



INFRASTRUCTURE



Blockchain:
The infrastructure that runs everything in Web3. It is the highway you drive on but don't think much about: Ethereum, Solana, Polygon, etc.

Regulators

All eyes are on the regulators to see what role they will play in the ecosystem, with concerns that history will either look at them favorably as enablers or not favorably as they hindered or took too long to enable. Regulators are country-specific, sometimes with multiple regulators involved in the same country.



CURRENCY

Coins:

Your Web3 money is called coins. Think of different coin types as different currencies.

Benchmark Coins:

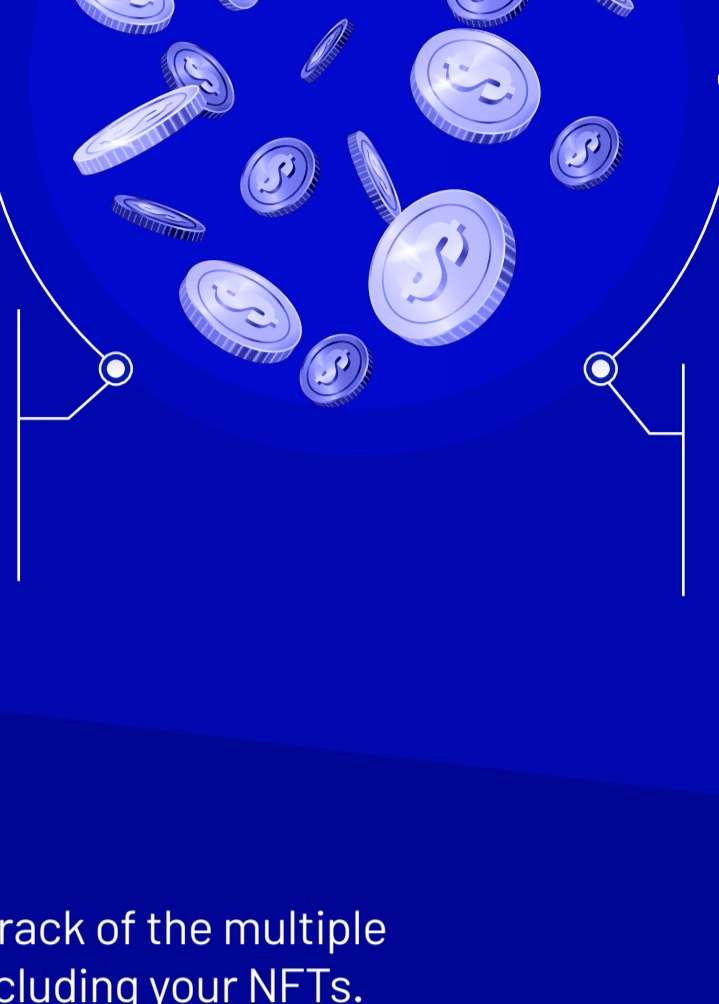
Bitcoin is the "Poster Child" coin. The Kleenex of tissues.

Stable Coins:

The paper currency in your pocket usually has government gold or equivalent to stabilize it. Stable Coins (ex: USDC, USDT, etc.) have similar support.

Gaming Coins:

Gaming Coins are a popular coin type because it has the fun aspect of play-to-earn in a game, especially for those who don't have money but can earn coins by playing.



Meme Coins:

Meme Coins are inspired by an Internet meme/joke (like Dogecoin, Shiba Inu etc.). They gain popularity when enough people buy the coin to be in on the joke.

Special Interest Coins:

A group of people with a specific interest start their own coin. For example, a coin for those who have a tattoo or enjoy tattoos.

Security Coins:

You buy a Security Coin, and that coin gives you a return. The same financial concept of getting returns on stocks/bonds/equivalent.

Digital Wallet:

You use a digital wallet to keep track of the multiple buy-sell transactions you did, including your NFTs. The stories you hear of early Bitcoin holders who lost their wallets containing millions? Some are true, don't lose access to your wallet.



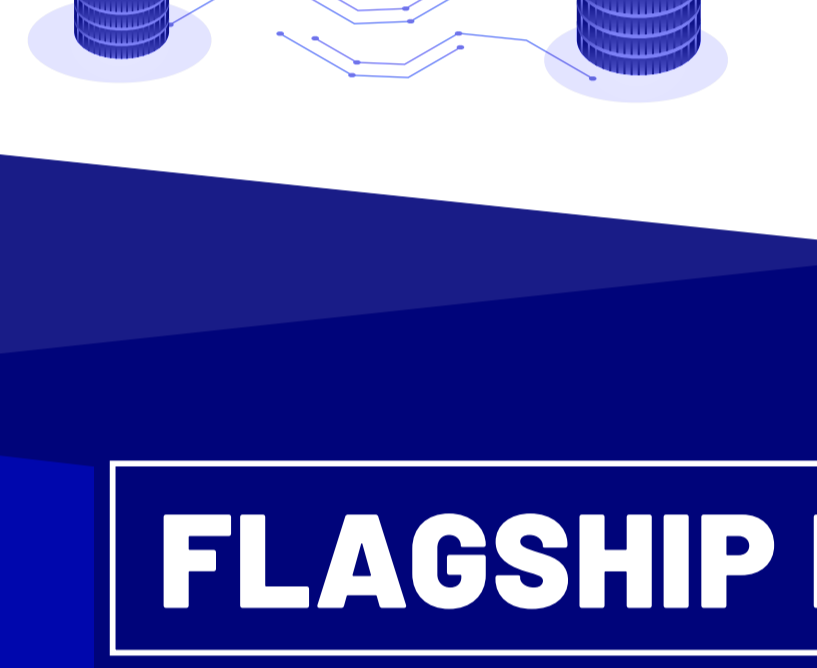
EXCHANGE

Global Exchange:

An exchange is a trading platform where you convert currencies: non-crypto FIAT (ex: USD or AED) to crypto, crypto to crypto, crypto to non-crypto.

Geo-Specific Exchange:

A geo-specific exchange integrates with your local bank and local currency, leading to much lower fees than using an international exchange. The disadvantage is that it is KYC-heavy and dependent on local laws and local taxes.



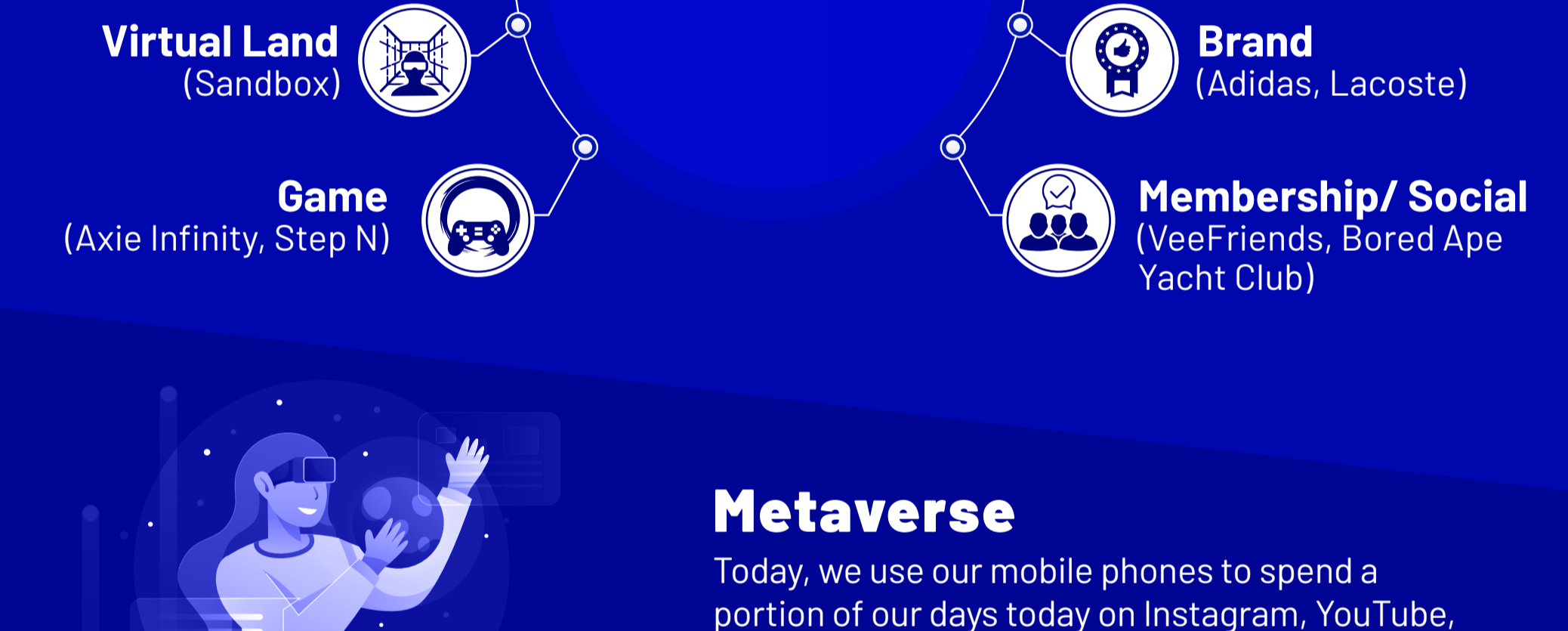
Supplementary Exchange:

You need a supplementary exchange when the exchange you use does not support an obscure currency you want to trade-in. All popular cryptocurrencies are considered obscure until enough people trade in them, and then the larger exchanges start to list these currencies.

FLAGSHIP ENTRY POINTS

NFT

NFT is a commitment by the seller to provide utility (products & services) to you, the buyer: a piece of art, a ticket to a conference, a one-on-one meeting with the creator, access to a community, etc. Look for utility-heavy NFTs.



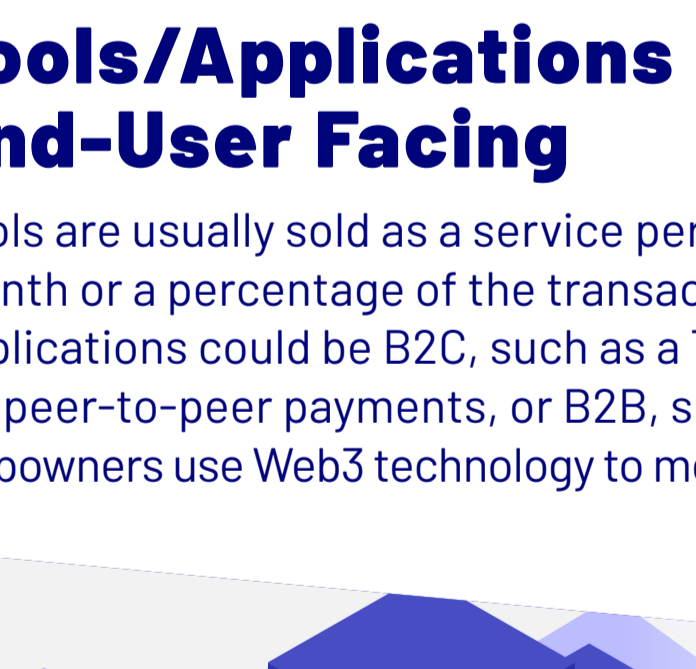
Metaverse

Today, we use our mobile phones to spend a portion of our days today on Instagram, YouTube, TikTok, and others. In 2026 and on, we will use headsets or equivalent to spend part of our time in virtual worlds of content: work, education, entertainment, etc.

EXPANSION

Service Providers

Service Providers offer professional services: marketing, legal, government advisors, regulatory advisors, security auditors, event organizers, consultants, branding, PR, etc.



Tech Enablers (Developer Tools)

Technology providers and platforms that act as SDKs, SAAS, apps, etc., for others to use to build their Web3 concept. For example, a tech enabler is a metaverse technology provider that someone can use to provide their own concept of the metaverse.

Tools/Applications End-User Facing

Tools are usually sold as a service per user per month or a percentage of the transaction. The tools/applications could be B2C, such as a Telegram clone for peer-to-peer payments, or B2B, such as helping shipowners use Web3 technology to monetize their data.

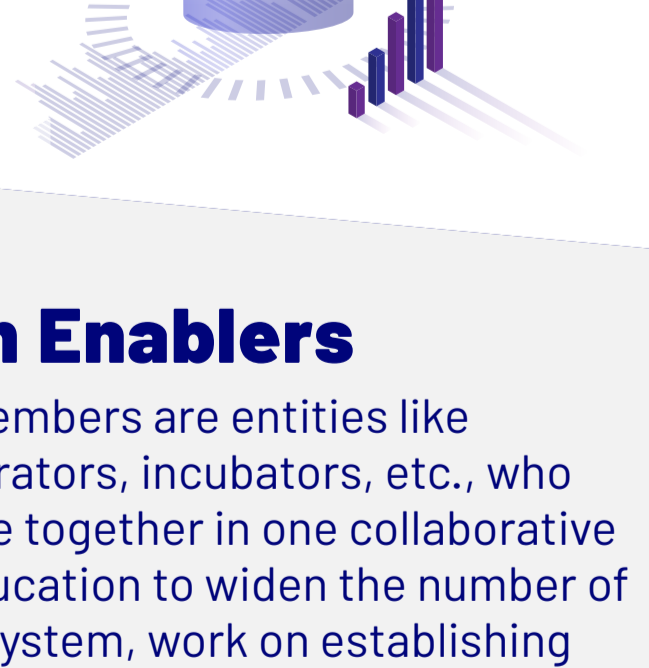


GameFi or Play-to-Earn Games

What is referred to as game finance, where you are presenting to the world a game (RPG, strategy, first-person, adventure, etc.), but underlying that game, you are using finance elements (generating your own coins, using blockchain technology, NFTs, yield farming, borrowing and lending via DeFi, etc.)

Finance Investments/ DeFi/Yield Farming

There are many existing offline financial investment assets and tactics that have been copied as it is to the crypto world: day trading, borrowing, lending, freezing a certain amount of crypto for returns, offering liquidity to brokers & exchanges, etc.

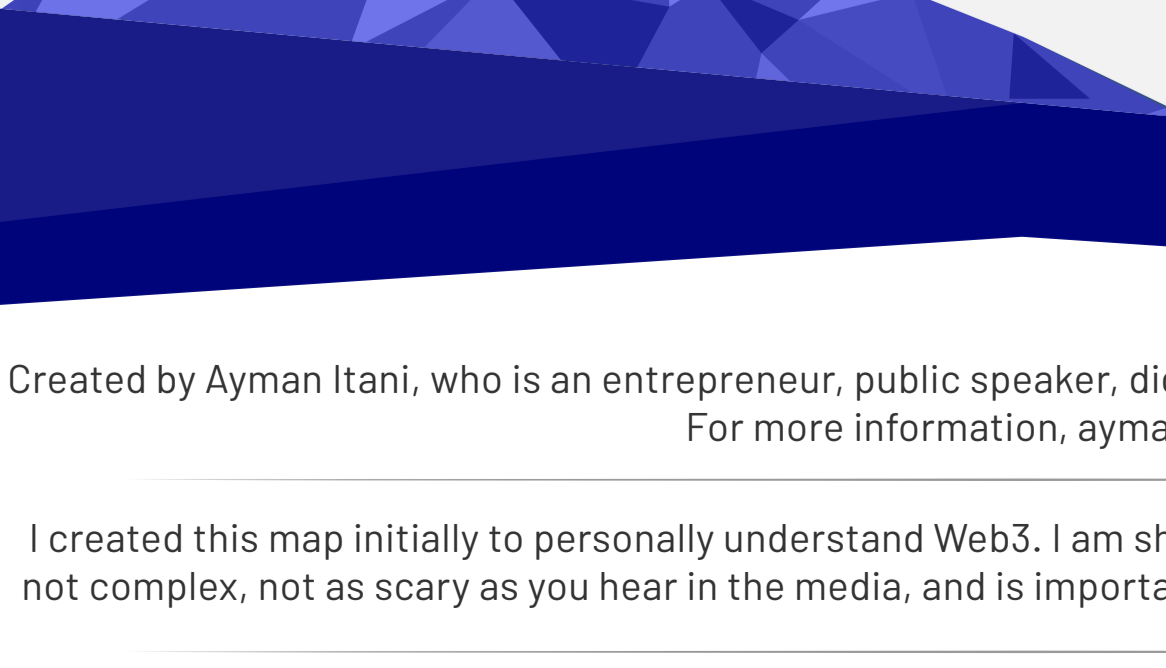


Ecosystem Enablers

The ecosystem members are like educators, accelerators, incubators, etc., who try to put everyone together in one collaborative space, provide education to widen the number of people in the ecosystem, work on establishing government grants, etc.

Pulled into Web3

The growing number of people and money in the crypto ecosystem pulled in external players to the ecosystem: charities, artists, media, etc.



Personal Brands

Specific individuals, after they make their immense money emerge as public figures in the Web3 space. You can observe them with flashy clothing, expensive cars, and someone following them, recording videos. They usually come from humble beginnings and make a large amount of money in only a few years.