based memes
variant meme hack NYC
4.20.24

Jesse Pollak
Base coinbase

Agenda

→ What is the Base onchain economy?

→ How based memes fit in

→ Q&A

Vision

1m+ builders
1B+ users
<u>onchain</u>

Mission

Build a global onchain economy that increases innovation, creativity, and freedom

Base is **an economy** comprised of 3 different components

Platform

We **create blockspace** for people to build things onchain

Base is **an economy** comprised of 3 different components

Ecosystem

People **use onchain apps** to come together and achieve their goals

Platform

We **create blockspace** for people to build things onchain

Base is **an economy** comprised of 3 different components

Market — Everyone **forms a market** with financial (& non-financial) liquidity

Ecosystem — People **use onchain apps** to come together and achieve their goals

Platform — We **create blockspace** for people to build things onchain

You can analogize this economy to web2...

Market

Apple takes 30% of everything as a dictator

Everyone **forms a market** with financial (& non-financial) liquidity

Ecosystem

If you don't have an iPhone, sorry

People **use iOS apps** to come together and achieve their goals

Platform

Apple **offers iOS developer platform** for people to build apps

It's exclusive to Apple and fully locked down

You can also analogize this economy to a country...

Market

US government controls the market (good and bad)

Everyone **forms a market** with financial (& non-financial) liquidity

Ecosystem

If you aren't a US citizen, you *mostly* can't, sorry

People **leverage businesses** to come together & achieve their goals

Platform

The US **offers business / gov platform** for people to build things

It's *mostly* in-accessible to non-US citizens

Onchain we can build an **open, neutral, global economy**

Market

Free market than can be decentrally governed

Everyone **forms a market** with financial (& non-financial) liquidity

Ecosystem

Anyone, anywhere w/ internet can participate

People **use onchain apps** to come together and achieve their goals

Platform

We **create blockspace** for people to build things onchain

Open standard, no switching costs, global

Values

For everyone

A bridge, not an island

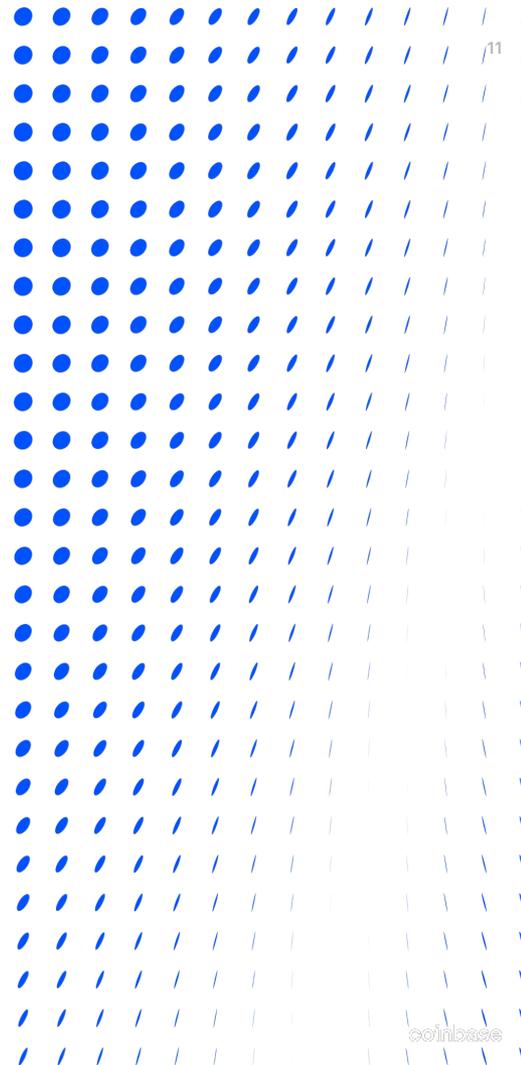Decentralized & open source

Stay based

Strategy

Build a powerful developer platform that enables anyone to build world-class onchain products

Nurture a vibrant ecosystem of apps that gives consumers and businesses a reason to be onchain

Foster a deep capital market that makes Base the center of the interconnected, onchain economy
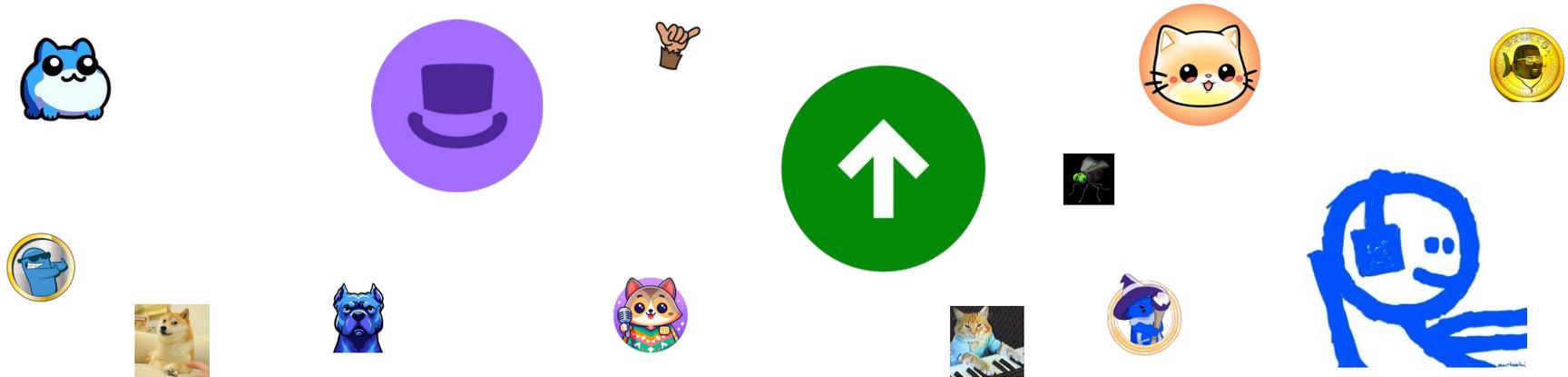
Decentralize and scale to enable everyone, everywhere to come onchain

How based memes fit in

We're seeing **a vibrant meme economy** emerge on Base

These memes are **onboarding thousands** of people

DEX Users Base DEX metrics

YEP, HIGH
@YEPHIGH

Bridging to Base: a High Pepe Journey

Join pepe as he discovers how to bridge to the third web.

Builders, artists, and all #Base enthusiasts, inform and educate those who do not yet know. This helpful video is your asset. Produced by our team member, who previously worked on Rick and Morty, @Lizdotexe. Give him a warm welcome to the community, it was a journey alone to convince him this is a space worth exploring.

Mint the video for free on Zora, find the link in the replies, all creator rewards will be sent to our team member to encourage more animation, education, and entertainment.

Happy 4/20

4:19

MSChad
@mscrypto89

What does being based mean to you?

It means embodying honesty, selflessness, and genuineness. It's about staying true to your beliefs, even in difficult times, and making a positive impact beyond yourself by treating others with care and respect.
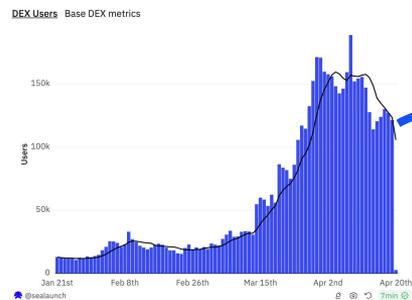
@Ski_CTO @base @jessepollak

8:30 PM · Apr 18, 2024 · 5,987 Views

REACH HIGHER.

And they are doing it **with incredible creativity**

BUILD TOGETHER
on Base

And they will **onboard millions** more

DEX Users Base DEX metrics

Users

150k

100k

50k

0

Jan 21st   Feb 8th   Feb 26th   Mar 15th   Apr 2nd   Apr 20th

@sealaunch   7min

keep building, and **stay based.**
do the right thing
work hard
be optimistic
put the team over the individual
push boundaries with creativity

Get building
[/base](#) on farcaster

Jesse Pollak
Base