



Comprehensive Guide to Product Management: Traditional vs. Web 3.0



by Davidlove David

Product Management in the Web 3.0 Era

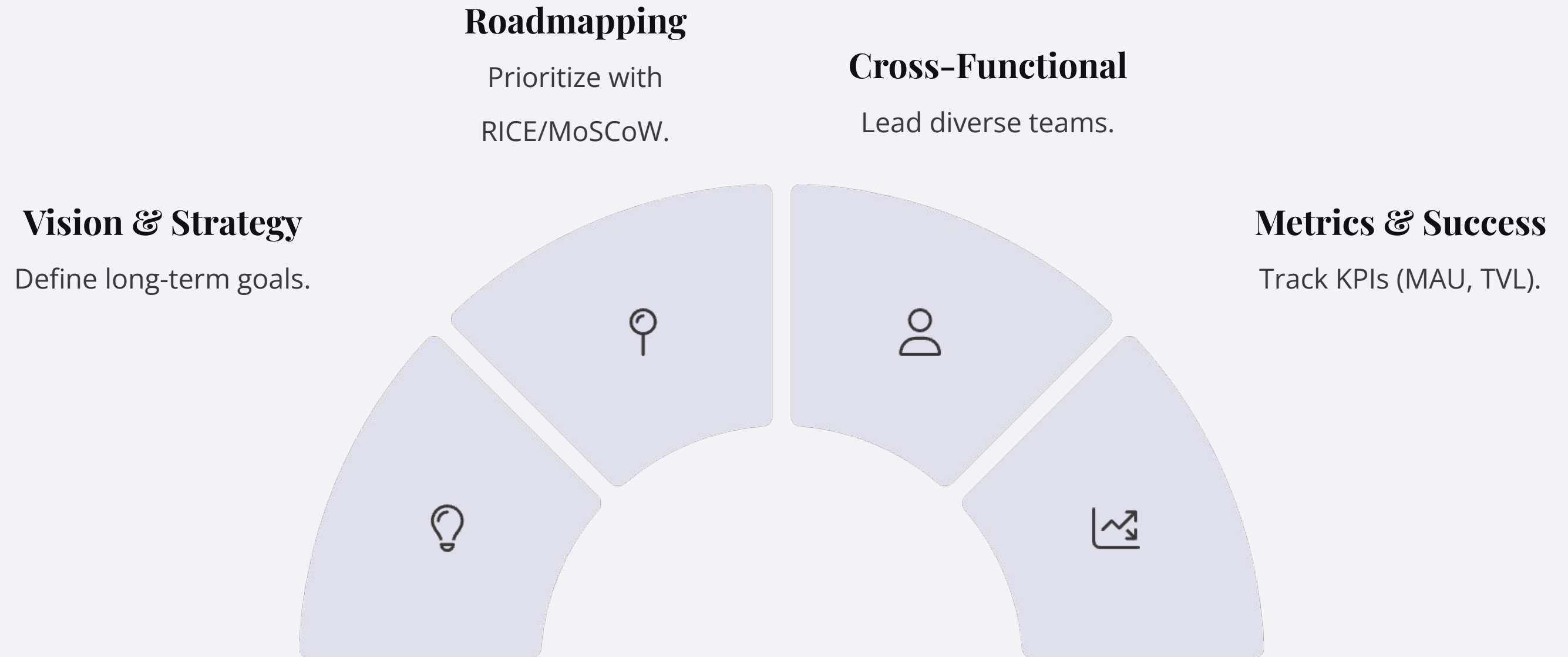
Evolution & Challenges

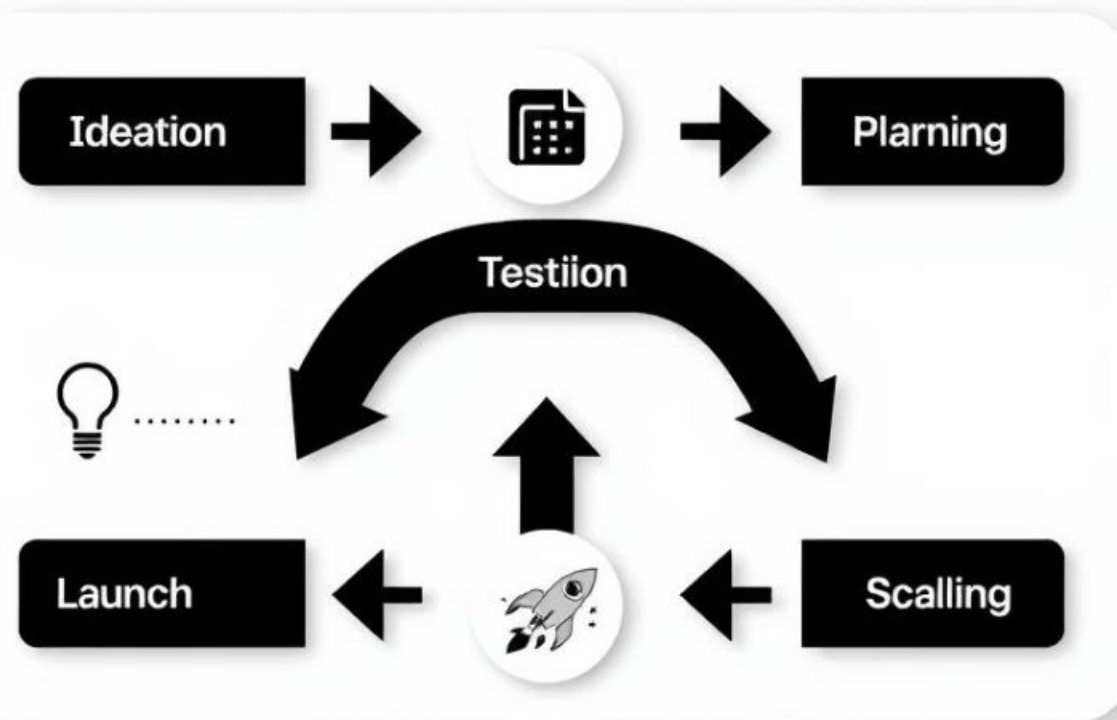
Understanding the shift in product leadership.

Strategies & Redefinition

Decentralization, tokenomics, DAOs are key.

What is Product Management?





Traditional (Web 2.0) Product Management

Pros	Cons
Faster decisions	Bureaucratic bottlenecks
Clear accountability	Limited user influence
Scalable models	Privacy concerns

Centralized control, passive users, subscription/ad models.

Web 3.0 Product Management

Key Differences

- Community-owned
- Token-holder voting
- Tokenomics monetization
- User as participant

Core Principles

- Decentralization
- Tokenization
- Transparency
- Permissionless

Web 3.0 PM Challenges



Regulatory Uncertainty

SEC lawsuits, compliance needs.



Smart Contract Risks

Hacks, prioritize audits.



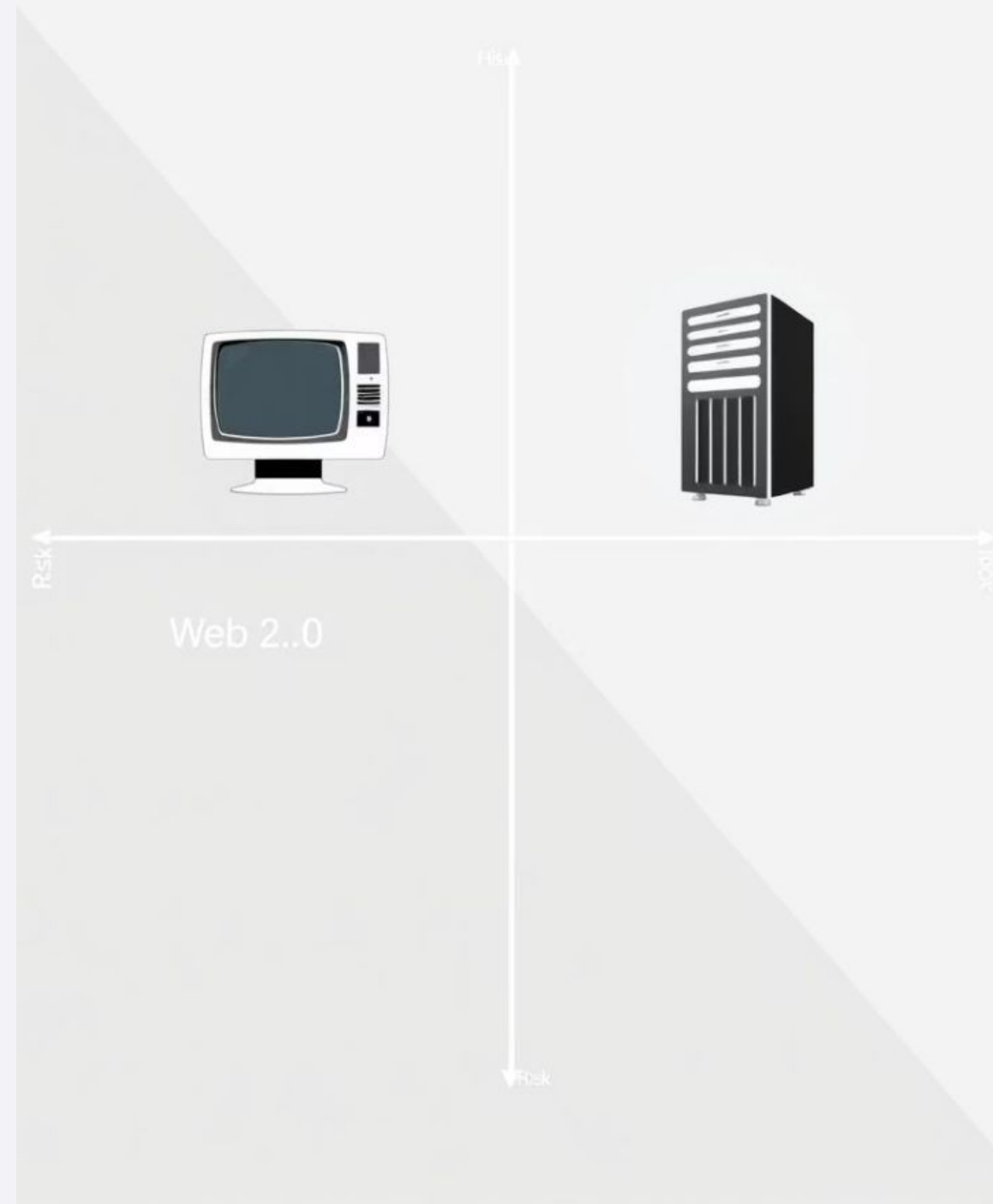
Community Management

Transparent discussions.



Tokenomics Design

Model incentives carefully.



Skills for Web 3.0 Product Managers

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Tokenomics
 Understand supply/demand.



DAO Governance
 Facilitate proposals.

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Smart Contracts
 Read Solidity, hire auditors.



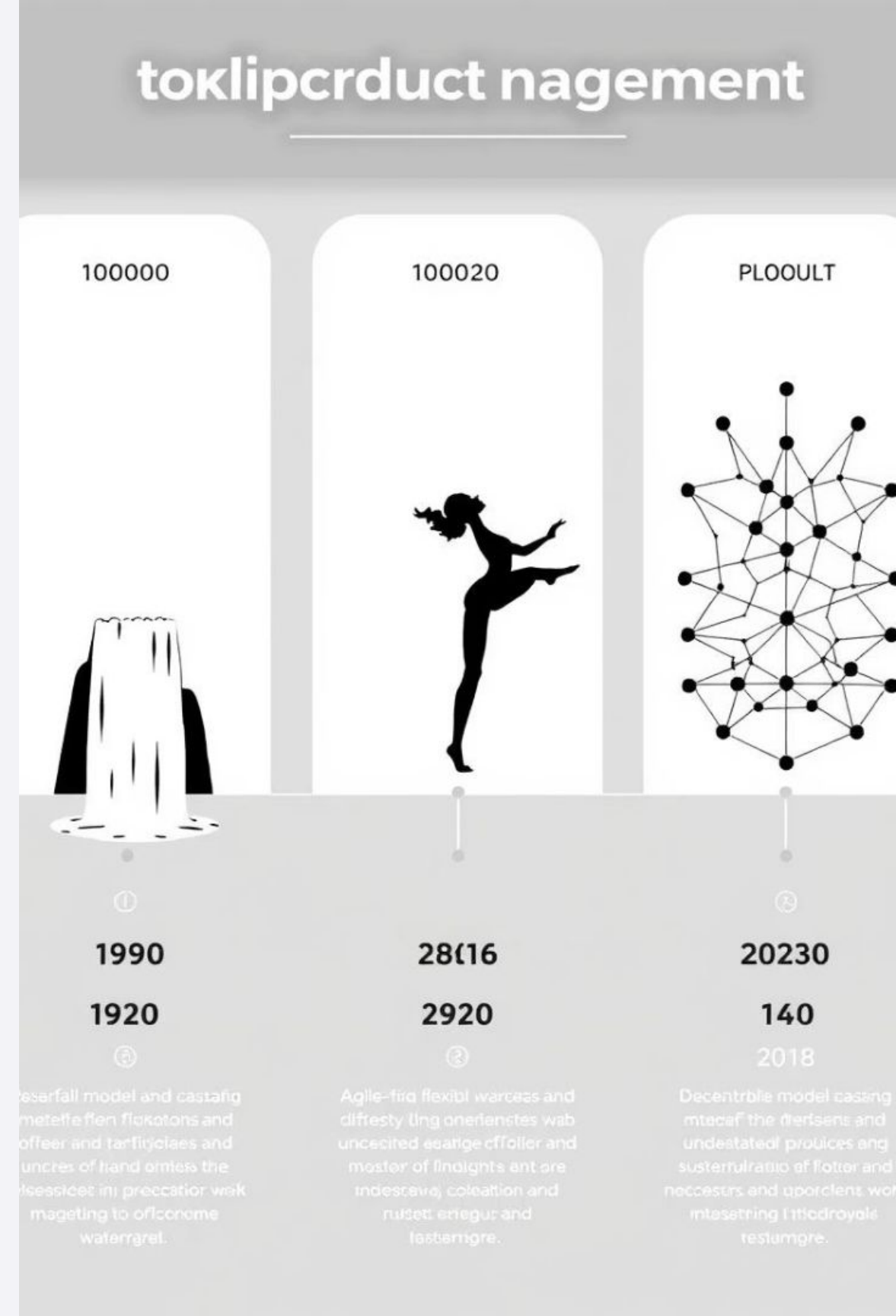
Community Building
 Engage users via social media.

Web 2.0 + Web 3.0	
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1 — **Web 2.5 Transition**
Reddit avatars, Brave Browser.

2 — **Industry Shifts**
Play-to-earn gaming, user-owned social media.

3 — **2030 Predictions**
DAOs replace corporations, AI automates PM.







Conclusion & Key Takeaways

- 1 Web 2.0 PM**
Centralized, fast, revenue-focused.
- 2 Web 3.0 PM**
Decentralized, community-driven, token-powered.
- 3 Future**
Hybrid models until UX improves.

Design Tips for Slides

Use Icons

 for blockchain,  for DAO voting.

Color Code

Blue for Web 2.0, Purple for Web 3.0.

Data Visualization

Bar charts for KPIs, flowcharts for governance.