How do we spell certain industry jargon and what do or don't we capitalize?

- Layer 1 and Layer 2 blockchains (L1, L2)
- Bitcoin—with capitalization—is used when describing the concept of Bitcoin or the entire network itself. e.g., "I was learning about the Bitcoin protocol today." bitcoin—without capitalization—is used to describe bitcoins as a unit of account.
    - In keeping with this, other crypto assets should also be lowercase:
        - ether (not Ether, but Ethereum – the blockchain — would be capitalized)
        - Etc…
- data availability layer (DAL)
- zero-knowledge rollups (ZK rollups) and Optimistic Rollups etc. but rollup (stand-alone)
- zero-knowledge proof (ZK proof)
- stablecoin
- Onchain - capitalized only when referring to the brand, not in the literal meaning of the word (use "onchain")
- offchain (not "off-chain")
- off-ramp/on-ramp
- crosschain
- multichain
- Rollup as a Service (RaaS)
- RWAs, but real-world assets
- dApps - decentralized apps
- Web3 (capital W)
- Web2, Web1
- memecoin
- blockchain (lowercase)
- blockchain trilemma
- (blockchain) tetralemma

- peer-to-peer (P2P)
- decentralized autonomous organization (DAO)
- total value locked (TVL)
- Play to Earn (P2E)
    - Play-to-Earn (P2E) [as an adjective]
- Move to Earn (M2E)
    - Move-to-Earn (M2E) [as an adjective]
- multiple signature (multi-sig)
- financial technology (Fintech)
- Initial Coin Offering (ICO)
- Initial Exchange Offering (IEO)
- Initial Decentralized Exchange Offering (IDO)
- Initial Farm Offering (IFO)
- know-your-customer /know your customer
- anti-money laundering
- lockup(s)
- Decentralized Physical Infrastructure Networks (DePINs)
    - Suggestion for approval
- TBD
- TBD
- …