

I wanna tell ya a schtory.

Seeking adventure in this crazy world found me midday in a Bangkok alley. It was quiet. Bangkok comes alive at night. But the bar was open.

I'm lookin to put myself in the right mood for the festivities soon to come. So I stroll into this empty bar and order a couple tall glasses of my favorite gal Stella.

No one to talk to, so I check the decor. Funny how Western paraphernalia proliferates everywhere. Walls were decorated with WWII posters and models — Rosie the Riveter posters, little snub nose bomber toys, that kinna stuff.

After serving me, the bartender walks from behind the bar, goes to my left and climbs a ladder up to a little loft. He's the most interesting thing in the room, so my eyes follow. We all come to rest in his efficient second floor setup, complete with bed, tablestand and workstation. He lives up there.

The little work area is the feature presentation. He's got a full Yamaha MIDI drum set, an analog Korg, a little mixer, mic and various odds and ends adding up to a personal music studio.

"This is why his step is so lively," I thought to myself. "He's created his own incredible dreamweaver in the middle of this old off-to-the-side bar!" I mean, the ergonomics are impressive. Every day, the guy gets to jump out of bed, make and record music on his own terms, serve a few schlubs a drink to pay the bills, rinse and repeat — all within a few steps of each other. This bartender's got life pretty much handled.

He was gone into the back cleaning before I could ask him about his setup. I didn't have much to say to him, anyway. "Dude! Cool drums! Can I hear a tune?" Sounds lame in my head. He probably gets that every day.

I would have been very interested to tell the Bangkok Bartender about a digital ape coin that could take his music worldwide. I would have loved to tell him about DAOs and especially this one DAO that focuses on art and culture. But not just that — it has a North Star of connecting people just like him, folks with talent, drive, ingenuity, but perhaps a limited reach, to a global audience that is starving for new content. I couldn't say anything. I didn't know if this was true.

Yuga and Otherside are going to grab up all of the big studios and self-sufficient teams. The builders with capital and reach, influence and a resume — you know, the ones you all really want to work with — they don't need the DAO. The Bangkok Bartender needs the DAO.

And the DAO needs the Bangkok Bartender. How many millions of him are there around the world in these little holes, disconnected from the rest of the world, but with talent and energy the world can grow from?

I say let Yuga and Otherside have the big guys, because they're going to get them anyway. Art and culture is a fine theme for this DAO. No problems there. The DAO's North Star — the Bangkok Bartender. Giving funding, advisory and community specifically

to the world's hidden artists and builders — building new web3 native superstars.