

(cleaned) Participant 35 and TE Study

Lisa Wocken 0:00

We'd actually like to just start by learning a little bit more about your personal journey. into how you came into the field of token engineering.

participant 35 1:53

I would just say it was quite intuitive and impulsive. I had been working with a consulting firm that was working to bring together what we were calling moonshot magicians, and these are pretty much the entrepreneurs that you know, take companies from 1X 100X in the pursuit of some sort of audacious mission or goal. And the idea was to bring them together to actually address some of the world's issues and find solutions for them and create blueprints. Now, the idea was that these blueprints would be the blueprints for the next operating system of the world because the future world was very different from the past world, mostly because of influx of technological innovations converging simultaneously and how that will enable things to be different. So when you think of this next operating system of the world, one of the core components of that is almost like what business models look like in the future. And so working with them it wasn't going anywhere, like, Yeah, we had meetings and the idea was developing, but I was getting interested in token engineering, and I woke up one morning I was in Puerto Rico. And I canceled my day and I wrote an article in like eight hours and it was how to build sustainable token economies. And I just recognized how much energy and enthusiasm I add towards the subject. So I quit my job and I decided to focus on this. And that's been about six months. And now I have a business doing it. I have clients, constantly meeting people and building my knowledge started a research group for bonding curves and all of it is just building on each other's this giant snowball. Hmm,

Lisa Wocken 3:43

amazing. And you said you felt like you were almost like gravitating toward it or are drawn to it and energized by what in particular energized you about this work.

participant 35 3:55

So it's, it's the ability to create new incentive structures, because when I look at how did the world get to the way it is, like I've gone through the whole gamut of personal beliefs on the matter, you know, from conspiracy theories to fucking reptile aliens to elites that control the world to whatever just said, I've explored it on my own from a barrier a variety of different directions. And because I can't really come to what the truth is, I can still see the patterns and the patterns are the things that we most that we incentivize, lead to the actions and the outcomes that we'll see. So what I really liked about token engineering was the ability to create new incentive structures. Now, I think what needs to go alongside that is a redefinition of value which is something completely different. So what constitutes value beyond just the price function, it might be multiple components, but nevertheless, the the whole incentive structure is super fascinating. And so that's what really got me into it.

Lisa Wocken 4:57

Great, thank you. So I'm thinking about definitions. I'm curious as to what your current thinking on a definition for token engineering is.

participant 35 5:08

Yeah, so I use token engineering, but I don't think that that term adequately defined what we're doing. And I have spoken with a number, both of different past employees from token design firms and just other token firm design firms. And there's a whole range of services that they offer. The way I approach it is much more, I would call it ecosystems design. So there's a business this business has to meet certain objectives, and then you want to design a token system that helps enable that business to meet these objectives. Oftentimes, you're trying to approach it in some sort of gamified manner, because I do believe that gamification is going to take over most if not every business model in the future. What was the original question? How do I define token engineering?

Lisa Wocken 5:57

Yeah, what's your current definition or ecosystem engineering?

participant 35 6:00

Really, really ecosystem engineering, you're you're not just designing a token, you're designing the way the token works inside of an ecosystem and compels different actors within that ecosystem and helps fulfill the business objectives. So it's, it's not just like allocation stable and investing scheduled.

Lisa Wocken 6:21

Great, thank you. I'm so curious as to what would you say, just curious, I'm curious as to what would you say, token engineering or like this ecosystem engineering is solving that other fields are not solving.

participant 35 6:48

I see this field as kind of an amalgamation. of many fields. So it's almost like it we're just building something different with components from other fields. I don't know if it's, it's like using elements from other fields to solve things pertinent to this industry. What's pertinent to this industry is like how do you leverage the current tech stack within the current regulatory regulatory framework to build something that works and achieve some sort of market adoption? And because this is a new industry, like those previous industries don't fulfill it, because this is new. This is an amalgamation of the combination of the internet evolving, and this new financial layer and ownership layer being built on top of it, which wasn't here previously. So they didn't have to address these issues because we didn't have the same technical capabilities.

Lisa Wocken 7:46

Great, thank you. I'm so curious if you could share a little bit more about I'm saying my name.

participant 35 7:51

Just easy.

Lisa Wocken 7:58

I'm gonna be so much more mindful that in all my other interviews I am trying to get a feel for what's your daily routine look like? So you know, what are your typical tasks that you might do in a week? What processes do you usually use? What tools are typical for you? Tell me what it's like. To be a token engineer.

participant 35 8:25

I would say right now I work seven days a week. I don't know if that's because of the typical engineer or just because I'm starting in business. I use Notion a lot for organization for my projects, for communication for project management. Stuff like that. I tried using Discord a bit, but I still like Notion more. I use Chat GPT quite a bit for whether it's like copywriting so you just put in bullet points. So let's say I have a technical document to write and I have created a formal equation to define one thing interacts with another thing. And then I'll just give that chat tip to you like, Hey, give me an example of this with numbers. Right. And so it can do that work really quickly for me. Let's say presentation, something like Google Slides. So if our token design white paper we want it to be easy to edit and stuff. So so maybe like design some stuff in Illustrator, bring it over to Google Slides, for workshops with clients stuff like Miro. So we'll create workshops in so there's a new there's like new stuff that I'm trying like <https://stately.ai/> which helps you build state charts. And then you can so I've been using like Chat GPT to write JavaScript for state charts that I just import to <https://stately.ai/> and experimenting with that. I can totally see that as a useful tool. There is another tool that open AI is coming out with that has to do with processing CSV files, and creating charts out of it. So like, honestly, one of the largest overheads is project management and let's say I have a certain level of standard of quality with which I want to do things. And people interpret things in their own way. And there's not much experience in this field. So there's there's a lot of time and energy that goes to just getting people aligned. And so actually see AI as being really able to reduce the amount of people required to service clients. Data scientists are a big requirement, right? Because I'll ask like a data scientist like hey, here's the project. Here's the competitors of the project. Build me a user growth model based on what you see from these previous projects. Now, AI can't do that yet, but I could still take the data that he collects and process it through AI in the near future. And that will because you know what it is to man it's like there's a lot of fucking like neuro atypical people, then it's just like it really hard to try to get aligned. It's nothing against them. It's just gonna be really challenging to work with people that have labeled themselves as neuro atypical, almost like, like a justification for something I don't know. Anyways, don't don't write that. record that and send that out. I don't want to get a whole bunch of hate mail. No, no

Lisa Wocken 11:30

worries at all. I really appreciate the perspective and it's so nice. We'll ask you a question about AI later on. But it's yeah, it's cool to see just the different tools and how you're thinking about it. You mentioned there's things you're experimenting with, is there anything else you're currently experimenting with or have hopes to experiment with?

participant 35 11:51

You know, just just like design based AI. But that's just because one of the things that I do is I create content. And then content acts pretty much as a learning out loud, but also as almost like a funnel with which to draw attention towards the things that I'm doing and it's really what has brought me business. So I want to get better at leveraging AI to create content, visual content. I'm doing like a podcast with \$machinations\$. Oh, sorry. I use \$machinations\$ for simulating economies and stuff. I'm also \$Python,\$ right so there's there's a there's a time and a place for \$Python\$. Most clients don't use it. Most clients don't want it. It's overly complex. But nevertheless, you can build the user growth model in Python. If it's easier for your engineer. You bring that over to Excel and you send the client the Excel document sorry, did I just go off track?

Lisa Wocken 12:47

No, no, that was great. Just making sure full thought. Okay, so I'm curious because token engineering is this newer field I'm curious.

Please keep calling me out on that. That I need that accountability. This is good. Because it's a newer field, we're trying to get a sense of what are the areas that like the different fields or let me see here how did we exactly where this which areas of knowledge do you consider to be essential for the token engineering field?

participant 35 13:28

I'd say So there's a very big design process that I would say the largest element to getting this right is actually the iterative design process with clients. And that's not a hard science. That says that's a soft science that's provoking insight and creating space for insights to revise and synthesizing insights and organizing it and and presenting it in a way that makes sense and then hashing it out over again. I don't know what discipline that goes under, but those sorts of human skills are super important to Validate because I'm not going to a client who's like, Oh, hey, just designed me an allocation stable. It's no it's I'm going to click like, Hey, what are you trying to achieve? What have you designed so far? That's staking for governance. There's not a compelling value proposition. So let's see what the points of interactions are between the user and your service. And where we can bring the token in between that to add some sort of utility towards it. That doesn't interfere too much with the user experience, but adds to it. So like that creative process and critical thinking, I have no fucking clue what field that falls under, but I would say that sorely like that's not emphasized enough. People are just looking for cookie cutter what has been done in the past design it for me now. And that won't work. As much anymore. We're over the hype, just a token and a project and that's good enough. As another question, the another part so other skills, data science, data science is super important. You can honestly do everything you don't need all the engineering stuff. You just need somebody creative and critical and a data scientist that can really good and that's that's good enough, actually, let's say the critical creative, the data scientist and a graphic designer because I want whatever I put out to look really nice and be easy to digest. And that's the dream team. Awesome,

Lisa Wocken 15:40

awesome. Okay, we're gonna shift to challenges and needs. What challenges have you faced in your work with token engineering? So we'll go personnel and then next we'll talk about challenges within the field at large.

participant 35 15:56

So I would say one is, like I'm fortunate to have clients that will meet let's say, the budgets that I prepare for them. Nevertheless, I meet a lot more that somewhat diminish the role that tokens play in that ecosystem. Because let's say for most people, unless you're building a decentralized service that requires like economic coordination of actors, you don't really need a token. The thing is, is you will need a token because companies without a token will be at a competitive disadvantage. Just like companies that don't leverage social media at our competitive disadvantage, as well. Would you rather go to a grocery store that gives you perks and rebates and everything bah, bah, blah, and then everything, you know everything the same, but they give you nothing? You'd rather go to the place that's rewarding you for your behavior. So that will become a norm moving forward. That being said, We'll tangent but companies don't realize the importance or the contagion, the impact, that once they integrate a token into their system can have on their core business, right, because if the token suffers, if there's failure economically, it will directly impact the project's core, business offering. And so plays a vital role. Like if you want to use it to increase user engagement and overcome the cold start problem, and how we distribute value and create these awards cool. But then it becomes a core component that if it fails, it will severely impact every other aspect. So it's not something where you spend over a million dollars designing a product and you want to spend \$10,000 on a token. It's completely ridiculous. Because of the potential risks involved with that.

Lisa Wocken 17:52

Are there any other challenges you see at large

participant 35 17:58

Yeah, you know, just lack of best practices. Lack of regulatory clarity. I mean, that's huge. Honestly, like, if there was regulatory clarity, it'd be so much easier to design. I have two clients right now one that they two clients on the opposite side of the spectrum, okay. So one is very, I can't whatever I can't say but one has to comply with everything because they're a giant institution and everything, but everything you know, is vast number of constraints. The other wants to literally get banned in multiple countries and push the envelope and be so frontier, that that they're just they're so you know, avant garde. And, yeah, it's just challenging. It's just challenging. Designing for an unclear regulatory environment. The first project is like, how do we do this review? There's so much hashing out with lawyers so much such a waste of time. You have to redesign and iterate when lawyers are like, Hey, you can do this. And I guess the other guy is just easy. It's like hey, what rules can we break? Yeah, yeah. I also don't share that, please.

Lisa Wocken 19:16

Oh, no. I really appreciate you sharing the examples in the interview though. That's helpful. And then you can continue to clarify with us what not share what share?

participant 35 19:26

Yeah, just don't share anything that could get me into trouble. Is there anything that you think should I share this or not? Don't share this? Yeah.

Lisa Wocken 19:34

It's a good that's a good guideline to follow. Okay. Mmm hmm. What are common pitfalls do you think of token engineers

Unknown Speaker 19:50

lack of creativity.

Unknown Speaker 19:53

Lisa : say a little more

participant 35 19:55

there's this. There's this. There's this. There's this moment. And some I was I'm 32 When I was 14, when I started my spiritual path and in the beginning of the spiritual path, I digested hundreds of books about the topic, and it fed me, right. But there's this moment in your path of growth, where you start to realize that all these concepts that you've defined, are not yours. And so your knowledge is almost knowledge learns from others, and influences us so much that they go through this phase of undefined things. So we can really discover like, from within our own knowledge. Now, there's almost that kind of thing in a token engineers space is they're referencing so much already existing work, that they're stifling creativity arising from within of what could be new or different.

Unknown Speaker 21:00

Very helpful.

Lisa Wocken 21:01

I like that.

participant 35 21:04

I know. I feel like you entered a meditative state there. I felt like

Lisa Wocken 21:12

yeah, I'm gonna think about that one later, later today. I know that I'm so with that and everything we've reflected on so far, what do you think are the most pressing needs for the field of token engineering?

participant 35 21:30

Look, AI is going to displace a lot of minerals that that people take. So I would say token engineers need to understand how to leverage AI. That's probably the most important thing because it will play a huge role.

Let's say not for token engineers, but for the space itself. You know, sandboxes, where we can experiment and fail safely, I would say is lacking. Like we need to be able to fail but in a way that doesn't put too much capital at risk, or cause reputational damage, rather, is informative and helps us like advance probably, like a, what's the thing called when you do an analysis of like all the research that's been done? Like a macro

Lisa Wocken 22:32

review, or a meta analysis? There is a systematic literature review.

participant 35 22:39

Yeah, so like a systematic. I don't know if it's a literature but Protocol Review. You know, what has been created? What are the outcomes been so far? That will be super interesting. And helpful, I think, to token engineers because you start to see the models that work and don't work, rather than everybody having their own ideas, but models that work or don't work. But then once again, you want people to have their own ideas.

Lisa Wocken 23:09

Okay, we'll shift now to going in depth on a couple of different topics. So the first one is could you please describe the role you see ethics playing in token engineering?

participant 35 23:25

Will I see ethics? I don't like ethics. I don't like ethics. I don't like morals. Probably because it's like the same reason why I don't like philosophy or philosophizing over spirituality. There's something false or just too easy when it comes to saying words versus like embodying and doing so we could get lost in endless orgasms. What's righteous and what's not. And it's very limited. You know, you can approach things from so many different perspectives. What's right, what's wrong? I tried to steer away from that. I tried to focus more on like, objectives. I try to focus on Okay, so there's value capture and value distribution. If it's fairness and fairness is like okay, look, what's your margin as a business and then how much of that margin Are you now we distributing towards users? Does that make sense? That will be my version of fair versus you should do this or you shouldn't do that. I just don't like those discussions, because it's based in terms of

Lisa Wocken 24:52

Okay, moving on to the next question or topic. Do you have thoughts on how to increase diversity and inclusivity within the token engineering field?

participant 35 25:09

Well, no, no actually, I don't I don't generally like this whole focus on you know, gender diversity and inclusivity because inherent in it is the idea that there is not that right. And so, as long as there is not that and we are fighting against it, there's this duality at play. And as long as there's a duality of play, we're actually simultaneously building up both sides. So I would say like, if you go into a university, treat everybody the same and enable Of course, that's for everybody. It

doesn't just need to be for women, it just need to be for men. That being said, there may be things that you do want to tailor specifically for women because of the attributes that are more inherent towards them. But just like education for everybody, right, so you know, like, I don't know, go to Africa, and create some courses. Actually, token engineering is huge in Africa. They just to make it open to everybody. And when you see people that are like, Oh, I can't do this because I'm a girl. Oh, you need to tell them no, you can do this and you invite them in. Yeah, I guess that's a good answer.

Lisa Wocken 26:23

Any answer is going to be a good answer for this study. That's the joy of doing study. It's about unearthing.

participant 35 26:33

So actually, I just want to let me go so when I was a hippie traveling around the world, there was some something that I noticed, and you would see all sorts of other people that want to get out of the system. Okay. Now, this idea of getting out of the system, created an aversion to the system which I myself had for quite a long time. And so I was like, I don't want to be a part of this. I want to go do this. The thing is, is my actions were always based on some sort of like thing I didn't want, right, that the whole system part was still a part of my decision making process, because I was trying to avoid it. And as long as I'm trying to, like avoid it, or reacting towards it, or from it, reacting to it. I'm never getting away from it. And it's for me, the same thing with the gender thing is as long as we're constantly emphasizing that there is this difference that we need to solve. We're still amplify emphasizing that there is this difference, you can't get away from it. So for me, the way to overcome that is to say there is no difference. But you know, whatever. That's, that's easy to say whatever. I don't know if that's right.

Lisa Wocken 27:54

Based on what you've already shared, I'd say it's less important whether it's right or wrong, and I'm picking up things you're putting down. Okay, so with that the next topic we'll go a little bit deeper into is finances. And I'm curious in your perspective, what are the incentives or rewards for practicing token engineering?

participant 35 28:22

Okay, so there, there's this talk that I started that I never finished but I fucking want to know is how to get rich. And I wish

participant 35: I just find this.

Like, he just explains things that I'm like. This is why being a token engineer at this point in time is such an incredible leverage that it's hard for me to articulate because I was listening to this briefly while I was doing something else, but I remember the feeling and it was like putting yourself in a place where the potential rewards are vast. There is a huge demand with there's not a lot of supply. You have the potential to like continue to accrue value from it into the future. So there's there's all these elements of being a token engineer that make it potentially quite

lucrative. This is a nascent industry. And it's only going to increase right the the use of these kind of reward points on steroids, that businesses will try to implement. So when the next bull market comes around, if you've been building your standard operating procedures and and your credibility, you're going to be extremely well placed to profit from it. And then you're also part of this, just like social media, and the Internet impacted the business models in the last 20 years. This will also impact the business models of the next 20 years. So you're in this new design space and there's a lot of potential when you're in a new design space because there's a lot of questions to answer.

Lisa Wocken 30:24

And if you don't mind me asking, how do you typically get paid is it per hour, do you have salaried work? Are you getting paid in tokens, even if not for yourself? What's your impression of how token engineers are being paid?

participant 35 30:45

So I'll talk about the things I see and then I'll talk about my experience. So for startup projects, you'll most likely get offered equity. So let's say you're a beginner token engineer, and there's this beginner startup project that doesn't have a fully loaded team. It just has like an okay team. You know, they may accomplish it or not, but it's not like they have all these successes behind them. Chances are you'll get some form of equity and then once a raise happens, you get some funding in proportion to the equity that you own and token as well. The way that I work is I don't accept just equity. I always require some sort of salary base, usually. Now I'm starting to do it monthly because I'm noticing that this iterative design process is actually ongoing. So it's no longer like a four to six week process can literally be a four month process depending on the new things that arise as the project goes on. So I usually have salary plus token percentage. If it's just an advisor, it's a small monthly retainer, then a very small token supply percentage, if it's designing the system and modeling the system and coming out with the specs and like the public facing document for the system, then the salaries, I would say five times more right now. Then then just the advisor ship and I would include that for the token supply as well. So let's say you want to one percentage point 1% of token supply as an advisor. If I'm doing the whole design and building I'm asking for point 5%.

Lisa Wocken 32:20

And one question that we've been asking everyone is what do you think a typical salary ranges for Turk token engineer currently?

participant 35 32:31

Not depends. It really depends. Because let's say I'm using geographic arbitrage, right? So I know a few talented and aspiring data scientists slash token engineers in India and Nigeria. And the average wage in Nigeria is \$800 a month, right? So I took someone that I was familiar with, and I said, Hey, I'm gonna treat this as an internship and I'm gonna give you \$1,200 And I'm very well paid internship because he has a lot to learn. And he also has relevant skills. And it's 50% higher than their average monthly wage. And so I try to leverage that when I can. For example, I tried working with an engineer in Europe, and I just stopped working with them. I just

let them go. And their salary was significantly higher than the ones in Nigeria and honestly, I much preferred working with people in Nigeria.

Unknown Speaker 33:29

So it depends.

participant 35 33:32

And I hear all sorts of stuff like like, if you go to \$name\$, and they charge you eight grand for this, whatever or you go to token and the token economics dao, and they'll charge you five to 10 grand or whatever. It's like that's not the kind of work that I do. So I definitely charge more than that.

Lisa Wocken 33:54

Okay, helpful. Yeah, that's one of the things that since you're participating in this study, one of the benefits will be getting kind of the whole findings report and early insights. So you'll get once we get

participant 35 34:05

so I mean, I can I can tell you, you know about other competitors like I know you know, some people that do this for 300 grand, right, and they have a team of three economist, one PhD and two masters, but they don't do any of the design process. They live in the ask the client to go through the design process. They go to these weekly meetings, and then they come back with like this extensive Excel documents, no matter what you do. Your projections of the future are based on assumptions, even if you're leveraging real world data, so there's only so much fidelity so for me, the modeling is just like a part of the value proposition and the robust design that helps meet objectives is much more really pertinent. But they charged fucking hundreds of grands because of the credibility that's associated with their name. If you go to something like \$ nameventures when you do the name, or their name\$, is a center than another base camp. Right? They charge 6% token supply and 6% equity, and also to help you develop your tokenomics and stuff. Now, there's other support services that go with that, but it's a very different model that leads to like much higher rewards if the token does do well, or the project does do well. \$name\$ right? Block science works on an ongoing bandwidth kind of thing. And generally, if you're working with them, you're probably paying them 20 to 40 grand a month, right? Where you have top notch engineers and you're most likely designing complex coordination systems. You know, people like \$name\$ and \$name\$ You could probably cut block sciences prices in half and you get something similar, right? For full design. You're looking at 30, 40, 50k and it's done. So the prices vary, I say the low end is from 5 to 15. The high end is hundreds of 1000s and the mid is probably

50 to 100K, I guess.

Lisa Wocken 36:12

Excellent, very helpful. The specific details are what's providing a lot of richness from these interviews. Okay, so the last well, I don't know if it's the last specific topic, but what we're going

to look at now is a little bit more of the future. What do you wish for the future of the field? And where do you see it going in the next three years?

participant 35 36:39

So what I wish for the future the field would be to leverage more of these economic primitives that we've begun to explore like bonding curves. Generation markets, you know, option mechanisms, big PDAs, whatever. So you have all these kind of primitives and you can compile them to create like new market structures and systems. So I wish for the field to just explore and develop more of those because that is the next operating system of the world on top of which everything operates these new market structures. AI is going to play a huge role in in this space. So I think that the future looks like you know whatever, let's say as the design the blah blah shirt AI Oh, that helped the design, but it's more for, you know, economic moderate monitoring, analysis and policy suggestions. I see AI playing a huge role there. Algorithmic controllers, so imagine you're not having some missions based off of projected user demand, which is based off of assumptions no matter how good you are, even if you're leveraging data. But you're basing emissions of on chain metrics. And you have this feedback loop that saying, Oh, and this happens, emissions increase when this happens. Emissions decrease, and it creates a more realistic or robust way of omitting tokens to community based on the activity. So, algorithmic controllers, AI leveraging monitoring analysis, and policy suggestions, much more adaptive systems. So right now there's this trepidation towards evolving your economics. But for the most part, \$EIP 1559\$ was just that it was an evolution in the economics of \$Ethereum\$ and has played a vital role in the sustainability of Ethereum and even people's projection of, of its value. So we shouldn't shy away from those kinds of more adaptive systems. So I think that will also be part of the future. Hmm.

Lisa Wocken 39:04

What do you think helps people not shy away from the adoption or the adaptation to those

Unknown Speaker 39:11
systems?

participant 35 39:16

I think people first movers to do it successfully. In every movement, you have the first movers the creative minority, that are willing to push the bounds and show people a different way. And once those blueprints exist, then other people can follow. And that creative minority is you know, historically a much smaller percentage than the rest. So you just need those first movers. To do it and succeed. Yeah.

Lisa Wocken 39:46

And you've already touched on AI a number of different times, and I'm just curious if there's anything else you wanted to share about how AI may potentially affect the field of token engineering. I

participant 35 40:06

think it's a great sounding board. Right. One of the benefits of having teams is having different perspectives, and how all the sudden, you don't need to fucking deal with people to have different perspectives. You can provoke AI to actually provide you with different responses.

Yeah, what was the question something about AI?

Lisa Wocken 40:28

Yeah, any any other thoughts or reflections about how AI might impact or affect the field of token engineering? But honestly, this is more of a catch all question at this point, because you've referenced it a couple of times. If there's anything else you wanted to share regarding AI.

Unknown Speaker 40:50

None at the moment. Okay, great.

Lisa Wocken 40:55

So we've got really two questions left the first one and we'll ask that you type any names into the chat just so we can get their spelling correct. But whose work do you admire in the token engineering space And who might you recommend we talk with?

participant 35 41:16

So I was just looking at these guys. They're doing good. Right writing these guys.

I like what these guys do.

I like what \$name\$ does, let's just say, \$name\$

I like you guys. Not sure how much they are in design weight upside, but at least in the modeling side, they're very robust. And then, you know, there's there's interesting stuff that comes out of economics design. At the end of the day, we're looking at this like a new field. But I think a lot of the elements of this field have already existed. Within the field of game design. And, you know, talking to really great game designers, like they're probably be way better token engineers than I would be like a very experienced game designer will probably be able to design a better system and I would put my level of experience because they've been doing it for years, right. And they already have models and frameworks. And what we're really doing is we're gamifying parts of the user experience and we're having tokens is gonna be the value exchange for those tokens are \$ERC 20 or 2721\$. Whatever. I'm saying even speak to game designers. Yeah. Game designers that are web three game designers, right, web two, they design games in web 2 now they're in web 3. And now They're they're designing a game economy. It's, it's it's token engineering, and they're trying to translate their previous knowledge into a slightly different industry.

Unknown Speaker 43:36

Wonderful.

Lisa Wocken 43:38

As we wrap up, anything else you would like to share on this topic of what is token engineering? And you know, given everything we've already discussed.

participant 35 43:54

Really, I can always rant about things I'm gonna rant about. So what would

Lisa Wocken 43:59

be the top thing you'd rant about?

Livia 44:01

I just have one quick question and interrupt yet. Well, what are the practices you have as a token engineer like what what is the linearity of a T.E. process from beginning to end?

participant 35 44:20

So for me, the first step is probably creating the Statement of Work and agreeing on the scope of the project. Then it starts to look at like what's all the existing material that they have about their project and understanding it really well? Business plans, market research, blah, blah, blah. Then let's say I have a number of things that I started to pull out. So I have sections of a token design white paper, and it has a flow to it. And so I extract the information from the existing documents and I start to see what they what gaps are there What's not clear and then you go through kind of a design process with the clients, whether it's so workshops, work with some clients and what work with others, so you just need to adapt the process of extracting insights and going through that design process. Let's say 75% through that design process, we started looking at modeling, right? So you get somebody that starts working on the user growth model. And so they're looking at competitors, but a lot because for most projects, right now, you're gonna base your modeling off of projected user demand, right? It's not an algorithmic controller, because it's very frontier. And clients are like, what kind of attack vectors do I introduce into my economy by doing this? So there's not enough first movers to make them feel comfortable with it. So for right now, a lot of the work is on projected user demand, and often the projected user demand is what we start building your vesting schedule, it's when you start understanding how many tokens you're giving to users for the actions they're performing. So okay, so you did the design process you start some of the basic modeling you arrive at something that you like, then it's, here's the first iteration of like, the token design, white paper, be one. And what this is, it's an explicit description of the system that's being built that you give to the team, you make sure everybody's on the same page. You have a cookie cutter, allocation of vesting, inflation, blah, blah, nothing is final or determined because they may say actually, this part of the system doesn't work. So you don't need to like robustly model it at this. They come back to you with feedback. We iterate, then you begin to model one robustly. And for me right now that looks I tried \$Python\$, but I found it confusing, or unnecessarily complex for a lot of tasks. So you start to leverage \$machinations\$ and \$Excel\$ to build the models that you're looking for. And between the design process in the modeling process, you've identified the key questions that you're trying to answer with the modeling process. And then let's say there'll be a v2 and that's pretty much the first contract. It might lead to ongoing work after that because it's not really a

finished thing ever. Yeah, that's that's like my experience of it's so far, but I haven't been doing it for them.

Lisa Wocken 47:38

Livia Did that answer your question?

Livia 47:41

Yeah, that was great. Thank you.

Lisa Wocken 47:45

Wonderful. All right. Last chance. Is there anything else you'd like to share with us given our topic of exploring what is token engineering and trying to advance how people see the practices challenges and needs of the field?

participant 35 48:01

Just one thing is so one of the objectives of one of my clients is to [see if needed.]

Fix the creativity process and deep engineering culture. I would say if you guys can just highlight that my there's this it's there's this it's just a human thing. It's leaning on the things that we already know. And it leads to a lot of lack of creativity and in this whole new design space, you have new tools to design new systems. Were really designing systems. We're familiar with new tools. And so just like, that's what I'd emphasize. Awesome. I

Lisa Wocken 49:07

love that. If you don't mind, I have one last question for you. That came to my mind. I'm curious if there's anything that keeps you No, that's actually that. That's kind of a gift. I feel like that was where we were supposed to end this interview was me saying that what

participant 35 49:29

I was hoping when you started your question, you didn't say it as like, ah

Lisa Wocken 49:36

where this was supposed to end that wasn't meant to happen. Um, and I want to hear your thoughts on a spectrum like what if anything, keeps you up at night regarding kind of the evolution of token engineering and what makes you most excited for the future regarding this field.

participant 35 50:02

Nothing really keeps me up at night. I don't have any kind of except humanity and their destiny. Right? This is where things are. As to what am I excited about? Well, honestly, like I'm an individual that I get bored easily. And because I'm so out of my depth all the time in this industry. And there's so much for me to learn. I don't get bored. So just the scope and depth of stuff that I don't know that I should know, excites me, right? It's like, Fuck, I was up at like 11pm Last night reading this article that I could not decipher mathematically because he created like, Okay, well,

here are the requirements of what makes an Amm. Here's a mathematical formula for showing the proofs. So if your price function of your \$AMM\$, it's these proofs then it's a functional AMM, right? So I understood the concept but the math No, so there's always things for me to try to learn. So that's what excites me. Honestly. It's just the constant learning and being out of my depth.

Lisa Wocken 51:17

Awesome, awesome. That is an excitement we share. Excellent.

participant 35 51:23

Is this your first is this your first time doing this research? I know it's not.

Lisa Wocken 51:29

Yeah, I was gonna say I will say that. That's such a consistent joy for me of being in this space is learning from people and finding out how much everybody's, you know, be on their skis. It's lovely. It's lovely. So, okay, well, I don't have anything else. Livia, do you have any final thoughts you'd like to share? All right, well, we'll wrap here, but it's been a joy. And again, we really appreciate you taking the time and sharing your insights with us. It's also very valuable as we continue to interview people over the next few weeks, and then we'll go into analysis and so in a matter of months, you'll have the findings report and we just again, thank you so much for

Unknown Speaker 52:14

contributing.

participant 35 52:16

Yeah, good luck and thank you for your work.

Lisa Wocken 52:20

Thanks so much. Have a great rest of your day. See you Bye.

Unknown Speaker 52:27