jupcall

[00:00:00]

**slorg:** So, the way that this is going to take place is it's going to be a three part AMA. The first part is going to be the formal AMA between us and you guys. Then we'll open it up to you in case you felt that there was anything not adequately addressed.

**slorg:** And then finally, we will open up to the audience in case they had any questions and they can post them in the chat and we'll read them for you guys. Sound good?

**Resuta:** Yeah, perfect.

**slorg:** Alright, Kimo, if you want to kick it off with the first category of questions, go

**kemosabe:** for it.

**kemosabe:** Yeah, so the the first category in here is the vision and goals section.

**kemosabe:** And so this is going to be sort of trying to get you to know you guys as far as you are involved with Sharky, as far as you want to Take it as well. So that's like grand vision, you know, five year, 10 year vision, sort of what is the grand plan. First question there is if your project were to succeed how would it fundamentally change the web three space?

**Resuta:** Yeah, that's a good question. So, brief history of time. When we came to the space we were discussing what to build and [00:01:00] kind of like in the spirit of crypto, we wanted to embrace peer-to-peer economy. We wanted to embrace relationship, you know, between people to people rather than entities or institutions to people.

**Resuta:** So right now we operate on Solana and only operate with like NFTs in the current form, but we already enable. Two sides of the market to help meaningful financial transaction between each other, you know, lenders, lend money, earn yield, borrowers, borrowing, have capital on hand, like instantly available. So if we succeed with our mission, that would be accessible to most of the world.

**Resuta:** Right now, if you go to bank or right now, if you want to borrow money, you need to go to bank in traditional world. You need to fill out lots of forms, or either online or in person. You need to have a credit score depending on the country, or provide some in real world collateral. All of this is complicated, nuanced, and difficult.

**Resuta:** If we succeed in our mission, all of this will be as simple as using Sharky. You'll be able to use [00:02:00] to access capital, take a loan, or get a mortgage within seconds. And we'll have very flexible instruments, like how to use that capital and like what to do with it. And separately, you know, people often forget about other side of this equation.

**Resuta:** You can lend money right now in normal world. Not really like at least in bigger markets like United States to be a lender. You have to register You have to register as you know, like there's it's specific certification and the process. It's kind of like gateway And even if you could like who are you lending money to like there's no like really is accessible markets So if we succeed that will become accessible to masses and across the world and not just like with NFTs, you know it's Any other asset form, basically lending money to each other, lending money to your friends, lending money to other markets.

**Resuta:** And that's the current vision to kind of like make that process simple and easy.

**kemosabe:** Sweet. I have a great follow up to [00:03:00] that. What do you think the biggest obstacle in achieving that is?

**Resuta:** Yeah, right now, one, it's growth of the space in general, like we, we're growing slowly, but not explosively. Like most of the world doesn't use crypto. I would go as far as say doesn't understand or like crypto.

**Resuta:** So it's our mission, everybody involved, to kind of like make this happen first, make sure Solana and maybe other chains becomes this fundamental invisible infrastructure. So, you know, we succeed when we stop talking about this.

**Resuta:** We're not talking anymore about like internet. We just use it. So that is the biggest obstacle.

**Resuta:** And after that, I think next biggest comes it's regulations, government, banks, you know, find existing financial industry that in its current form probably doesn't want. This to happen fully it will take some small revolutions in time to kind of like transition this financial market to become more decentralized [00:04:00] in this period of crypto itself.

**kemosabe:** Yeah, I I very much understand that. I think there's a pretty difficult problem that a lot of projects face, which is like especially, you know, even NFT projects facing sort of the outside pressures that. The entire industry seems to have the perceptions and all these messy things.

**kemosabe:** Sort of a pivot from there. When launching a token, what do you think that most tokens get wrong?

**Resuta:** Wouldn't go as far as saying most tokens, that's a very challenging generalization to make. First of all, most tokens get thrown the name of the token. Even us, I think, I don't think we got it wrong, but we get a lot of feedback to like rename it. Name is important, branding is important, you know. They're wonderful names out there and they're like, most of them are not so good.

**Resuta:** But in terms of like actual token lunch, I think from my study and my understanding, most token lunches get thrown the culture. And I pointed it out in our application, you know, it's not distribution, it's not economics, you know, all of this, [00:05:00] it's like 80, 20 year old, eight of this is bad. 20 percent is decent because it's like kind of like following normal distribution.

**Resuta:** But I think. If I had to choose one, the vast majority would be not focusing on culture, not focusing on community and focusing too much on like price action, like how to make people hold and buy this token through creating incentives like, I don't know, stake and utility, you name it. Versus if you look at meme coins, why people hold those, you know, for the culture, for the memes, like they do expect some price action, of course.

**Resuta:** But there is certain critical mass of community belief and all of this energy that. Drive those forward. So I think a lot of projects who are not MemeCoins actually Ignore the aspect of MemeCoins and kind of like, oh, we are not this like, you know, weird stuff We're like the real coin and I think it's important You don't have to call yourself MemeCoin to focus on all the important aspects of community that MemeCoins focus on that, that's my [00:06:00] take on it.

**kemosabe:** Yeah. Would you say if I were to sort of summarize that, that like a lot of tokens and teams behind tokens treat them as like a mechanical thing rather than a cultural thing?

**kemosabe:** Yeah, I completely agree. I think Bonk is a pretty good example of something or yeah, or exit liquidity. Right. And I guess that's the third option. And do you think that the, the sort of approach to a token is. New, like, is this a fairly new phenomenon or do you feel like this has been

**Resuta:** occurring for a while?

**Resuta:** I think it's been occurring slowly. I actually think Jupyter is a great example of that. Like, Jupyter was launched, in my opinion, successfully. And in my opinion, very strongly, because of all the attempts to build a very strong community. If you look from outside, it's like, you know, just a swap, somebody might say, but if you look closely, there's the community is so strong product is amazing.

**Resuta:** It's widely used. Of course, it's easier to build community if you have that. But you still need to build it. You still need to create culture. And if you look at your leader at [00:07:00] like now and how he managed communication and community, I think that was one of the best examples recently. Yeah. Yeah. I don't see a lot

**kemosabe:** of that, but I don't either.

**kemosabe:** And I wouldn't be here otherwise. I think that it's very few and far between where people sort of are able to get sort of the culture aspect of crypto. I think there's a lot of people who see it sort of in the financial tool and only a financial tool or a way to make money in that, but there's also sort of this very interesting sort of proto culture developing Based on all of that, which is quite a bit, what steps sort of are you taking to, I guess, create

**Resuta:** culture?

**Resuta:** Yeah, so it's very multifaceted, but basically, one, we build a core community. We started early on from very small kind of like supporters. We picked one community on Solana, which is Solana Monkey Business, when we were just starting two years ago. Became friends, met people in real life. got their buy in and support to support our product initially, [00:08:00] kind of like give us feedback, invited them to Discord and started building kind of like OG community, so to speak, around that core, then expanded, then we launched our NFT project, which is a huge distribution event.

**Resuta:** It helped us grow as a protocol, as you know, just a product that people use and as a community. Then we created incentives to reward that community again and again over an hour and rewarded community handsomely, kind of like showing that like we're here long term, you're here long term, we value that all your help and your contributions.

**Resuta:** So that was our first year, kind of like we built strong core, then we expanded community. And we created this strong brand. So our brand is cute, kind of like tongue in cheek humor, you know. Sharky itself is a joke on, like, loan sharks. Obviously, we don't want to be loan sharks. We're redefining this term to be, like, cute and funny.

**Resuta:** We believe, kind of like, cuteness rules the world. There's more and more of it in the world. So that's kind of like us. We're mixing financial products with something fun and exciting. And then for this year, we approached the expansion [00:09:00] of community differently. So now we build it around core was, was NFT community and all of that.

**Resuta:** We we acquired two other communities, namely UGS labs and honey defy, which were very synergetic in different forms. So that brought even more. A community adjacent to nftify, either like potential competitors and we just made friends out of that or synergetic products that also became friends. And now we're talking lunch, aside from all other reasons for to launch it is even bigger distribution event that brings even more people to this community.

**Resuta:** So more, and it's not just like we're bringing anybody, like, you know, obviously selecting who we bring to, to preserve this culture. To manage that culture to kind of like expand from here. Yeah, so in the broad strokes, those are the steps we've taken

**kemosabe:** Yeah, interesting. So i'm curious on those two acquisitions.

**kemosabe:** What was the sort of motivation and interest behind those were you? Acquiring users. Were you requiring tech? What was the what was the sort of modus

**Resuta:** operandi there for [00:10:00] you? Just mostly people to be honest like we we met the team and some of the teammates there Like one of the co founders Jake for example some of the engineers and designers and we thought like well, you know, like great team They about to launch something that we want to launch And yeah, we're just like, why don't we build this together?

**Resuta:** So we met in person during first breakpoint, kind of like wipe together. Just realized like, it's really good culture. Sometimes you just like, it clicks and that's it. So then the question was like, how do we make it happen? So tech is, is nice and community is obviously important. But the original thought was like, it's the team, it's the people.

**Resuta:** Then we realized they also managed to build a really cool community, so that was really good. And after that positive experience, then we met with HoneyDefy. Honey was kind of like a similar story. I followed Tom, one of the co founders of Honey for a while. I think he's a really great thinker. Like, he wrote a lot of [00:11:00] articles.

**Resuta:** Like, very strong, kind of like, Economics, economy, like loan markets all of that. And I was just like inspired by his things he writes. And then again, met in person, talked. And for them it was primarily community and again, founders of Honey. Because their community was something we didn't have.

**Resuta:** They were more Ethereum focused. So there were people on Solana who more, who are more Ethereum focused, which is very unique. Not in the sense that, like, hey, we don't like Solana, in the sense that, like, they, they came from Ethereum. So they experienced Ethereum and now they own Solana. So founders and some community members.

**Resuta:** And I thought that's really cool. And with expansion plans, potential expansion plans on Ethereum and other chains, we thought, like, that would be a really good addition. So that, you know, we don't want to bring just, like, same Solana folks that's been here all over and over. So that seemed like a very diverse addition and yeah, so that was the thinking behind it.

**kemosabe:** [00:12:00] Yeah. Did you find that you I got a couple of, this was fascinating to me, like sort of a, the JPEG product or project acquisition spaces deeply interesting. So I'm curious, one, did you find that responsibility increased a lot on like more responsibility on your shoulders? aFter that i'm curious is there are you looking to merge these things further with the sharky token?

**kemosabe:** Like what's the general approach? Because the three projects

**Resuta:** is a lot to deal with Yeah, yeah responsibility differently So there's like a laundry list like one you need to integrate teams to sharky team right on itself It's a it's a challenge because you change in culture. You suddenly bring in lots of teams to To a small team and you know that comes with its own challenges, but we passed that point.

**Resuta:** So now we integrated like both teams into Sharky team. So it's, it's working pretty well there. And then integrating communities and integrating products. So products were not there yet. We kind of like [00:13:00] run them behind the scenes in alpha stages. We're still working on like what exactly we want to integrate and what we want to rebuild.

**Resuta:** For communities, I would say we're pretty, pretty good on that. We integrated communities remove people from Discord, can forgive them incentives, and now our final step would be we're offering those communities to convert to holders of our assets as well. So with this launch for UJS and Honey communities, we're offering them to basically burn their NFTs.

**Resuta:** Or, in Hanya's case, their tokens and get become token holders, like shark holders in the future. Which also increases, like, like makes all those users in those communities our holders. So that's a really good token distribution event for us. Well, that comes kind of like almost for free, obviously it's not free.

**Resuta:** There's an allocation that we're given, but it's, it's very, like Very good purchase. Like you cannot just come into another discord of like popular project and say like, Hey, can we convert it to overholders? Yeah, that's very

**kemosabe:** cool. If you don't know my little project radiance, one on one project, the whole [00:14:00] thing is basically an acquisition protocol without spending any money.

**kemosabe:** So it's very fun to think through these sort of burning systems and distribution systems. It's like, how do you, you know, how do you Design a system where you take all these diverse sets of assets and convert them to one, I think is it's not that many people that have been thinking about that.

**kemosabe:** And so it's fun to, have a similar mind in that. Let's see. Yes, we've kind of answered a couple of my other ones just in this conversation. What would you say are the most successful tokens in terms of achieving a long term vision but not necessarily factoring in the

**Resuta:** token price, which tokens you mean?

**kemosabe:** Yeah. Like if there are any off

**Resuta:** the top of your head. Sorry, to make sure I understand the question, like, which tokens are successful in achieving long term vision? Is that your question?

**kemosabe:** Yeah, like and you can, you can do L1s if you want, but in general, like, are there other tokens that you look to as like a, you know, admire them or, or something to learn

**Resuta:** lessons from?

**Resuta:** Yes, but there are a lot of tokens that kind of like, like long term tokens, [00:15:00] like we looked at a bunch of tokens from Ethereum, and I realized recently that my admiration of their historical value might not be relevant because the space just moves so quickly. So I started like kind of refocusing more on What has been launched right now?

**Resuta:** Like, what was the strategy? What was the economics? How it was received? What exchanges it was listed, you know, like what kind of like demand and supply problems they faced and all that. I think Bonk, like I think you mentioned to somebody, like Bonk is a really fascinating example. Like, I originally, I was very skeptical.

**Resuta:** Like, I know some people from the team and I kind of like, I knew the, the philosophy behind and what they're trying to achieve, but I was skeptical. And when they did initial distribution and airdrop, talking to everyone, I was like, ah, it's going to be like another, another one of those, you know, we do distribution, we pump it, it kind of like, Flies in hands of all the DGNs and then it kind of like goes to zero and it [00:16:00] kind of like what happened and then it massively recovered and had a massive comeback.

**Resuta:** Because I think long term fundamentals played out. So I think that's a really good example. Yeah. Most recent, like I mentioned before, Jupiter token, of course. It's still, we're still looking for long term, how it will play out. But I cannot imagine, like, you know, without like attaching my opinion to any price.

**Resuta:** I cannot imagine TroopToken is not working well, given the positioning of Jupiter and its product in the ecosystem. It's like, yes, everybody can like fuck things up temporarily and things can go wrong, but all the fundamentals are there. Yeah, let's see what other examples.

**kemosabe:** Yeah, I mean, I think that's pretty good.

**kemosabe:** I understand both of those. Do you think that Bonk was sort of a right place, right time? Or do you think there's

**Resuta:** more to it than that? I think it was right place and right social time because the lunchone sentiment was all time low. It kind of like served as fresh, you know, fresh air, fresh trading [00:17:00] volume, like, you know, gave people hope.

**Resuta:** It was, it was what was needed for community, for like the Great Depression, as they call it. Yeah, so I think it was really good timing in that sense. It's counterintuitive, like, oh, who lunches tokens in Great Depression? Well, these guys did. Yeah, they did.

**kemosabe:** Yeah, yeah, totally. I only had two more questions and we'll kick it over to slorg.

**kemosabe:** The first one is what do you feel are the biggest risks of

**Resuta:** launching a token? Oh yeah, so same with NFTs. Biggest risk is to To, how do I put it to make a mistake and not be able to fix it. So like mistake could be, it doesn't have to be mistake in like lunch or something. But sometimes, like, well, nobody's perfect, we all make mistakes.

**Resuta:** And sometimes like so dumb that like in retrospect it's obvious. You could like, you look at it like. Yeah, why exactly we did this kind of like, I don't know, pre sale mechanism that was like weird and like not helpful or for our collection, like on our allocated white list, like we got a lot of fun for that and I was like, yeah, there were better ways to [00:18:00] do it.

**Resuta:** But the greatest mistake is kind of like not being able to Combat this thought and kind of like come back with transparency either acknowledge that mistake and give a plan forward or justify reasons and conflict work with community work with fathers work with people because If I've seen over and over like projects ignore it and the negative sentiment compounds then price action reflects that and then Bad things happen in that sense.

**Resuta:** So now and then founders get really stressed and depressed because of all the negativity flowing their way. So I think biggest mistake is not catching this negative flywheel early. And we had a couple of moments in the past like that. So I learned the hard way. And it's a challenging thing to do because you know, father's going to fight support is going to support, but usually negative things are more loud, more prominent.

**kemosabe:** Yeah, it's pretty cool. You've definitely been battle tested in some capacity and running an NFT product, I think is one of the most difficult [00:19:00] things that human can do. Especially one that has a decent floor price. And most of them all go to zero. So well done on that. On that, what advice would you give to another team who's launching

**Resuta:** a token?

**Resuta:** Like I wrote in the in the lunch application don't don't touch your token just like try not to for as long as you can. What i've seen in this space for in last, you know, two years building sharky, I don't know seven years just trading and Being in crypto A lot of tokens are launched for wrong reasons.

**Resuta:** Like, there are right reasons for people who are launching them, but often they are not ethically good reasons. It's kind of like, oh, I will launch this token, and I will bring a lot of users to my platform that nobody is using currently. So, like, your token is not, one, it's not your exit liquidity. For some people it is, clearly, but me saying this will not change ever anything.

**Resuta:** Those people will continue launching those tokens and exit. Through, through retail, but I guess like token is also not your way to find product [00:20:00] market fit. Token can be fuel, like if you have like really good user base, like even if it's like 20 users and they're really passionate and you're struggling to grow.

**Resuta:** Sure, you may launch some token and help bring more users because you already know. There's a core audience. They're already people who love the product, but you shouldn't launch a token to create like illusion of success, so to speak, and then, you know, raise more funds or bring more farmers and contribute into like, we're, we're basically right now in this economy of like.

**Resuta:** Continuous farming, reslicing, you know, messed up incentives and like, and it's really strange, like this universe now, a lot of competitors, like, I don't know, put on display, like major kid on the tender and like, Oh, they're doing talking and farming now we have to create incentives. So people don't talk in farming.

**Resuta:** So we're not like behind on vanity metrics and all of this. So it's like, it's a strange dilemma. And my advice would be to resist, like build good product. [00:21:00] When you know you have a good product, you know, metrics will speak for themselves, like the users, like, you know, your socials organically, and then if token actually helps you, then launch it.

**Resuta:** Otherwise,

**kemosabe:** right? Yeah, I think that's a big pieces and helps you beyond probably the money. If it's solving a problem, that's a solid, solid thing. I Think that's all I got for that section. Is there anything you wanted to add before we kick

**Resuta:** it over to slurred? No, we're good. Thank you. Oh, really fun questions.

**kemosabe:** Cool. Cool. Now it's time for the slug. You're ready to go.

**slorg:** Yeah, so this category of questions pertains more specifically to the project itself and sort of the logistics around it. And the first question actually is a perfect segue from your previous answer. And that would be, what would you say is the purpose of a token?

**slorg:** That is, why would you want to launch a token despite the risk that you take on when doing so?

**Resuta:** Yeah, for us, there, it's, there are several reasons, like, so one, as I mentioned before, it's a distribution mechanism, so it's building a [00:22:00] stronger community, bringing more supporters and, strategics. So for example, we've done pre sale.

**Resuta:** And in this round, we haven't raised very many VCs because to us, it's like, well, we don't really need large checks. We don't need like a big VC behind. What we do need, we need community. We need meaningful KLs. We need meaningful influencers who are not getting like free talking for us, who are willing to invest.

**Resuta:** And understand that they invest in long term business, but also willing to stand behind, so like they can become ambassadors, they already, most of them are like platform users, so they just want to double down on their support so now we entangling them even more, like if they were not, were platform user and not platform users.

**Resuta:** Investor or they're just coming from a different chain. For example, there's a bunch of people from like Ethereum on our cap table. Now they're entangled. Now they want us to succeed in many areas and we, we trade in our asset that we launched for their influence and support.[00:23:00] So that's important than bringing more detail, bringing more users.

**Resuta:** Like we're always like for us, I guess, simple answer for us. Number one is always gross. Like how do we grow? What can we do to grow even more? So that ultimately is what is the response to that question, and I'm just going into a nuance of that. So growth of user base, growth of supporter, growth of community.

**Resuta:** And second, it's a financial incentive. So with, with this token launch, we will have A resource to bring even more users after the lunch not just because we have treasury and we can create incentive systems. We will have an asset that we can create incentive systems. To go into other markets that we are not currently in So like right now we're in nft market and we have our nft project.

**Resuta:** So that's great. But as you know, we expand into Potentially real world assets and different lending and maybe even loans in web to world. So a lot of those are traditional defy [00:24:00] things, not necessarily entangled with NFTs. So it's really beneficial for us to, to have a native asset, to have a token that we can create now economies in incentive systems in those areas.

**Resuta:** And we rather be early, prepare for that scale, and have this asset, then realize like, oh, it would be really nice to have this token, and then we need to go through the journey of like, three to four months hustle. Yeah, so that, that's another aspect of it, just strategically positioning us for growth in different areas.

**Resuta:** And third one It's, it's as usual, rewarding everybody involved so far, rewarding our community, rewarding our investors, rewarding our team platform users, and giving them access to a much more liquid instrument so that's. Threefold. And I guess why now is we only started planning. So we plan to launch a token since Sharkey's inception, since two years ago.

**Resuta:** But market conditions were never kind of like, Oh, it's like, it's not yet. Not yet. Not yet. And then after [00:25:00] seeing November price action of Solana and other things happening in the space, we thought we have to catch this momentum and that would be one of the best times kind of like.

**slorg:** So if I'm hearing you right, what you're saying is that it makes sense when it can adequately meet demand. However, most projects tend to launch it in an attempt to create demand. Did you say that's correct?

**Resuta:** Yeah, with points, with tokens, with any incentive speculation to farm, most of the times you see it without any significant platform usage.

**Resuta:** And then platform usage skyrockets and then suddenly everybody assumes like, oh, this is a great platform everybody uses, therefore I will go use it. You know, and then when incentives stop, usually there's like a massive like drop off of usage. So avoid this kind of like pump and dumb of product market fit.

**Resuta:** Yeah, ideally you launch tokens or systems or incentive systems when you already got traction, but that's the challenging part

**slorg:** Yeah, definitely So what will the use cases of the shark [00:26:00] token be and how will it interact with the current nft collections?

**Resuta:** Yeah, we haven't found a lot of details, but I'll share, we'll share some on for there. So our current NFT collection has this reward mechanism built in. Basically we reward our holders for holding our NFT, upgrading them and then using our platform.

**Resuta:** So like all those checks Then we reward them with a portion of our revenue. So it's not a passive revenue share by any means, it's kind of like active participation is being rewarded. So one way this token will interact with this, we will allow people to boost that. So basically because now you're a holder of a different asset class.

**Resuta:** By staking this token, you'll be able to boost your rewards on the platform. So that's one way that just the NFT economy. And yeah, we have more utilities that are not related to this economy, but I think if you question just around NFTs, that's, that's hard.

**slorg:** In your forum post, you mentioned real world assets and that you would be expanding to [00:27:00] real world assets with the product at some point in time. A question I saw that popped up was, do you have a plan to escrow these assets, like if someone takes a loan on them? Like, how would you handle the situation if someone loans a car or something, or some tangible item?

**Resuta:** Yeah, no, we we're not planning to ask her, we're not planning to be the tokenization platform. We're planning to be liquidity layer and the knowledge I usually give if you go to like Ikea or Nike or eBay and you want to buy product but pay later, kind of like take a mortgage in it, you don't interact with those platforms.

**Resuta:** If you go to eBay, you use PayPal even though they know technically the same entity. If you go to Nike, you use some, some other third party. If you go to Ikea, you use like a firm and I'm talking about like United States market because most familiar with it, but basically bottom line, like when you're doing peer to peer transactions, so even buying assets from other entity, if you want to finance them, You usually use some other third party that specializes in this.

**Resuta:** That's [00:28:00] what Sharky wants to be. We want to be a liquidity layer, allowing you to take loans and maybe buy, take mortgages for those assets, but we're not going to recognize them. So somebody will take a nice watches and we will come in and build. product and liquidity layer for them, allowing users to actually not just trade the assets, but do any financial fun things with them.

**slorg:** Gotcha, so you would just be providing the financial infrastructure for these transactions and some other company would be handling the actual tangible assets?

**Resuta:** Yeah, yeah. And we're very well, very familiar with all the challenges those companies are facing on actual tokenization, cost of assets and all of that.

**Resuta:** We're working closely with some partners kind of like helping them brainstorm, get this to market, but we, we're not going to do that. At least not right now.

**slorg:** Yeah, I think that's a good idea. I think it would be a huge burden to do otherwise at this point. Another interesting question that I saw from the forum was that, do you see a different pattern among amongst loaning behavior emerge in an NFT bull [00:29:00] market versus a bear market?

**Resuta:** Yeah, definitely. When it's bare people borrow and they don't use liquidity for the same space.

**Resuta:** They kind of like, they use, they leverage NFTs, they just don't want to sell. They want to keep on kind of like, you know. Either hold to zero or wait for bull run, so they borrow and do something else with liquidity, like hedge on Solana fluctuations or trade shit coins. It depends what's hot in the market.

**Resuta:** Right now when when bear market is more kind of like hinted on, I don't think we're in the full, sorry, when bull run is hinted on, I don't think we're in the full bull. People borrow and use more for, for the same space, kind of like they do more things with NFTs. So they borrow and go trade, borrow and mint new projects and kind of like participate more of the same economy rather than like, Hey, I hold those assets and I, NFTs are dead, but thank you for giving me leverage.

**Resuta:** That, that's the broad stroke.

**slorg:** One of [00:30:00] the stats that I thought was particularly interesting was the fact that you had about 90 percent of the loan market share on Solana alone. So how would you describe your market penetration to other loan platforms on Solana and Ethereum?

**Resuta:** What do you mean by described market penetration?

**Resuta:** Like, how did we do it?

**slorg:** No, in terms of magnitude, how would you compare Sharky's penetration into the loan market compared to other protocols on the chain and also off the chain?

**Resuta:** Yeah, there are two numbers that like flying around. So like, if you look at all the timescale NFT loans on Solana since the beginning, I think Sharky gave out by volume like 95 percent or something like that.

**Resuta:** In modern days, we probably have 70 80 percent market share, like if you compare daily or weekly. Because like more competitors came into the space, but we're still doing, you know. We did so much volume that there's still kind of a kitchen after that. Last year It was very interesting when we went through this like hyper growth [00:31:00] stage we're not in ethereum yet or like other chains, but solana borrowing and lending We were doing so much volume and just borrowed volume when people come and take debt that we were doing 60 percent of all Ethereum and NFTs combined, like volume.

**Resuta:** It was very fascinating. Then another protocol launched on Ethereum, namely blend from Palure and they have really quote unquote interesting economics. So there's a very strong farming incentives and they kind of like overnight became market leader almost like within like five days. And we kind of like stopped having like 60 percent of Ethereum volume.

**Resuta:** And then trading kind of like came back. So now it's like we're not on that level. Kind of like, Oh, Ethereum is very. Highly priced assets, lots of kind of like trading still happening there. But on Solana, yeah, we're holding the crown pretty strong and it's not trending in the direction of like us losing market share in any way.

**Resuta:** I think the reason for that is one strong [00:32:00] product market fit, good existence economics that retained users and And kind of like our protocol is built as this flywheel built in we invented the system when lenders compete for borrowers But it's not just they just compete to to get the borrower Through that competition to create better and better terms for borrowers So the more lenders we have the the better terms they create for borrowers and the better terms for borrowers the more borrowers We have and the more borrowers so that flywheel ended up It's been really hard to penetrate, like really, because we keep things simple.

**Resuta:** We keep like order books really tight, so usually we have the best terms on the market because of that. And yeah, plus the rest is growth strategies in our community, building retention and all that. But that's all additive. The core, I think, is revolving around.

**Resuta:** So some critics state that the hyper financialization of NFTs might potentially undermine the community forming aspects, or even the artistic aspects of them. [00:33:00] How would you respond to that criticism? I think it's true. I, I think, when somebody critiques something, I don't think it's like, you know, like, they're either wrong or right, or, like, right, but It still makes sense for this tool to exist.

**Resuta:** I think they're right. Like our financialization does trend to that direction. I think a better example for this is actually like AMMs. Like when we've seen influx of like automated market making pools, like, you know, What was the originator like hate swap, you know, the tensor was in that space then the coral cube There was like a bunch in the beginning There was an influx when NFTs suddenly became like a very fungible people only were trading floor NFTs And kind of like didn't care about anything else.

**Resuta:** I do believe it's kind of true So people start treating the NFTs more as Like I don't care just like some asset that has a price. And yeah, we, by offering more products around this area, it might even [00:34:00] move space more and more to that direction. I don't think we specifically doing this. I think there's some fundamentals that needs to happen, you know, like, if you have asset that has value, you always should have loan in market and like in mortgages financing for that.

**Resuta:** Just like somebody will do it, just how markets work. But when we build tools that kind of like treat all NFTs as the same more and more, I think that person might be right. I think we are trending towards that direction. What I'm less sure about, like, is it a good thing or a bad thing? I'm uncertain.

**Resuta:** I don't personally see a problem with that direction. I think It mostly depends on the NFT project itself. If somebody wants to run something that's much more focused on collection, community like a lot of ordinals, for example, are much more about collecting rather than trading, for multiple reasons because Bitcoin is expensive and, I don't know, it's just a culture there.

**Resuta:** I think you can run this project differently. You can create incentives for people to, like, Trade less, [00:35:00] collect more, you know, on Solana, I don't know, set royalties to like 90 percent and like make people collect them. There are ways to navigate that. We already have a lot of tools. Yeah, so that's, that's how I feel about it.

**slorg:** So reading the Discord intro forum, a few people expressed a couple concerns about the tokenomics of your launch. Would you like to take this time now to abate any of their concerns? I think one of them was the public sale allocation relative to the VC allocation.

**Resuta:** Yeah, for sure. We've, we've thought a bunch about like our distribution and how we can launch this. We've talked to like, you know, a lot of people, self proclaimed experts, advisors, like people who launch other tokens who are not. Involved in our project, we're like buyers, not our investors. I think the, my understanding, so generally, if I had to summarize concerns some people believe that if public buys our token, there's a lot of like stakeholders who [00:36:00] already bought token, who will be incentivized to sell.

**Resuta:** And therefore, if somebody buys token on public they will get like, quote unquote, dumped on. I personally don't believe so. I think our economics is very well balanced. And there are two major FUD avenues, I think, on that. That we have 10 percent unlock at TGE for investors and for the team. And I think we got like, oh, this like, you know, unlock is too high.

**Resuta:** Why don't you guys have cliff you know, and yada, yada, yada. Well, there let's talk about CLIFFs, for example. CLIFF, so, hold on. CLIFF is a mechanism to basically delay unlock of the token, right? Like, you can have a CLIFF, and at some point in the future, you start, like, getting access to this token.

**Resuta:** Reducing initial circulating supply. There are significant problems with CLIFF, depending on how they are organized. But there is like pretty cool statistical research that guys from like Six Man Ventures did. They analyzed like 2, 000 to 5, 000 token launches. And kind of [00:37:00] like we had this intuition, people we talked to had this intuition that generally cliffs are not a good mechanism if they lead to large unlocks.

**Resuta:** So basically, for example, if you have a cliff after which 10 percent of token unlocks. It's much better to have no cliff and unlock incrementally up to that point. So at that point in time in the future, 10 percent is unlocked. But you can unlock, like, I don't know, 1 percent every day or every week or whatever.

**Resuta:** So it's much better to have incremental unlocks than cliffs. And when people say, like, why, why don't your team have a cliff? Like, why does your team have unlock? I think there are two reasons. One. We believe that the team should have some sort of unlock similar to investors, similar to anybody who has some preferential treatment.

**Resuta:** Our team is the team behind all of this, people who build this. I feel very confident that my team is not going to dump the token, first of all. Two, we don't have enough supply to dump the token. Our team unlocks [00:38:00] 10 percent from 20%, that's 2 percent of total supply, but not all 2 percent is allocated because we have internal two years of investing.

**Resuta:** So, in my calculation, about only 1 percent will be able, will hit the market. A lot of it is in hands, like a lot of it is in my hands, a lot of it in the hands of people who like, like people who were with the company for like a really long time. So I don't think that, that aspect even matters.

**Resuta:** It's more like everybody on the team will get a tiny bit of liquidity if they want to trade. For investors, 10 percent on local current market conditions, which is sort of an average. Pretty reasonable. And we have linear on lock after so it becomes 7. 5 percent after that. So it's kind of like The first month is 5 And we also consider in doing weekly unlocks right now following the same principle to avoid this kind of like monthly large unlocks and like negative price action Yeah, and then our actually biggest portion I think one of the biggest [00:39:00] portion that unlocks is our users platform users current farming season rewards Communities that will do airdrops they, in percentage, they're bigger than investors, they're bigger than the team, so when people FUD, I think they don't understand that part, that we already focus on retail, but that retail is more focused on platform users and like highly involved people.

**Resuta:** Largest allocation, largest liquidity available is coming to the market from them. I think About 15 percent or 16 in total of token will hit the market, but with caveat that 9 percent of that is not in hands of team investors or retail, 9 percent is reserved for market making, centralized exchanges, pools, and all of that.

**Resuta:** So my estimation that only about 10 percent will be liquid and all market makers, exchanges, experts we talked to told us like yeah, that's reasonable. It seems like you guys have a good balance between like liquidity and like, and what you're trying to achieve with price action and [00:40:00] token. So yeah, I think at least that's my view on this.

**Resuta:** Fodd and criticism. Economics is, you know, complicated. You can always, like, look at every number and find counter argument to it and say, like, Hey, you should have, like, no unlocks and lock it all for, like, three years and, like, I know, have tiny liquidity, or should go with a huge liquidity and, like, you know, unlock, like, 50 percent of it to make sure, like, retail trade and your token price stays stable.

**Resuta:** But yeah, so we're choosing smaller percentage unlocked TGE compared to some other projects rather than having like 50 or 40 percent of supply unlocked because we believe in that is more beneficial for long term price action and therefore less risky for all holders and stakeholders involved. I think it would be easier for us to have positive price action.

**Resuta:** And that's usually associated with like positive market sentiment, like platform growth and all that.

**slorg:** Well, that ends that concludes my section of questions. So I'll pass it back to Kimo to go through the [00:41:00] final section.

**kemosabe:** Yeah, cool. so This last section is basically ecosystem and Jupe DAO related questions. The first of which is why do you want to launch on LFG? And on that, what do you think the differences are between for a user between the Jupyter launch and the Sharky launch?

**Resuta:** Well, it, it has close ties to cats and everything related to cats, obviously it's a win. I'm, I'm a huge cat person, so I'm not kidding, just like Brendan wise, it's, it's very fun and I'll support it anytime. Then why? I've seen how it was launched before, like how Venn token was launched, how Juke token was launched how Meow communicated in the team, how launchpad is structured, how it even looks and feels, like, you know, I participated in all the launches.

**Resuta:** I just like it personally from product perspective, community perspective, and two, it's a huge community [00:42:00] on, in our home, on Solana. So we want to give this community opportunity to buy our token in public and not any other community. We might also have a supplemental launchpad, like, you know, like from some other communities that are not Solana native, just to increase some distribution.

**Resuta:** But our main focus is like launching on Here on Jupiter and there's a lot of like, very token focused people here, like we historically very NFT focused project. So that's also very beneficial to bring kind of like people who know a thing or two about tokens, about trading. And yeah, just reward community that is at the core of Solana.

**kemosabe:** Do you think I guess what do you think the responsibility is sort of the size? I see a community for a token and a team is not separate entities, necessarily. I think they both have some sort of responsibility, you know, you know, the holders as active participants or whatever that may [00:43:00] be.

**kemosabe:** What do you feel is the responsibility of a core team to token holders and what do you feel token holders sort of owe to a core team?

**Resuta:** Yeah, I think our responsibility is to be transparent and honest. And always communicate like what are we doing, why are we doing this, like what to expect, what's our best prediction of what's going to happen and how it can benefit the holders and our responsibility ultimately work for you.

**Resuta:** So like our holders is our stakeholders. So we hear while we're building business company have our own ambition, ambition of our team. Everybody who holds our NFTs or holds our tokens are our stakeholders. So we hear. And we're working with you and for you. That's our responsibility to treat you accordingly.

**Resuta:** And we're not going to promise like, you know, financial returns or anything like that. It's just not what we do, but we're going to promise that everything we do benefits us as a group, us being holders. We are holders, you are [00:44:00] holders, so you're not that different in that front. So, it's our responsibility to blur these lines between like, hey, Team and everybody else.

**Resuta:** We don't see ourselves like that. We believe team is part of community And yeah, so the less of those boundaries, lines and walls are there the better and in that respect Responsibility of community is to truly buy in Like, we would really prefer holders to be somebody who cares about what we do, and not just like, Hey, Sharky is a successful protocol, successful company, likely their token will be more valuable over time, so let me just buy it for financial benefit.

**Resuta:** There's nothing wrong with that category of people, but if we're talking about preference, like We would much rather have more holders who care, like, who care about our mission, who care, who believe that we are not here just to, like, do fun things with you know, Solana and NFTs, we actually trying to change the world for the better in that sense, and they aligned with this mission.

**Resuta:** They're [00:45:00] here to help. So their moral responsibility to us is to be supportive and not blindly supportive, but legitimately supportive. Like, give us critique when we need it, give us support when we need it. Yeah, just, it's as simple as that. There's nothing more to it.

**kemosabe:** Sort of secondary to that how do you think that projects can avoid getting crushed by sort of the hype ceiling that they're forced to create when they do something like a TGE or a liquidity event, right? Like, You've got a lot of experience in the space, you know, lots of experience with NFT projects and the immense pressure that that comes with.

**kemosabe:** Are there ways in which you have figured out how to deal with that pressure effectively?

**Resuta:** Yeah, there's always some pressure. Like we went through this with NFT project, like even though, you know, our curve of success was smoothed out. We all, we didn't have this like huge pump and then like huge cliff dump.

**Resuta:** liKe our NFT price always stayed [00:46:00] above the floor. It reached some all time highs at some point, but actually reached US DC denominated all time highs recently. Like, you know, almost two years after it was launched, a year and a half. It's, I think it's about building a sustainable narrative. Like if you have a roadmap and if you Go through the roadmap.

**Resuta:** And I'm not talking about product roadmap. I'm talking about token roadmap, you know, we treat tokens as projects or products. So they have their own roadmap, their own utility, their own like social aspect. It's not a supplemental thing that's attached to project. It's a core core thing, something that we invest in our time and resources.

**Resuta:** And so it's important to have this roadmap to be sustainable. And not like. Ponzi or very like complicated Ponzi sustainable, but I see a lot of teams do the, they try really hard to give incentives for people to hold in like first three, six, nine months. And after that, they're kind of like, Oh, like, like [00:47:00] deflated balloon, like, okay, we're out of ideas.

**Resuta:** We don't really know. What else to do? We gave everything. Like, you know, we reserved this token to give a stake in rewards. Now we're out of this token. We're out of rewards. Like, what do we do now? So sustainability is the key, but sustainability cannot come if your business doesn't make money. Or doesn't grow in terms of user base.

**Resuta:** Ultimately, that's it. So we do have business that makes money. We do have business that grows. So now the question would be, like, how do we transition this to sustainable price action or sustainable roadmap for those tokens?

**kemosabe:** Yeah.

**kemosabe:** I have very, very, very, very, very serious this is a make it or break it question. Are you wearing the cat onesie

**Resuta:** no, but I'm wearing candy pants with gummy bears. Does it count?

**kemosabe:** Okay. Yeah, that works. I mean, I don't know, actually bears are, I'm not sure how I feel about bears. , I think we had a few other questions here, but you mostly answered a lot of them earlier. I am curious if you're part of JupyterDAO or I guess in some capacity you are part of JupyterDAO, so you still have some Jupe tokens.

**kemosabe:** Why would you vote for Sharky to go, I guess,

**kemosabe:** [00:48:00] first on the launchpad?

**Resuta:** Oh, me personally? Like, you want super biased take?

**kemosabe:** Yeah, give me, give me, give me your most biased possible take. I want, I want the,

**kemosabe:** Yeah, yeah.

**Resuta:** Please. Okay, yeah, Basically when I interviewed Poise and we were like discussing like, he told me like, I want nothing else in my life to do more than work for Sharky.

**Resuta:** And I was like, damn, that is a high praise. And it's kind of like the sentiment in the team, like we Like, ultimately, you're voting for the team. It's not even a protocol, it's not even anything else. Like, I'm extremely humbled and privileged to be in this position when people can say something like that.

**Resuta:** And it's been true for a lot of other teammates. At some point I told my team that for last year and a half there was not a single person who left our team. Voluntarily and I've never worked on a team at significant scale when that happened. So I think just the internal culture and like who we are and how we work, that's why you [00:49:00] should work for Sharky.

**Resuta:** Yeah, and

**poised:** I really, and I, to expand on that further if I may, I really think That Rastuta and Biba kind of stand out in the crowd. I think they're tremendous leaders and kind of Web 2 superstars. And, and really bringing kind of that organizational structure that you would find there to Web 3.

**poised:** And then, of course just being a leading NFT fi protocol on Solana. And, and kind of what I was trying, trying to say before, while my mic was cutting out that I think NFT fi is just this profound tool. And tool set to help bring markets to equilibrium and help people manage their bags. And I really think that is such an important and kind of profound thing in this market.

**kemosabe:** I have one follow up to that, cause Slurg and I have been working together for about two years, and we also have a team that, unlike Sharky we've all worked together, largely unpaid for, for two years do you think there's any sort of secret sauce to that, or is it just sort of finding people that like working on the same [00:50:00] things as you do and being friends with them?

**Resuta:** Yeah, I think secret sauce is just how we treat each other. It's culture starts from leadership. So like, I think myself, Biba, other people on the team and our brand I think we're just very kind people. I, I may be not very humble because I'm speaking about myself right now in this context. But we are very kind.

**Resuta:** I think that's undeniably true. I've heard this feedback from many, many people, friends and others. Our brand is fun and kind and cute and team culture is kind of like that. There are obviously like periods when we're like harsh and we hustle and we need to perform, but generally we treat each other with kindness and respect.

**Resuta:** And we intuitively, I guess, work together. So the secret sauce is kind of like, have mini trials, like, invite people to the team, work together for a month. Usually, you kind of like feel it, like, does it work out, does it not? And, yeah, so it's When you trust people and treat them with respect, [00:51:00] they pay you back with that, then you have autonomy, then you have accountability, and the rest is kind of like your skill and just general ability.

**Resuta:** Those are essential, essential foundation. Yeah. Surprisingly, which is not always present. No,

**kemosabe:** no, it's actually pretty rare. So it's, it's it's pretty magic when it does occur. Last question is somewhat self serving as we're sort of designing a lot of these processes Why do you think there are so many or sorry so few?

**kemosabe:** functional DAOs on Solana Or even in crypto in general like what are the main problems that DAOs are facing and or problems

**Resuta:** with them? Yeah, you said functional or dysfunctional?

**kemosabe:** Well, I said functional. I mean, I could ask another way and say, why are there so many dysfunctional ones if you'd rather answer that one.

**Resuta:** That's easier to answer. Because Building teams. So I don't know if the audience knows, but I've been building things for, since I remember myself. I've been building [00:52:00] software for the last 16 years. For half of my career, I've been just building software. I was, you know, and I'm a very competitive person, so I'm like, okay, if I do something, I try to be like the best at everything.

**Resuta:** Kind of like, so I did software engineering 24 7 in all its variations. And I tried to grow as a software engineer as much as I could. And then at some point and I was like staying away from managing people and building teams. I thought it's just not my thing even though in retrospect was like really Dumb of me to think that because I had like in a lot of ways in school I was like leading social clubs and like some other things so I kind of like ignored the task because like i'm cool with software I just like building that and then I Ended up in environment when I had to build a team like I just like responsibilities were like attached To me, I was like, okay, fine.

**Resuta:** So I started hiring people, kind of like building my first engineering team, leading it. And I realized I really enjoy it because it's very rewarding to invest in people. It's very rewarding to like see somebody succeed and understand that you are a participant, you helped teams. And then I started building kind of like teams and like [00:53:00] companies and all that because I realized I enjoy building, not necessarily just building software because it's very limiting.

**Resuta:** And then, you know, fundamentally, it's like we're building with people. We, as humans, like, evolved, like, in villages and civilizations, and ultimately, if we cannot learn how to cooperate and build things together, like, we're not gonna succeed as a civilization. So that's really fundamental for, like, the last thousands of years, but it's still very, very hard.

**Resuta:** You know, management is hard. Managing yourself is really challenging. Managing people is even more challenging. I think that's just the reason there are not a lot of good leaders, not a lot of good people managers. I worked in a lot of like software companies, a lot of organizations when I was managed by somebody.

**Resuta:** So I observed that it's very skewed, you know, like if you look at At least in my opinion, if you look at market, like skill professionals, you, you go to software engineers, usually it's like an 80 20, 20 percent is like the hot shit, they're like really smart, skilled, whatever, and 80 percent is kind of like below that, there's like 60[00:54:00] percent average and 20 percent really bad ones.

**Resuta:** So it's like 20 80 rule, you know, 20 60 20. But for managers, in my opinion, this is so skewed. It's like 1 percent of exceptional managers, maybe 5 of really good ones, and 90 percent of really bad ones. There's like no in the middle. When you manage people, you cannot just be mediocre. You're either, like, really bad or decent.

**Resuta:** And then you can be exceptional. And I think that's the reason. People form DAOs, they understand, okay, now I need to lead this DAO, govern it, and essentially it's people management, community management. Trying managing like five people, that's, it's challenging. It took me like, I don't know, five years to understand how to manage teams of like under 10 people.

**Resuta:** Not about that. And now, if you look at Dow, it's like hundreds of people that now you suddenly need to manage, not as closely as every day, but still, I think that's the reason it's just hard. It's a challenging thing to manage people, build communities. Yeah.

**kemosabe:** Yeah. I think you hit the nail on the head quite effectively, [00:55:00] especially when you introduce finance to the managing of people and, you know, competing interests and all that stuff.

**kemosabe:** It's, it's, it's a lot of fun. I've been doing it for two years. I think that pretty much wraps up our questions. Is there anything that we might have missed that you want to touch on? If not, we can open it up to community

**slorg:** we're starting to get some questions, so I'm just going to read them as they come in. First one is, I get the indication you prefer a tight knit, hardcore, dedicated community, as opposed to mass hype, massive social media marketing. Is there a favorite project or dap that inspired you to build a dedicated team with a strong culture, as opposed to over marketed, over hyped projects?

**Resuta:** That's a really good question. Yeah, quite a, quite a few actually. There was a variant success. I would focus just on Web3 because I think that would be easier to scope. Like, there's a lot of inspiration in Web2, but Web3 is kind of like unique. Yeah let me think which one is the best examples.

**Resuta:** Just like one comes to mind, like most [00:56:00] recent one, like AssetDash. They kind of like, they never had like extreme hype. They just built decent product. Then they came to market. They did some interesting marketing and growth initiatives. They started building like really cool incentives. And now they have, like, it's very challenging to build, like, sustainable project and, you know, like, when you have, like, portfolio manager, so to speak.

**Resuta:** But I think they did an excellent job there. Then our partners, Notify, like, they did a really good job on, like, communication. They've, to contrast, they are not as hyped as, like, some other notification protocols and nothing against those other ones. Like, I They're all great, but they went through this slope of like, responsible growth, like, meaningful partnerships, like, just the approach of the, you know, to do this, like, good infrastructure.

**Resuta:** Helius as well, like, the, you know, right now it's hype because Merit is like, you know, the, the, the number one red Twitter ratio man of Solana, but it wasn't like that a while back. They just Build good products, good infrastructure, like [00:57:00] Sharky for example, we were very selective on our RPC servers because at some point we were like one of the highest transacting protocols in Solana, we were like number two or three for like a few weeks.

**Resuta:** And We tried QuickNote, we tried like a bunch of other providers, and they all have their strengths and weaknesses, but, you know, the relationship with the team would matter, and quality of products, so when we tried Helios, for example, like just how team handled us, what they offered us, how they hear, how they heard, like, what are our challenges with RPCs and infrastructure approach, like, it helped a lot, and I think it also reflects That's in their growth strategies.

**Resuta:** They're kind of like, you know, empty hyping up like, Oh my God, use our APIs. And we're like fastest RPCs in the world. They provide high quality work. They stand behind what they do. And when they say something like, Hey, this shit works, it does work. So yeah, I would, I would, I guess like give those examples.

**Resuta:** Sweet.

**kemosabe:** Julian asked earlier if the team could speak more on If you feel like [00:58:00] the experience in NFT lending is transferable or gives you an edge in the real world or web 2 lending.

**Resuta:** Yeah, I actually saw that question and it was really cool. Like, I do believe it is. So in fact, like not a lot of people know.

**Resuta:** There were a couple of companies in the past who tried to build, it was surprising for me to discover, I did not know that, who tried to build peer to peer consumer loans. So when collateral is your credit score so LendingClub, one of the biggest private kind of consumer loans companies in the United States right now, actually started like that.

**Resuta:** They had, they had lenders compete for borrowers. So theoretically, anybody who's like a registered lender again, could be a lender. And they would compete on like terms, not as simple as Sharkey. They were competing on like three dimensions of those terms. So like interest rate, duration, and all of that in principle.

**Resuta:** But they actually tried to do it. They, they failed to, I think, to scale it. The unique economics may. [00:59:00] didn't make sense. So now they switch back to institutional lending. So it's now institutions lend to consumers. And there is another company in Asia that they forgot the name of, like that actually still operational and doing like reasonably well that does this kind of like peer to peer loans when lenders compete for borrowers and borrowers take consumer loans.

**Resuta:** Sharky essentially has this mechanics. We just oversimplified it to the core when we take a hybrid approach in risk. So we don't allow lenders to compete on three dimensions. We only do it for one dimension. We kind of like analyze the market. So I don't see why that cannot work in normal world. Imagine like some sort of like auction of sorts when, you know.

**Resuta:** Your friends and family can bid on how much they would lend you if you need, like, pocket money borrowed from them. And, you know, your grandma with your mother kind of, like, outbidding each other, like, Yeah, I'm gonna lend you, like, 500 bucks. And your grandma, like, no, I'm gonna lend you, like, 600. Kind of like that mechanics, obviously.

**Resuta:** Obviously, I'm, like, making the jokes and [01:00:00] exaggerating. But we learned a lot in terms of, like, what works in this Peer to peer economy when one side of market competes for another. So I think it's directly applicable, actually.

**poised:** Hey, if I could jump in really quick, I know we're short on time, but when I think about NFT Fi and the parallels, I think about the parallels to the options market, right?

**poised:** And for example, lending and the parallels to, for example, selling puts, you know, there's a lot of parallels such as expiration date. Of a loan to the strike the strike date of an options contract, right? So it might kind of sharpen your pencil for some traditional financial products and you know lending and borrowing itself will definitely also Kind of improve your skills when it comes to the world of kind of risk and reward right and really Kind of got me thinking about All the other protocols on Solana, you know?

**poised:** So yeah, as a power lender, that's, that's kind of, it's, I feel like it's taught me a lot about the world of kind of you know, opportunity cost, if [01:01:00] you will, as well as of course the parallels to the options market.

**Resuta:** Gotcha. There's two more questions that I see here, so I think we're just gonna go through those really quick, and then I think we can wrap things up. So the first is from TeamRocket. Soul. In your perspective, what infrastructure is needed now in order to facilitate taking a loan against your car or a house with your service?

**Resuta:** Please touch on as many aspects as you can think of. Yeah, great question. So, I will paint a dream. I don't know how to achieve this dream. Like, caveat. I think infrastructure that's lacking is trustworthy, permissionless custodians. So if you think about blockchain, right, like we have this like trustworthy permissionless financial infrastructure when we can transfer basically like money between two parties without a third party, essentially, that's what crypto is.

**Resuta:** Now, we don't have ability to transfer physical asset between two parties without a third party in a trustworthy [01:02:00] way. I don't know how to do it. Like maybe somebody does. So like in digital way, we found a way to do it. Like, that's how we built like blockchains and all. Could do those

**kemosabe:** car vending machines.

**kemosabe:** You know what I'm talking about? Yeah, but.

**Resuta:** The car vending machines. Yeah. But, but essentially in physical world, that is the problem. Like, how do you transfer physical goods between two parties without the third party? So, that infrastructure is something we need to build. Maybe a future of AI. Maybe we'll build decentralized like robotics and like, you know, shipment pipelines.

**Resuta:** I don't know. That is completely trustless. Because right now the problem with our world is facing to tokenize assets is like cool. We put like watches on chain now I'm buying this watch from you Even if you send it to some custodian, you know a security organization that has like 24 surveillance They have this like custody of all watches so you can trade them at any frequency and when you request them They get shipped to your home.

**Resuta:** It is still in one organization, right? It's not decentralized at all you know, that storage [01:03:00] can, like, there could be, like, earthquake in California or somewhere, and, like, a fire or, I don't know, attack or war, whatever. It basically can get destroyed or abused, or that organization can change rules on you.

**Resuta:** So we don't have this infrastructure. I think that's the biggest challenge. It's not a challenge for adoption. Obviously, we work with other centralized organizations, like now in 99. 9 percent of the world, but it will become bigger and bigger problem as we scale this. Then other problems, like since you asked, like as much as I can think of.

**Resuta:** It's another authority, basically, like custodians can keep your assets and can ship it on demand, but it's even more challenging to have good authority that is decentralized to NFTs or tokens. Like, okay, your watch got shipped. to your home. Now, your NFT that represents this watch needs to somehow get burned or somehow to identify that, like, hey, if you sell it, if you buy it, there is no watch behind [01:04:00] it.

**Resuta:** It already has been shipped. So who guarantees that this will happen timely and reliably? Who guarantees that It cannot happen in the way that like, hey, you redeemed your watch, yet you sold NFT at full price and now that buyer cannot redeem it, you essentially scam them. So, you know, new generation of scams will start happening in this as real world scales through that because we don't have this authority.

**Resuta:** We don't have this like extra hundred percent reliable way to attach like, you know, Oh, NFT was redeemed. Cool. And we don't have. It's not just we don't have it. Even if we had one system that worked like that, it's not large scale. It's not a standard. It's not something that's universal and accepted and say like, yeah, that's how we do things.

**Resuta:** Like that will be another challenge, adoption of that system. And another problem is diversity of those assets. You know, one thing is to ship watch to you. Another thing is to ship car or gold. Or equity debt position, all of those have not only different logistics for delivering, you know, to you into when you did also [01:05:00] different legal framework, different regulations, and that becomes incredibly complex.

**Resuta:** And that's why real world asset space is like, has so much capital influx right now in so many attempts and players, because like, you can take small slice of this market and like, build like multi million or multi billion business in it, because it's all its whole sub universe. bUt yeah, I would say most of those challenges associated with distribution and transfership of facets.

**Resuta:** But if you had to come out with one takeaway, I think this is a good analogy of like, you know, cryptosolve digital transfer in the facets between two parties. Now we need to solve physical transfer between two parties without a third party. And we have not solved it yet. And I think we'll end on this final question.

**Resuta:** So really quick. Hi, I'm Tim. He asks, Community has been a huge focus during this town hall. Could you tell us about any upcoming Sharky community initiatives?

**Resuta:** Community initiatives? What category of initiatives might that be?

**kemosabe:** I think maybe a couple examples would be, I don't know You could say a DAO. You could [01:06:00] do some sort of community fund I don't know, maybe, Those are kind of the two that pop off on top of my head.

**poised:** How about the Ambassador Program, Resuta? And the fact that we're giving, you know, community members an opportunity to help grow and help educate, you know fellow community, you know, fellow community members, and really giving, you know, key opinion leaders and subject matter experts the platform to help grow Sharky in a way that's collaborative, right?

**poised:** We're going to boost up our ambassadors. And of course I'm saying this because I'm leading up the ambassador program, but I think it's going to be a really way, a really organic and fun way to connect some of our most loved community members with the whole community via, you know, organic connection and content and, and education.

**Resuta:** Yeah, a hundred percent. Yeah, ambassadors is a good one. Like, we always try to Sharky's way of doing things is kind of like, very ruthless. It's kind of like, we try things. If it doesn't work, we stop doing it. But [01:07:00] ambassador problems or programs worked for a lot of companies. It's one of the best ways to grow and a lot of successful ones that we learn from.

**Resuta:** So I don't think we'll give up on this one. We'll just iterate, like, if something is not working. So that initiative is here to stay. There are requirements to join as ambassador obviously like reach out to boys, but yeah, that's that's a great that's great initiative then Our future initiative like post token lunch.

**Resuta:** We we hinted at this already a couple of times We're organizing this like secret dao so to speak. That will be talking Eat it through our talk and it will not govern shark. It will govern something else and we will announce at some point what it will govern So that will be a massive community initiative actually like cross chain It's not it might not be the massive Dow, but we will be building very socially influential organization there Yeah, then the current community initiatives is Yeah Let me think what else.

**Resuta:** Yeah, I think those are the major ones, like, otherwise we're just like, we're farming, it's a [01:08:00] farming season, we're doing this like responsible farming on our platform. We reward users pretty G it's like very handsomely. So if you want to try the platform, please go ahead and try it. I don't think there's a way for you to like try a platform and like just farm points you know, like maliciously we're really against those incentives, but just for trying the platform, I think now is the best time.

**kemosabe:** Yeah, I actually have one more question that I wanted to touch on. So JupyterDAO launchpad has a 1 percent fee. Then 75 percent of that 1 percent fee goes to the Jupyter DAO We don't have any method of distribution or any of those things ironed out or decided upon yet for those tokens And that fee would be in the token, obviously So sort of dual sided Question here one in what ways DAO could best put the Sharky token to use?

**kemosabe:** and then on the flip side nope, nevermind. I completely just lost my train of thought. So we'll go with that one.

**Resuta:** [01:09:00] yOu're talking about like some sort of like distribution mechanics. Yeah, well,

**kemosabe:** so more so like, let's pretend Jupiter DAO has, I don't know whatever 0. 75 percent of the supply. What's the best way for the Jupiter DAO and the Sharky community to sort of interact in a long term and healthy way.

**Resuta:** Yeah I think, like, one, I like the mechanism of distribution that, like, I think, now, as somebody highlighted, that people who vote who participate in the voting, and they vote for launchpads if that gets approved, then they get a certain distribution. I think there's a lot of nuance that needs to be fleshed out.

**Resuta:** But to me, you know, avoiding all the pitfalls and all the complications, for example, somebody who voted for Sharky, And Sharky succeeds and kind of like we have a successful launch, like I believe it's fair for them to get an allocation just for voting, just for putting it out there. Obviously we need to create like proper incentives and all that.

**Resuta:** And that will just be distributed to active participants. So our philosophy [01:10:00] at Sharky is to always reward active participation, not passive ones. And we, our economics in multiple ways has this like time decay. You know, the less you care, the less you participate, the less You will get kind of like rewards.

**Resuta:** I think something similar here would work. The more active participants in JukeDAO get rewarded more and more with our tokens and other tokens. And I do believe that active participation nature live in transition to participating in our project. Because, you know, why did they vote in the first place?

**Resuta:** Why did they come to this AMA? Why did they ask questions? You know, people who showed up here should, should take priority and things like that. Social participation, like voting, I would focus more on that. How do we reward more active participants, and actually legitimately active, not like participation farmers, so to speak.