

**EPISODE 1360**

[INTRODUCTION]

**[00:00:00] KP:** Whether you love them or hate them, share them or ignore them, you encounter memes all over the internet. Those that are popular can often take off and spawn a long history of remixes, variants, derivatives and inspired works. In this episode, I interview Johan Unger founder at Meme.com. They're creating a platform for meme explorers to track these memes and earn rewards along the way.

[INTERVIEW]

**[00:00:27] KP:** Johan, welcome to Software Engineering Daily.

**[00:00:30] JU:** Thank you. Happy to be here.

**[00:00:31] KP:** Tell me a little bit about your professional background.

**[00:00:35] JU:** I like to build things. I started my first company right out of high school and I've always been interested in online content, and content consumption and how people share things on the internet, and so on. My first project was a news aggregator for the browser. This was around the Google News time, so RSS feeds and stuff are fairly hot, so I was super interested in that. That didn't work. We got around 10,000 users, but we couldn't really fly above that. But it led me into my second startup, which was a lot more successful. It was a form of publisher and ad tech product, where new sites, and blogs and similar cross-promoted content between themselves and also between advertisers and sponsored content. We had a business model around that, and that went really well. We started that in '13, and grew it to over 50 people with offices around Europe over a few years.

But then in '16, I got really, really interested in crypto and Ethereum, especially, and yeah, I couldn't think about much else. Initially, I started experimenting in-house at my last company with different crypto business models around how you could reward attention with coins and different models, how to drive engagement. But then, in the early '18, right around when NFTs

came along sort of with crypto kitties and all that late 2017, I felt that I need to focus on this full time. Me and my co-founder, we bought a project out from our last company, sort of the crypto side project, and then I've been working on it full-time ever since.

**[00:02:10] KP:** What first got you interested in the crypto space in general?

**[00:02:13] JU:** As somebody who's tried to build consumer products, both the news aggregator, but also had some, like testing with apps and stuff, there's always this chicken and egg problem in how do you get your first users when you don't have much of a product? How do you get them excited and on board? Then I heard this podcast about Ethereum and how you could create tokens that almost acted as a sort of pseudo equity, and that you could give them out to your early users as a way to bootstrap activity engagement and also reward people who are active in doing different things. That appealed to me right away. I felt that that is the next big thing in terms of how you work together with your users.

**[00:02:57] KP:** Tell me about Meme.com.

**[00:03:00] JU:** Meme.com, we were previously Marble Cards and Marble Cards is still one of our products. Both of them, we have a vision where we see how the normal platforms today, like Reddit and Facebook and whatever else. They're all fairly the same, like you produce content or contribute in different ways and you get some kind of like credit score or something like that, depending on what platform it is, but you don't really get much else. We see it like a way where users actually earn things from contributing to these trends, or to memes or entertainment to other people. That is the goal with Meme.com. We wanted to become almost like a meta game where people who contribute content both in the form of URLs, but also could be art, could be other things, that they actually get rewarded from it both emotionally. It could be sentimental NFTs, or like badges and stuff, but also real crypto tokens that they can either hold onto if they believe in the project or actually sell to get something out of it almost. We call it meme to earn.

**[00:04:13] KP:** What's the type of content that's being produced.

**[00:04:16] JU:** Meme.com is still in beta, but the community identified seven memes initially that they thought those are the ones that we're going to focus on initially. What people contribute

there is – some examples, like Doge, Pepe, Hide the Pain Harold, This Is Fine and a few others. And people contribute links, like up-to-date news about these memes. They contribute links to NFTs relating to those memes and so on. It's a way to create almost like news flows around different memes, and that's why we want Meme.com to become eventually like a destination where you go to as a consumer of content, maybe discover new things about your favorite memes or discover new memes. As a user, actually user of the platform, you go there to basically submit your findings that you find across the web. If you find a cool URL about meme you like if you find something else, you can submit it to Meme.com. And if it turns out to be a good piece of content, you're actually rewarded from it.

**[00:05:21] KP:** What qualifies is a meme?

**[00:05:24] JU:** That's a good question. Technically, a meme is any idea that spreads among people well enough. It could be anything really and anything is a meme, something we communicate. Now, the person understands that is a meme. But popular memes are things that are easy to relate to, easy to understand and that just people like and want to share in general. But the real answers, anything is a meme that people spread amongst each other.

**[00:05:53] KP:** You think in the very academic sense, meme has a sort of abstract philosophical reason. When I think of it in the context of the Internet, though, I'm thinking of sort of a single image or maybe two or three tiles with something witty or caption, usually the caption being added later. Is there like a more narrow version of meme that you're thinking of in that regard?

**[00:06:14] JU:** I'm thinking about it much more broadly, like it's totally – you're totally correct. That's obviously a meme. It's a meme format, right? Where you have one or a couple of images with text, and it tells the story. But to me, a meme again, it's anything that sort of catches on with people and you see it especially in crypto. Like all NFTs, for example, I don't know if you follow along with the NFT space. But you have like crypto toads, and punks, and cats, and dogs and everything and those are just memes. Like they're stories that people choose to buy into or not, depending on how easily sort of approachable or easily people can relate to them. To me, a meme, it is anything that spreads not only these sorts of images, that's a subset of memes in my opinion.

**[00:07:00] KP:** Meme seem to have a certain lifecycle to them. I guess some do have longevity, but others seem to burn themselves out after a while or go out of fashion. If that's the trend, and you may tell me it's not the trend. But that makes me wary of trying to have some ownership in a meme. If it feels like it's about to expire all the time. What's your take on it?

**[00:07:21] JU:** That's a good question. I definitely agree that some memes have longevity, some don't. And so the way we're structuring Meme.com is, when a meme comes, like a new meme, take Bernie Sanders in mittens, for example, that was popular for like a week, and then it died up. The way it will be structured is, once it comes out, somebody submits the first piece of content with that hashtag and the page is created. People can start contributing, they can add an image, text, links. Then as you contribute, you build up this sort of score for that meme. As it grows big enough, which that meme did, it will be able to generate, say a piece of meme art or another type of collectible just because it grew that big. Then those items are awarded to its contributors.

Even if it dies out, the process that happened that grew in popularity and grew as much as it did to be able to unlock one of these types of items that were then distributed to the contributors. That item even though the meme is dead, sort of or sleeping, you never know if it's going to come back. That item is still valuable, both emotionally to the ones who contributed as a sort of memorabilia, but also it could be – have a monetary value, because it was a result of this very high growth meme over a short period of time.

**[00:08:40] KP:** Make sense. I'd love to do a deep dive into the reward process. Let's say, I went to meme.com, and I post something and it just happens to be lightning in a bottle, and it's a great idea and people are catching on. What's my user experience from the time I posted as it's blowing up.

**[00:08:59] JU:** Meme.com is still in very much development, and so we're experimenting with different ways. The way you submit things now is you "marble" them. You pick a URL that you like, and then you paste it on the sites and marble. Then it goes on chain. A collectible card is created for it, that is put on chain and then starts to get indexed, looking at things like social media shares, web traffic. And also, it will go into a voting system where other people vote on it.

If it gets enough votes, it gets a high rank based on that. But what you will then get this one basically points within the meme that you contribute it to. That's the primary thing.

The secondary thing is you will get a fairly small, but still a stream of income in MEM token, which is our coin. If it turns out that people like it, but obviously, it's not yet like you will post one URL and you will sort of get rich on that or get a bunch of rare collectibles, but you need to. The main thing is that you want to contribute to this meme because you think it's something cool, you think that the contributions you do now if it's the Wikipedia page or an important piece of news or something. Those things will be around and be there for as long as that page is up. Your sort of contribution history will be public if it later turns out that it becomes bigger and bigger.

Then along this whole journey, there will be these keys essentially where you unlock new rewards, both monetarily and in the form of NFT's. It's a bit hard to explain without having the actual visuals in front of you. It's almost like a, think of it – I don't know if you play any MMO, like World of Warcraft or similar, but where you contribute to quests or similar, and then you get some coin but you also get XP, and some items and stuff. We want to almost make it like an MMO, but for memes or trends, and how you contribute as of in the form of URLs and other types of content like meme art or similar.

**[00:11:06] KP:** Then I think you said, if I'm successful and posting things and they get a lot of shares, traffic's and upvotes, I'm going to earn points and tokens. How do I leverage both of those assets?

**[00:11:18] JU:** We start with the points, you need to have enough points, during say a month for example to unlock the ability to buy these rare items that the market produces. It could be a piece of meme art, we're also working – we haven't again, art engine where it looks at – the computer looks at images all days and try to create art out of that. But you need enough points over a given period of time to be able to buy these things very cheaply, but you buy them from the store, sort of the membership store for being part of that meme. Also, as a contributor, when having these points, you will get sort of air drops from time to time from the community around that meme just for being a part of it.

It's essentially, it's almost like a tool to form communities around trends on the internet, where those community members work together to unlock value, both in form of quality information, but also in the form of these crypto incentives with coins and NFTs. Think of it almost as, you have Wikipedia, you have sites like Know Your Meme or similar. There are people who are contributing, some are contributing a lot. And the thing they get back is on your meme, you have your profile score on Reddit, you have Karma, but these things are all centralized and have no ulterior incentives. It's only on the actual site that you can show them off as a form of status.

It's essentially – it's like a content platform. It's like a Wikipedia meets Dogecoin and we have the information aspect we also tie it into these crypto incentives in the form of tokens and NFTs. When you think of your users, are they creators, or curators, or what are your expectations for the people that will be on the platform?

**[00:13:09] JU:** There's definitely both, but we call them meme explorers, is essentially someone who thinks they're good at. Obviously, there are two sides. There are the consumption people who go to Meme.com just looking for memes and they will see everything that's been submitted. But if you look at the people who are actually submitting the content, it's people who think that they're good at identifying trends or quality content, things that other people want to see. And that they contribute those things because they want to play this sort of "game where we measure what is the actual value of these things, what are the hottest memes this week who've been contributing to them. It's a combination of just entertainment. I get satisfaction from contributing to my favorite meme, and then hopefully, the meme turns out to be popular with others as well. Then all of us who were a part of that thing get rewarded in the form of item drops and tokens, yeah.

**[00:14:09] KP:** There are some similarities in my mind to the way Reddit works in terms of having subreddits and upvotes. Certainly, not the same, but many listeners will be familiar with the Reddit platform. Could you compare and contrast the key differences between what Meme.com is and what Reddit does?

**[00:14:25] JU:** It's definitely similar and Reddit is one of the inspiration sources. On Reddit, you have subreddits around different topics. It's not quite the same where on meme of comments it's a bit more like no you're a meme. I don't know if your listeners are familiar with it, but it's like a

Wikipedia only for memes. But the differences are, on those sites, both Reddit and Know Your Meme. I know Reddit is working on some crypto stuff, but it's not out yet at least. But on those sites, you get rewarded. When people like your stuff on Reddit for example, you get karma. That Karma is a form of credibility score, that when you post things, people can look and see that this is legit person posting things and he has contributed to this thing and you get credibility from that.

We want to take that to the – and add crypto incentives to it, essentially. So you do similar actions, you contribute content, you do these things. But instead of getting, like your score, karma, for example, you actually get crypto rewards. So that I would say is the main difference.

**[00:15:36] KP:** Why did Meme.com need to be built with the crypto involved at all? It seems like the core idea is, you could have implemented it without crypto. What's the value add for bringing that into the picture?

**[00:15:48] JU:** I think what we set out to do this, and I think, the initial assumption was, if – having worked in the content curation space, or whatever you want to call it for a very long time, it all became the same and the incentives are the same. You post something because you want other people to like it, so you can get followers, you can get karma, and so on. But where we thought that if you have another incentive, where you actually have a sort of skin in the game stake or monetary stake in what you contribute, we think that the, one, the effort of the people contributing, they will have another feeling to the platform and another way in what they're contributing because of that. That's one thing. Actually, feeling that you own a very small part of what you are contributing, because it goes on chain as you do.

Then the second part is, knowing that if you do well, if you contribute to the right memes, both with time in the form of content curation, but also with money, if you buy into, say, "The right one." There is a potential upside that is appealing, which we see is very engaging to people. That, I would say, instead of just making another Reddit or another Know Your Meme, your meme, actually putting a lot of incentives and structure on chain allows for a new type of feeling, essentially, when you're engaging with the platform.

**[00:17:27] KP:** There's a market for I guess what you'd call traditional art. If I were an investor in art, I could go to galleries and buy paintings, I could resell them. There's a lot of people that see that as a vehicle for storing, maintaining and growing their wealth. Do you see a similar thing here? Are memes in that regard something that an investor would take a look at or do they play a different role, culturally?

**[00:17:50] JU:** I totally think that memes are a viable investment. You already see it in the NFT space, in a very broad sense. People buying the first image of Doge, the first cartoons of Pepe for millions of dollars. But to be frank, I think that art is also a meme just before the internet. I think that the mechanics are very much the same. It's about buying into a trend in the form of a piece of art that later becomes appreciated by more people and spread effectively among people. I think it's very, very similar.

**[00:18:32] KP:** Can we talk about copyright? I'm not a lawyer, but it often feels that there's a lot of ambiguity in posts online and memes in particular. Do you have any perspective on that, especially with its impact on how you develop a platform?

**[00:18:45] JU:** You got to follow the laws, right? But I personally, I'm not a fan of copyright. I think the Internet – I think with crypto and with the ability to track provenance and who created what and what is the original and so on, I think much more effective structures can be built that don't enforce copyright by law rather than enforcing who created what on chain. I like to think of copyright as, it's like hopefully a pre-Internet thing that eventually will go away, where you instead will have a very collaborative, very open system where I can – if I find something on the Internet, I can remix it. I can continue the story of what I found, and there are tools in place for me, where I can attribute the thing – the creator who came before me and so we share whatever upside that I managed to create.

We're already seeing some projects in crypto that take a – it's essentially an open-source license for everything that's created. Anybody can do anything with the assets or with the characters and similar. We see it's such a huge impact where anybody, people are creating art around it, people are doing a bunch of things just because they feel that it's also a part of them, as opposed to that there are some copyright laws that are telling me that I cannot do anything

with these things. I'm definitely a proponent of a world without copyright enforced by lawyers, and instead having an open system and the tools available to be able to attribute properly.

**[00:20:27] KP:** Memes that become successful and have some longevity can tend to evolve a little bit as you were describing, maybe someone initially post the URL. But their shares and other engagements, people are inspired and remixing in this sort of thing. You'd mentioned a couple of the criteria, like you look at traffic, and shares and voting. The voting, I guess is all on your sites, you can control it. But shares and posting on social media is something that you don't readily necessarily have access to without crawling. Can you talk a little bit about the process of gathering all the data to come up with whatever score you're going to calculate?

**[00:21:02] JU:** Yeah. We use third-party APIs for that. I don't remember their names. But there is one who provide, Alexa Rank, essentially. You could see how are the different URLs, what type of inbound links do the different URLs have? Then on the social media sites, there are some projects who get access to the internal Facebook data, internal Twitter data, so we're using one of those paid APIs to do that. To me, that type of data is secondary, it's definitely interesting to measure to see how the information is being spread and across what memes the information is being spread. But I think it's almost more important or more interesting to measure the NFT activity around the different memes. How many NFTs are people creating around a certain meme? How are they selling? Are they trading? Because I think that gives such an honest metric for the value of that meme. Are people actually putting money behind it? Are people actually putting creative efforts to create NFTs around it?

I think that is more interesting, but obviously the combination of them and even more metrics that we want to add, eventually. We want it to be very data rich for people coming in and want to see the latest about different memes. And also trying to essentially, understand its value and what other people are thinking about it, and maybe even try to catch memes early, be inspired by them both, maybe their own marketing if they're working on that stuff. But also, as these things become more and more financialized, also play some bets on memes that they think are worth putting money into, even if that might sound very strange today.

**[00:22:50] KP:** Well, being able to link a meme to the NFTs that are minted around, is it really interesting metric? As you said, like if there's a lot of that activity going on, it implies that there's

a lot of interest or support in that meme. But how do you link from the meme where you just got to guess a URL to derivative NFTs? It seems like a non-trivial problem.

**[00:23:11] JU:** That's what the users are submitting, right? If they find a doge meme that has an NFT or a doge NFT submitting that where there are some on chain activities as well, that would generate more points than just submitting an article from some random new site. You always want to find the URLs with the best data and obviously, actually finding NFTs will have a higher incentive, so people are more inclined to do that. It's all just user generated. And again, as you add these things, it builds up your own contribution score for that meme. Hopefully, if you really, really believe in the meme, and you're passionate about it, you will continue to contribute these things as you find them. Again, you're a meme explorer on the platform, so it's your job to report back the best findings.

**[00:24:03] KP:** When you go to do an allocation of tokens, let's say for a very successful meme, does that go to the first poster or how does it get divided up amongst users?

**[00:24:12] JU:** This is a bit – we're still doing semi-manually. I'm already doing it manually at the moment. But what we're building is this, almost like a level structure where the first step in the lifecycle of a meme on Meme.com is that somebody submitted a piece of content with a specific hashtag. So let's say, somebody submits the first piece of content with a doge hashtag, so now I have the doge hashtag in the system, it's level one, or level zero. Then people can start contributing to it, so they contribute an image to text, some links and so on. And as they do that, it goes up in level, so the next level could be now people actually need to stake something to show that they're actually really believe in this thing. They're willing to put a small amount of money behind it to show that this is something that should be elevated. And after enough people have done that, then the actual coin comes in and that coin is distributed fairly among all the people who had contributed up until that point.

Then you have the coin, so people have that. The next step could be, okay, now it's important enough that we should use some of the funds from the Meme.com treasury to actually fund some art if that's needed, or maybe people are already contributed art. I mean, as there's a limited amount of "official meme art" that the meme can generate on the platform, you want that quality to be really, really good because that makes the value of that community more valuable.

It's a way – it might sound very abstract, but it's a way to bootstrap engagement and that people collaborate on trends that they find on the internet and get fun, and hopefully valuable things out of that. I don't know if that makes sense, if you follow longer.

**[00:25:53] KP:** I'm somewhat familiar with the comic book industry, and despite the popularity of DC movies, and Marvel movies, and some independent publishers, as well, people know about comics, but comic books remain kind of a niche thing that just comic book people do. Do you think the same is true of NFTs or will they break out into a more public space at some point?

**[00:26:16] JU:** I would absolutely say that there will be a global phenomenon soon. I have no doubt in my mind about it. Obviously, I could be wrong, but I think it's such a zero to one innovation, where for the first time you have property rights, possible on the internet, and creators of all kinds can create these "assets" that they can use as incentives to reward fans to sell, to monetize, to do all these amazing things with. I just think we've scratched the surface of what is possible where the NFTs, I think it's a cornerstone of the future.

**[00:26:51] KP:** Well, what are the limiting factors? I personally don't know too many people who own NFTs yet. Maybe I will one day, but what's going to change to get us there?

**[00:26:59] JU:** Obviously, things like onboarding, onboarding is hard. Crypto is hard with storing your own keys, all that stuff. I think that will eventually – I know that will get easier and easier and it's gotten a lot easier just in the past year or years. I think maybe the harder thing for some people will be that there's some kind of dissonance between – when I talk to this with some people, they're like, "But I can't see. I can just copy paste this image and I don't see what is – why is it valuable for me to have an NFT tied to that image. I think that may be harder to overcome, but eventually, as more important people get involved and more and more people get involved in the proximity of skeptics, then it will just be a natural progression. I think in the same way that there were a lot of skeptics around the Internet initially. But eventually, everybody came around. I think you will see the same thing. It might start with one demographic, it appears to be like 20, 30, 40-year-old male gamers or hobby gamers might be the first demographic that NFTs really took a hold of because they can relate to digital items, they can relate to that digital things have value. But then as the concepts and innovation and experimentation grows, then more and more demographics will get interested because there will be some touching point, eventually

that hooks them. Because collecting NFT is a lot of fun, I personally love it. It's a very personal thing, which also, art collecting is but it's a lot more cumbersome to be an art collector, like a physical art collector than to collect some NFTs on the Internet. I think that will just appeal to way more people.

Obviously, things like Twitter adding verification where you can show that the NFTs you have as your profile picture is a legit one. Those types of things will just make more and more people get their eyes open to the concept.

**[00:29:11] KP:** Well, if I had to guess, I suspect there are many digital artists listening to this. Can you talk about the opportunities for creators to express themselves by participating in the Meme.com platform?

**[00:29:25] JU:** Yes, we are not a minting platform per se where you go to mint your art. It's more like a, we want to capture the value of memes on the Internet. We want to capture the story and to see what is trending at different moments in time. If you as an artist like memes and you want to contribute in some way to your favorite meme, then pick up a meme or an image or something, remix it or make a new interpretation of the existing thing. I think that whole process might be – it's not maybe as – you don't have the same expectations when you do that compared to when you're supposed to make like an art piece or something that's really appealing from yourself, or rather remix in something existing having fun with it, a lot of humor is involved, it doesn't have to be, maybe as well worth through as a piece of art, even though we want the quality to be really, really high.

It's a way to have fun with the things that you like, the memes that you like. If you want to contribute, then create a piece of art around a meme, then you can submit it. Maybe, the community around the meme that you submitted it to will like it enough that the next time that meme and market is allowed to produce a piece of meme art, which is like the highest quality NFT on the system, then it might be yours. Then it will be ingrained in the history of that meme, on Meme.com forever.

**[00:31:00] KP:** Well, one persona I can imagine for a meme explorer is like a sociology student, someone who's studying culture, and trends and things like this. Maybe that's fitting or not, I

don't know. Do you have any thoughts on the personas of the type of people who will engage in meme exploration?

**[00:31:16] JU:** Right now, we see people are doing it already, and it's just a very wide variety of people. Some people are contributing to art-related things, like we say it's about memes, but hashtag can be anything. It could be a #picasso for example. I want to contribute a bunch of different things around Picasso because I am passionate about that, and as I contribute, I build up this attribution through that hashtag. I think it's people who like curate content on the Internet, and who like to, obviously have some kind of interest in crypto or want to get involved in crypto. But most importantly, is you like to contribute to different stories around things that you're passionate about, the things that you're interested in. We hope that it would be – it's a very, very wide variety of people. It's similar I would think to – if you don't look at the crypto part, which obviously you need to have an interest in or some kind of on boarded into the persona is very similar to something like a Reddit or a Pinterest. People coming in and organizing content, saving content in different ways.

**[00:32:27] KP:** With all the tracking of memes in this way, it seems like a great opportunity for doing some analytics for studying things about – I don't know, the decay rates of memes and stuff like that. Have you had any opportunity to find anything insightful in the data?

**[00:32:42] JU:** Yes. We do this marbling thing, where it costs around \$1 to marble a link. The feeds that we get and right now, there are thousand, 1,500 cards created per day. But as people need to pay a very small amount of money that in most cases, they get back if the card ends as well. Only the best stuff, the things that people really believe in gets marbled and that allows us to very early on, see when something new arises. We almost always see when a new meme pops up, we see it within one to three days. Okay. This has been marbled three times, 10 times. Now, this is a trend forming.

I would say, discovering memes early is probably one of the great outcomes of the data and now, people can also marble NFT links. So you see, okay, what are the most – the NFTs that people think are the most valuable right now, for example, Board Ape URLs, it's being marbled a lot, so that reflects fairly well with Board Apes being some of the most popular NFTs at the moment. But that's just one side of it. When we launch the next version of Meme.com, which will

be more about curating these actual pages, we hope to see even more relevant data around it. But what we think is, as they have these financial elements to it, we think more people will actually become interested in memes. Because when there is this financial aspect, people tend to become more interested. It's like people are interested in stock markets and the companies because they are trying to get like an edge to be able to get some return. And we think it will be the same thing here, people will think about what are actual valuable memes, what are things that will potentially have longevity way, way, way down later in the future. We think, we hope that both memes, obviously, meme explorers, but also meme investors and meme predictors. That becomes a legitimate thing to spend time being.

**[00:34:49] KP:** I mean, what's the extreme horizon vision? Are you thinking there's going to be like a stock market kind of thing where I can trade on futures in the meme market?

**[00:34:58] JU:** Short answer, yes. We wanted to be a platform that allows anyone on the Internet to – when they find something they believe in, if it's a meme, if it's a like a new movie, whatever it is, some kind of trend on the internet, that they will be able to get some kind of exposure to it. Because that we believe, if you have that tool, then the data that comes out of it will be much better than anything that is available today, because it's actually backed by markets. So yeah, we hope to make meme, meme investor a real profession.

**[00:35:42] KP:** Well, to wrap up, could you share some of your vision for what meme.com, and maybe broadly, the NFT market looks like five to 10 years out.

**[00:35:49] JU:** I just mentioned, I would say, it's like the vision for meme.com. It should be a place where people can feel that they have a sense of belonging around these different trends on the Internet, they feel that they can contribute. And if they do a good job at both predicting what will be popular and what is valuable, then they will also have an upside, hopefully a fairly decent upside that makes a difference for the people who engage with it. For the larger NFT space, like I said, I think NFTs are cornerstone in the future internet. It's like, for the first time, you have these property rights. They act as – in the same way, you have things – like in the same way, property rights allowed cities, and companies and everything to be created in the real world. I believe that to be true also in the digital world with NFTs. I think we will have much, much more opportunities to have fun, to earn money and to basically spend time and make a

living off of the Internet itself using NFTs and crypto in different ways. I think the future profession will be more akin to what we may consider gaming or game like aspects compared to where we are today.

**[00:37:13] KP:** Where's the best place listeners can go online to follow the project?

**[00:37:17] JU:** Follow us on Twitter or join our discord. Our Twitter is @memixbars and there, we have the different links. That would be the best way to follow us, I think.

**[00:37:27] KP:** Well Johan, thank you so much for taking the time to come on Software Engineering Daily.

**[00:37:32] JU:** Thank you. It's good to be here.

[END]