**What is The Crazy Startup?**The Crazy Startup (TCS) is a platform that combines entertainment and education with innovation and investment. It showcases the best Web3 & AI startups in the world through a podcast and reality show format while allowing the public to participate, support, and benefit from them via a blockchain-powered crowdfunding platform.

TCS aims to make startups more accessible, engaging, and inspiring for everyone. TCS platform introduces a gamified and social element, allowing the public to **engage, collaborate and INVEST** in the projects.

The goal is to launch successful businesses to the market backed by a decentralised community while educating the public about investment opportunities and entrepreneurship.   
Example: On Shark Tank, entrepreneurs pitch business plans, financials, and growth potential to sharks who negotiate for equity. Despite its success, the show lacks knowledge transfer on how to assess businesses and the markets they operate in, missing out on community engagement.

TCS breaks barriers, showcasing innovation and inviting the public to join the journey. With the potential to democratise opportunities, create connections, and change lives.

**Why The Crazy Startup?**

Both Gen Y and Z need to feel heard and want to receive information that is relevant to them. These generations have grown up with technology or born-digital respectively, although this presents a lot of opportunity and content, it's quite noisy and hard to convert knowledge into wisdom. Almost half of Gen Y and Gen Z get their news from social media but would double check it on a reputable news or media outlet, suggesting that they are only interested in verifying events that are relatable to them (showed up on their social feeds). This presents a gap to make traditional news and EdTech companies more socially driven.

The Crazy Startup aims to change the way content is distributed to its viewers, no more force-feeding or trend-chasing. The focus will be on providing relatable and actionable content that has a profound effect on our viewers' lives. We give viewers what they want to consume, the way they want to consume it.

* The first interactive media outlet that enables viewers to decide on what topics/verticals to cover within the Web3 and AI space.
* All fundamental topics will begin covered by providing actionable content in the form of basic publications like Articles/ social posts/ Quickcasts (short podcasts).
* The users will be encouraged to determine, by way of vote, how deep TCS covers a particular piece (What questions to ask/ who to ask). Example: Ask a Crypto Wealth Manager how to balance a crypto portfolio and what tools/metrics to use.
* Based on user questions and viewer analytics, TCS will then provide courses or masterclasses on how to execute that knowledge. Example: How to create a crypto trading account, basic spreadsheet for managing portfolio, discounts to crypto information terminals.
* For video content like interviews, podcasts, and masterclasses, viewers can vote on profiles of people they want us to interview and what questions to ask.
* All viewers with an account will accumulate points for their engagement with the platform that will be measured on metrics like, visits per week, session duration, votes participated, courses attended etc. Aside from gamifying knowledge development, this strategy will create new commercial possibilities such as enhancing Ad revenue and data farming for relevant companies that operate in the spaces we cover.
* The platform will include a social element (like X Spaces) to discuss the latest news and TCS publications allowing self-expression and authentic relationships to be formed.

**The Crazy Startup (TCS) can collaborate with Solana blockchain by adapting the proposed partnership areas to Solana's strengths and ecosystem. Here are potential areas for collaboration:**

- ​​**Decentralized Application Development:** The Crazy Startup APP will develop its high-performance dApp on Solana, capitalizing on its ability to handle thousands of transactions per second. The APP is the gateway for the Reality Show and Podcast, allowing the public to engage, collaborate and invest in the projects. Example: Imagine TikTok for Startups mixed with Kickstarter.

**- NFT Integration:** Considering the rise of NFTs and Solana's growing prominence in this space, The Crazy Startup will create its unique NFT collection on Solana. NFTs will represent ownership or membership within The Crazy Startup's ecosystem.   
Imagine, a Shark Tank-style community.

**- Community and Developer Engagement**: The Crazy Startup could partner with Solana to engage with its vibrant community and developer base. This could involve sponsoring or participating in hackathons, workshops, and other community events to drive innovation and foster a strong community around their project.

**- Cross-Chain Functionality:** Leveraging Solana's interoperability, The Crazy Startup could propose projects that interact with multiple blockchains, enhancing user experience and broadening the project's reach.

- **Co-creating content:** Develop podcast episodes, blogs, and guides that highlight the advantages of building on Solana, its high throughput, low fees, and scalability. This content can educate and attract entrepreneurs to the Solana ecosystem.

**- Media Collaboration**: Leverage both TCS and Solana's digital platforms for mutual promotion, reaching wider audiences interested in blockchain and startups.

**- Joint events:** Organize hackathons, conferences, and workshops focusing on Solana's technology, encouraging developers and entrepreneurs to innovate within the Solana ecosystem.

**- Showcasing Solana startups:** Highlight startups building on Solana within TCS's reality show and podcast formats, showcasing the blockchain's capabilities and inspiring more innovators to choose Solana.