

# The Power of Culture in Web3\_ The GMoney Story

In this podcast episode, host Raoul Pal speaks with guest G Money about his journey into the crypto space and his involvement in culture, brand, NFTs, and trading. G Money got into crypto in 2017 during the ICO boom but sold everything in early 2018 due to lack of use cases. He has a background in traditional finance and has been trading equities for over 15 years. G Money shares that he got interested in Bitcoin when it was priced at \$27 and began exploring DeFi and NFTs in 2020. He discusses his experiences with yield farming and his excitement for the fast-paced development in the crypto space. The guest discusses his experience investing in NFTs (non-fungible tokens) and how he built a brand around his NFT purchase. He shares that he initially believed it would take three to five years for the NFT space to gain mainstream attention, but it happened much faster than he expected. He also discusses using his NFT as his profile picture (PFP) and collaborating with artists to increase its value. Additionally, he talks about his belief that major brands will eventually enter the NFT space and the opportunities that can arise from being an authentic figure in the space. The guest also mentions that he transitioned from being a prop trader to being a cultural centerpiece in the NFT world and shares a story about being contacted by a member of the Adidas team. The podcast features a guest who discusses his journey from trading stocks to entering the crypto space and building his own brand. He talks about his initial connection with HersHug, a company that specializes in digital collectibles and NFTs. He emphasizes the importance of taking advantage of opportunities in the emerging social media era to build a following and create opportunities for oneself. The guest also talks about his collaboration with Adidas and how it opened doors for him in terms of brands entering the crypto space. He notes that brands are now taking a more thoughtful approach to entering the space compared to before. He then discusses his own brand, DCC, and his vision of creating an aesthetic that combines luxury and craftsmanship with a crypto-native identity. The guest shares his aspirations for his brand to lead by example and influence other brands in the space. The speaker discusses three main points: the importance of quality and verifiability in the products they buy, the idea of gamifying the experience of owning and wearing certain products, and the potential of using on-chain interactions to commemorate real-life meetings and build social connections. They explain that a decentralized ledger can be useful in verifying the authenticity and limited supply of products. They give an example of a treasure hunt they organized at a conference to facilitate connections between attendees. They also talk about the potential of using QR codes on clothing to memorialize meetings and create lasting relationships on the blockchain. The podcast transcript discusses the concept of using NFTs and blockchain technology to create communities and foster direct relationships between brands and customers. The hosts emphasize the potential of NFTs to create unique experiences and shared commonalities among individuals attending events, such as concerts. They also discuss the concept of portable reputation, where a person's reputation on one platform can be transferred and recognized on another platform. They mention examples of how they have experimented with these concepts, such as creating group chats for event attendees and offering badges on Twitter to top community members. They highlight the organic and composable nature of decentralized platforms and the potential for brands to leverage these networks for building meaningful communities. The speakers discuss the future of wearables and the potential for wearables in the metaverse. They suggest that while wearables are not widely used at the moment, advancements in hardware and the development of the metaverse could lead to increased adoption of wearables. The guest also talks about the concept of "proof of meeting" an object, which would provide a unique and verifiable record of a person's interaction with an object. They also discuss the potential for onboarding real-world assets onto platforms like Blur and the importance of supporting creators in the NFT space. They discuss the importance of royalties in the Web 3.0 space and the need for creators to incentivize people to pay royalties. They also discuss the value of community-owned marketplaces and the need to curate experiences for customers. The speakers question the net positive or negative impact of token incentives in the art market and highlight the potential for community-owned marketplaces to provide a better experience for customers. They also discuss the evolution of online marketplaces and the importance of brands having control over the customer experience. They mention the interest in NFTs

and highlight projects like Pudgy Penguins and Decentraland. The complexity and confusion surrounding the NFT market is also discussed. The speakers mention the need for clear and concise options for consumers and the challenge of managing inflation and expectations within NFT communities. They discuss the growth and participation in the NFT market and express excitement about integrating NFT technology into real-world applications. They believe that over time, crypto technology will become as easy to use as current tech experiences. They also discuss the current state of the cryptocurrency market and its potential impact on the broader economy, expressing bullish sentiment towards crypto. Overall, the podcast covers a wide range of topics related to crypto, NFTs, brand building, and the future of the industry. The guests provide insights, experiences, and opinions that contribute to a comprehensive exploration of the subject matter.

## **Zero-Knowledge AI\_ The Frontier of Cryptography \_ Zuzalu #2**

In this podcast episode, the hosts explore the frontier of cryptography and its potential to revolutionize society. They invite guests Daniel Schor and Justin Drake to discuss various topics related to cryptography. Daniel Schor, representing a startup in the ZK ML landscape, explains the concept of a Cambrian explosion of AI models and the importance of verifying these models using Ethereum and ZK proofs. He emphasizes the potential applications and impact of cryptography in different fields. Later, Justin Drake introduces a new frontier of cryptography called Nova ZK Nova, which involves folding numbers recursively to enhance security. He discusses the efficiency and scalability of zkSNARKs, highlighting the optimization technique called Nova that compresses and structures data to generate faster and smaller zkSNARK proofs. The conversation also delves into the use of Zero-Knowledge Proofs (ZK) in scaling blockchain technology and applying it to machine learning (ML) models. ZK allows for the verification of computations without actually performing them, making it useful for securing information on the blockchain. ML involves using algorithms to mimic human decision-making and produce high semantic output, and integrating AI decision-making into smart contracts and on-chain services can be achieved using ZK proofs. The hosts stress the importance of maintaining security standards while taking on more extensive compute tasks and discuss the potential applications of putting AI on the blockchain, including DeFi liquidity models, generative art algorithms, recommender models, and game AI models. They mention prototypes exploring the integration of AI on-chain, such as chess engines. Modulus Labs is highlighted as a company focused on building a bridge to verify AI models on-chain using zero-knowledge proofs. The team aims to bring larger and more expressive models on-chain while maintaining the same security standards. They are working on making the proving stack more efficient to enable broader applications of AI on-chain. The podcast also touches on the cultural expectation of compute integrity in the crypto world and its potential as an example for the rest of the world. It stresses the importance of verifiability in AI models for safety and trustworthiness. The conversation then shifts to the Nova technology in zkSNARKs and how it optimizes the proof generation process. It enables zk rollups, where large statements need to be proven, and allows for decentralized proving with multiple nodes collaborating to form a final proof. This not only speeds up processing time but also increases the liveness of the rollup. The potential impact of Nova cryptography on the blockchain is discussed, including cost reduction, scalability, and trustless computation. The excitement from the cryptography community about Nova is high, as it represents a game-changer in blockchain scalability, privacy, and trustless computation. The podcast also mentions the recent breakthroughs in applied cryptography at the Zuzalu conference. The guest rates the excitement of applied cryptographers as eight out of ten and highlights the sharing of ideas and the emergence of new concepts. The potential future-proofing of Nova through lattice-based commitments is also mentioned. Overall, the podcast provides insights into the convergence of cryptography and AI, the advancements in zkSNARKs with Nova technology, and the potential impact on blockchain scalability and trustless computation.

## **How Osmosis Could Become Cosmos' DeFi Hub \_ Sunny Aggarwal**

In this podcast episode, the host interviews Sunny, the founder of Osmosis, a project within the Cosmos ecosystem. They discuss Osmosis' role in the decentralized exchange (DEX) architecture and the innovations they are bringing to the field. Osmosis is building a weather load and implementing a passive automated market maker (AMM) structure, which differs from the active AMM curve pioneered by Uniswap and Sushiswap in the Ethereum ecosystem. Osmosis aims to build a platform that offers a unified experience similar to centralized exchanges, including spot trading, margin trading, launch pads, and fiat onramps. They are working with other teams to develop these components and have already seen success with the migration of the lending protocol Mars to Osmosis. Other projects, such as LaVana and OMX, are also being built on Osmosis. The conversation also touches on the scalability issues with the current hub development team in Cosmos and the governance updates in DeFi projects like Curve, Aave, and BitDow. Curve is listing wrapped Bitcoin and Ethereum as approved collaterals, aiming to lower interest rates. Aave is waiting for the Go contracts to be pushed live on chain for non-shane votes. BitDow is undergoing a migration to Mantle and is planning a token swap from BIT to MNT, along with burning 3 billion BIT tokens in response to community concerns. The concept of fully diluted valuation (FDV) is also discussed, with the community voting to decrease BitDow's FDV. The podcast then discusses the concept of Fully Diluted Valuation (FDV) in the cryptocurrency space. The hosts highlight that FDV is often used as a short-term metric during bull runs but can be unreliable in the long term. They note that not all FDVs are created equal, as different factors such as token burn or inflation can impact the true value of a cryptocurrency. They also mention that some DeFi protocols have reduced emissions, which could affect the FDV calculation. The hosts emphasize the need for continuous monitoring of company updates and product developments in the cryptocurrency market. In the second part of the podcast, they discuss the controversy surrounding the NFT collection called "Zooty". The collection raised \$38 million but faced backlash due to similarities in artwork with a previous collection and a perceived unfair advantage for Zooty holders. The community expressed frustration, resulting in a 50% drop in the floor price of Zooty NFTs. Some Zooty holders even filed a lawsuit to reclaim the funds raised, proposing it be used for community development instead. The Zooty team is now working on initiatives such as an anime series to address the PR disaster. The NFT market has recently experienced a significant drop in prices, with floor prices decreasing by around 30% in just a few days. This drop is seen as a sign that PFP (profile picture) NFTs may be dying, but NFTs as art and as a

## **Andriy Mulyar\_ The AI Trailblazer Making Personal ChatGPT a Reality With GPT4ALL**

In this podcast episode, the host interviews Andre, the co-founder and CTO of NOMIC, a company focused on making AI more explainable and accessible. They discuss the accessibility of AI and the need for tools beyond text generation, highlighting NOMIC's aim to make large language models like GPT accessible to run locally on users' machines. They touch on the risks of entrusting sensitive data to cloud-based AI systems, emphasizing the importance of control and privacy. The concept of data provenance and individuals' ownership and control over their data is explored, highlighting the overlap between AI and crypto. The podcast discusses the concept of "GPT for all," aiming to allow individuals to run their own models instead of relying on third-party services. The importance of democratizing technology is emphasized alongside concerns about only big AI companies having access to these models. OpenAI's decision not to share larger models due to commercial constraints is mentioned, and NOMIC emphasizes their desire to make large models accessible to everyone. The technical aspect of neural networks compressing information is briefly touched upon. The next part of the podcast centers around language models (LLMs) and their accessibility. LLMs can be accessed through APIs, but there

is a trade-off between using proprietary data to train a private LLM and using open-source models like GPT. The potential for a single model as powerful as GPT-4 to run on personal computers is discussed, along with the specific use cases for enterprise applications of LLMs. Concerns about sending customer data to external servers are raised. The advantage of training personalized LLMs for specific purposes is explored, with examples given. The release of GPT-4 for all is mentioned, emphasizing that it is the first with a user-friendly interface and the potential for more open models. The relationship between open AI and Google is briefly discussed, highlighting the benefits of open-source systems in terms of trust and confidence. The battle between open-verse and closed-source models is explored, with the conclusion that both will have their place. The potential applications of LLMs are vast and universal, with the prediction that operating systems will have them baked in and calls to these models will be common. Constraints such as the need for local models when there is no internet access are mentioned. The impact of AI on jobs is also discussed, emphasizing that AI will enhance productivity rather than replace jobs. Examples are given in the medical field and programming. Moving on, the podcast shifts focus to the impact of AI on jobs and the economy. The guest argues that while AI has the potential to automate many jobs, there is also overhype surrounding the technology. He believes there will be a transition period that could leave some unemployed before others can adapt. The exponential growth of AI is mentioned, along with potential shifts in the economy similar to electrification. However, the guest stresses that AI is far from human-level intelligence. Concerns about job loss are addressed, highlighting the importance of understanding the limitations of AI systems. The views of Sam Altman on regulation and slower development of AI are mentioned, with speculation about his motives. The guest believes that current methods of training deep neural networks will not automate human-like tasks and intelligence. The next part of the podcast discusses the value accrual in the AI space. The guest explains that selling the outputs of large language models is not profitable, but selling tooling around the models can be lucrative. The importance of selling the data layer and operations layer is mentioned. The potential for both large companies and startups to succeed in the AI space is discussed, with predictions about the next wave of AI startups focusing on adding generative AI as a feature and building vertical businesses around it. The importance of building businesses around AI technologies rather than relying solely on selling the outputs of models is emphasized. Another topic covered in the podcast is embeddings and their impact on AI and computer systems. Embeddings are explained as a technology that allows computers to understand semantics and compress large amounts of information. Their impact on applications such as search engines and data analysis is discussed, highlighting their ability to enable richer interactions with data and provide a more semantic understanding of search queries. The benefits of embeddings for developers are discussed, including faster coding and development and enhanced understanding and generation of information by AI models. The final part of the podcast focuses on the potential overlap between AI and cryptocurrency. The idea of using concepts from blockchain to address data ownership and copyright issues in AI systems is discussed. The guest suggests that implementing incentives for content creators could be a solution, but acknowledges the challenges. Difficulties in attributing data points to neural network outputs and legal issues surrounding trading and monetization of AI models are mentioned. The potential of solving alignment issues on-chain is explored, but skepticism is expressed about its feasibility. The podcast concludes by thanking Andre for sharing his insights on the AI model training process and the tools developed by NOMIC.