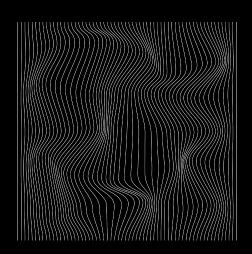
NFLECTION

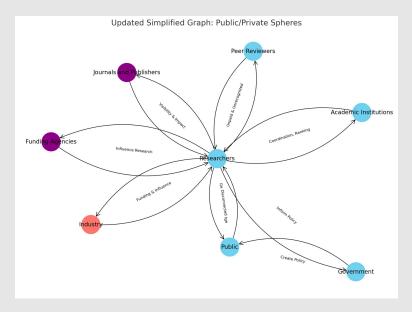
DeSci's Reality Check

Bridging the gap between idealism and pragmatism



99 Problems

(The complex)



Private

Public

Public-Private

A <u>complex system</u> with <u>99</u> Problems:

gate keeping of knowledge incentive misalignment information silos intransparency

... and this is a **consensus** view!

The Problem with the 99 Problems

(The tricky)

The more complex a system the higher its 'inertia' - its resistance to change.

E.g. Institutional; cultural (norms) Feedback Loops (publish or perish)



Midjourney: "Intertia with a high resistance to change."

Solution

(the ideal)

To overcome 'inertia' we need to:

tackle the right 'leverage points'

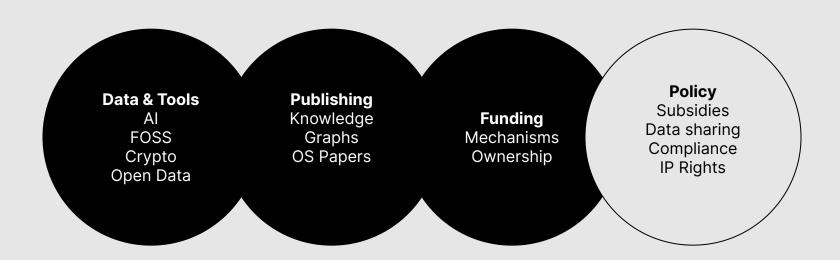
with sufficient 'activation energy'



Midjourney: 'science led utopia'

Finding the right leverage

Minimal effort; maximal effect.



Sufficient Activation Energy

(in theory #2)

Energy that must be delivered to a system in order to initiate a reaction; breaking bonds so that new ones can form.

What it takes:

Ideology + Talent + Capital + Technology + Adoption + Public Support + Governance

Reality Check

(the pragmatic #1)

Only Guesstimates; I/O:

95	\$65M	150?	\$??
Projects 40% Funding 25% Data, Tools 25% Publishing 10% Other	Raised	FT Talent	RS funded
	?? RS Output	2,400 Users	9 IP-NFTs

<u>Messari Report - The Decentralised Science Ecosystem; Awesome-Desci, Github; Crunchbase.com; https://desci.world/dashboard</u>

Let's collaborate on driving insights (the pragmatic #2)

You can't improve what you don't measure.

→ let's define our movements key inputs and outputs

→ let's create a self reporting standard + dashboards

Builder's 101

(overcoming growing pains #1)

1) Measure fundamentals, <u>not</u> vanity metrics

X Discord Activity, X Followers, Token Holders, Token \$Price, Trading Vol, Projects Sourced

Utility, Growth, Conversions, Usage, Retention, Transaction Value, Revenue

Builder's 101

(overcoming growing pains #2)

- 2) Build products, **not** decentralisation theaters
 - X Complex Gov / Voting Schemes early on
 - ✓ Solving someone's problem, Deep Customer Exploration, Simple

Builder's 101

(overcoming growing pains #3)

- 3) Seek long term alignment, <u>not</u> short term speculation
 - X Liquidity Carousels, pump & dumps
 - ✓ Long lock ups, Deep Customer Exploration

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