



WordPress and Web3

Dave Lockie

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Formerly CEO at Pragmatic,
now Web3 Lead at
Automattic.

15 years in WordPress, 5 in
crypto/blockchain/Web3.
@divydovy most places.



AUTOMATTIC

WooCommerce

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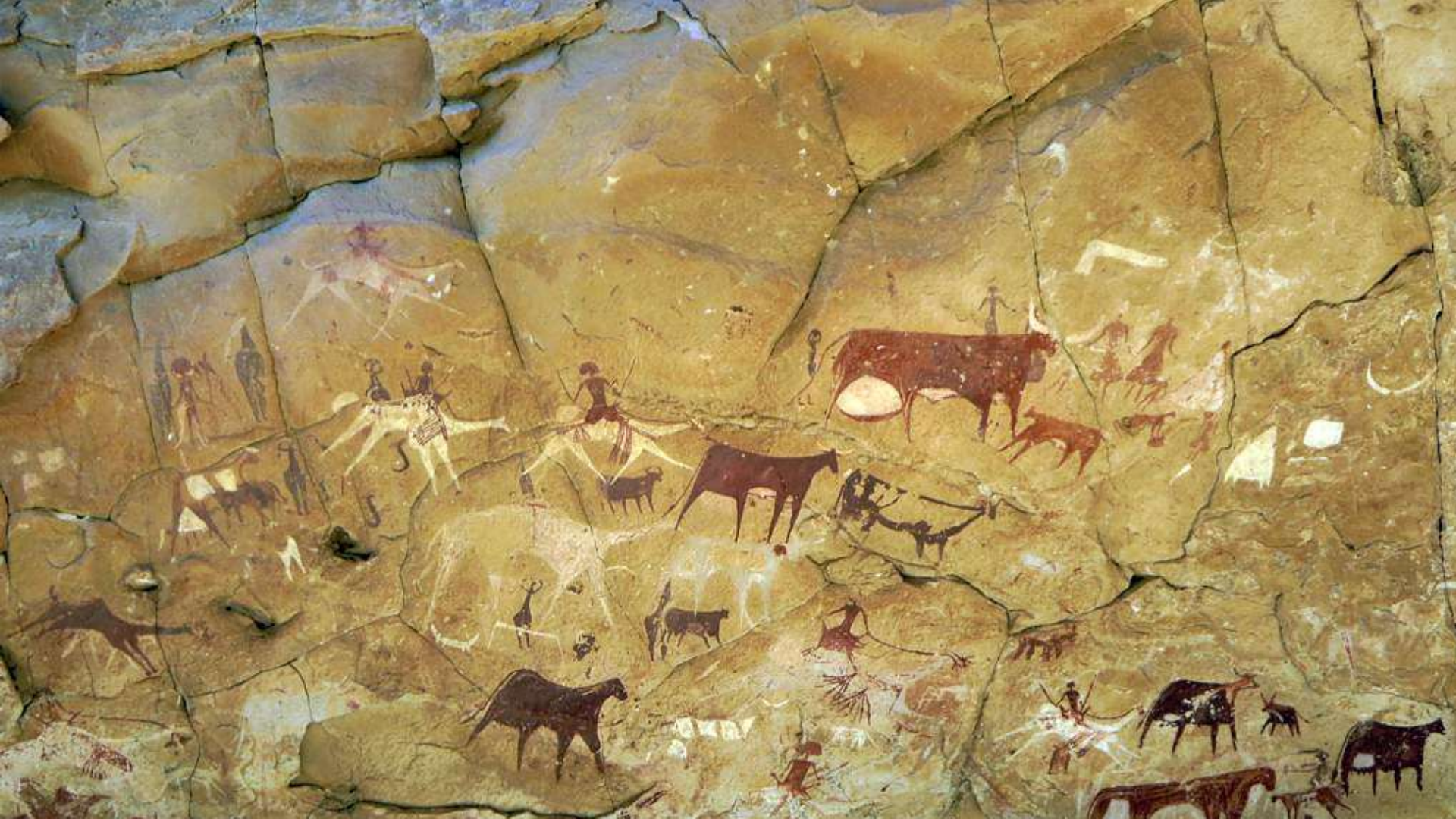
05

Dreaming

06

Go play

00 A Web3 story











“

We believe in democratising publishing and the freedoms that come with open source.

— <https://en-gb.wordpress.org/about/>

01 What is Web3?



Creates new primitives



BLOCKCHAINS & BRIDGES

- Underlying **decentralised** architecture
- Layer 1 protocols e.g. Bitcoin, Ethereum
- Layer 2 scaling solutions
- Layer 0 - cross-chain/bridges
- Tokens, coins, smart contracts, addresses
- Decentralised storage (& compute)

INFRASTRUCTURE

- Identity, governance, communication
- Transactions
- Compute, storage
- Data availability, analytics



Interact with the state of
(directly and/or through Infrastructure)

Web3 cycle

Combine to create

ACCESS

- Wallets
- Aggregators
- Web2 integrations
- dApps

USE CASES

- NFTs
- DeFi
- Content, commerce & community
- Gaming, 3D, metaverse



Made available through

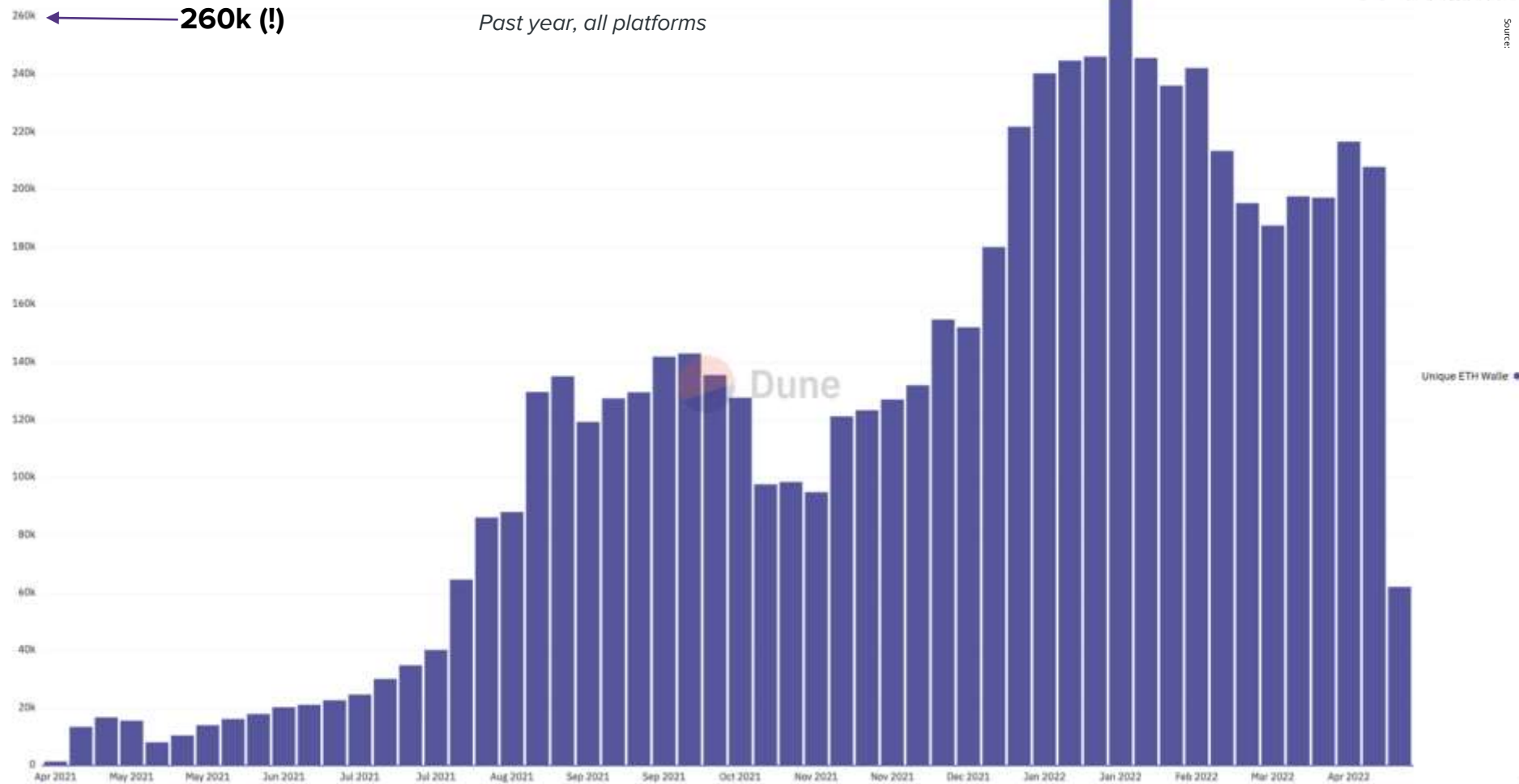




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Decentralised digital technologies that give people new ways to organise and collaborate.

02 Disruption



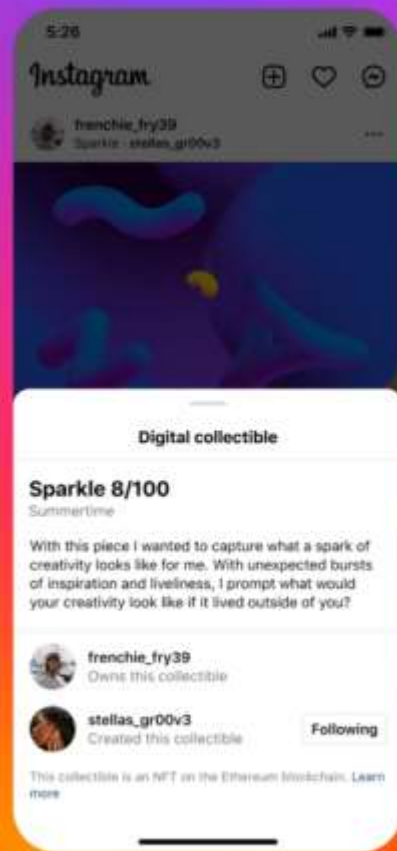
Decentralised
Autonomous
Organisation

=

Collaboration
governed by
software



03 Challenges



207

Trackers & ads blocked

7.1 MB

Bandwidth saved

11 seconds

Time saved

09:25



Mirror



Your Profile



Connect

Brave talk

Brave Rewards

Token balance

0.000 BAT

≈ 0.00 USD

1 May - 31 May Progress

Earning ⓘ

0.104 BAT

Giving

0.0 BAT

⚙️ Rewards settings

📄 Edit Cards

Photo by Alan Franchette

Scroll for Brave News

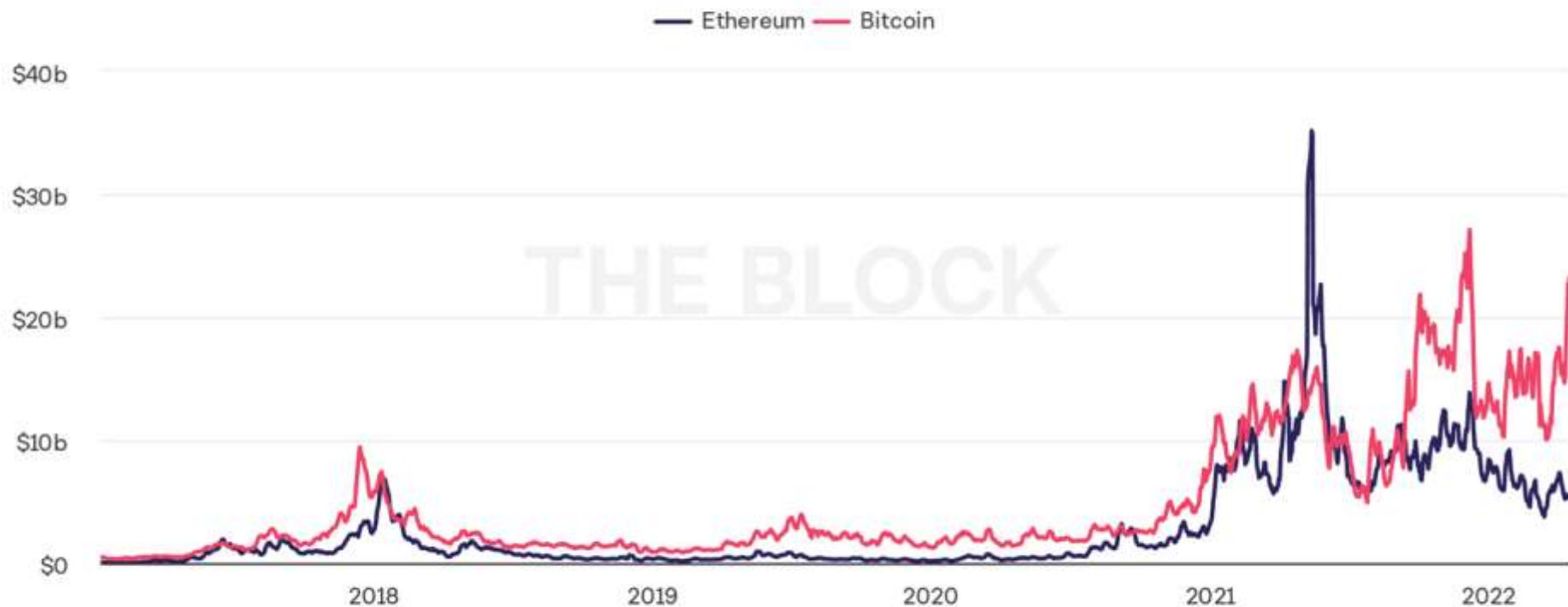
☰ Customise



04 Opportunities



Adjusted On-Chain Volume (7DMA)



SOURCE: COIN METRICS
UPDATED: APR 19, 2022



divydoxy

0x023...n44

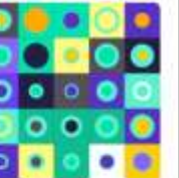
Joined October 2021



Collected 44 Created 0 Follower 0 Hidden 0 Activity 0 Others 0 Listings 0

Search by name

Single items Recently received



Creators Gonna Create

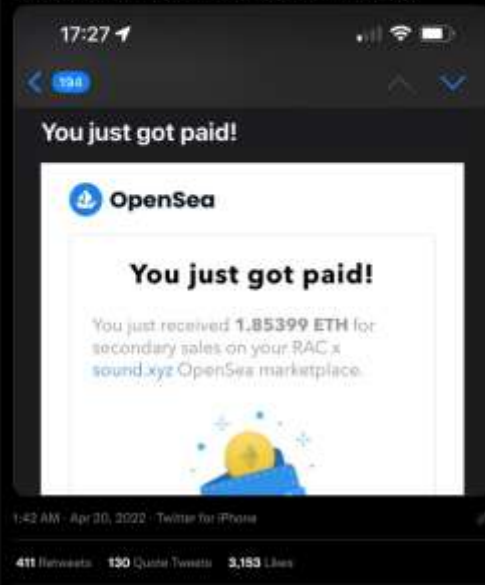
1.85 ETH (~\$5.7k) in royalties in 1 week.

this was generated by 36 people.

It would take 1.4 million plays to generate this on spotify.

not counting the primary sale of 10 ETH (~\$31k) which is the equivalent of 7.75 million plays

136 people generated more than 9.1mil people.





BOSON
PROTOCOL







A more trusted web is a better web


fixing issues. But, happy to answer any questions whenever I'm free.)


to give credits to several people who helped me, [Aarne Salminen](#) - Helped me a tonne
plate logic. This wouldn't have been possible without him. A huge thanks to
[Iadwack](#) & [Daniel Pali](#) - Helped me with beta testing and feedback. [Chase Granberry](#) -
nder of Logflare and he helped me a lot in understanding the overall system and
e of things.


[content's WordProof Timestamp certificate](#)


 WordProof


This content is not WordProof 





**Content has changed since the last timestamp**
The website has updated the content of this page since it was
last timestamped on the blockchain.
[> Why is this important?](#)

 Last edit on November 1, 2021 at 4:08 pm

**Discover how this content changed over time**
Because this website timestamps every revision on the
blockchain, you can compare the different versions.
[> View previous versions](#)

 Published by [Superithan Mohanedasan](#)

Superithan.com  Disque Privacy Policy  Login

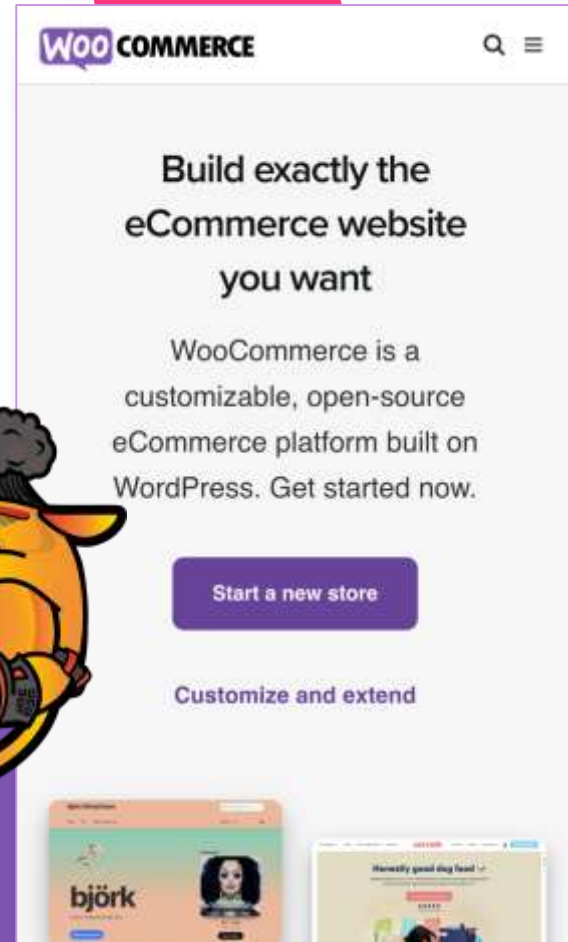
[Twitter](#) [Share](#) [Sort by Best](#)

is the discussion...

with OR SIGN UP WITH DISQUE

05 Dreaming

Wallet-first =
Ecommerce +
publishing +
community +
loyalty +
fandom +
patronage





The 1st Freedom

To run the program for any purpose.



The 2nd Freedom

To study how the program works and change it to make it do what you wish.



The 3rd Freedom

To redistribute.



The 4th Freedom

To distribute copies of your modified versions to others.



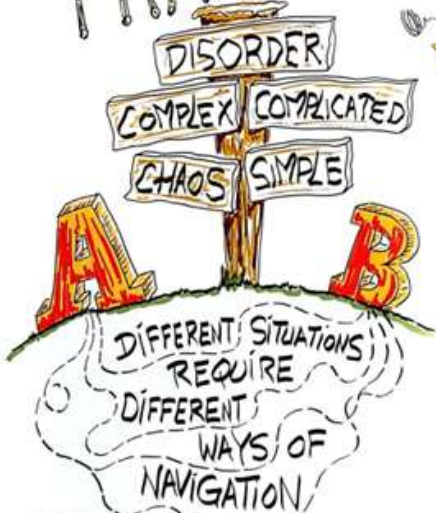
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What else can we do together?



06 Go play

THE CINEFW FRAMEWORK



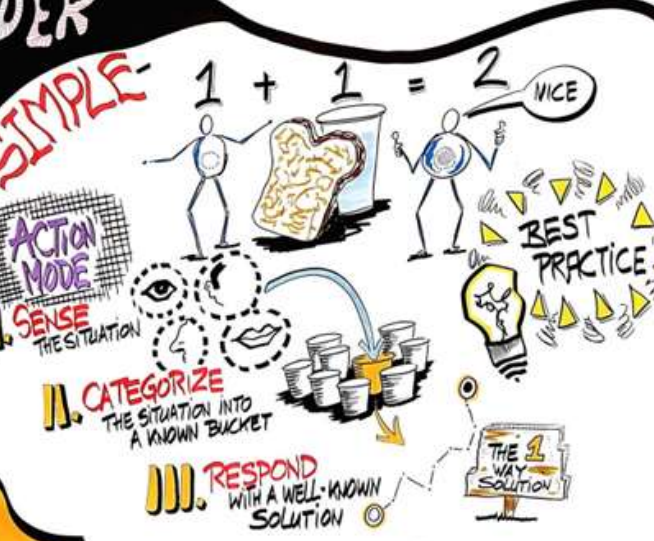
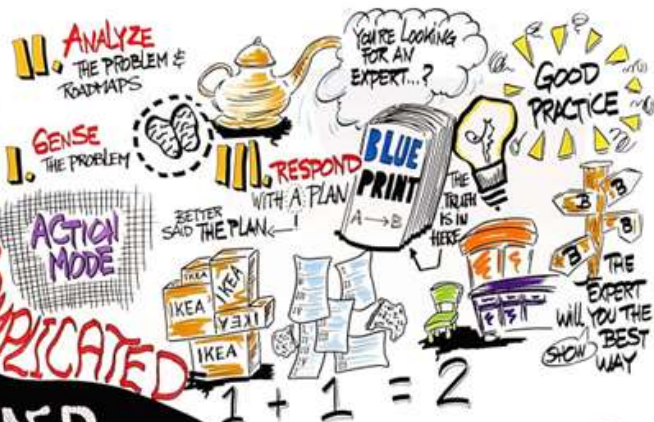
Visual by
SKETCHING MANIACS
HOME OF VISUAL BELIEVERS



- III. RESPOND**
TAKE ACTION MOVING THE PROBLEM INTO THE COMPLICATED DOMAIN
- II. SENSE**
DIVE INTO THE NEW AND DETERMINE NEXT STEPS

- I. PROBE**
EXPERIMENT-EVALUATE-EXPERIMENT-EVALUATE-REPEAT-REPEAT
- GATHERING KNOWLEDGE**

COMPLEX
COMPLICATED
DISORDER
CHAOS



- III. RESPOND**
TAKE ACTION TO MOVE YOUR PROBLEM TO ANOTHER DOMAIN
- II. SENSE**
ONCE OUT OF THE IMMEDIATE DANGER ZONE, ASSESS THE SITUATION AND DETERMINE NEXT STEPS
- I. ACT**
REALLY... TRUST YOUR INSTINCT. GET OUT OF THE IMMEDIATE DANGER ZONE

WHEN HELL BREAKS LOOSE
DON'T FREEZE
GET OUT
OR GET HURT OR WORSE

NOVEL PRACTICE
KNOWLEDGE GATHERED THROUGHOUT LIFETIME IS ONLY PARTIAL USEFUL



WEB
BWP

Get started with Web3



1

Follow along at



2

Apply to join Kernel:

- use before Jun 15!



3

Do Your Own
Research (DYOR!)



4

Learn to earn at

Get a Galito WCEU Porto 2022 POAP!

Submit this form within a week to
claim yours for free!





Obrigado

