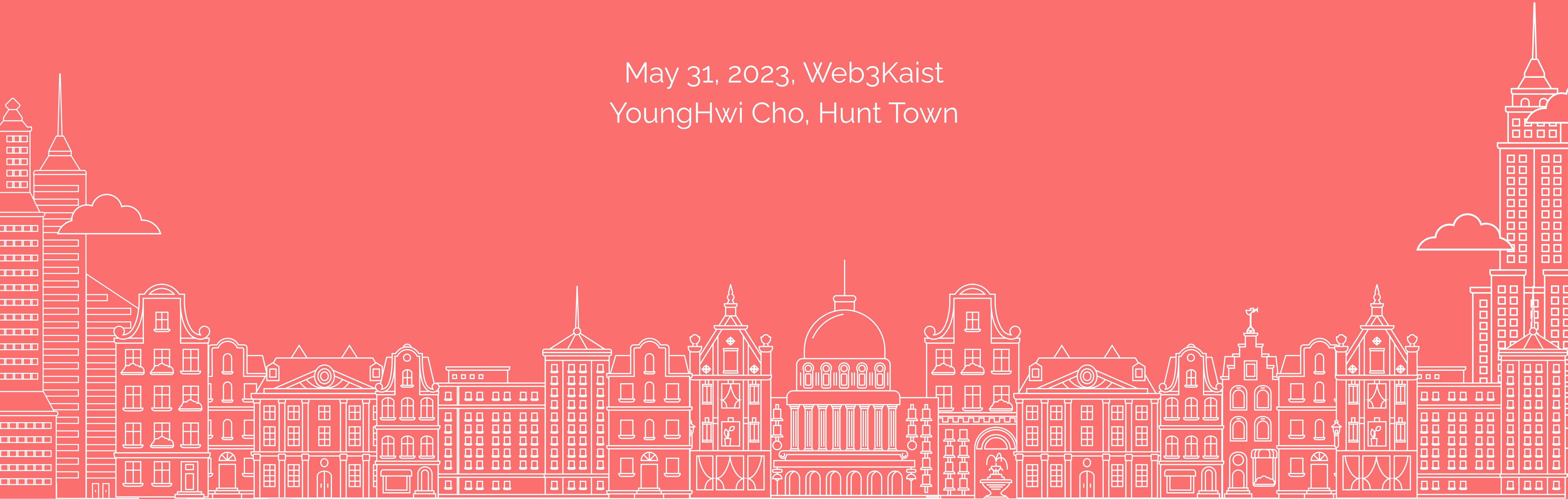


Insight into an 8-Year Journey: From Web2 to Web3 Product Design

May 31, 2023, Web3Kaist
YoungHwi Cho, Hunt Town





YoungHwi Cho

Web3 product designer
Co-founder of Hunt Town



 bento.me/project7

Hunt.town

Web3 builders guild



perSecond.live

Timely Paid Aptos Stream



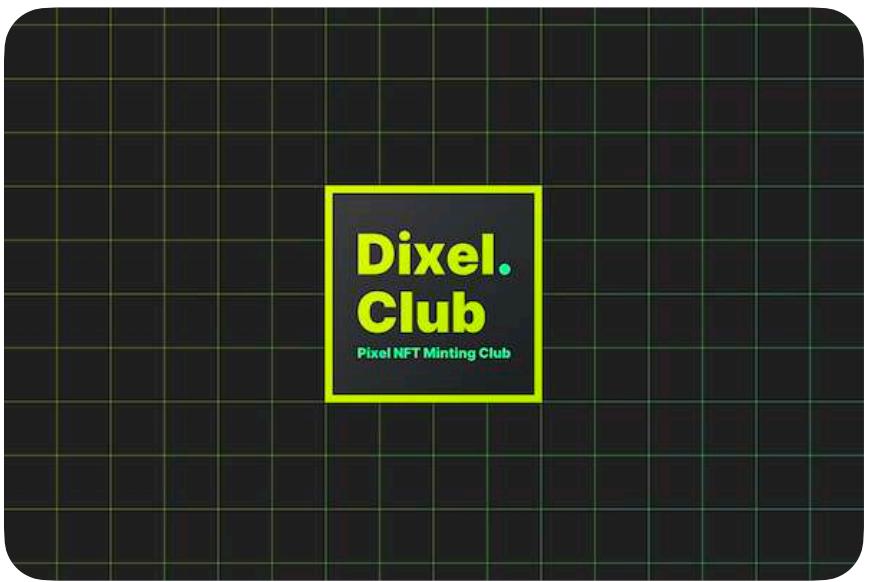
Chatcasso

Your AI NFT wizard



DixelClub.com

Mint Your Colors



Mint.club

Smart token builder for everyone



Neverlose.money

Gamified HODL Protocol



nomadtask.com

Online Tasks for Digital Nomads



LOL Hunt

Daily top chart for funny Youtube clips



Steemhunt.com

Discover Cool Products, Get Rewards



No One to Someone

Bark!

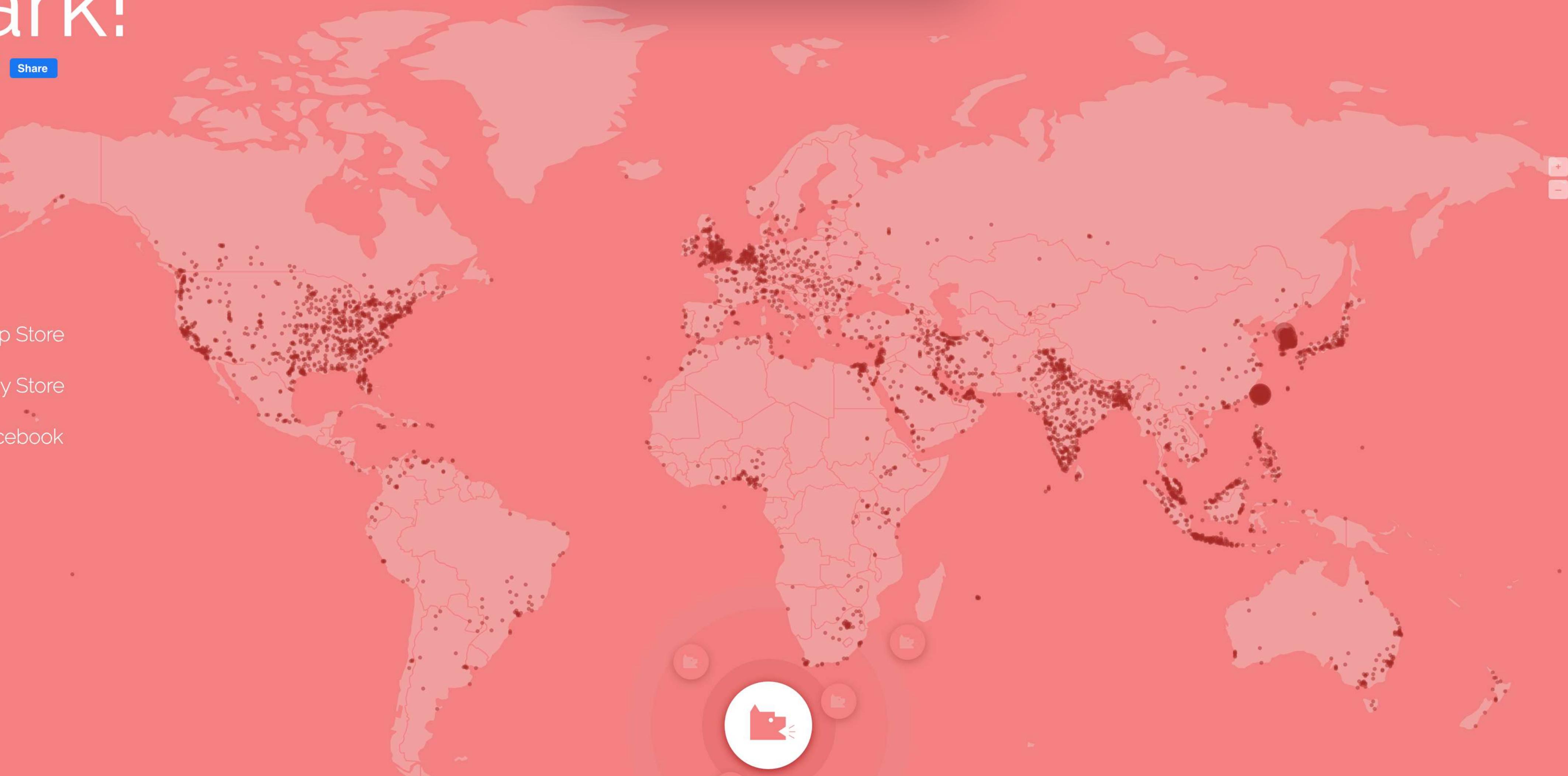
 Like 1K

Share

<https://barkapp.co/>

109,352 dogs barked
54,785,766 times

-  App Store
-  Play Store
-  Facebook





STEEMHUNT

Discover Cool Products Get Rewards

[Learn More](#)

Most Recent

06:30:16 left till midnight (KST)

- | | | | |
|---|--|--|----------------------|
| 1 | | BelecX Protocol
Community Finance Cryptographic Protocols
\$0.20 · ▲ 0 · ⚡ 0 | ▲ 0.00 |
| 2 | | Forward Assault
Forward Assault is a first-person Player vs Player shooter w
\$0.00 · ▲ 6 · ⚡ 0 | ▲ 34.70 |
| 3 | | Theme Park Island
Have you ever wondered if you could become the best theme pa
\$0.06 · ▲ 0 · ⚡ 0 | ▲ 0.00 |

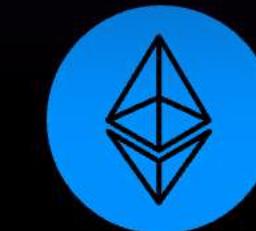
Today

93 products, \$3.82 SBD hunter's rewards were generated.

Sort by: Hunt Score ▼ ?

- | | | | |
|---|--|--|----------------------|
| 1 | | Candlestick AI
AI-generated stock picks and investing tools
\$0.00 · ▲ 5 · ⚡ 0 | ▲ 34.97 |
| 2 | | FreelancerFlow
Unleash your freelancing potential with 500+ GPT-4 prompts
\$0.01 · ▲ 6 · ⚡ 1 | ▲ 34.79 |
| 3 | | Forward Assault
Forward Assault is a first-person Player vs Player shooter w
\$0.00 · ▲ 6 · ⚡ 0 | ▲ 34.70 |
| | | Age Of Frostfall
Raise a dragon, build up your city, train a battle hardened | ▲ 0.00 |

<https://neverlose.money/>



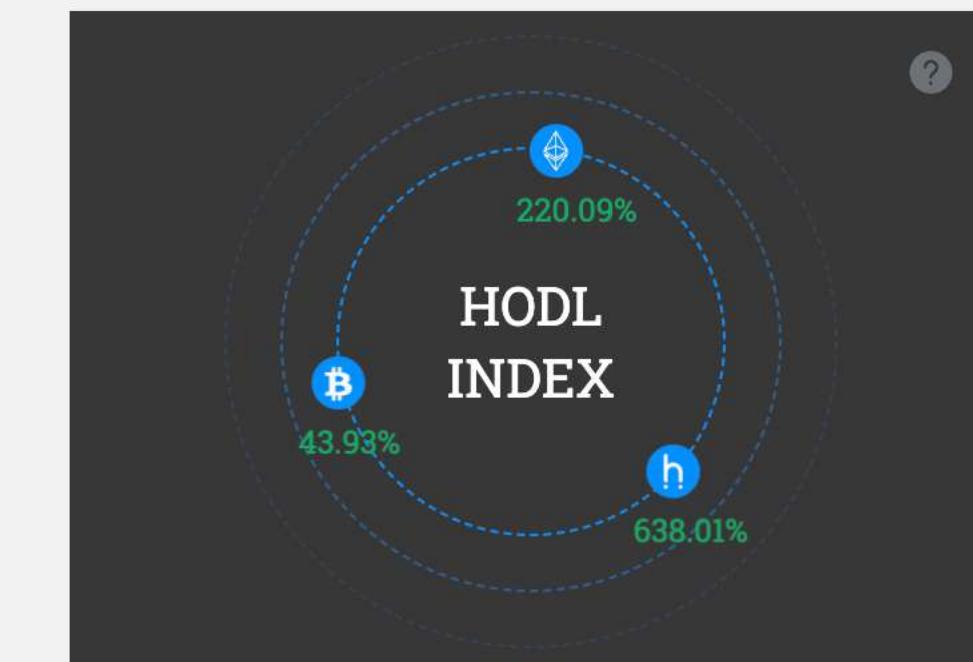
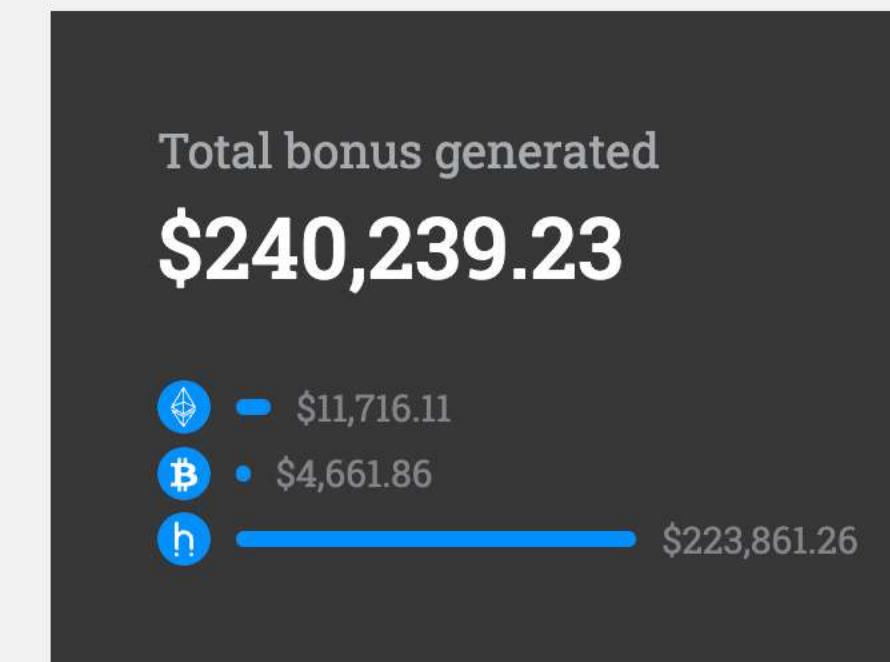
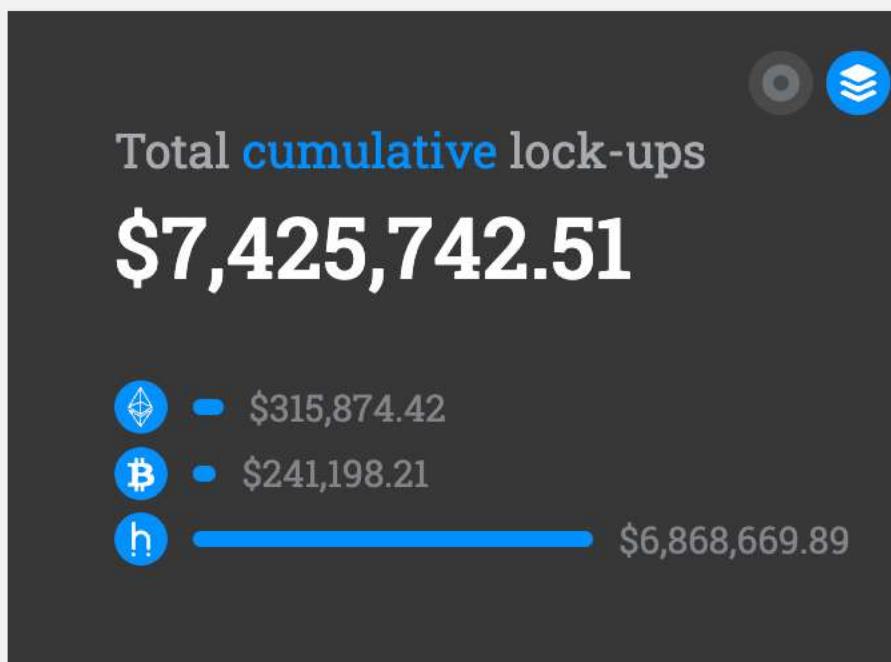
HODL ETH

Earn Bonus from Losers

First-ever social HODL contract on Ethereum

[Get started](#)[Calculate bonus](#)

Total investment overview



WRN (Warren) distribution	Price	Total supply	Max supply
0x6a76fe028056717703f357d1d073b439e4d24b0e  	\$0.22	788,216	1.2M



Tokenize anything effortlessly.

A smart token building platform WITHOUT the need for coding or providing liquidity on the Binance Smart Chain.

[Buy MINT](#)[Create Token](#)[How to buy MINT →](#)

Incubation Program Season 3

Trending tokens

Market Cap Price

Dixel Club
DIXEL

\$440,859.07 \$1.16

Mint Club Gr...
GRANT

\$190,213.69 \$0.76

Debate Mon...
MONKEY

\$162,400.88 \$0.70

Mint Club Cr...
CREATOR

\$122,011.97 \$0.61

Mint Club D...
MINTDAO

\$97,302.22 \$0.54

[Explore tokens →](#)

[Launch a collection](#)[Dashboard](#)[Connect Wallet](#)<https://dixelclub.com/>

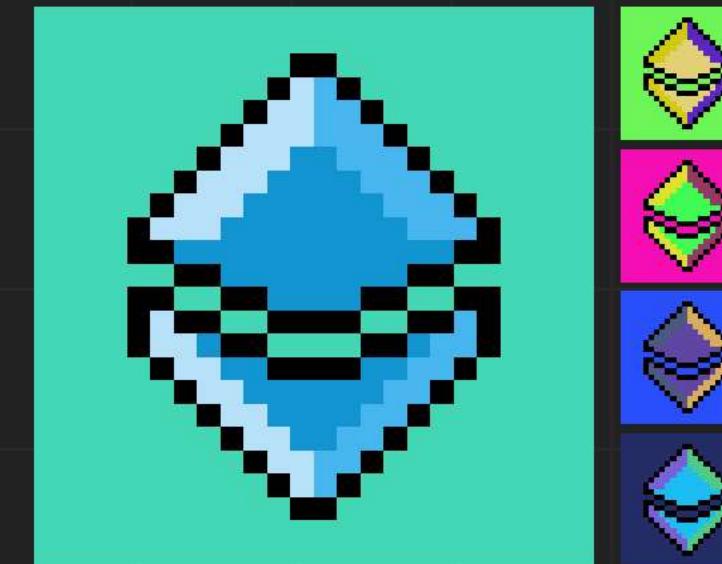
Mint your colors

Launch your NFT Salon in minutes

Explore Collections

[All chains](#)[Ethereum](#)[Klaytn](#)[BSC](#)[Polygon](#)[OKC](#)Search...[Latest](#)

ETHTaipei x Project7 ...



Acquire a POA (Proof-of-Attendance) NFT that verifies your participation in...

[Polygon Chain](#)

6 / 1000 max

0.0 MATIC

Rabbit1



토끼

[Polygon Chain](#)

2 / 100 max

0.1 MATIC

Minerva Web3 Academ...



These are Proof of Attendance (POA) NFTs for individuals who participa...

[Polygon Chain](#)

8 / 100 max

0.0 MATIC

EWHA-CHAIN BUILD...



This collection consists of POA (Proof-of-Attendance) stamps for participants...

[Polygon Chain](#)

30 / 30 max

0.0 MATIC

<https://hunt.town/>

Web3 builders guild with resources and networking

[Join Guild →](#)[Minting Membership](#)

project7 shared a new idea **Grandma Wallet extension**

2 days ago

derek shared a new project **Kurtosis: local testnets out of the box**

2 days ago

tomo shared a new event **[Aug 13 - 16] ETH Women**

3 days ago

jung.btc shared a new project **HanKook Tire Ads**

3 days ago

sebayaki shared a new pro tip **Analyzing page speed and issues on your website**

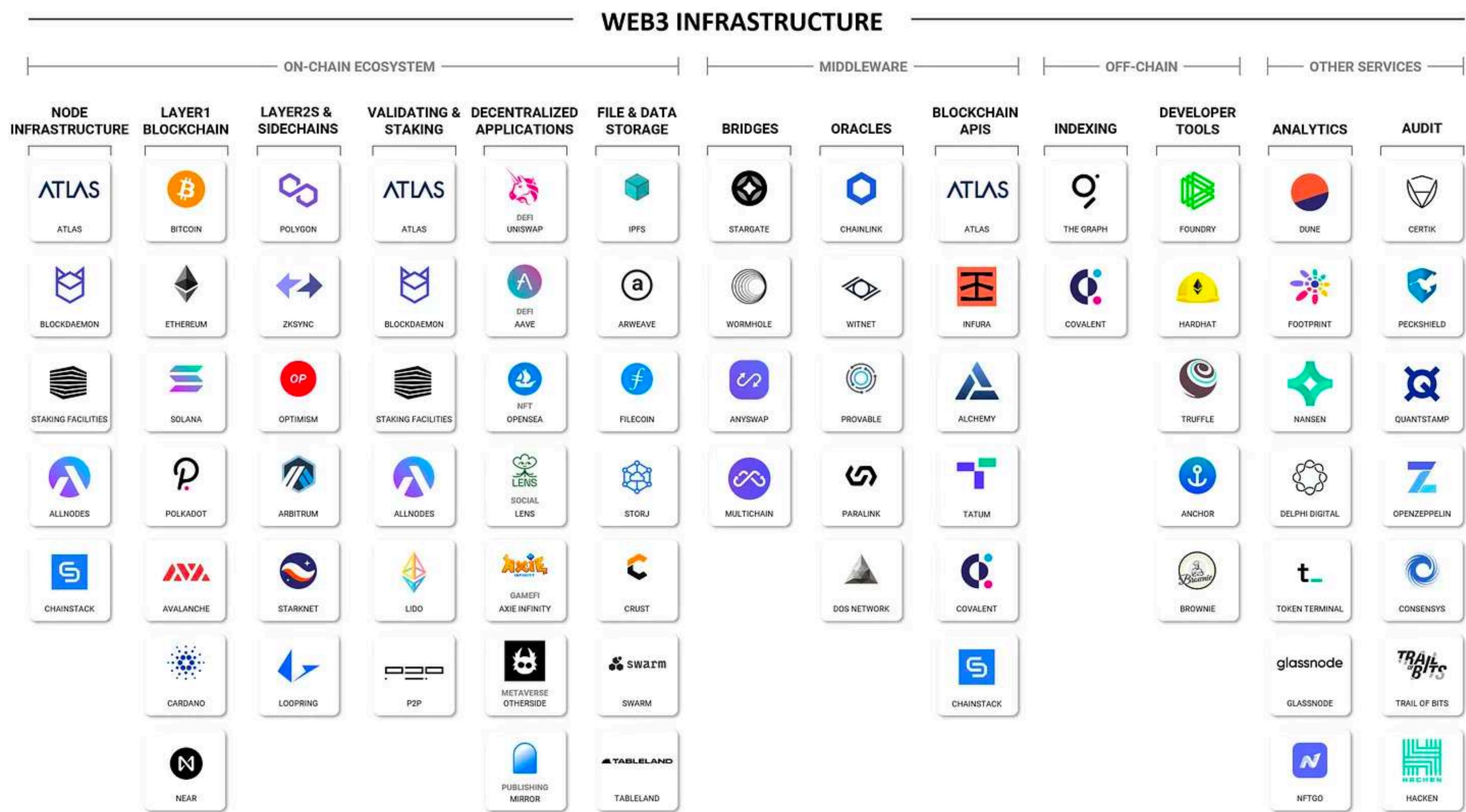
4 days ago

5 Major Challenges in the Transition to Web3

A silhouette of a person walking away from the viewer on a bridge at sunset, with a city skyline in the background. The scene is bathed in warm orange and yellow light, creating a sense of transition and looking towards the future. The city skyline is composed of numerous skyscrapers, some with glowing windows, suggesting a vibrant urban environment.

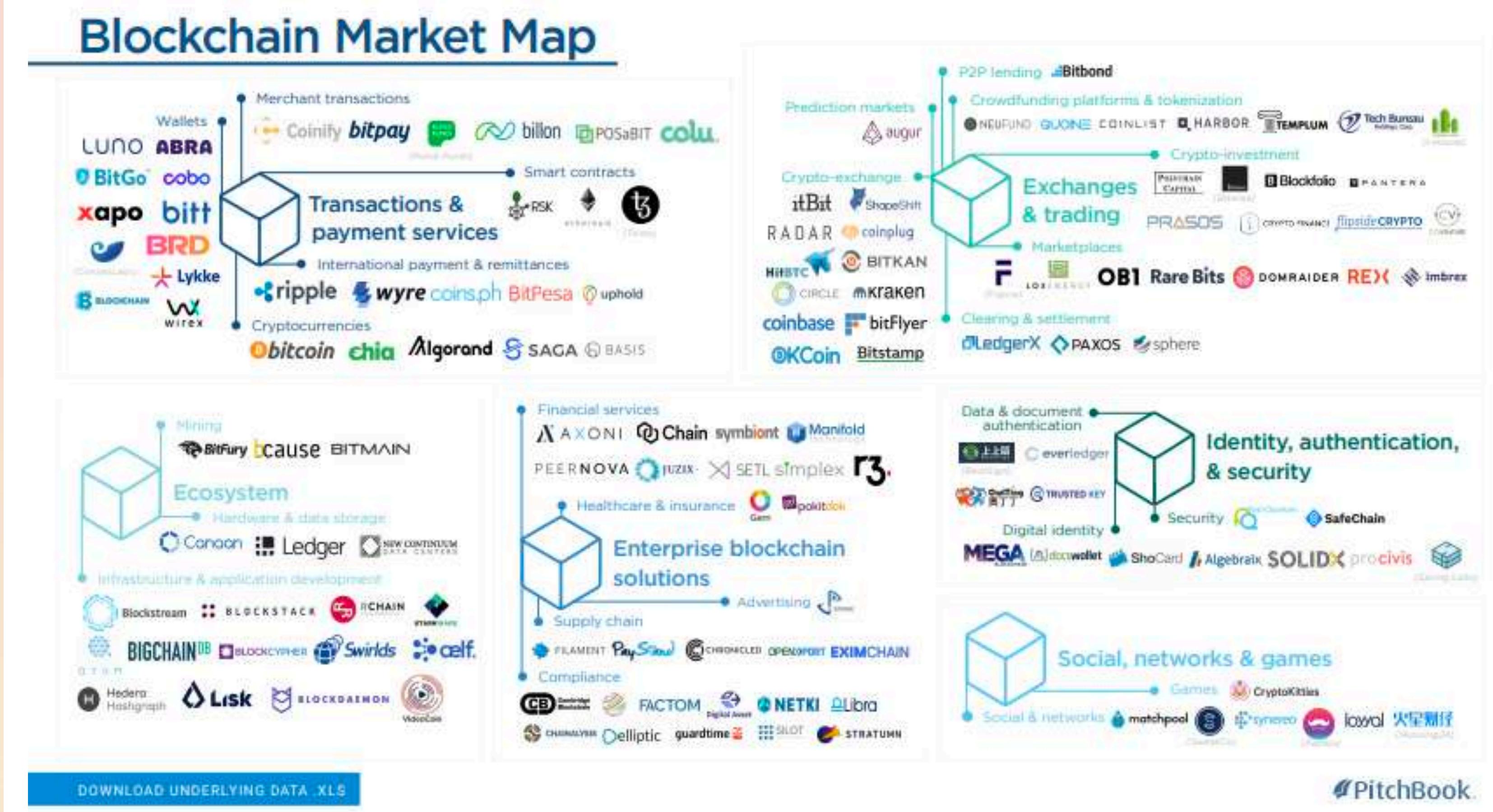
Ambiguous and Interconnected Product Categories

- Vague product categories in Web3 create confusion and overlap.
- Interconnectedness further complicates classification.



Ambiguous and Interconnected Product Categories

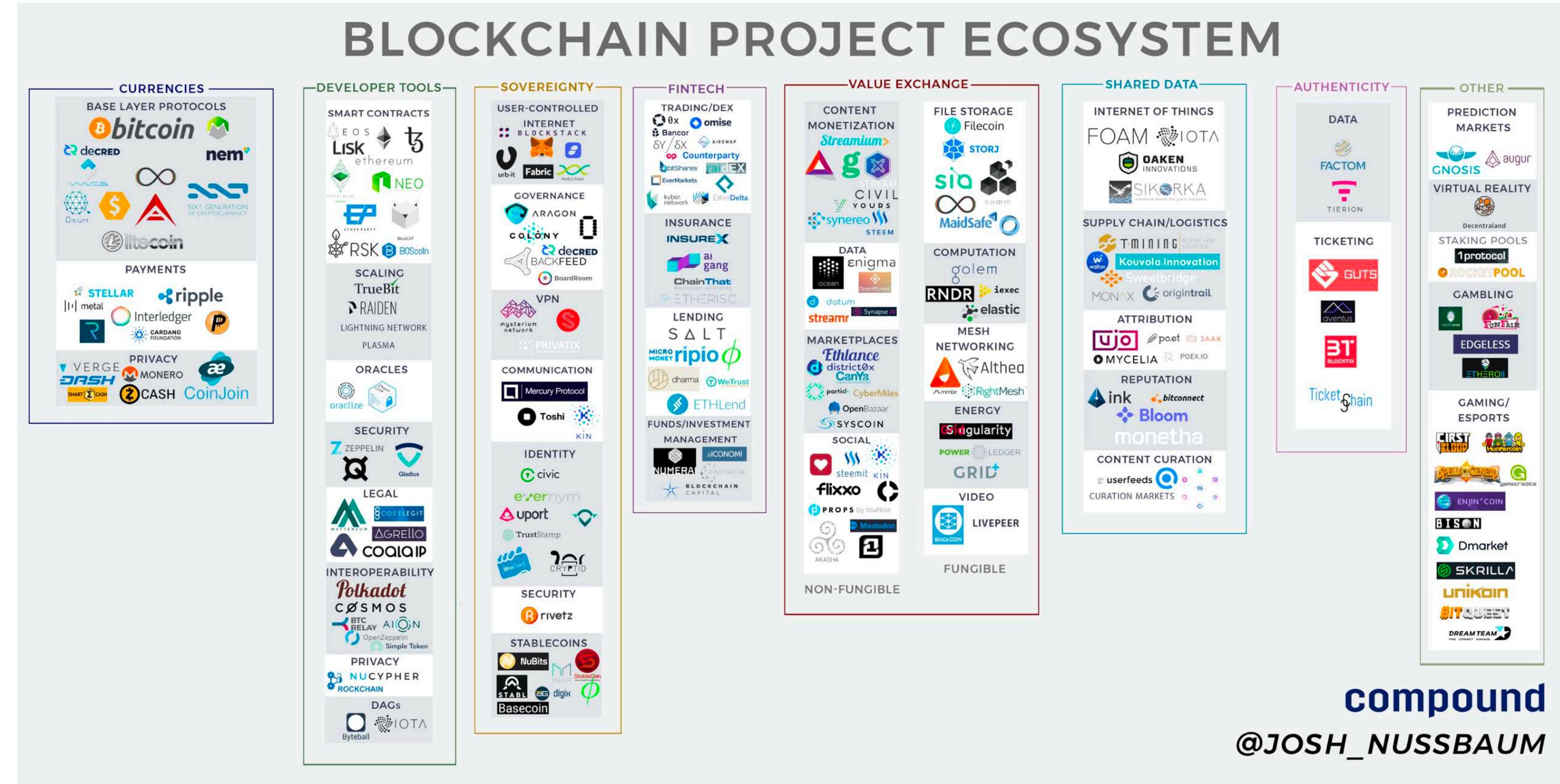
- Vague product categories in Web3 create confusion and overlap.
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1

Ambiguous and Interconnected Product Categories

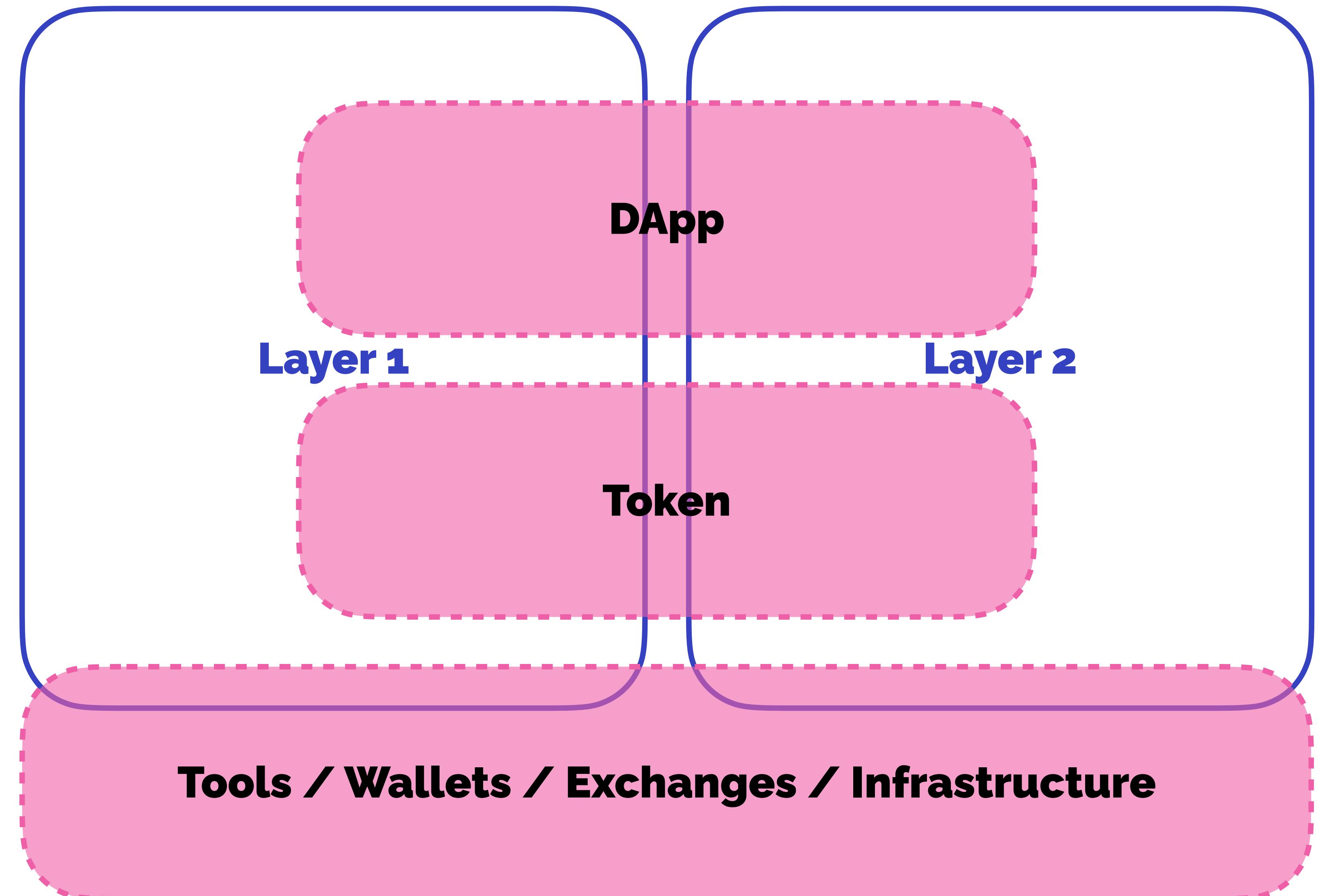
- Vague product categories in Web3 create confusion and overlap.
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<https://techcrunch.com/2017/10/16/mapping-the-blockchain-project-ecosystem/>

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Tokenize anything effortlessly.

A smart token building platform WITHOUT the need for coding or providing liquidity on the Binance Smart Chain.

[Buy MINT](#)
[Create Token](#)
[How to buy MINT →](#)


Incubation Program Season 3

Trending tokens

Market Cap Price

	Dixel Club DIXEL	\$341,436.88	\$0.90
	Mint Club Gr... GRANT	\$147,284.65	\$0.59
	Debate Mon... MONKEY	\$125,822.38	\$0.54
	Mint Club Cr... CREATOR	\$94,530.50	\$0.47
	Mint Club D... MIINTDAO	\$53,976.20	\$0.36

[Explore tokens →](#)
<https://mint.club/>

$$1/2 * (b^2 - a^2)$$

1

Ambiguous and Interconnected Product Categories

- Vague product categories in Web3 create confusion and overlap.
- Interconnectedness further complicates classification.

This simple equation is just to calculate the differences between the two triangle areas. By using this, we can get the Sell and Buy functions as below:

```
totalSupply = price  
collateralBalance = 1/2 * totalSupply^2
```

When to buy a smart token:

```
tokensToBeMinted = √ (2 * (amountPaid + collateralBalance)) - oldTokenSupply
```

When to sell a smart token:

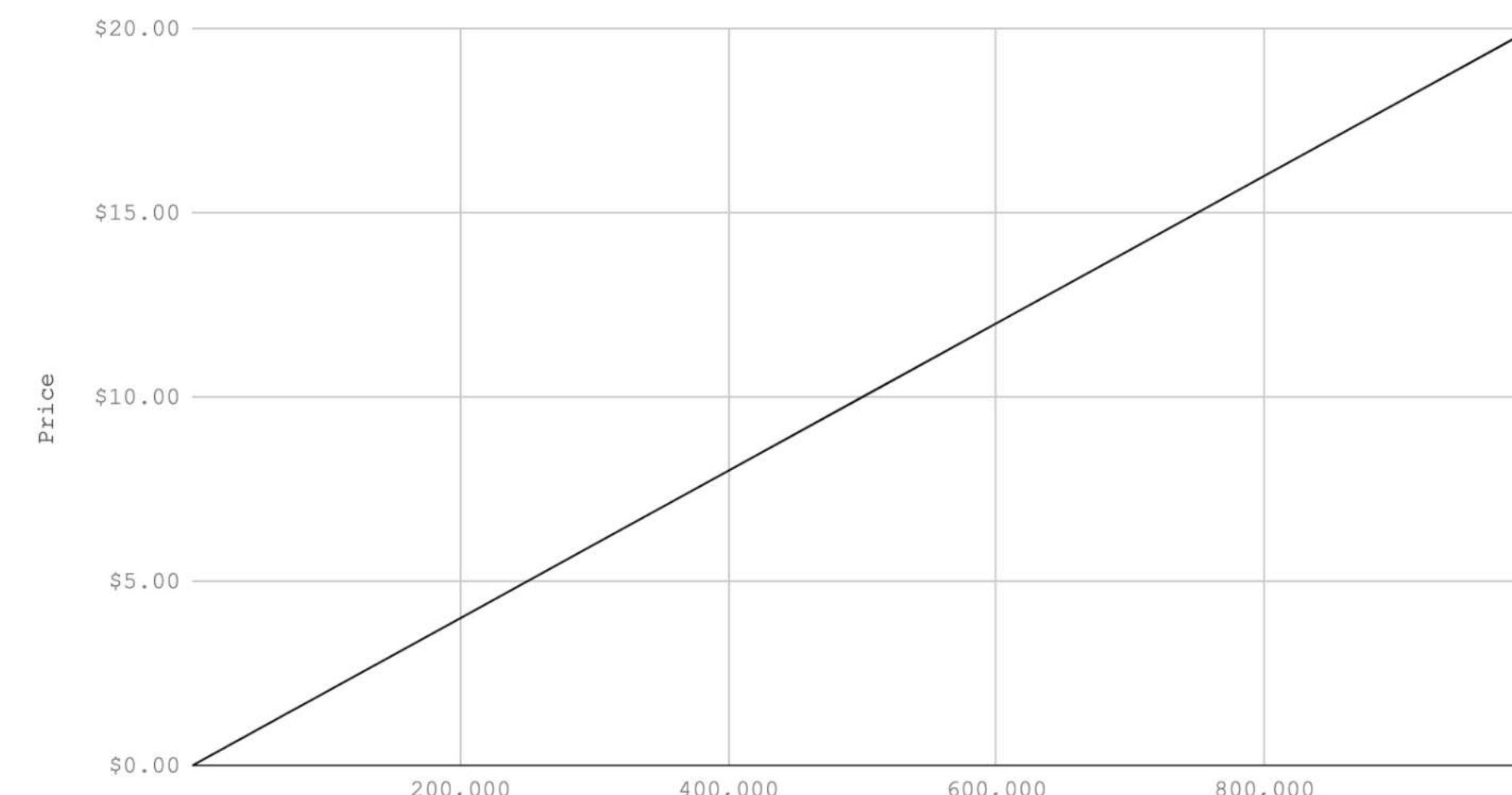
```
amountToRefund = collateralBalance - 1/2 * (oldTokenSupply - sellingTokenAmount)^2
```

→ These calculations don't include the referral fee charging metrics.

The price of the smart token relies on the price of the MINT token because the MINT tokens that are bonded in the contract (collateralised asset) back the value of the market cap of the smart token.

For example, let's assume that the USD price of **1 MINT = \$0.00002**. In this case, the price chart of smart tokens will look like this.

Price vs. TokenSupply



DApp

<https://mint.club/>

Ambiguous and Interconnected Product Categories

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- Interconnectedness further complicates classification.

Smart tokens are natively liquid, powered by MINT collateral smart contract



When someone purchases smart tokens

1. Tokens that the person tries to buy are minted and each unit price is set according to price bonding curve.
2. The amount of MINT tokens required to pay is calculated, and they are transferred to the collateral contract in return.
3. The paid MINT tokens are kept in the contract as a collateral asset to back the market cap of the smart token.

When someone sells smart tokens

1. Tokens that the person is trying to sell are burnt and each unit cost is set according to

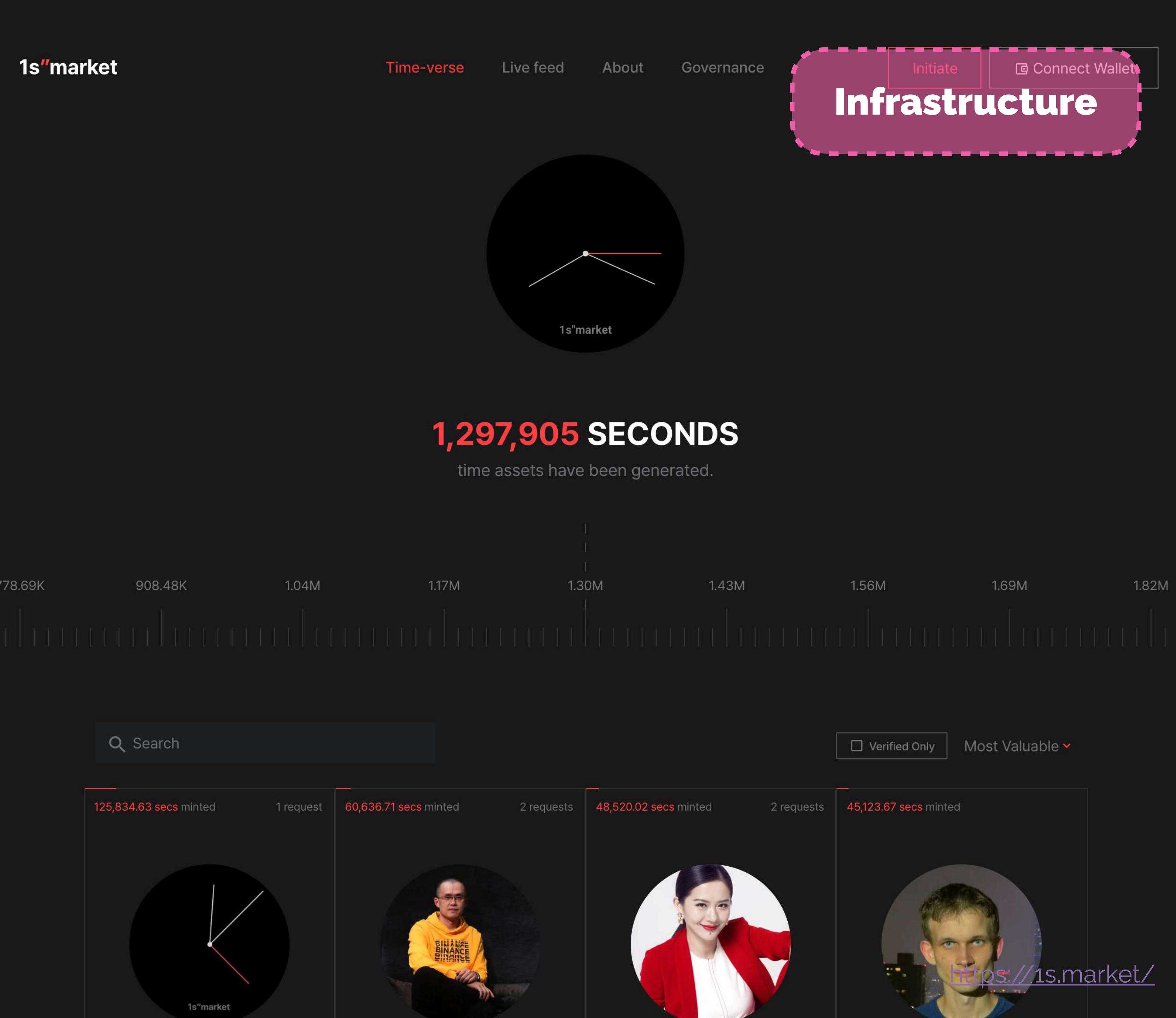


<https://mint.club/>

Token

Ambiguous and Interconnected Product Categories

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1

Ambiguous and Interconnected Product Categories

- Vague product categories in Web3 create confusion and overlap.
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Create a token

Even a monkey can do it!

[Watch a demo](#)

On EVM Compatible Chains



1 —— 2

Step 1. Token issuance

This is a super simple process to issue your token on the Blockchain and make them tradable immediately without any liquidity pool creation. It's ape-magic!

Token name

e.g. "Bitcoin," "Ethereum"

(0 / 10)

Token symbol

e.g. "BTC," "ETH"

(0 / 5)

Blockchain network



BSC



Ethereum



Polygon



Klaytn



OKC

Base asset

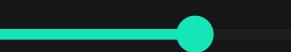
You can set any ERC20 tokens as a base asset for your bonding curve, and this will be the paired token for buying/selling your token.



Max minting supply

This will limit the total number of supply for your token. When it reaches this number, no more tokens will be minted from the contract.

Max quantity: 10,000 tokens



Price bonding curve

It's a mathematical curve that is inbuild into the smart contract to calculate a token's value as determined by its supply. You can choose 4 types for your

Mint Club Version 2 (Design Mock-up)

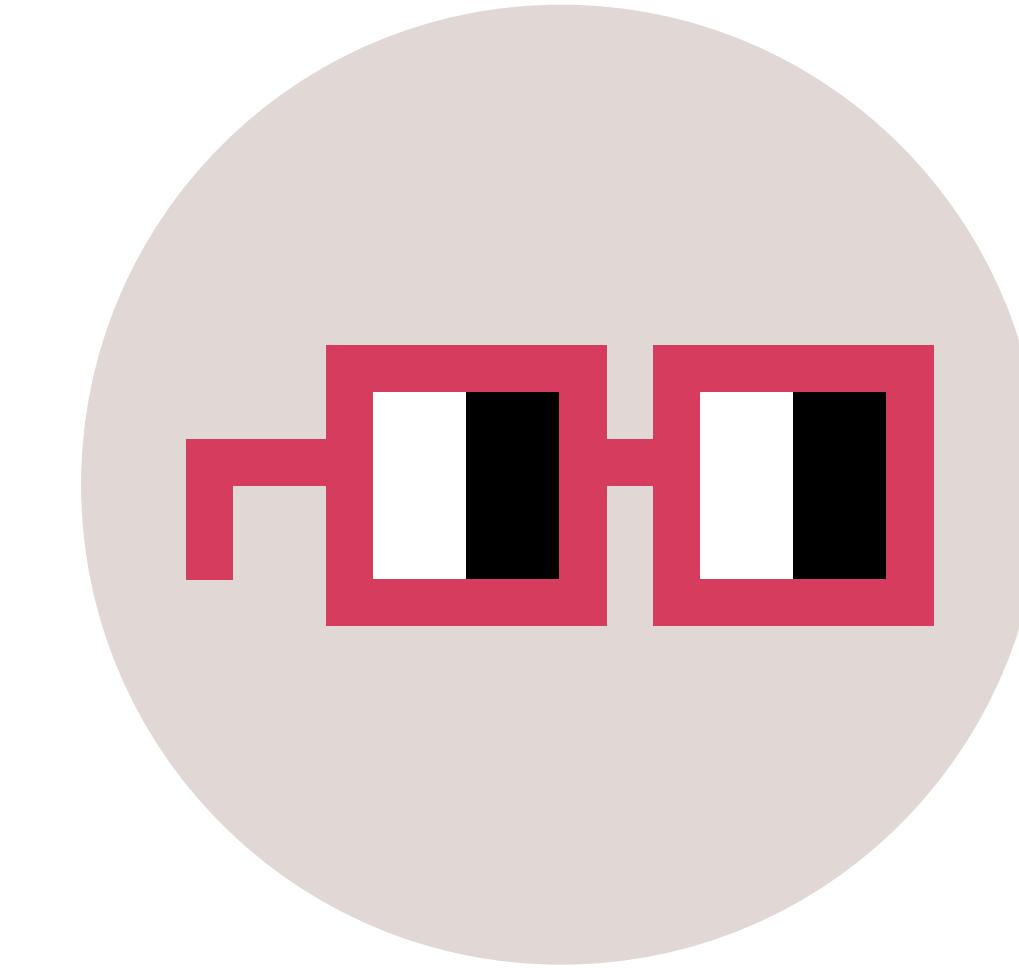
Ownership-Centric Web3 Branding

- Web3 branding heavily emphasises ownership, challenging traditional strategies.



Apple

- Prioritise innovation, design, and user experience.
- The emphasis is on creating a premium and user-friendly ecosystem of devices, software, and services.



Nouns

- Prioritise ownership, decentralisation, and user empowerment.
- The emphasis is on empowering users to have ownership and control over their intellectual property (IP) and treasury funds.

2

Ownership-Centric Web3 Branding

- Web3 branding heavily emphasises ownership, challenging traditional strategies.

Treasury ₿ 28,472

DAO **Docs** **Discourse** **Explore** **Connect**

Proposal 296 **Queued**

Nouns Running Club – Fun, Fitness, and Frens

Proposed by [0xe7...2911](#) at [0x09fc9](#)

Switch to delegate view

For 225

...

< >

Against 74

...

< >

Abstain 0

...

< >

Threshold Current Threshold
107 votes [🔍](#)

Ended 2:54 PM GMT+9
May 30, 2023

Snapshot Taken at block
17297775

Description

TL;DR

- The Nouns Running Club aims to counter the partying stereotype of crypto events by focusing on fun, fitness, and FRENship.
- The club welcomes runners of all skill levels; no NFTs are required 🤸.
- The club will host runs at crypto conferences and local chapter weekly runs 🌎.

<https://nouns.wtf/vote/296>

Fragmented Web3 User Base

- Web3 users are divided into factions with different preferences.
- Addressing diverse user needs is a challenge.



Product Buyers

Service Subscribers

**App Developers
Content Providers**

**Shareholders
Investors**

Fragmented Web3 User Base

- Web3 users are divided into factions with different preferences.
- Addressing diverse user needs is a challenge.



ApeCoin holders

NFT holders
(BAYC, MAYC, BAKC, Otherdeed ...)

Game Players

**IP Businesses,
Devs**

**Yuga Labs
Relations**

APE Stakers

Fragmented Web3 User Base

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- Addressing diverse user needs is a challenge.



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Unbundling Users within an Ownership-Centric Ecosystem



Fragmented Web3 User Base

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Unbundling Users within an Ownership-Centric Ecosystem

THE VESSELS

Three types of Vessels are hospitable to Shades—Enchanters, Farmers, and Hunters. Which type of Vessel will land on your Otherdeed?

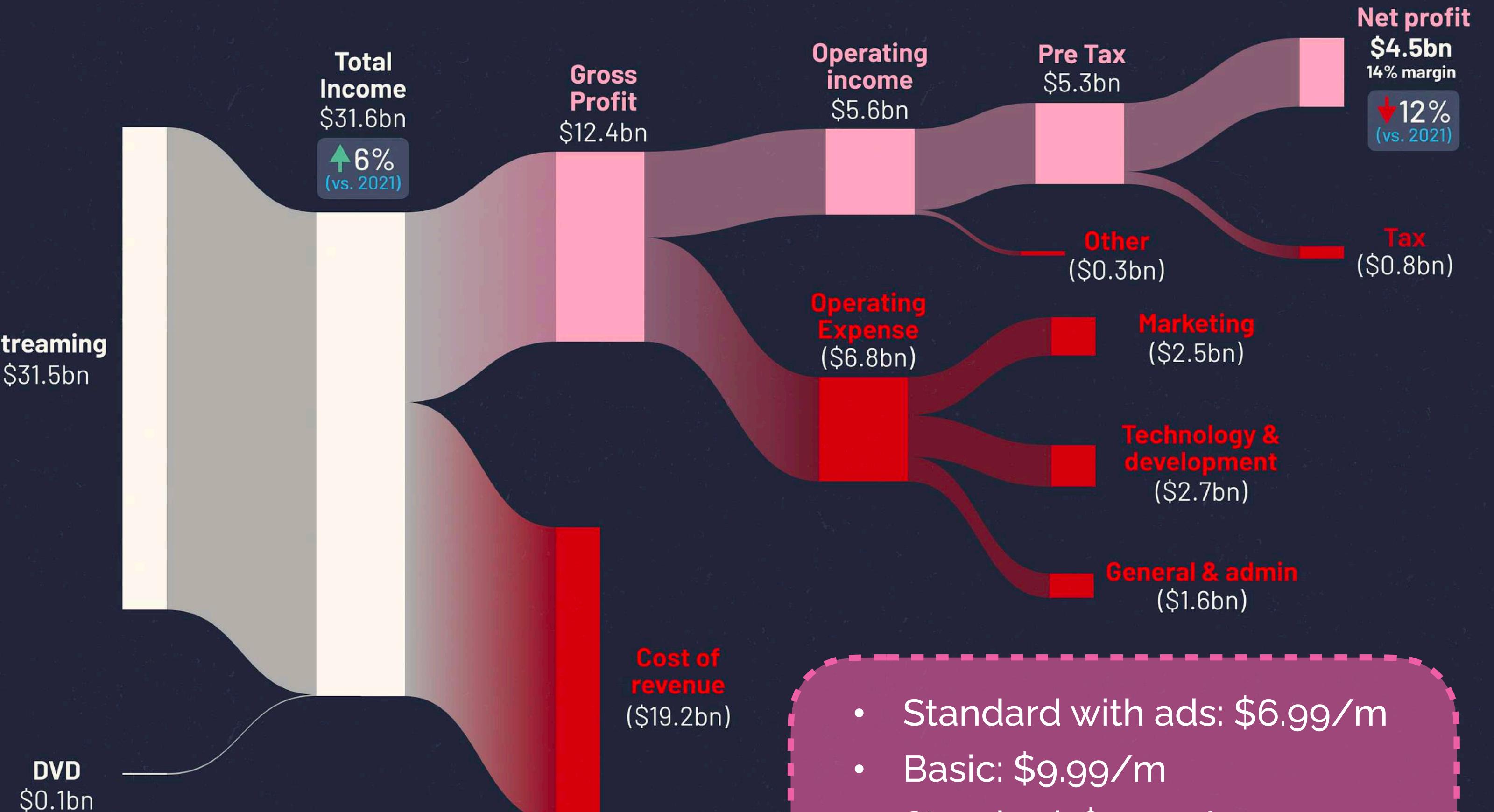


Broad Monetisation in the Business Model

- Web3 monetisation extends beyond traditional revenue streams.
- Implementing sustainable monetisation strategies is complex.

NETFLIX INCOME STATEMENT 2022

 genuine impact x  stellarfusion



More charts: genuineimpact.substack.com

- Standard with ads: \$6.99/m
- Basic: \$9.99/m
- Standard: \$15.49/m
- Premium: \$19.99/m

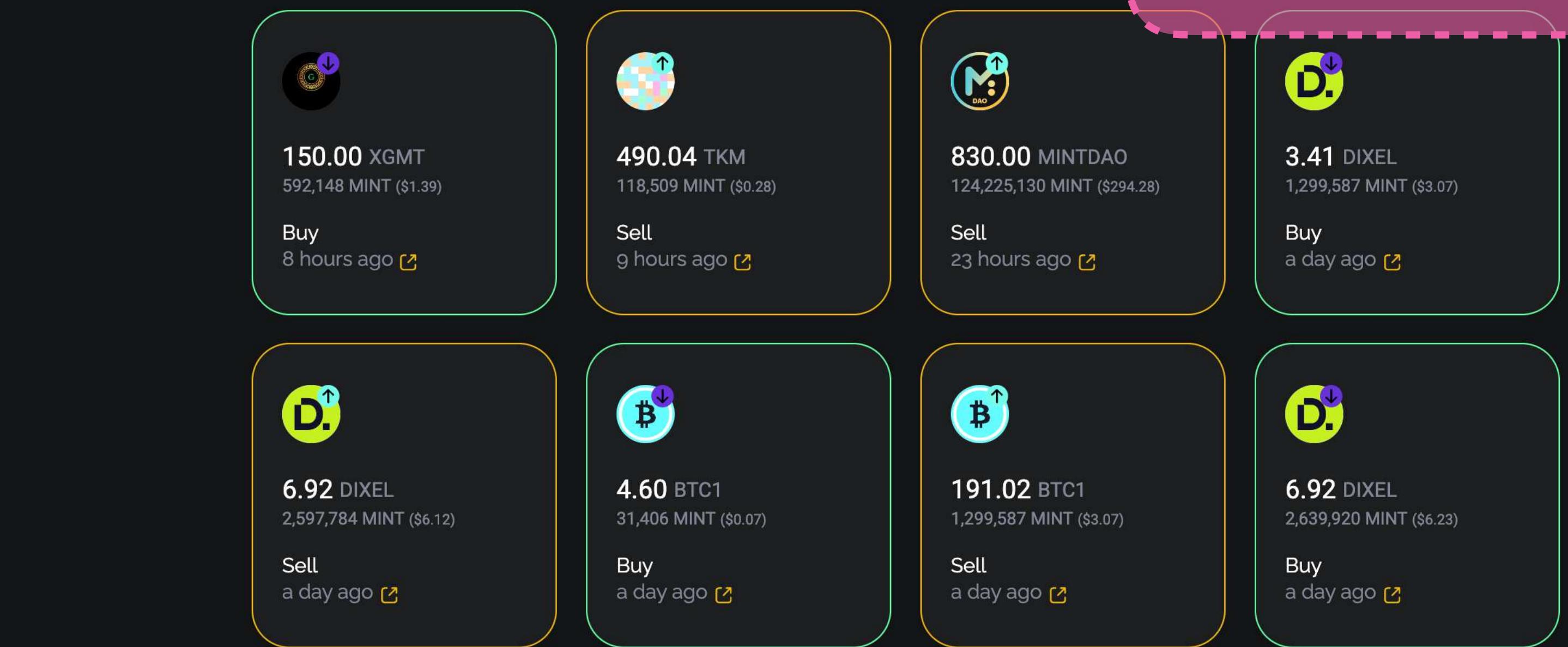
Source: Netflix

Broad Monetisation in the Business Model

- Web3 monetisation extends beyond traditional revenue streams.
- Implementing sustainable monetisation strategies is complex.

Live feed

Displays recent 200 events



Transaction fees

```

file 1 of 8 : MintClubBond.sol
1 pragma solidity >=0.8.0,
2
3 import "@openzeppelin/contracts/token/ERC20/IERC20.sol";
4 import "./MintClubFactory.sol";
5 import "./MintClubToken.sol";
6 import "./lib/Math.sol";
7
8 /**
9  * @title MintClub Bond
10 *
11 * Providing liquidity for MintClub tokens with a bonding curve.
12 */
13
14 contract MintClubBond is MintClubFactory {
15     uint256 private constant BUY_TAX = 3; // 0.3%
16     uint256 private constant SELL_TAX = 13; // 1.3%
17     uint256 private constant MAX_TAX = 1000;
18
19     // Token => Reserve Balance
20     mapping (address => uint256) public reserveBalance;
21
22     MintClubToken private RESERVE_TOKEN; // Any IERC20
23     address public defaultBeneficiary;
24
25     event Buy(address tokenAddress, address buyer, uint256 amount);
26     event Sell(address tokenAddress, address seller, uint256 amount);
27 }

```

```

file 1 of 8 : MintClubBond.sol
100
101     emit Buy(tokenAddress, _msgSender(), rewardTokens, reserveBalance[tokenAddress]);
102
103
104     function sell(address tokenAddress, uint256 tokenAmount, uint256 refundAmount, uint256 taxAmount) = getBurnRefund();
105     require(refundAmount >= minRefund, "SLIPPAGE_LIMIT_EXCEEDED");
106
107     // Burn token first
108     MintClubToken(tokenAddress).burnFrom(_msgSender(), tokenAmount);
109
110     // Refund reserve tokens to the seller
111     reserveBalance[tokenAddress] -= (refundAmount + taxAmount);
112     require(RESERVE_TOKEN.transfer(_msgSender(), refundAmount));
113
114     // Pay tax to the beneficiary / Send to the default beneficiary
115     address actualBeneficiary = beneficiary;
116     if (beneficiary == address(0) || beneficiary == _msgSender()) {
117         actualBeneficiary = defaultBeneficiary;
118     }
119     RESERVE_TOKEN.transfer(actualBeneficiary, taxAmount);
120
121     emit Sell(tokenAddress, _msgSender(), tokenAmount, refundAmount);
122
123 }
124

```

//mint.club/

4

Broad Monetisation in the Business Model

- Web3 monetisation extends beyond traditional revenue streams.
- Implementing sustainable monetisation strategies is complex.

```

21 -    /**
22 * EIP-1167: Minimal Proxy Contract - ERC721
23 * REF: https://github.com/optionality/clone
24 */
25 address public nftImplementation;
26
27 address public beneficiary = address(0x82CA6...
28 uint256 public creationFee = 0.1 ether; // n...
29 uint256 public mintingFee = 500; // 5%;
30
31 // Array of all created nft collections
32 address[] public collections;
33
34 event CollectionCreated(address indexed nftA...
35
36 constructor(address DixelClubV2NFTImpl) {
37     nftImplementation = DixelClubV2NFTImpl;

```

Symbol
MINERVA

Description
These are Proof of Attendance (POA) NFTs for individuals who participated in the Web3

Max items
100

Minting cost
0.1  MATIC

(When people join by minting your collection they will pay you. The minting payment goes directly to your wallet after deducting the 5% platform fee).

Hide advanced settings

Minting for whitelisted addresses only

You can add whitelisted addresses on the collection dashboard later on.

Hidden

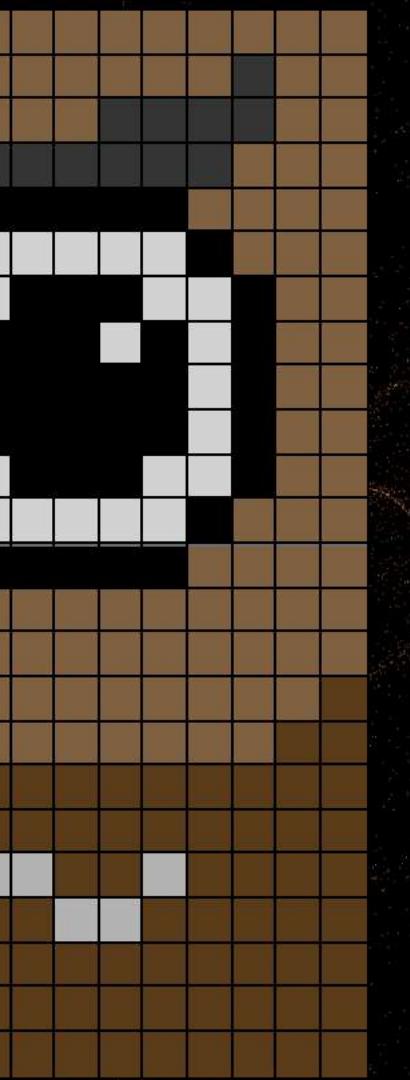
This collection will be hidden from the public collection list. You can edit this option later on.

Creator earnings
2.5 %

Minting starts
 Immediately  Now

Fees to mint or sell tokens

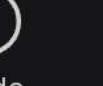
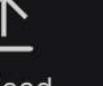
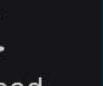
Edition



Colour palette

 6 pixels	 22 pixels
 16 pixels	 50 pixels
 230 pixels	 94 pixels
 158 pixels	

Drawing tools

 Pencil	 Eraser	 Bucket	 Picker	 Move
 Undo	 Redo	 Reset	 Upload	 Download

Modifiers

 MirrorX	 MirrorY
---	---

How to launch a collection

1. Draw the genesis edition. People can mint next edition with a colour variation.
2. If you set a minting cost, you can raise a fund for your NFT project. Setting zero means it's free to mint.
3. If you add a whitelist feature, you can add the information on your collection dashboard later.

<https://dixelclub.com/>

Broad Monetisation in the Business Model

- Web3 monetisation extends beyond traditional revenue streams.
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<https://ultrasound.money/>

4

Broad Monetisation in the Business Model

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- Implementing sustainable monetisation strategies is complex.

Hunt Building NFT that helps you build

1 Building NFT contains 1000 HUNT locked up tokens for 1 year

1 HUNT Building NFT
= 1000 HUNT
= \$309.86 USDC
= 0.1626 ETH



Locking model

Get or Mint NFT

- ① Buy from others

OpenSea

- ② Mint yourself

Minting Zone

- ③ Apply for grant

Super Builder Grant

<https://hunt.town/>

Broad Monetisation in the Business Model

- Web3 monetisation extends beyond traditional revenue streams.
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```
bool public limited;
uint256 public maxHoldingAmount;
uint256 public minHoldingAmount;
address public uniswapV2Pair;
mapping(address => bool) public blacklists;

constructor(uint256 _totalSupply) ERC20("Pepe", "PEPE") {
    _mint(msg.sender, _totalSupply);
}

function blacklist(address _address, bool _isBlacklisting) external {
    blacklists[_address] = _isBlacklisting;
}

function setRule(bool _limited, address _uniswapV2Pair, uint
    limited = _limited;
    uniswapV2Pair = _uniswapV2Pair;
    maxHoldingAmount = _maxHoldingAmount;
    minHoldingAmount = _minHoldingAmount;
}

function _beforeTokenTransfer(
    address from,
    address to,
    uint256 amount
)
```



No Taxes, No Bullshit. It's that simple.

93.1% of the tokens were sent to the liquidity pool, LP tokens were burnt, and contract is renounced. The remaining 6.9% of the supply is being held in a multi-sig wallet only to be used as tokens for future centralized exchange listings, bridges, and liquidity pools. This wallet is easily trackable with the ENS name “pepecexwallet.eth”

tokenomics

Memecoin model

CEX Listings
6.9%



Liquidity Pool
93.1%

roadmap

<https://www.pepe.vip/>

Inherent Challenges in Web3 UX

- Web3 UX is inherently difficult, leading to subpar user journeys.
- Improving UX design and implementation is crucial.



<https://imgur.com/rwUE5>

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Simplification is not deletion.

Swap using all Curve pools

Max: 0.00

DAI 1.00 ↔ USDC 1.00

Exchange rate DAI/USDC ⓘ (including fees): 0.9999

Trade routed through: 3pool

Advanced options ▾

Advanced options:

Max slippage: () 0.5% (•) 0.1% () 0.0% %

Gas Priority Fee:

() 0 Standard (•) 0 Fast () 1 Instant () 0.2 Slow

Sell

Curve pools

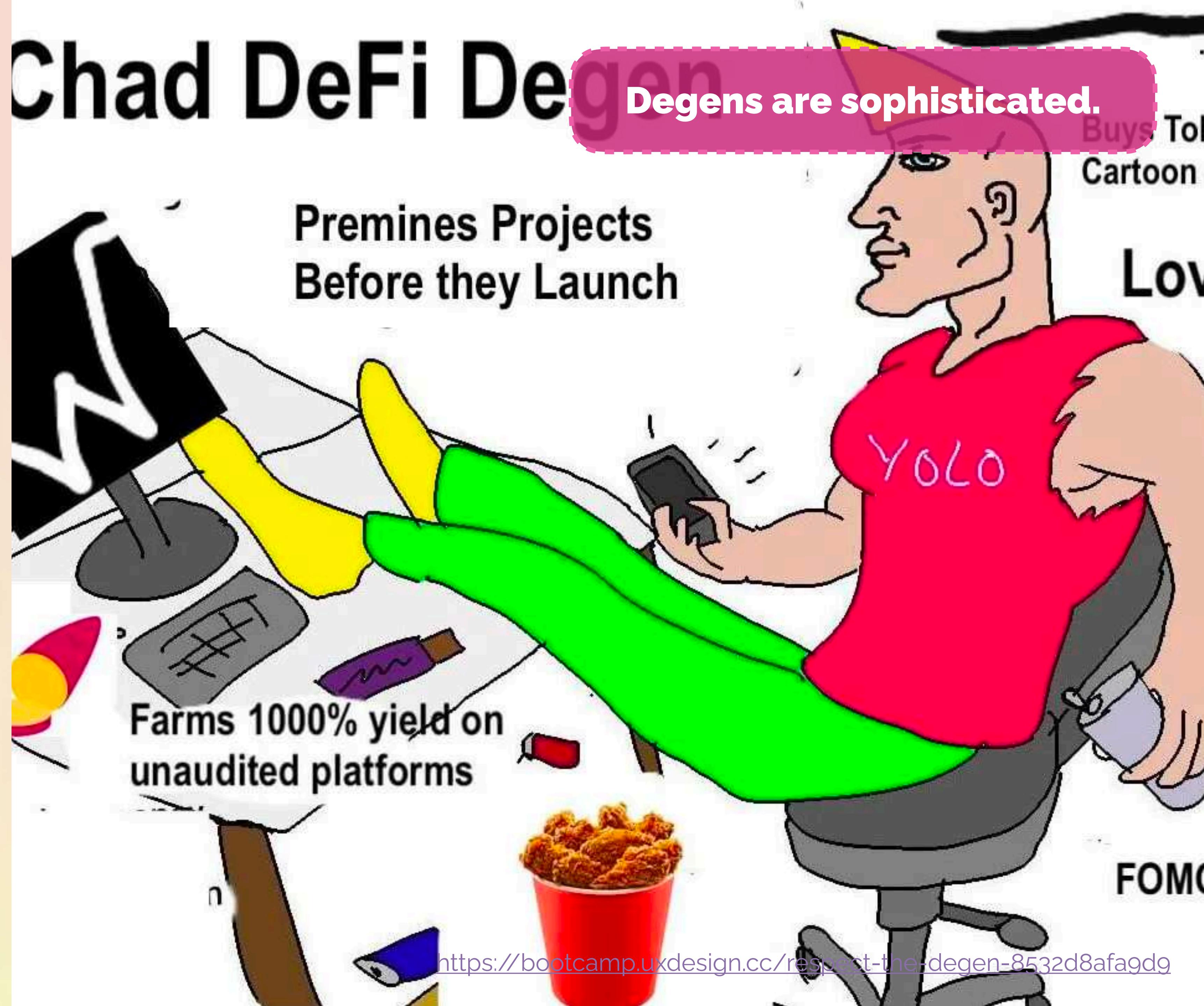
[X] Hide very small pools

Pool	Base vAPY ? Rewards tAPR ?	Volume ▼	TVL
tricrypto2 CRYPTO V2 [?] USDT+wBTC+WETH	0.35% +-% --	\$11.5m	\$226.1m
3pool USD DAI+USDC+USDT	0.17% +-% --	\$43.3m	\$440.5m
steth ETH ETH+stETH	2.58% +-% +0.97% LDO	\$24.8m	\$1.6b
frxeth ETH ETH+frxETH	0.13% +-% --	\$3.5m	\$156m
crveth CRYPTO V2 [?] CRV+ETH	1.51% +-% --	\$3m	\$81.3m
cbETH/ETH CRYPTO FACTORY ETH+cbETH	1.24% +-% --	\$2.8m	\$11.3m
cvxeth CRYPTO V2 [?] CVX+ETH	1.49% +-% --	\$2.2m	\$56.3m

<https://classic.curve.fi/>

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- Web3 UX is inherently difficult, leading to subpar user journeys.
- Improving UX design and implementation is crucial.



Targeting newcomers is more complex.



WEB3 ACADEMY #2

Congratulations! You have successfully minted your POA NFT! 😊

 Check on OpenSea

I want a minting page like this! 🎉

**Web3 Academy
POA NFT**

<https://web3.dixel.club/>

2 Off-the-record challenges

A silhouette of a person walking away from the viewer on a bridge at sunset. The bridge has a railing and two poles with cables. The background features a city skyline with many skyscrapers, some of which are lit up. The sky is a gradient of orange, yellow, and purple. The overall mood is mysterious and forward-looking.

1

CEX Ecosystem ... 😱

- The dominance of centralised exchanges poses challenges for the decentralisation efforts of Web3.
- Liquidity, MM, Regulations, Dirty players...



HUNT Token

Key currency for the Hunt Town ecosystem, accelerating Web3 project building for builders and facilitating the use of its Web3 tools.

\$0.3111 3.03%

0.0001631 ETH

Volume (24H):

\$1,050,092

Total supply:

198,912,688

Circulating supply:

198,912,688 (100%)

[View History](#)

Liquidity in Uniswap:

\$2,161,968



[Buy in Uniswap](#)

Buy in CEX

Upbit

Huobi Global

MEXC Global

Poloniex

BTCEX

Hotbit

CoinGecko

EtherScan

1

Binding token for HUNT Building NFTs

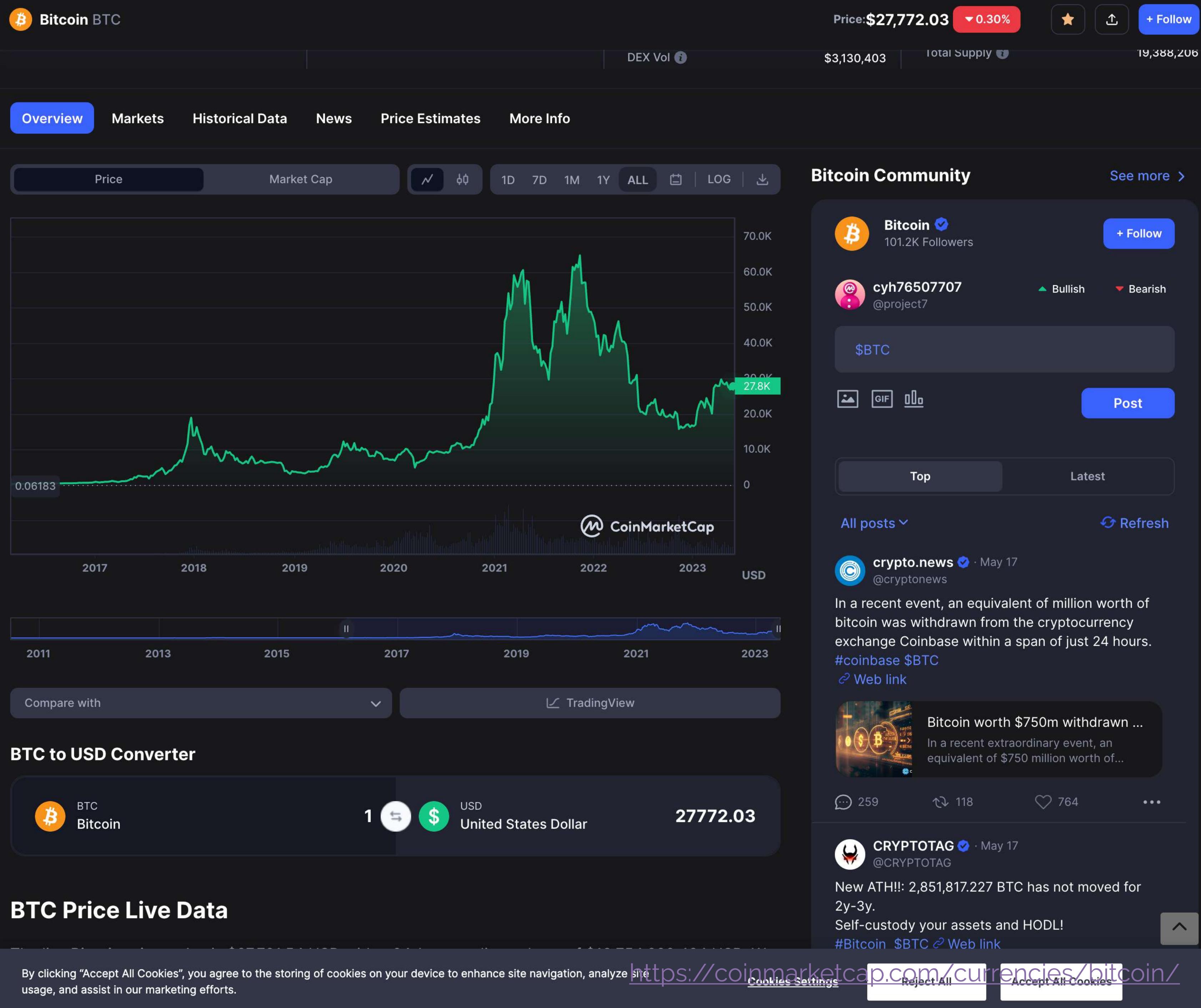
Minting of 1 HUNT Building NFT requires 1,000 HUNT tokens to be locked-up for one year. After this lock-up period, the NFT holder can burn his/her Building NFT and the 1,000 HUNT tokens will be returned to <https://hunt.town/>.

[Learn more →](#)

2

Runway ... 😱 😱

- "Runway" refers to the sustainability and longevity of Web3 projects and platforms.
- Ensuring a viable runway for these projects, in terms of funding, resources, and user adoption, is a critical challenge in the Web3 ecosystem.



A photograph of Leonardo DiCaprio as Cobb from the movie Inception. He is wearing a light-colored button-down shirt and is looking directly at the camera with a serious expression. A glowing blue and purple Ethereum logo is superimposed on his chest, partially covering his tie. The background is a blurred interior scene.

**Sell me your
DApp**

**It's a decentralised
protocol for ...**



UX designers should be a

Storyteller

Image Source: [Harvard Business Review](#)



YoungHwi Cho

Web3 product designer
Co-founder of Hunt Town



 bento.me/project7

Hunt.town

Web3 builders guild



perSecond.live

Timely Paid Aptos Stream



Chatcasso

Your AI NFT wizard



DixelClub.com

Mint Your Colors



Mint.club

Smart token builder for everyone



Neverlose.money

Gamified HODL Protocol



nomadtask.com

Online Tasks for Digital Nomads



LOL Hunt

Daily top chart for funny Youtube clips



Steemhunt.com

Discover Cool Products, Get Rewards

