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
* …