



The Memetic Economics of Conviction

How MetaSPN turns belief into the most valuable signal on the internet

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The Problem With Signals

Every system on the internet tries to answer: **what do people actually believe?** Polls ask and people lie. Engagement metrics measure clicks, not conviction. Prediction markets filter for gamblers. Social media measures performance, not belief.

Free Signals = Noise

Likes and retweets cost nothing, so they carry no information.

Cheap Drives Out Expensive

When signals are free, they become worthless.

Systems Navigate Blind

Algorithms built on free signals read zero in every direction.

The value of a signal is proportional to what it costs to send.

Make Conviction Expensive Again

MetaSPN starts from one premise: **what if expressing belief cost you something?** Not money—commitment. When you stake something on "I believe in this," that statement carries information a free signal never can.

Before the Internet

Belief was expensive by default. Showing up cost an evening. Volunteering cost weekends. Moving for a job cost everything. These were conviction signals.

The Internet's Trade-Off

Free expression was liberating but destroyed the signal layer communities depend on to coordinate. MetaSPN rebuilds that layer through commitment, not dollars.



The Two-Token Signal Architecture

MetaSPN uses two tokens to create a complete signal system, mirroring a fundamental distinction in how information works.



\$TOWEL: Conviction Token

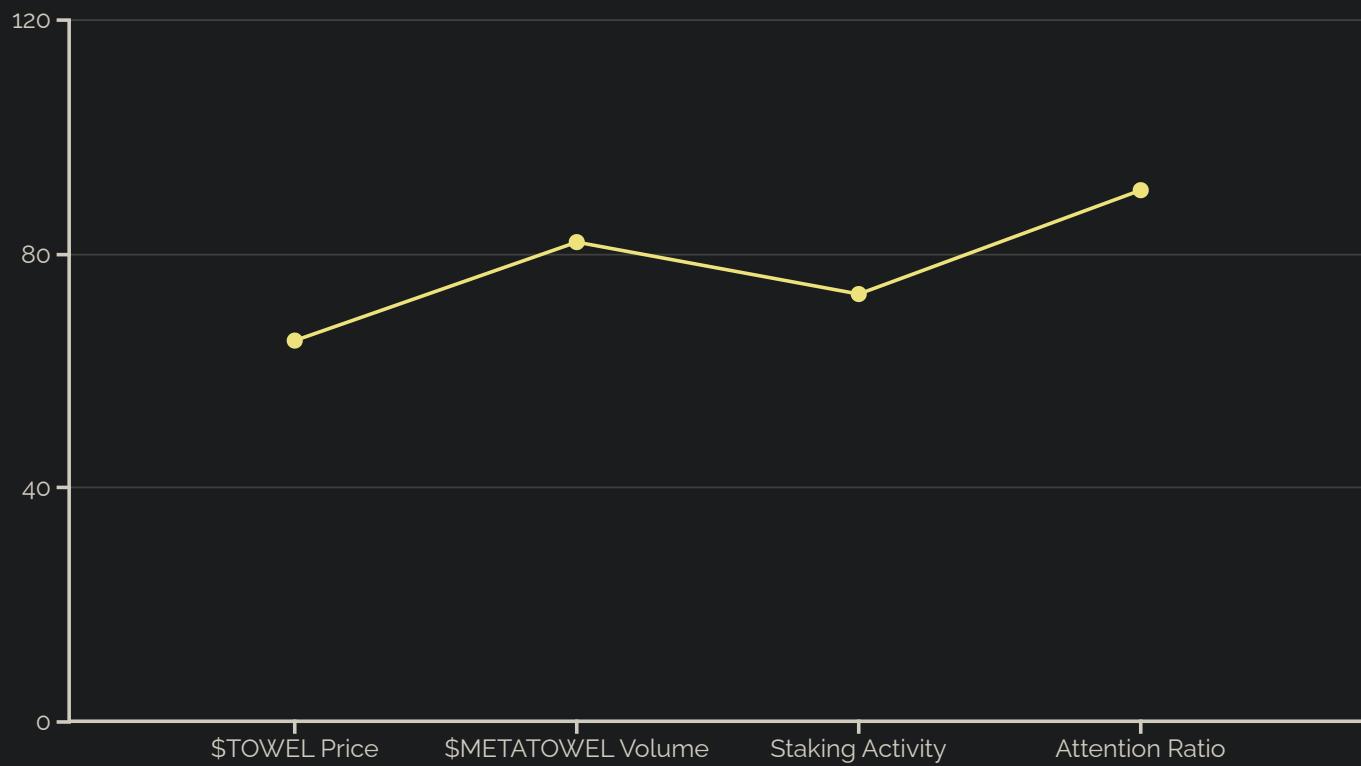
What you stake. Represents conviction to allocate. Named after the hitchhiker's most important item—signals preparedness and confidence. The internal market where founders distribute credibility.



\$METATOWEL: Attention Token

What you earn. Represents attention and value that conviction generates. The external market—genuinely market-driven, community controls price, rewards flow from volume.

The Signal Pair



Reading the Network

\$TOWEL price: Demand for conviction expression

\$METATOWEL volume: Attention the ecosystem generates

The ratio: How efficiently conviction converts to attention. High ratio = signal resonating. Low ratio = not breaking through.

Users don't need to understand mechanics—just stake tokens, pick beliefs, earn rewards. Theory operates underneath, invisible but analyzable.



Everything Is #PANIC

The default state of MetaSPN is **#PANIC**—everything broken, every system failing. This isn't nihilism. It's accurate. Trust in institutions at historic lows. Platforms collapsing under their own incentives.

1

Holding \$METATOWEL

IS the #PANIC position. Cheapest take, least informative signal.

2

Staking \$TOWEL

IS the #DONTPANIC position. Requires positive claim: "THIS will work."

3

Expensive Signal

Picking what NOT to panic about is harder—and more valuable.

Zero Risk Changes Everything

Traditional betting is zero-sum with house cuts—negative-sum. Only gamblers play. MetaSPN inverts this entirely.



Anyone Can Play

No financial barrier. Free \$TOWEL distribution. College student equals hedge fund manager.



Cost Is Commitment

Risk reputation and conviction allocation, not capital. Every stake is a tradeoff of belief.



Conviction Rewarded

Wrong picks with massive attention still earn \$METATOWEL. System rewards being convincing.



Founder Bears Risk

Players' downside is zero. Upside is \$METATOWEL rewards. Perfect incentive alignment.

- ❑ This sidesteps regulatory issues—no wagering personal funds, no house edge, no counterparty risk. Pure signal generation.

The Founder's Recursive Bet



The founder doesn't stake on any specific game. The founder stakes on one thing:
Season N+1 will exist.

Every season, the founder locks \$TOWEL on the claim that the game continues. Reward comes from system sustainability, not outcomes.

Perfect Alignment

- Incentivized to make seasons fun and valuable
- Can't extract at community's expense
- Position fully transparent
- Ultimate signal: founder stops staking

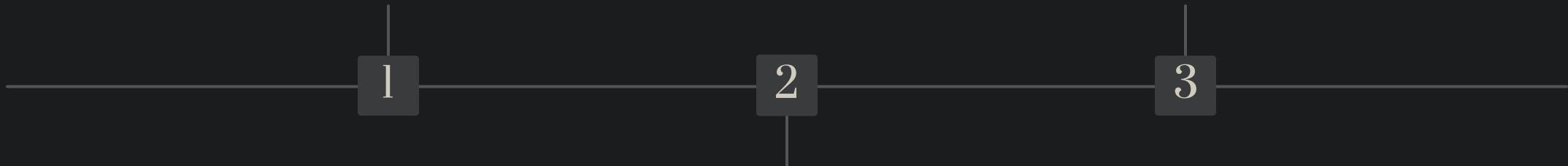
"There's always tomorrow" is the founder's conviction statement.

Seasons: Bounded Infinity

MetaSPN runs in seasons—deliberate structure, not limitation. 30-day seasons create natural commitment boundaries and solve the cold start problem.

Season 1

Prove the mechanic. Hashtag staking, manual distribution. Product is the experiment.



Season 3+

Community games, automated oracles, cross-season reputation. Product is the network.

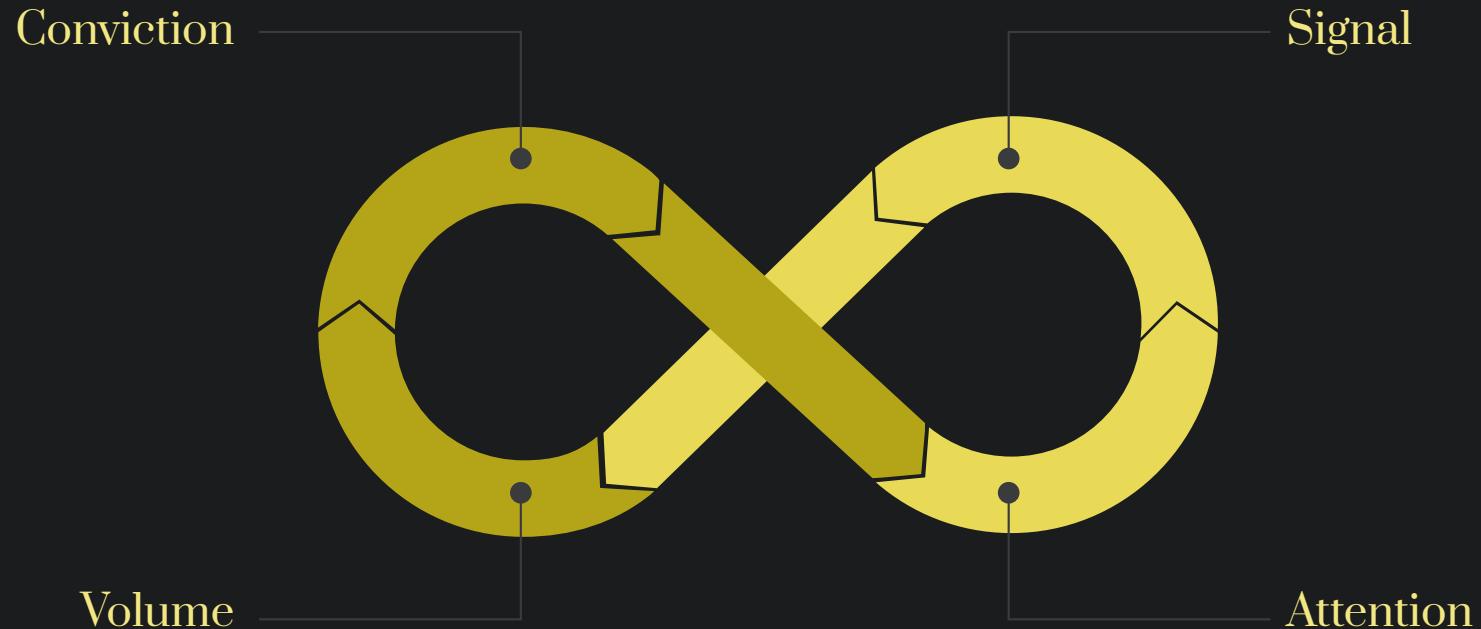
Season 2

Automate what worked. Smart contracts handle staking and rewards. Product is the platform.

Failure is bounded—lose 30 days and some \$TOWEL. Success proves a five-year thesis with live data.



The Attention Flywheel



Each step feeds the next. Self-reinforcing at every stage. More conviction creates more interesting signals, attracting more attention, generating more volume, funding more rewards, attracting more conviction.

The system generates its own marketing as a byproduct—every #IStakeMyTowel tweet is content, every debate is content, every signal map is shareable content.

Sports as Entry Point, Everything as Platform

Why Sports First

Immediately comprehensible. Everyone has a Super Bowl pick. Zero cognitive overhead for "stake your \$TOWEL on the Eagles."

- Technology
"AI agents will manage wallets by 2027"
- Culture
"Remote work becomes default within 5 years"
- Crypto
"Open social protocols reach 10M users"
- Politics
"Next major democracy adopts ranked-choice voting"

The platform is universal because conviction is universal. Everyone believes in something. Sports is just the sharpest hook.

The Proof of Work Behind the Meme

\$TOWEL and \$METATOWEL look like meme coins—that's intentional. Most accessible entry point in crypto. But underneath is five years of research:

Memetic Economics Thesis

How value propagates through networks

MetaSPN Infrastructure

Open-source project measuring transformation and tracking signals

Universe 25 Simulations

Network trauma creates permanent behavioral scarring

ABCs of Alignment

Actions, black boxes, criteria in complex systems

Creator Games Framework

Six identified games with collision patterns

Learning Sandwich

Human framing, AI exploration, deterministic verification

The meme coin is the legibility layer. The research is the substance. Serious research with meme-native interface.

What Season 1 Proves

Hypothesis: Conviction-weighted staking with zero player risk and attention-based rewards produces more valuable collective signals than prediction markets, polls, or engagement metrics.



The Test

30-day season around Super Bowl and other beliefs. Distribute \$TOWEL via hashtag. Measure signal map, attention, volume, rewards.

What's Next

Success → Season 2 automates with smart contracts, attention oracles, community games. Failure → bounded to 30 days, still produces publishable research.

Either way, there's always tomorrow.