

Personal Information

Discourse ID:

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Name:

Joshua Friedberg

Country of Residence:

United States

Educational Background:

1990-1991 Colorado School of Mines

Professional Background:

Josh Friedberg is a former professional skateboarder, co-founder of 411 Video Magazine, and co-creator of Innoskate in conjunction with the Smithsonian's Lemelson Center for the Study of Invention and Innovation. Since 2015, Friedberg has served as Executive Director of the International Skateboarding Federation (ISF), Skateboarding Director at World Skate, and from 2019-2022, CEO of USA Skateboarding. Josh has worked with the International Olympic Committee (IOC), Tokyo 2020 Organizing Committee (TOCOG), and the United States Olympic & Paralympic Committee (USOPC) to help bring an authentic representation of skateboarding as sport, art, and culture to the Olympic Games in Tokyo 2020 and beyond. In 2021, Josh co-founded Kai Roses, Inc. Focused on Artificial Intelligence (AI), Deep Learning, and Web3 technologies, the company is structured to incubate startups and introduce springboard learning opportunities to young people so they can thrive during the 4th Industrial Revolution.

Nomination Statement

I'm running for Special Council to utilize the experience I've gained as a professional in skateboarding, event production, media, and the Olympic Movement, because I see a huge opportunity to foster engagement with culture-based communities and create another layer of passionate support as we work to strengthen the ApeCoin ecosystem globally.

Motivation

The First Trip showed a tiny glimpse of what's possible when it comes to creating immersive shared experiences in the metaverse. Beyond just the games that will be built on the platform, I see an opportunity to create deep global connectivity and a place to call home for virtually every subculture on the planet – all powered by ApeCoin. But for this to happen we need to build relationships beyond Web3 and I want to use my role on the Council to create a bridge for culture-based communities to engage the ApeCoin ecosystem.

Rationale

I'm an NFT degenerate – I've been engaged and learning everything I can about the space for nearly two years and have developed a broad understanding of the NFT space as a whole. I'm deeply immersed and invested in the Yuga ecosystem. I've launched multiple Web3 projects and I've developed relationships across the Web3 space that will help advance the causes of the ApeCoin DAO.

Specifications.

I spent 7 years in the Olympic Movement dealing with the myriad governance challenges that come with introducing a culture-based sport to the Olympic Games at both a national and international level.

I was the Executive Director of the International Association of Skateboarding Companies (IASC), the non-profit trade association for the skateboard industry for 5 years. The work we did bringing business competitors together for the good of the industry as a whole feels very relevant to what needs to be done as we work to grow the ApeCoin ecosystem.

Concluding Statement

I've spent my life at the intersection of art, sport, and technology and I've been fortunate to help pioneer some major cultural advances in my chosen world. 411VM connected skateboarders around the globe to what they loved before the internet.

Innoskate has brought the Smithsonian and skateboarding together in what the National Museum of American History has called their most successful partnership with an outside group, ever. And despite the challenges of the pandemic, skateboarding's debut in the Tokyo Olympic Games was an incredibly successful watershed moment for culture-based sport. Connecting people and passion in an authentic way has been my strength, and with my passion for Web3 and the ApeCoin ecosystem I look forward to doing the same for the ApeCoin DAO.