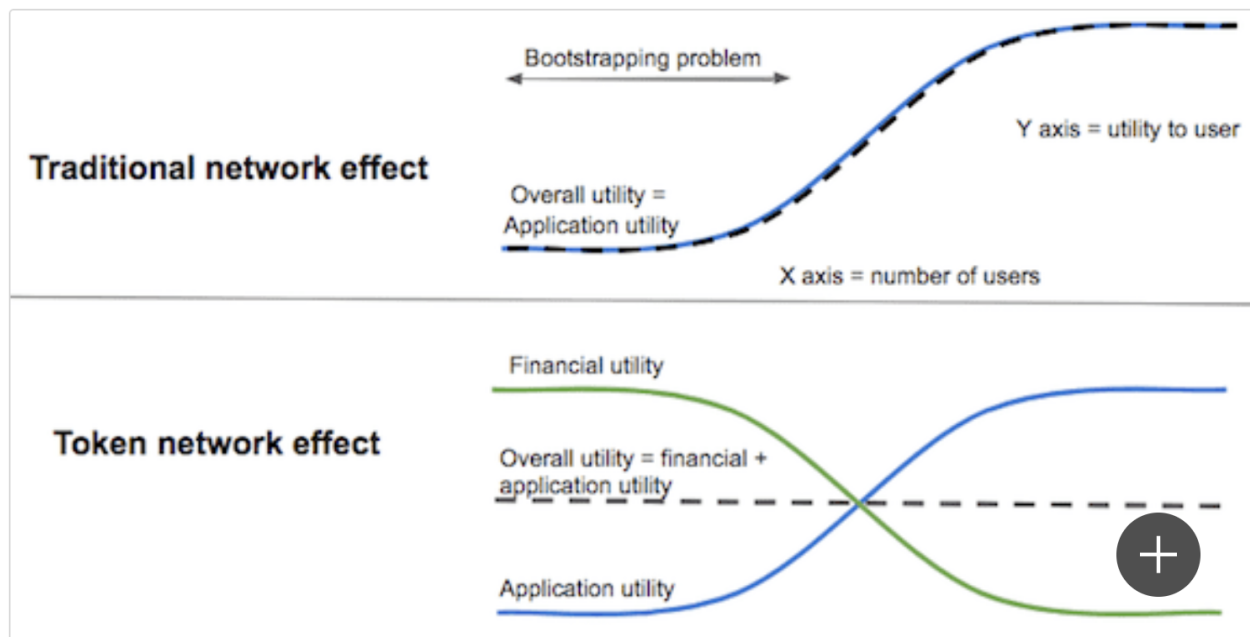


Web3 Playbook Notes



GETTING PAST THE CURVE:

Traditional and Token networks both have \$\$\$ to use on marketing. Traditional uses referrals and huge promos to get from 0 to 1 whereas token uses token (direct financial utility) to get from 0 to 1. Advantage of token network effect is more dedicated users since if a company grows and succeeds then they will get direct financial benefit so they will be more involved in getting their friends on board and being preaching to the choir.

Tokens mainly just for beginning go to market strategy because eventually the value of token will go down but at that point you have a scaled marketplace and developed user base.

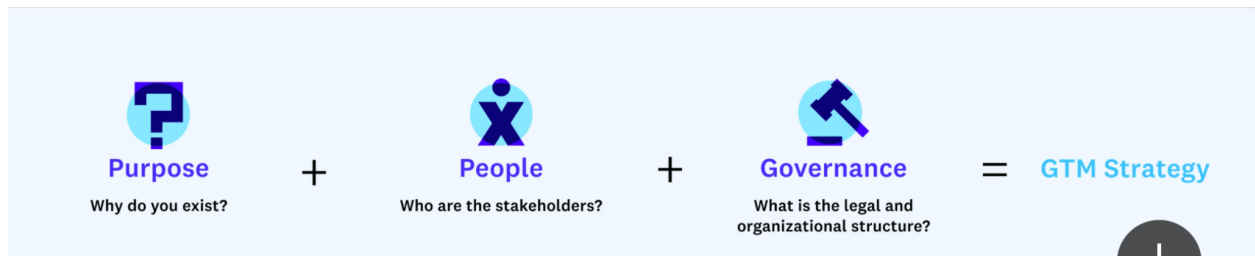
“Over time, as the network effect and native utility grows, the token incentives taper off and eventually go to zero, and the world is left with a new, scaled network.”

Basically just another method of acquiring new users in the beginning.

COMMUNITY LED

“Web3 companies approach go-to-market through the dual lenses of purpose and community. Having a product and a solid technical foundation is still important, but it doesn’t have to come first.”

GO TO MARKET



“What allows for long-term success in web3 is clear purpose, having an engaged and high-quality community, and matching the right organizational governance to that purpose and community.”

Go-to-market metrics for social DAOs

Harmony does this when you join their Telegram group! Li sends you a message in a private group.

