

The Crypto Business Solution

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Preface

OnChain Commerce: The Third Commercial Revolution

In the past commercial world, “making money” equaled “making profit.” But in the era of OnChain Commerce, “making money” equals “making circulation.” We have discovered that what truly makes people wealthy is not storing money away, but using money in places that generate value exchange. The concept of “spending more to earn more” is not a pipe dream, but a realistic possibility built on blockchain technology and decentralized business logic.

The Foundation of a New Commercial Civilization

OnChain Commerce represents an entirely new commercial civilization—not a singular platform, but a business ecosystem centered on value sharing, disintermediation, and trust reconstruction. It doesn’t depend on any single country or company, nor does it center on advertising placement, but is built upon community participation and benefit co-creation.

OnChain Commerce emerged not to oppose tradition, but to solve long-standing pain points in traditional business systems:

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- Why are more and more merchants' profits being consumed by platforms?
- Why can't increased advertising spending bring loyal users?
- Why doesn't consumer loyalty translate into any returns?

These problems aren't coincidental—they stem from structural issues in our commercial design. OnChain Commerce offers a deployable solution to these core problems.

From “Earning Money” to “Earning Circulation”

What is “wealth”? In the agricultural era, it was land. In the industrial era, it was capital and factories. In the digital era, it became traffic and attention. But regardless of how times change, one constant remains: true wealth comes from “flow.”

Traditional economic logic taught us to save money—converting income into bank deposits or real estate assets to ensure future security. However, under inflationary pressure and currency oversupply, the purchasing power of savings declines yearly. What truly brings appreciation is liquidity.

When capital stagnates, it equals loss. When capital creates value through circulation, it not only doesn't shrink but can bring compound returns. This is the essential logic of “earning circulation”—not storage, but letting money flow, create, and redistribute within the right ecosystem.

The Evolution of Trust: From Gold to Community Consensus

The evolution of currency is actually the evolution of “trust credentials”:

- **Gold Era:** Trust in currency came from physical assets
- **Paper Money Era:** Trust transferred to nations and central banks
- **Digital Currency Era:** Trust is built on algorithms, consensus mechanisms, and communities

The success of Bitcoin and Ethereum demonstrates that people have begun believing “decentralized” systems can maintain fair and transparent value exchange without manipulation by any single entity. This provides the technical foundation of trust for OnChain Commerce’s emergence.

Web3: Restructuring Commercial Rules

Web3 represents the next generation of the internet, but what truly changes business rules isn’t just technology—it’s the reconstruction of power structures and value distribution methods.

Traditional business logic is “centralized”: data belongs to platforms, users are merely data producers, value is captured by platforms, and participants cannot share profits. Rules are set by platforms, with merchants and users only able to accept them.

Web3 proposes a disruptive logic: users own data, communities co-govern ecosystems, and value growth is shared.

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This value sovereignty allows users to truly “own their economic systems,” forcing platforms to reconsider their relationship with participants. Through transparent rules, automatic execution, and fair distribution mechanisms, OnChain Commerce eliminates traditional intermediary exploitation while creating sustainable value growth.

The Six Pillars of OnChain Commerce

The OnChain Commerce system can achieve implementation, expansion, and sustainability because its core lies in institutional design—a commercial operation model composed of six pillars:

1. **Fair profit-sharing mechanism** - Every transaction automatically distributes benefits
2. **Stable token value support model** - Real transaction backing, not speculation
3. **Scalable merchant growth ladder** - From individual creators to regional networks
4. **High-trust community network** - Network nodes, not pyramid structures
5. **True “shared” profit distribution** - Users are nodes, not members
6. **High-frequency essential scenarios** - Real business, not concepts

This represents a business ecosystem that can self-operate, self-expand, and self-appreciate, rather than any company’s “platform system.”

A Revolution Belonging to Everyone

OnChain Commerce is launching a revolution that truly belongs to “everyone.” In this revolution, you don’t need background or large capital—you only need action, participation, and contribution.

This book will step-by-step reveal OnChain Commerce’s emergence, operational logic, institutional design, and global expansion model. More importantly, I hope it helps you open an entirely new perspective: in the future, not understanding OnChain Commerce will be like not understanding the internet 25 years ago.

In the future business world, circulation is more important than ownership. We stand at the threshold of a real commercial revolution. And you will no longer be just a participant—you are a node in this revolution.

i About This Book

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Part I

Part I: The Foundation Revolution

1 From Earning Money to Earning Circulation

The fundamental shift in wealth creation paradigms

The concept of “earning money” has undergone profound transformation throughout human history. In agricultural societies, wealth meant owning fertile land that could produce crops year after year. During the industrial revolution, it evolved to mean accumulating capital and machinery that could manufacture goods at scale. In our current digital age, it has often been interpreted as capturing attention and converting it into revenue streams. Yet beneath these surface changes lies a deeper constant that has remained true across all eras: genuine wealth emerges not from static accumulation, but from dynamic flow.

This principle challenges one of the most deeply ingrained assumptions of modern economic thinking. For generations, we have been taught that financial security comes from saving money, converting income into bank deposits, real estate holdings, or other stored assets that we hope will retain or increase their value over time. This storage-based approach to wealth creation made sense in more stable economic environments, but it has become increasingly problematic in our current era of monetary expansion, inflation, and rapidly changing market dynamics.

1.1 The Death of Storage Economics

Traditional savings strategies are facing unprecedented challenges in today's economic landscape. The purchasing power of money sitting in savings accounts has declined steadily as central banks around the world have maintained low interest rates while simultaneously increasing money supply through various stimulus measures. What this means in practical terms is that money saved today will buy less tomorrow, creating a hidden tax on savers that erodes wealth over time.

Consider the mathematics of this erosion. If inflation runs at three percent annually while savings accounts offer one percent interest, the real return on saved money is negative two percent per year. Over a decade, this seemingly small difference compounds to represent a significant loss of purchasing power. Money that could buy a basket of goods today will only be able to purchase a substantially smaller basket of the same goods ten years later.

This phenomenon extends beyond simple consumer prices to affect asset markets as well. Real estate, stocks, and other traditional stores of value have become increasingly disconnected from their underlying economic fundamentals as they serve more as repositories for excess liquidity rather than productive investments. The result is a system where those who simply save money fall further behind, while those who understand how to put money into motion create sustainable wealth.

The storage approach to wealth also suffers from what economists call opportunity cost. Money sitting idle in low-yield accounts cannot participate in value-creating activities. It cannot fund innovation, support growing businesses, or contribute to the economic exchanges that generate real prosperity.

In essence, the storage mentality treats money as an end in itself rather than as a tool for facilitating valuable exchanges between people.

1.2 The Flow State of Wealth

Understanding wealth as flow rather than accumulation requires a fundamental shift in perspective. When money moves through productive channels, it creates value at each point of exchange. A dollar spent on education increases human capital. A dollar invested in a growing business generates employment and innovation. A dollar used to purchase goods and services signals market demand and supports entrepreneurship. The same dollar, when kept in storage, accomplishes none of these value-creating functions.

The flow state of wealth recognizes that money's true power lies in its velocity and direction rather than its static quantity. This principle becomes particularly relevant in our interconnected global economy where value creation increasingly depends on networks, relationships, and collaborative exchanges rather than isolated accumulation of resources.

Modern technology has amplified the importance of flow-based wealth creation. Digital platforms enable rapid exchanges of value across geographic boundaries and time zones. Cryptocurrencies and blockchain technologies create new mechanisms for tracking and rewarding participation in value-creating networks. These developments point toward economic systems where the ability to facilitate and participate in valuable exchanges becomes more important than the ability to accumulate and store assets.

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The flow approach also aligns better with how successful businesses and entrepreneurs actually create wealth. Companies that focus solely on hoarding cash often become stagnant and lose market position to more dynamic competitors. Entrepreneurs who reinvest profits into growth opportunities typically outperform those who simply accumulate reserves. The pattern holds true at individual, business, and even national levels of economic activity.

1.3 Currency Evolution and Trust Mechanisms

The evolution of currency itself tells the story of humanity's gradual recognition that flow matters more than storage. In the earliest monetary systems, gold and silver served as stores of value precisely because they were durable, divisible, and widely accepted for exchange. The value came not from the metals themselves, but from their ability to facilitate trade and commerce across different communities and time periods.

Paper money represented the next evolutionary step, abstracting away from physical commodities toward trust-based systems managed by central authorities. The success of paper currency depended entirely on people's confidence that it would be accepted by others in future exchanges. This marked a crucial shift from intrinsic value toward network effects and social consensus as the foundation of monetary systems.

Digital currencies and blockchain technologies represent another evolutionary leap in this progression. Unlike traditional currencies that require central authorities to maintain trust and facilitate exchanges, these systems use mathematical

1.4 The Circulation Advantage in Practice

algorithms and distributed consensus mechanisms to ensure reliability and security. The trust comes not from institutional guarantees but from transparent, verifiable processes that anyone can audit and participate in.

This evolution reveals a consistent pattern: the most successful monetary systems are those that best facilitate exchange and circulation rather than those that excel at preservation and storage. Gold was valuable because it enabled trade across vast distances and time periods. Paper money succeeded because it made exchanges more efficient and convenient. Digital currencies are gaining adoption because they enable new forms of value exchange that were previously impossible or impractical.

Each transition has also reduced the importance of physical possession and increased the importance of network participation. Gold required physical custody and security. Paper money required institutional trust and backing. Digital currencies require network participation and consensus. The trend consistently moves away from individual accumulation toward collective circulation and exchange.

1.4 The Circulation Advantage in Practice

The practical advantages of circulation-based wealth creation become evident when examining how successful businesses and individuals actually build and maintain prosperity. Companies like Amazon reinvest virtually all of their profits into expansion, innovation, and improved customer service rather than accumulating cash reserves. This circulation of resources through productive activities has enabled them to dominate markets and create enormous value for shareholders and customers alike.

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Individual investors who embrace circulation principles often outperform those focused on accumulation. Rather than simply buying and holding assets, they actively seek opportunities to put capital to work in value-creating activities. This might involve investing in education and skills development, supporting growing businesses, or participating in emerging market opportunities. The key insight is that money put into motion in well-chosen directions tends to multiply rather than merely preserve value.

The circulation advantage also extends to personal financial management. Individuals who invest in their own capabilities, relationships, and opportunities typically build more robust and sustainable wealth than those who simply save money in traditional accounts. This occurs because human capital, social capital, and intellectual capital all appreciate through use and development rather than storage and preservation.

Furthermore, circulation-based approaches tend to be more resilient during economic disruptions. When markets change rapidly, stored assets can lose value quickly and decisively. However, individuals and businesses that have invested in capabilities, relationships, and adaptive systems often find ways to create value even in challenging circumstances. Their wealth is embedded in flows and processes rather than static assets, making it more robust against external shocks.

1.5 Network Effects and Value Creation

The emergence of digital networks has amplified the circulation advantage by creating new mechanisms for value creation through participation and exchange. Social media platforms, online marketplaces, and collaborative software tools all derive

1.6 Implications for Economic Strategy

their value from network effects - they become more valuable as more people participate in them. This represents a fundamental shift from zero-sum accumulation toward positive-sum circulation and exchange.

These network effects create opportunities for individuals to build wealth by contributing to valuable networks rather than simply accumulating assets. Content creators build audiences that become valuable assets. Entrepreneurs create businesses that connect buyers and sellers. Investors identify and support promising network effects in their early stages. In each case, the wealth creation comes from facilitating and participating in circulation rather than extracting and storing value.

The implications extend beyond purely digital networks to encompass physical and social networks as well. Communities that foster circulation of knowledge, resources, and opportunities tend to prosper more than those focused on protecting and preserving existing advantages. Educational institutions that promote knowledge sharing outperform those that restrict access. Cities that facilitate business formation and collaboration attract more investment and talent than those that prioritize preservation of existing structures.

1.6 Implications for Economic Strategy

Understanding the shift from earning money to earning circulation has profound implications for how individuals, businesses, and even governments approach economic strategy. At the individual level, it suggests focusing on building capabilities, relationships, and opportunities for value creation rather than simply accumulating savings. This might involve investing in education, developing skills that enable participation in valuable net-

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works, or creating businesses that facilitate exchanges between others.

For businesses, circulation-based thinking implies strategies focused on customer value creation, ecosystem development, and network effects rather than simple profit extraction and accumulation. Companies that help their customers succeed, support their suppliers' growth, and contribute to their communities' prosperity tend to build more sustainable competitive advantages than those focused solely on maximizing short-term returns.

At the governmental level, circulation-based economic policy would emphasize facilitating productive exchanges, reducing barriers to value creation, and supporting the development of valuable networks rather than simply redistributing existing wealth or protecting established industries. This might involve education investments, infrastructure development, and regulatory frameworks that encourage innovation and entrepreneurship.

The transition from storage-based to circulation-based wealth creation is not merely a theoretical concept but a practical necessity in our rapidly evolving economic environment. Those who adapt to this new paradigm will find themselves better positioned to create and maintain prosperity in an increasingly networked and dynamic world. Those who cling to old accumulation-based approaches may find themselves falling behind despite their best efforts to save and preserve wealth.

As we explore the specific mechanisms and applications of circulation-based commerce in subsequent chapters, particularly the role of Web3 technologies in Chapter 2 and the six pillars of OnChain Commerce in Chapter 3, it becomes clear that this fundamental shift in economic thinking represents not

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just an opportunity but an essential adaptation to the realities of twenty-first-century value creation.

2 Web3's Commercial Disruption

How decentralized technology rewrites business rules

The emergence of Web3 represents far more than a technological upgrade to existing internet infrastructure. At its core, Web3 fundamentally restructures the relationship between platforms, users, and value creation in ways that challenge the basic assumptions underlying modern commercial activity. While Web2 concentrated power and profits in the hands of platform owners, Web3 distributes both authority and economic benefits among all participants in digital ecosystems.

This transformation extends beyond simple technical improvements to encompass a complete rethinking of how business relationships function in digital environments. Where traditional platforms extract value from user interactions and merchant activities, Web3 systems create mechanisms for sharing value among all contributors to network effects. The implications reach into every aspect of modern commerce, from how businesses acquire customers to how individuals monetize their digital activities.

Understanding this disruption requires examining not just what Web3 technologies can do, but why they represent a necessary evolution beyond the limitations and contradictions that have emerged within centralized platform economies.

2 Web3's Commercial Disruption

The platform trap that currently constrains both businesses and consumers creates systemic inefficiencies that Web3 architectures are uniquely positioned to resolve.

2.1 The Platform Trap

Contemporary digital commerce operates through centralized platforms that have gradually concentrated enormous power over market access, customer relationships, and value distribution. These platforms initially attracted participants by offering valuable services: Amazon provided market access for sellers and convenience for buyers, Google offered free search and advertising tools, Facebook connected people across geographic boundaries. However, as these platforms achieved market dominance, their incentives shifted from serving participants toward extracting maximum value from their intermediary positions.

The mathematical structure of platform economics creates inherent conflicts between platform owners and other participants. Platforms generate revenue by capturing a percentage of transactions, advertising spending, or subscription fees flowing through their systems. This creates pressure to maximize the volume of value flowing through the platform while increasing the percentage captured by the platform owner. The result is a gradual squeeze on both merchants and consumers as platforms optimize for their own profitability rather than ecosystem health.

Consider the evolution of Amazon's relationship with third-party sellers. Initially, Amazon charged modest fees and provided valuable services that genuinely helped merchants reach new customers. Over time, however, the platform has

2.1 The Platform Trap

introduced increasingly complex fee structures, mandatory advertising requirements, and restrictive policies that effectively force merchants to surrender larger portions of their revenue to maintain market access. Merchants who achieved success on the platform often find themselves trapped: they cannot afford to leave because Amazon represents such a large portion of their sales, yet they cannot achieve sustainable profitability because Amazon's fees consume most of their margins.

This dynamic extends beyond individual transactions to encompass data ownership and customer relationships. Platform merchants cannot access detailed customer information, cannot build direct relationships with buyers, and cannot transfer their customer base to alternative platforms. The platform owns all customer data and relationships, using this information asymmetry to maintain control over market access. Merchants become dependent on the platform's algorithms, advertising systems, and policy decisions, with little recourse when these systems change in ways that damage their businesses.

The platform trap affects consumers as well, though often in less visible ways. While platforms provide convenience and selection, they also create filter bubbles, manipulate purchasing decisions through algorithmic recommendations, and gradually increase prices as they achieve market dominance. Consumers generate valuable data through their interactions with platforms, yet receive no compensation for this value creation. Instead, their data is sold to advertisers and used to optimize extraction of money from their wallets.

Perhaps most significantly, the platform model creates systematic underinvestment in ecosystem development and participant success. Since platforms profit from their intermediary position rather than from the success of ecosystem