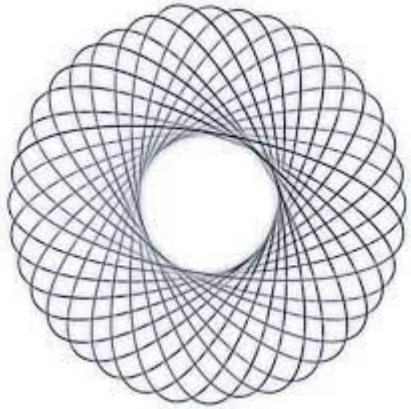# from company to protocol

moving tellor to the next stage

tellor

a brief history of tellor

...the story of us

tellor

DAXIA

tellor

the original outlook

→ price feeds, on ethereum

→ tellor as a dao.
    → you need some subjectivity
    → (forking vs upgrade procedure)

→ usage => price growth

→ people want security over speed

what's changed?

➔ the new outlook
- ◆ mulitchain
- ◆ bridges
- ◆ cross-chain communication
  - cross-chain dex's
  - governance across chains

➔ governance / dao's still big, but governance is a risk. we
 don't want to own that. opt-in model for upgrades

➔ usage =/=> price changes
➔ give people options for speed or security (their choice)

what's still missing

…assuming no tellor

➜ generic oracles on any chain

➜ actually decentralized winners. this federated model is
  a bunch of horse shit

➜ any type of data, any chain, no authorization for data

➜ no censorship (if nodes go down, other nodes can step
  up)

what does the ideal oracle look like?

➔ simple

➔ minimal governance risk

➔ flexible
  ◆ any network
  ◆ any speed (if you're willing to pay for it)
  ◆ any data type / information

➔ decentralized
  ◆ anyone can be a node
  ◆ anyone can request any data

what we're doing

➔ becoming a primitive

➔ removing upgradeability / most governance
   ◆ token used for staking, votes only on disputes (part token holders, part stakeholders), and generates rewards

➔ the art of code reduction

➔ designed to launch yourself on any chain
   ◆ no proposals, no approvals, no licenses

why decentralization matters

➜ regulation (polymarket)

➜ unless you're looking to get acquired, you can't
compete with web2 reputations
  ◆ the coinbase, kraken, and circle oracles are coming

➜ corporations sell out their reputation all time
  ◆ libor, goldman sachs, robinhood

➜ what are you doing here?

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