WEB 3.0
A Lost Utopia?

Challenging Norms and
Reclaiming the Creative Ethos
in a Decentralized Space

As I begin this letter, I must first acknowledge that my views might not be in sync with some and could potentially stir controversy. Who am I, you ask? Let's just consider me as a random person #1 you encounter in your daily life.

We are currently navigating the era of Web 3.0, a stage characterized by an expected unfettered exploration of ideas and unbound creativity. Yet, reality falls short.

This sentiment is not baseless; rather, it is shaped by professional experience in the blockchain industry, collaborations with crypto artists, and enriched by recent thought-provoking dialogues with a range of individuals. For instance, a conversation with an artist who works for an agency left an imprint. He said, "Web 3.0 art should cater to the 'specific taste' of the audience." This hints at a possible risk: artists losing their unique style in favor of current trends, leading to a wave of standardized NFTs that effectively strip away the creator's individuality and uniqueness.

This issue requires immediate attention. We need solutions that promote individuality and authenticity. Surely, in a world where decentralization is our guiding principle and crypto is our common language, there's a way forward. We must celebrate diversity, fostering innovation and creativity instead of stifling it out of fear of failure.

Transitioning into another critical point, let's consider the credibility of "alpha groups". Once regarded as reliable sources of information, their value now comes into question. Many projects feel the need to financially incentivize these groups for mentions or AMAs, which begs the question of their real credibility, we face a situation where "alpha groups", regarded by many as reliable information sources, have come into question. The truth is, many projects have to financially incentivize these groups for mentions or AMAs. This practice raises doubts about their real value and credibility.

Next, we turn our attention to influencers, often accused of scams. As part of my ongoing exploration and research of the evolution of business practices including marketing in this space, I'm accustomed to engaging in dialogues with various individuals on an ongoing basis.

A noteworthy example was a conversation with this marketer/influencer who candidly admitting to the extensive use of influencers network, and 'shillers' for promotions. When asked about their marketing strategies, their response was, **"We usually employ influencers, shillers, and call groups. Now, we have more tools at our disposal, all depending on your marketing budget."** Accessing this 'marketer/influencer' required navigating through an intermediary who demanded an introduction fee. In my world, valuable connections are built without monetary transactions. Offer something of value before asking for something in return. Where has this principle disappeared to? Maybe my views are outdated, but I believe in the ethos of giving before receiving.

Even as we recognize the dubious practices linked to influencers, we're compelled to question: **Why do people persistently follow these influencers instead of forming their own viewpoints?** Is it entirely fair to assign all the blame to these influencers when the audience is so susceptible to influence? After all, influencers flourish on the attention they receive from their audience, and the audience, in turn, is often misled into believing the influencer's projected narrative, which might be far from the truth. It's a dance, and it indeed takes two to tango!

One thing is certain: scams have sadly become a norm, with charismatic individuals skilled at inciting engagement capitalizing on this trend. This unsettling revelation exposes a harsh truth: our community appears to be fostering a toxic atmosphere, worryingly reminiscent of the dynamics observed during the Web 2.0 era.

Taking an even closer look, we find ourselves in a bear market with subtle speculations about an impending bull run. However, a consistent pattern remains: projects feeling compelled to follow a "standard" blueprint of crypto, airdrops, NFTs with certain aesthetics, and token utilities. We've fallen into a predictable loop. If a project diverts from the 'normative', the influencers and community would jump into a flurry of queries about roadmaps, tokens, utilities. It seems audacious for projects to debut without such elements. This suggests that we may be trapped in a 'prison of sort', contrary to the principles of decentralization, where launching a project should not be dominated by concepts like **'timing'** and **'fixed blueprints'**.

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Do you recall when NFTs were tokens symbolizing an appreciation
for art? An art medium for artists? Those days appear to have been
swept away by a wave of market-driven trends and greed. The space
should provide artists and creators with a platform to express
themselves without fear of gatekeeping or censorship.
The conventional art world has constrained us enough;
there is a need to value originality and ingenuity.

That said though, Web 3.0 should not be about reproducing pixelated,
ape- like, punk-style, animalistic art, or worse, copying the exact
same art collection to be moved to a new 'blockchain' just because
it's deemed the 'new technology'. Is this ethical, or merely an
opportunistic money grab? Would you allow your children to take
another student's artwork and claim it as their own?
To me, the analogy seems fitting.

Disturbingly, the rise of derivative works and outright copying has
been met with praise. This deviates from one of the original intents
of decentralization technology: to protect data.

The ecosystem is increasingly resembling a casino, with community
members turning into habitual gamblers chasing the latest jackpot.
The meme-driven nature of our space, although entertaining, can
foster toxicity. Anonymity shouldn't shield trolling or disrespect.
The allure of Web 3.0 shouldn't strip us of our humanity; interactions
beyond the digital realm matter.

The popular mantra "Do Your Own Research" (DYOR) has gained
traction. Yet, paradoxically, we often succumb to the immediacy
of the so called "attention economy". If we are to evolve beyond our
current Web 3.0 state and transition into a future where technology,
art, and the true essence of decentralization are held in high esteem,
we need to refine our approach.

Web 3.0 paves the way for artists and collectors to forge meaningful
connections. Art appreciation is not a cookie-cutter process.
It certainly extends beyond mere financial implications.
Understanding that the value of art is captured through a myriad
of personal and varied expressions.

As we approach the end of this open letter, it's time to extend a
sincere 'thank you' to those passionate individuals across all
blockchains who continue to educate and advocate positively
for this space. Despite the constant dread and scepticism
surrounding cryptocurrencies, intensified by threats and actions
of governmental entities, the use cases are growing. This growth
reinforces the inherent permissionlessness of blockchain technology.

Let us rally behind the initiatives led by genuine leaders, show our
support to artists and acquire art that truly speaks to us.
Let's harness the potential of Web 3.0 to cultivate a diverse,
inclusive art community. In spite of any governmental opposition,
let's shape the future of Web 3.0, crypto, and decentralised systems
we all believe in by being authentic.

Let's take a moment to reflect on our obligations to future
generations. A key principle to remember as we move forward is the
importance of continuous improvement. This could simply be seen
as another Free Mint NFT or a simple open letter from an absolute
nobody, offering me no personal gain or royalties. However, my
aspiration is that it serves as a catalyst for fostering meaningful
relationships and promoting genuine interactions among us.
It's essential to recall the principle of offering value
before seeking anything in return.

Seen through the eyes of an ordinary individual, this open letter
is a reflection of my personal journey. Our views may differ and
that's okay; we all add our distinct strokes to the grand canvas
of the world. While the draw of the crowd entices many,
I find more value in crafting my unique route.
If you perceive me as an outlier, I embrace that.

I appreciate your time spent reading this and send my best wishes
as you navigate the dynamic, ever-changing landscape of
this fascinating world, even amid the challenges imposed by
governmental entities.

Sincerely Yours,
Random Person #1