Bill*, a cult classic that spawned multiple same-named Memecoins, primarily on Solana, though most succumbed to liquidity depletion.

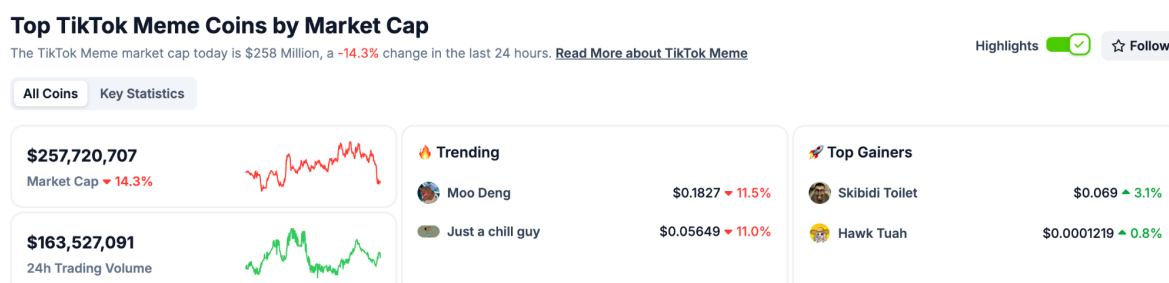
Looking to the second half of 2025, sequels to major IPs like *Jurassic World 4: Rebirth*, *Superman*, and *Avatar 3: Fire and Ash* are set to release. These films target mainstream, older audiences, with less overlap with the core Memecoin and on-chain PvP community. Nonetheless, investors should monitor fan-generated content (e.g., memes or fan art) tied to these films, as some may gain traction in Memecoin communities, potentially sparking subcultural phenomena or new market trends. 【14】

3. Streaming Media

Compared to traditional media like newspapers, books, films, and television, Generation Z overwhelmingly prefers streaming platforms like TikTok. These platforms excel at creating viral trends and, through intelligent algorithms, captivate young users and even occupy the fragmented time of working professionals. With their vast user bases, streaming platforms enable creators to monetize through paid content, ad revenue sharing, and live-stream commerce. Issuing Memecoins has emerged as a novel, rapid monetization method for streaming platform creators.

Memecoin narratives on streaming platforms are highly diverse, encompassing viral animals, cartoon characters, and meme-based figures. TikTok has become the largest “Memecoin factory” among streaming platforms. Coingecko's dedicated TikTok Meme category boasts a total market cap of \$257 million (as of June 13, 2025), featuring tokens like Moo Deng, Just a Chill Guy, and Skibidi Toilet. 【15】

Figure 9: Coingecko's TikTok Meme category



To capitalize on streaming platform trends and issue Memecoins, investors have developed a systematic, data-driven methodology to identify viral content and convert it into financial assets. Core strategies include leveraging the TikTok Creative Center to analyze trending

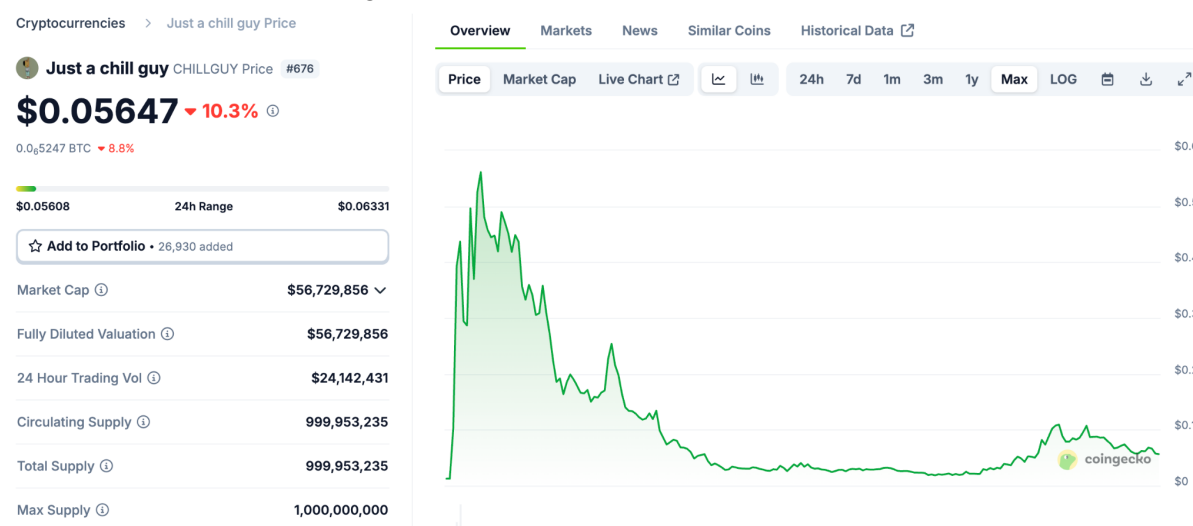
keywords, video content types, and user engagement data to pinpoint high-potential tags and topics. Investors also apply industry-specific filters, monitoring social media virality, user participation, and cultural resonance to identify IPs with Memecoin issuance potential.

3.1 Just a Chill Guy Event Recap

The Chill Guy phenomenon began in November 2024, based on a cartoon dog character created by American artist Phillip Banks in October 2023 on Instagram. Known for its casual attire and laid-back “zen” attitude, Chill Guy quickly gained traction on social media. By August, it became a viral hit on TikTok, serving as a mental escape for young people dealing with stress and anxiety, further amplified through collaborations with other popular memes and extensive fan-created content. The Chill Guy Memecoin, CHILLGUY, capitalized on TikTok’s viral spread, surging over 40 times in value in a short period. 【16】

However, the success sparked controversy. Phillip Banks publicly stated that he never authorized the use of Chill Guy for cryptocurrency or merchandise, accusing the Memecoin of copyright infringement. Banks, who has secured copyright for Chill Guy, plans to pursue legal action against unauthorized profiteering.

Figure 10: CHILLGUY price trend chart



3.2 TikTok Influencers

The phenomenon of influencers going viral on streaming platforms like TikTok is highly unpredictable, differing significantly from traditional entertainment formats such as film releases or game launches. The latter typically have clear timelines as reference points, whereas the surge in popularity of TikTok content is difficult to forecast accurately.

Therefore, when evaluating the potential for Memecoin issuance, investors should not overly rely on linear time-based predictions. For instance, Just a Chill Guy, which gained rapid traction by late 2024, and Pepe, now a phenomenon-level Memecoin, did not launch their associated tokens immediately after the creation of their IP personas. Instead, both

underwent varying periods of incubation and market fermentation. This suggests that successful Memecoin issuance is tied to the maturity of the IP, the characteristics of the dissemination platform, and broader societal trends.

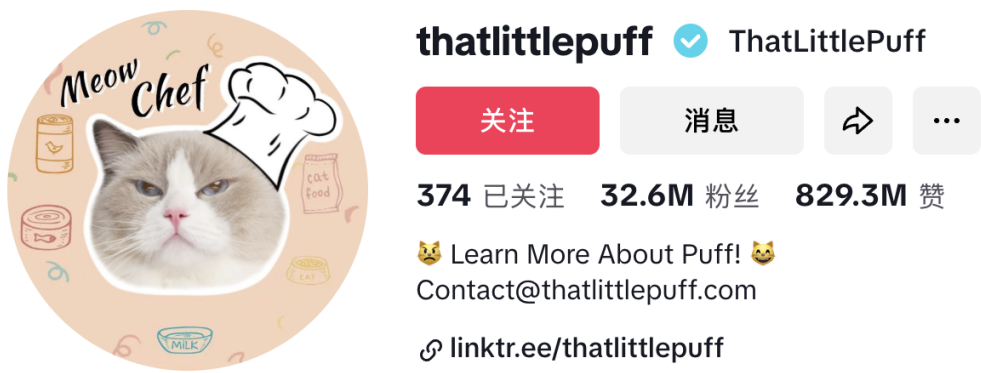
Table 1: A summary of Tiktok Memecoins

Memecoin Name	Category	Tiktok Fans	Memecoin highest Market Cap
Moo Deng	Animal	3.3M	\$610M
Andrea Von Speed	Animal	4.4M	\$150K
San Chan	Animal	395K	\$18M
Just a Chill Guy	Cartoon	130K	\$560M
Skibidi Toilet	Cartoon	548K	\$67M
Mark Casey	Cartoon	5.4M	\$48M
MEOW	Cartoon	4.8M	\$750M
Hawk Tuah	KOL	12K	\$12M

3.2.1 That Little Puff

That Little Puff is a TikTok account centered around an adorable ragdoll cat named Puff, created by Chinese company Puffin Media. It has become one of the most popular pet accounts globally, boasting over 32 million TikTok followers. The account features Puff’s humorous cooking skits, daily life moments, and creative DIY videos, delivering a wholesome and entertaining vibe. Puff’s videos not only highlight its unique charm as a “cat chef” but also spread joy through well-crafted short-form storytelling. The IP has launched a web-based store where fans can purchase related merchandise. 【17】

Figure 11: That Little Puff TikTok account



A same-named Memecoin for That Little Puff has already emerged on the Solana blockchain, issued by the on-chain address 5241BV via the Pump.fun platform. The project currently holds a market capitalization of \$1.91 million. Starting at a market cap of \$240,000, the token peaked at \$17.7 million, achieving over 70-fold growth. 【18】

Figure 12: Market cap fluctuations of the PUFF Memecoin



Gate Research, Data from: GMGN

Gate Research

IP Fan Base: ★★★★★

IP-Cryptocurrency Fit: ★★★★★

Memecoin Composite Index: ★★★★★

3.2.2 MochaPom

MochaPom is a highly popular pet-focused TikTok account starring Mocha, an endearing Pomeranian. The account showcases high-quality videos of Mocha's daily escapades, quirky antics, and charming personality, often dressed in stylish outfits or performing amusing tricks. With over 13 million followers, Mocha has won the hearts of fans worldwide. 【19】

Figure 13: MochaPom TikTok account



Cat and dog imagery dominate animal-themed Memecoin narratives. While several Mocha-related Memecoins exist on-chain, none have surpassed a \$100,000 market cap. Overall, Mocha, as a viral animal influencer, holds significant untapped potential for further Memecoin development.

IP Fan Base: ★★★★★

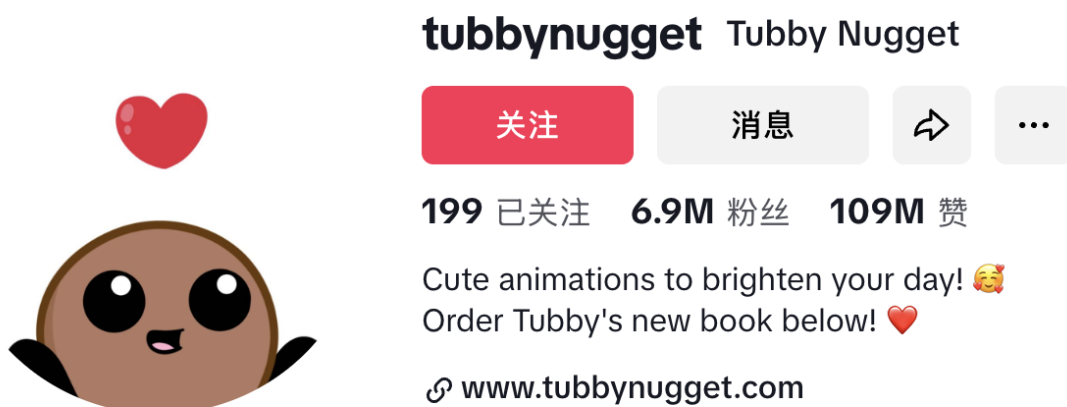
IP-Cryptocurrency Fit: ★★★

Memecoin Composite Index: ★★★

3.2.3 Tubby Nugget

Tubby Nugget is an illustrated artwork and comic series created by Jenine Pastores and Josh Jackson, amassing over 6.9 million TikTok followers. The main character, a singing clay figure, delivers uplifting emotional value through its videos, resonating deeply with audiences. The Tubby Nugget has garnered widespread affection among users. 【20】

Figure 14: Tubby Nugget TikTok account



IP Fan Base: ★★☆☆

IP-Cryptocurrency Fit: ★★☆☆

Memecoin Composite Index: ★★☆☆

3.3 Other TikTok Influencers

Beyond the influencers mentioned above, several other TikTok creators are worth watching as potential IPs for future Memecoin issuance. In the comics space, dinosaurcouchcomics, with 2.1 million followers, is a popular creator known for humorous comics that address mental health. Featuring dinosaur protagonists, the works use simple art and poignant dialogue to explore emotional and psychological challenges like depression, anxiety, and relationships. Similarly, ryankhudson, with 1.1 million followers, is renowned for witty and occasionally dark comics that tackle mental health, anxiety, and human emotions, blending humor with relatability.

In the viral animal category, notable creators include Panna, a poodle with 9.7 million followers, whose account shares funny and heartwarming daily moments alongside two Chihuahuas, Azuki and Chocola. The chinpals account, with 6.9 million followers, focuses on playful and adorable interactions of chinchillas. Additionally, dunkin.ducks, with over 5 million followers, is a high-profile TikTok creator sharing daily interactions with ducklings, appealing to a unique audience as a non-cat/dog pet influencer. 【21】

4. Artificial Intelligence (AI)

AI has emerged as the central narrative in contemporary technological development. Since OpenAI introduced the ChatGPT large language model, AI technology has transcended specialized domains and integrated into everyday life. The launches of DeepSeek R3 in January 2025 and Grok3 in February 2025 became major talking points in the tech world. Manus AI, a leading AI Agent product, also saw overwhelming demand upon release, with access codes becoming highly sought after. Meanwhile, Memecoins tied to DeepSeek, Grok, and Manus exhibited robust market performance, with market capitalizations surging tens of times over.

For tech giants with massive market valuations, AI has become an inevitable strategic focus. The primary reason lies in AI's vast market potential, which can sustain corporate growth for years to come. In the current global large language model market, several internet tech giants have rolled out their own products: Microsoft-backed OpenAI launched ChatGPT, Meta introduced ClaudeAI, Google released Gemini, Alibaba unveiled Qwen, and ByteDance debuted Doubao.

From a supply chain perspective, GPU manufacturers like NVIDIA provide the computational power for large models, while companies like Apple supply hardware platforms to support AI software. Consequently, these companies are less likely to develop their own large models to avoid direct competition with their partners.

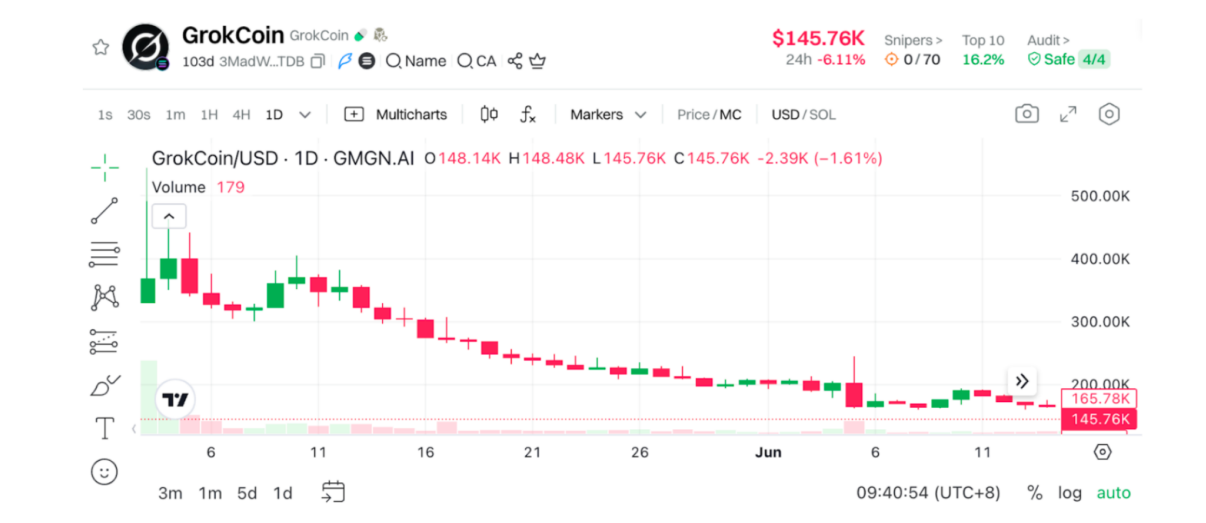
In the second half of 2025, large language models are expected to break through existing boundaries, demonstrating significant cross-domain potential, particularly in commercial office applications and content creation. Vertical, industry-specific models are projected to gain increasing adoption, with their depth and breadth of application approaching that of general-purpose models. Meanwhile, AI and large model-related conferences and summits will remain focal points for market attention, steering the direction of industry development.

4.1 Grok Event Recap

On February 18, 2025, Elon Musk officially unveiled Grok3, the latest generation of xAI's large language model. At the launch event, Musk claimed that Grok3's capabilities surpassed its predecessor, Grok2, by "an order of magnitude," describing it as "the smartest AI on Earth." Grok3's training leveraged xAI's newly built Colossus supercomputer, equipped with 100,000 NVIDIA H100 GPUs, providing over 200 million GPU hours of computational resources. Following the announcement, Grok3 garnered widespread market attention, with its webpage quickly surpassing 900,000 daily visits.

On March 7, 2025, a user on the social media platform X asked Grok, "If you were to design a Memecoin, what would you name it?" Grok humorously replied, "GrokCoin, of course—it fits my AI identity and is absurd enough." This sparked a frenzy, with the GrokCoin Memecoin, issued by the on-chain address 3MadW, surging over 100 times in value. Within just two hours, its market capitalization exceeded \$30 million. However, the token's market cap has since dropped to under \$200,000.【22】

Figure 15: The market cap trend of GrokCoin issued by 3MadW



4.2 AI Products and Conferences in the Second Half of 2025

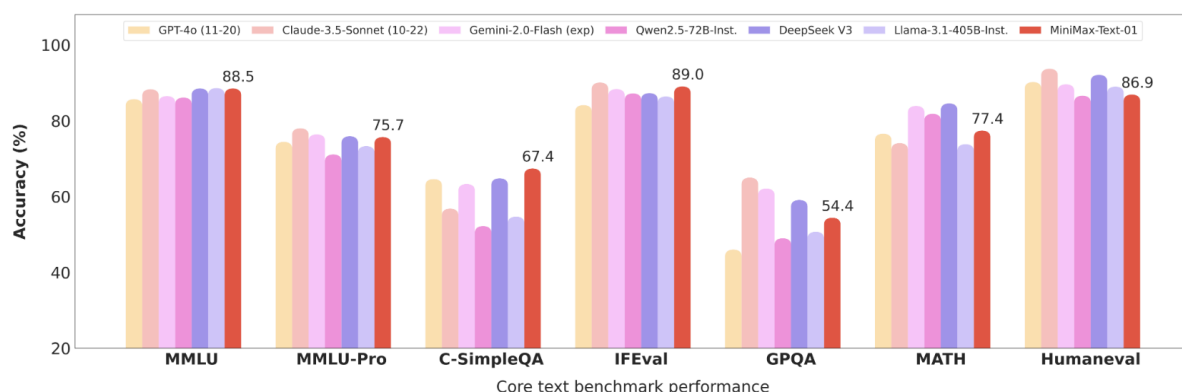
As the pace of AI product iteration accelerates, the second half of 2025 is expected to see the release of multiple large model-related products. Additionally, global AI summits will serve as platforms for major model developers to showcase their advancements. These events merit attention not only for Memecoin traders but also for anyone interested in staying informed about technological developments.

4.2.1 Minimax Text Reasoning Model

Text-to-video generation remains one of the most challenging segments in AI-driven content creation, primarily due to the immense GPU resources required for video rendering, which poses a high barrier for small startups. In this highly competitive field, Chinese company Minimax has gained user recognition with its Hailuo AI, establishing itself as a leading text-to-video product. According to Huxiu, Minimax plans to launch a text reasoning model codenamed M+ in the second half of 2025, drawing significant industry attention.

Earlier in 2025, Minimax released MiniMax-01, a long-text processing model, but it received limited attention as the global spotlight was on DeepSeek R1. The upcoming text reasoning model aims to directly challenge DeepSeek's dominance in this category. Should its performance and user experience surpass DeepSeek's, it could elevate the Minimax brand to new heights. The same-named Memecoin tied to this product is worth monitoring. 【23】【24】

Figure 16: Core parameters of the MiniMax-01 large model



4.2.2 Anuttacon, an AI Game Company Founded by miHoYo's Team

miHoYo is one of China's most influential anime-style game developers, with titles like Genshin Impact, Honkai Impact 3rd, and Honkai: Star Rail enjoying immense popularity within the anime community. These games have also consistently ranked among the top mobile games in Western markets. In September 2023, Cai Haoyu, one of miHoYo's co-founders, embarked on a new venture, founding Anuttacon, an AI-driven gaming company. Anuttacon aims to deliver unprecedented experiences for gamers by leveraging AI to push the boundaries of interactive entertainment.

In March 2025, Anuttacon unveiled a trailer for its debut AI game, Whispers From The Star. The game follows Stella, an astrophysics student who crash-lands on an alien planet. Players act as her sole contact, tasked with helping her survive and escape the planet GAIA. Stella's dialogue is generated in real-time by AI, responding dynamically to player inputs.

Whispers From The Star began its first closed beta in March. If it enters public beta in the second half of 2025, it could emerge as a groundbreaking AI gaming product. The game's same-named Memecoin also warrants attention.

Figure 17: Promotional image for Whispers From The Star



4.3 Upcoming Global AI Conferences

The evolution of artificial intelligence captivates not only industry insiders but also intersects deeply with blockchain technology, making AI advancements closely tied to the cryptocurrency industry's prospects. In the second half of 2025, one of the most significant events will be Ai4 2025, held in Las Vegas, USA, in August. The conference will feature prominent AI industry leaders sharing their latest insights on the sector's development. Hot topics discussed at the event may become viral internet memes or even inspire Memecoins that surge hundredfold in the cryptocurrency market.

Table 2: A summary of upcoming AI Conferences

Conference Name	Location	Date	Introduction
ICML	Vancouver, Canada	July 13	International Conference on Machine Learning - A premier academic conference covering large model research and applications.
Ai4 2025	Las Vegas, USA	August 11	The largest gathering of global AI leaders, focusing on AI commercialization and technological applications.
The AI Conference 2025	San Francisco, USA	September 17	Conference on large models, neural network architectures, and AI ethics.
GAI World 2025	Boston, USA	September 30	Spotlight on global AI applications and innovation, including case studies of large models in business.
World Summit AI	Amsterdam, Netherlands	October 8	Global AI Commercialization Summit - Exploring large model applications across industries.
Future of AI	London, UK	November 5	Discussion on AI future trends, including the role of large models in emerging technologies.
NeurIPS 2025	San Diego, USA	December 2	Neural Information Processing Systems (NeurIPS) Conference - A top-tier AI academic event.

Conclusion

Looking ahead to the second half of 2025, the realms of culture and technology will continue to fuel the Memecoin market with a steady stream of viral trends and buzzwords. In the video game sector, major releases such as WUCHANG: Fallen Feathers, Borderlands 4, and Pokémon Legends Z-A are poised to leverage their IP influence to spark new Memecoin waves, building on the success of Black Myth: Wukong. In the film industry, titles like Little Monsters of Langlang Mountain and Zootopia 2 may ignite on-chain excitement for same-named tokens through strong box office performance and critical acclaim. On streaming platforms like TikTok, IPs such as That Little Puff and Tubby Nugget demonstrate the immense fan bases of short-form video content. In the artificial intelligence domain, events like Minimax's text reasoning model launch, Anuttacon's AI game Whispers From The Star, and the Ai4 2025 conference could serve as catalysts for related Memecoins.

Memecoin traders can opt for the Gate Alpha on-chain trading platform, developed by Gate, the "next-generation super unicorn exchange." Its core strengths—speed, simplicity, quality, and security—enable users to seize early alpha trading opportunities in Memecoins without complex on-chain operations. [27]

However, the high risks of Memecoin investments cannot be overlooked. Their prices are highly volatile, often driven by short-term hype rather than long-term value, making it particularly challenging for retail investors to capture first-wave opportunities. The risk of a "death spiral" looms large. Therefore, while pursuing opportunities tied to cultural and technological trends, investors must exercise caution, conduct thorough research, and make rational judgments. In the second half of 2025, Memecoins will remain a key avenue for seeking alpha investment opportunities in the cryptocurrency space. Staying attuned to cultural hotspots and breakthroughs in AI technology may provide clues to the next hundredfold Memecoin.

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