

Title: A Bedtime Story for Apes...

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Once upon a time (approximately 10 years ago) a group of visionaries and influential people began to develop ethical and progressive investment strategies centered on promoting equity, transparency, and fairness in the markets and in society itself.

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They grew their companies, started trading firms, networked with artists, athletes, actors, musicians, even a few decent politicians. And they slowly and painstakingly began the miserable work of unpacking the markets and exposing the complete shitshow disaster that it was (and still is...) the capital markets—not to mention the completely fucked up distribution of wealth all over the world.

For years, they sought solutions and innovative ways to do something different. They worked their fucking asses off and probably talked a lot about how they wanted to change things from the way they were to the way they could be, but to no avail. And for a while, I think that was all there was. A vague hope. A deep desire to fight back but a feeling that nothing could ever undo what had been done to them and to everyone else by a cold, unfeeling system that lived and died by the almighty dollar.

Soon, they came up with some ideas, though. Ideas that had the potential to reallocate the power and money from the hands of a select few who gave zero fucks about anyone else and hoarded their wealth in family offices for generation after generation—away from regulation and oversight and any real obstacles at all into the hands of the people, where it always belonged.

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The Dao of Wu was the center of that idea, and PleasrDao, but it probably happened earlier, or started earlier. I'm not sure. But whenever it started, it was a revolutionary idea! What if everyone had control of their financial health? Of their own futures? Their own world!? A world that belonged to them as much as it did to anyone else--a world that had been consistently fucked up by centuries of rich, greedy, powerful pricks so enmeshed in their own narcissism that they could barely muster up a single molecular shit to give for those who were so horribly disenfranchised, so left out, so broken by it all.

<https://preview.redd.it/xosq4vpchhx71.png?width=512&format=png&auto=webp&s=883474c68469d65708e2fdbec9357cfa19f52a54>

So, our heroes talked about what good could be done if the money started moving into better, more capable, kind and empathetic hands? What communities and socioeconomic groups could be raised up? What tragedies could be prevented? And most importantly, what kind of world could we build for our children?

APE stands for all people equal, which many of you know. But what you might not know is it was never REALLY about the money. The money is the tool. The way to shift the paradigms and move things around for a better tomorrow. And if we fuck it up by giving into those horrible values that created this nightmare scenario, we're not going to be able to do anything better or different than Kenny G. and all those other assholes.

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The whole move to the metaverse, to DeFi, to crypto--all of it, is really just another tool to remove the power from those who abuse it into the hands of those who seek to do good, to create a better place to call home for everyone.

This is the uprising. It is happening right now. And it is so much bigger than most people can wrap their heads around. The fight is both ending and has only just begun. There is a lot of work left to do, so buckle up. Eat a few crayons. And hodl tight to what you believe in. That's the most important part. Let's go take back our fucking tomorrow...

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Sweet dreams, apes.

Llama