

EE - Charged Particles

Eric: Hi, this is Eric Hess with The Encrypted Economy on today's podcast we have Charged Particles and I guess this is going to be an NFT segment. So when I heard about Charged Particles, when they launched in February I was really fascinated by it. And it just, when I think about this podcast, for example, I always talk about how encryption was a disruptive force that acted as a force multiplier for value on the internet.

And in my view, despite all the hype bed entities today, my belief is that force multiplier or force multipliers have yet to arrive. Now, I love this concept that Charged Particles has of effectively wrapping a wallet around an NFT, where the wallet follows the NFT as opposed to the user and then permitting an interest healing component as part of that NFT and creating conditions around the unlocking of that yield.

I think there's a significant opportunity. I can't tell you that Charged Particles is the, or a force multiplier, but I am fascinated by the possibilities, and I love the way that it really starts to explore what else is possible for NFT. So I was really lucky to get both been bake-off and Sam Casey business lead and product lead on the podcast to discuss.

So I think you're going to enjoy this podcast. And of course if you like it, share it, comment on it. Let's get them. Thanks so much. And with that, I bring you Charged Particles, encrypted economy, episode.

Welcome to The Encrypted Economy, a weekly podcast featuring discussions exploring the business laws, regulation, security, and technologies relating to digital assets and data. I am Eric Hess, founder of Hess Legal Counsel. I've spent decades representing regulated exchanges, broker-dealers, investment advisors, and all matter of FinTech companies, for all things touching electronic trading with a focus on new and developing technologies. This is Eric Hess with the encrypted economy, and I'm so excited today.

Do you remember some of the team at Charged Particles on the podcast? I have Ben Lakoff, who is the co-founder and business lead and Sam Casey, who is a product lead.

Ben: Welcome. We are excited to be here. Thanks for having us.

Sam: Yeah. Thanks Eric. Excited to be here.

Eric: Yeah. I'm excited to have the podcast cause I've been following Charged Particles, and this is this is so great to be able to get into it a little bit.

Before we even dive into it, why don't we just do a highlight. Origin story background for each of you before talking about the project.

Ben: Sure. Sam, you want to lead it off.

Sam: Sure. Yeah.

I, uh, started my career in traditional finance, worked at fidelity investments, doing a mix of product and strategy work for a number of internal startups and crypto projects.

The last and probably the biggest project I worked on was a Bitcoin index fund for institutional investors. While I was there, I taught myself to code and fell in love with the process of building web apps and stuff. So I eventually left fidelity, started in my own development shop, ran that for a year, building prototypes for early stage web to startups, but ultimately.

Mist, crypto so much and missed all of the exciting stuff that was going on or surrounding financial inclusion that I got drawn back into it. And eventually I joined the get coin Colonel program, which is like an accelerator just as an individual and met Ben and Rob through that.

And then I've been here since last February when we launched.

Eric: Excellent. And Ben, how about yourself?

Ben: Yeah. Then like off my background is in finance got into crypto in 2016 via angel investing and never looked back. So I started a business thing, failed one, sucks. It's a blow to the ego to fail business, but you learn a lot about what not to do, which is helpful.

Did a bit of advising consulting in this space and then ended up at Bitcoin kernel, which is a virtual accelerator for lack of a better descriptor. Highly rated. Listeners who are interested in learning more about web three, check it out. It's actually branded as Colonel. Now it's spun out of the get coin umbrella.

But it was there, but we really expanded our web three community. So I met Rob he, that this kind of leads into the origin story of Charged Particles. So he's been dreaming about this since late 2019. Or Twitter handle is deep NFT, which was in February of 2020. So very forward-thinking before that deep by summer.

And all of these things are let alone defy and NFTs put together in this way. So started jamming with him on the idea of Charged Particles and started making it a reality later. Like summer 20, 20 raised, funding round, built out the proof of concept a little bit more and then started building out the team.

So Sam, we knew from Colonel joined us early on and we've been off to the races ever since.

Eric: Awesome. I I've heard Ben's no, no stranger to podcasts. He's got his own podcast, right? The alternative asset management podcast,

Ben: Alt Asset Allocation. So this is the, there were a couple like COVID babies, passion projects, and one of them was a podcast and big fan of podcasts.

I heard of this already, but I had the opportunity to interview Mark Farber and Jim Rogers. These are like famous billionaires that I've looked up to and read their books since I was, yeah, I'm that weird kid that read finance books, but as a kid reading finance books. So it was it was pretty sweet.

Eric: Awesome. So let's start to, let's start to dig into Charged Particles a little bit and maybe take a step back and just walk us through, what it is.

Ben: Sure I can take the salmon then maybe we'll ping pong back and forth. So Charged Particles is an NFT protocol that allows you to take your NFT and give that NFT its own smart wallet.

So your NFT has its own wallet that can hold other assets. And then you can do all of these malleable things like you can program time blocks or break apart the yield. But the like key, TLDR is your NFT can now hold other digital assets.

Eric: That was, that was quick. I was

Ben: Trying to short it. Brevity is a skill, right?

No, there's lots of the thing is like jump, jump into one of our community calls or our community. And like the opportunities are truly endless when you. And then FTE, not only as a JPEG, but as this fungible unique token, and then that you need token being like turned around as a container and being able to put the things inside of it.

So you can have an entire yield farming, basket of different yield, priming, different portfolios and rebalancing. There's a bunch you can do all containerized within this NFT. So because it's within an Ft, I have my wallet that I sign into. My private key controls my wallet, and then you almost have these sub accounts or containerized within those NFTs.

So I can transfer the whole thing over to Sam if that would make sense, but, so you think, oh, maybe a trust account. I could hold this whole thing for my kids. I can put things inside of it. I could Time lock it until they're 18 transfer it when they're 16, but they can't pull it out until they're 18.

Those possibilities are all enabled with what we built, that charge particles. I can talk as long or as little as you want on it, but it's

Eric: pretty easy. So you see Sam and I actually had a chance to talk before, but this is my first opportunity with Ben, but Sam knows I'm pretty enthused about it. W we'll get going.

Don't worry about it. But before we dive in a little bit, let's talk about the main net compatibility. Sam, do you want to get us into. Yeah,

Sam: absolutely. So we're live on Ethereum main net. We have been since February of this year as well as on polygon. So we have the cheaper option there for people to experiment with our protocol.

We've been live since just a few months after we launched on main net. We're blockchain agnostic. We're trying not to be opinionated about, what blockchain we think is going to win. What we're confident in is that NFTs are here to stay and doing more with your NFTs is what's important.

So as it's technically feasible, which right now means EVM compatible chains or like layer twos of Ethereum, we plan to expand to as many different blockchains as possible in the future. For now we're starting. May net and polygon though, to you know, really dial in what use cases matter, what, little kinks there are in the armor and stuff like that.

But eventually, yeah, we hope to be everywhere. Awesome.

Eric: And let's talk a little bit about the time locking. So Ben, you talked a little bit about trusts, but time-blocking actually, there's a lot you can do with time-blocking beyond trust. What does this do to I'm going to frame it as NFT value duration.

I don't know if you've thought about it in these terms, but yeah.

Ben: Yeah. I mean, so a lock is based on a dub, a different variable. So if you think of an NFT holding other assets, you put things inside of them and then you can pull them right out. So if you add this variable of a. One variable that you can add it based on his time.

So after six months I can pull it out. After two weeks, I can pull it out, but until then, it's still within that NFT. I just can't actually withdraw it. So there's other locks that, we love to build. So we're always hiring devs if there's any dads listening, but you know, these are fun. Probably very useful abilities to have these unlocks based on other attributes.

But I won't go over that. I'll stick with time. So time alone. If you think you think of a trust, so you think of this NFT housing value. That I can't withdraw until a certain time period has elapsed or you think of an early stage startup locking their pre value tokens inside of an NFT, transferring these to an investor.

They can't pull those out until the Time lock expires. Then you have this ability of this token has the value. You just can pull it out so you can use it as collateral. You can pull for that value without actually pulling it forward or pulling it out and dumping it. So you do have this ability of.

To some sort of bond, some sort of big value dripping out smaller values over time. So we've got V1 of the Time lock, which is just, it all unlocked at one point in time. So you say I put a million dollars in this board, API. And if T and in one year you can pull it out. So what does that do to the value of that board aid?

Now that it's got a million dollars earning interest inside of it for six months, it's almost a forced Huddle. You could put a bunch of WTTTC in there and Time lock at for a year and it's you have it. It's just locked in there earning interest for a year. So it adds this other, The fun, like useful token mechanic.

So you think about when early stage startups are raising equity you think about locking your LP positions in there, like unit swap B2 is it's an ERC 20 token, right? So you put those tokens inside representative. Liquidity position, or you put your unit SWAT V3, which is an NFT locked inside of another NFTE.

So you can put all of these things together and you can't pull them out for a year, V2 V3 would be pull those things out based on different variables or pull them out a little bit over time. All definitely potential would just need a little bit more direction from the community before we start building out.

Like those more intricate.

Eric: For sure. And where do you see the use cases? Think, you a lockup probably makes a lot of sense, but what do you think is let's use the board apes example that I want to lock value in the board apes. It makes obviously the NFT worth more, but w what do you see as the immediate utility to the, to that Time lock you know, I guess from, I'm not going to the person who's I guess issuing the NFA.

What's a, w what's the value in structuring it that way? Or are some of the compelling reasons to structure it that way?

Ben: Yeah. I can take this one, Sam, just to complete the thought. So all of these things were, we're still early stage, so these are all hypotheses, but some of the ones that seem to have more traction or interest would be that you have a.

You have an NMT with so say for instance, when we raised funds, we put our tokens in there and we time lock them, send them to investors. This is a very good use case for product. Protocols raising funds being able to issue the tokens with the vesting contract, all container has within an NFT.

And then another really cool one is putting in social token. So you know that you want a social token as an artist, but you don't know at what time period or value or whatever. So you do this as an added incentive for your collectors. You Time lock it in a year or whatever people are still buying their art, but it adds this late.

Speculative value, like injecting finance into that piece of art because, oh, it's got a hundred thousand Ben tokens locked inside of Ben token doesn't exist for everybody. Listening is don't go buy one act. Actually it might, but it's not mine. You know, so maybe these tokens will find value or have something.

So it adds that layer of like speculation to this piece of art.

Eric: Excellent. And then just I guess comparing that to uh, it its own wallet. So like I've heard it described as a Trish particles is almost like it's almost like a wallet. It's like an NFT wallet. You know, maybe just make the distinction between like your wallet and your NFT wallet.

I know you just described the use cases for somebody like wrapping their head around this for the first time, when they think oh, it's a, it's an NFE wallet that sort of runs with the asset, but it can have other assets in it much like my Metta mask wallet, maybe just kinda you know, walk us through what's the significance of that?

Sam: Yeah. I can take this one, Ben. So like you said, a user can have a wallet and also smart contracts can have wallets. All NFTs are smart contracts at their. But the there's no default way to control a smart wallet or a wallet that's owned by a smart contract. And do interesting things with it.

You know, transferring assets basically all of the stuff that our protocol enables. So if you own a Charged Particles NFT as the owner of that NFT, And you also own its wallet. So there is basically a layer of logic that you go through that controls the NFTs wallet for you as the owner of it.

And that's really like the magic of our protocol. That's what it does. You could think of Charged Particles as a brain for your NFTs wallet. And if T's come with dumb wallets, for lack of a better. By default, our protocol turns them into smart wallets and by a smart wallet, we mean something that acts more like a human, an intelligent being.

Eric: So I'm going to, I'm going to now ask for a little more depth on the reasons why you would want to stream income to an NFT or how you would stream income to an NFT other than just the. You know, we talked a little bit about, okay, I put an asset that's earning yield. Let's take a step back.

Talk about like things like royalties, for example. Yeah.

Sam: I

guess then maybe this we have had some people interested in potentially using NFTs for payroll as well, which is a similar dynamic to a licensing agreement. So you could have every time a song is purchased, a portion of that automatically gets deposited into.

And NFT and the owner of that NFT is the artist. So it could be served as a,

Ben: I guess a separate account percentage of that. Yeah, exactly.

Sam: And then you could then sell that, you could sell your licensing fees and it's, it's a, it's another way of doing things, which I know we. I don't have any hot record deals.

I'm not getting any royalties from any prior sitcoms I was on. So I don't know for sure, but I

Ben: imagine that

Sam: other Sam Casey, a very common name. But so yeah, you can basically financialize or, you can sell the rights to future income streams pretty easily just in a few transactions.

Whereas I think the way it's done now, As, through a bunch of lawyers and,

all these transferring of accounts and

things like that.

So potentially a way to streamline the process of you know, like selling future income. But like Ben said, there's a lot a lot to explore there. And we're very early in. Thinking about those use cases. It's very

Ben: interesting now, and there's regulatory concerns with all of this, obviously, because that turns each NFT and like having this royalty stream, which is probably a no-no.

So you think about secondary market liquidity and things like that around that being less desirable once it has this future income streams. We all love passive income and the idea of like money just coming from all over into this basket or these baskets that you have. But unfortunately there are like regulatory concerns on a lot of these.

So broadly adding the nonfinancial or tax advice, anything we say in this, we're not lawyers or certainly not your lawyer. Definitely not financial advisors. All of the things.

Eric: Yeah. I'm a lawyer, but. Yeah, the so, yeah, no. So I actually, wasn't asking in the violative sense, I was asking more just vehicle.

And so rather than try to like you know there's so much going on, there's so much, even on your discord channel with a lot of ideas flying around, let's just build out some use cases for art and.

Ben: Yeah, sure. It's well, like more of zooming out, like when we say that we're in FTE agnostic, that means that.

And NFT is just this unique token. So it can be attached to a media file. That is a JPEG and it's art. It can be attached to another media file, which is an MP3 and it's music. It can be all

of these different things that the key is that it's a unique token. So when we're zeroing in, on these different niches or verticals, Art has taken the world by storm with you know, million dollar JPEGs being sold on all of these very famous old auction houses.

It's pretty freaking cool. So these artists have been able to be really creative and create a lot of value with this new. Now it's been around for a couple of years, but everybody just started paying attention. So within what terms particles allows within the art niche is, Our platform, we have a minting station and a marketplace, so we don't aspire to be a minting station in a marketplace, but this is more of a proof of concept of what's possible and how to do it.

But you know, we've facilitated a couple million dollars' worth of sales. It's free to mint. It's on polygon Ethereum main net. There is, and there's no marketplace fees or anything like that. So there, there are these attractive attributes of Charged Particles, DAP for art. But the big thing is it just allows artists, this additional layer of complexity and making their art even more unique.

You have. A piece of art, which is unique by definition, it's an inequity, it's non fungible, but then you can have social tokens nested inside of it. You can have interest bearing art, you can have whatever you want. A bunch of other NFTs. We've had people on polygon because it's way cheaper. Taken enough.

We've had this happen a couple of months ago now, but it was called past the particle. And the idea was I start off with this NMT and I deposit another NFT inside of the NFT that I have. And then I pass it over. I transfer that NFT with another enough T inside of it to Sam. Creates his own enough tea and then takes that nested in Ft and deposits it inside of his enough date and then passes it to you.

Eric, you take, you create another one, you nest that one in time. So what you have is this light. Almost this choose your own adventure storybook potential of clicking through, down, down the layers of NFTs deposited in state of NFTs that like nobody has been doing that with NFTs. It allows a lot of flexibility and our I I'm less of a creative person you know, I don't know.

Whatever didn't get that gene, but like our community calls are crazy of people coming up with crazy ideas of the idea of, okay like if I keep going down to German, adventure, whatever. So, so I'd say the ability to create truly innovative, unique pieces of NFT art is, is what we allow.

Eric: Great. And what about fashion? I saw fashion on the discord channel.

Ben: Yeah. So fashion we've played around with a few of these different things and but like one. One thing is thinking about the metaverse everything we interact with is an NFT. So you have a wearable shirt, you have wearable shoes, these are all NFTs and the metaverse.

So being able to infuse these things with interest bearing assets, is it adds this other layer of confusion to that asset. So one that you probably saw recently was we were at NFT NYC and one of our team members, Steve wore a shirt that I actually had \$20,000 worth of USB-C or stable coin in it, earning yield.

The, we had it priced in Eve. So eventually there was an arbitrage opportunity that you can buy this thing for a \$19,000 and get \$20,000 worth of Yves deposited inside of a shirt. But it it's. Yeah, there's I think there's, these are like fun experiments that we're playing around with, but there'll be an actual, like bleeding neck problem use quick case that comes out of one of these.

Eric: Excellent. You, you, you brought up metaverse and I guess maybe just get right into the gaming aspect of it or, or, um, the metaverse itself and that immersive experience. Just to bring that one up. Like my mind just starts getting hit with all these different possibilities but rather than let me spin on, like what do you see as some of the most compelling use cases for, or Charged Particles in games or, and, oh, and the metaverse one and we had a limit three hours on this topic.

Okay.

Sam: One of our, Like one use case in gaming that we really like, and that has a lot of interests around it is in game assets and in game characters, being able to hold, assets that have real-world value. So simple example would be, you could have your video game character be an NFT. Since they're a Charged Particles, NFT, they then have a wallet.

And so instead of using. You know, Fortnite tokens in the game you're using dye or are you using ether or whatever, and that's, what's being sent in and out of the character's wallet. Another one on the M game assets side. So if you could imagine like a sword or something that a character would use in a battle let's say two, two players.

Both of those swords have some assets in them, earning interest and whoever wins that battle wins the interest in both NFTs. So there's I guess to sum it up, like pretty much everything gaming use case that we see, and that was being talked about is really about applying this sort of secondary market.

That's not controlled by the game creator. To, the unique part of the game itself or the character or the, the sword or whatever,

Eric: right? There's, there's a ton of interest in that you see it in Fortnite and all the tournament's and people trying to strive to win a creator awarded a prize.

But with this, you can have all these, sub battles going off, particularly in the metaverse you don't have to wait for, the Fortnite creator. Whomever to kind of regulate that game and dictate the prizes you can do it on your own. And yeah, so that's super exciting.

Also like in, in the metaverse you know, you could Different assets around the meta version, in an immersive experience and, make it like a geocaching exploration. Find the asset and, you get the value unlocked is as well as the sword. Just a lot of super cool things

Ben: there.

Really want to tease out that's for sure, but like the idea of a risk list or a lossless opportunity for somebody to hide a bunch of money and an NFT and hide it within a metaverse and the accumulated prize is accumulating while it stays hidden. That that's, that's a pretty fun one, but I definitely want to see build.

Eric: Yeah. The longer, the harder it is to find the more it, right?

Ben: Yeah. Almost to geocache and it's fun and shit. It's, it's super fun thing to do when you're in a new place, run around looking for those geocaching if, if there were money in there and the longer it's been hidden, uh, the bigger the prizes, I don't know.

Do you guys know who forced in his or what was his name? Forrest Fenn. The guy that had the box of treasure and a new message. Yeah, force fin. Uh, this guy who was like diagnosed with cancer or something, and to hit a million dollars in a chest of gold stuff and antiques out in the wilderness somewhere and left or some clues.

So the, it was always like almost a. Myth, like did this guy actually do it? The whole plan was he wanted to encourage people to go out and explore and be in the outdoors because that's what he loved and what added incentive to be like you know, exploring around and potentially find a million dollar chest full of gold and valuables.

This wasn't on a blockchain, so there was no provable, uh, artifact of him sending money into this thing. So it was that time into it. Yeah, exactly. There's totally a big chest full of gold hidden here. Go look for it. Okay. Well, somebody. Finding it, right? So this thing was hidden for five years.

So if it were slowly accumulating a rewards, like the pool was getting bigger over time well, it gets way more incentivizing to find after two years when that million dollars has generated a couple you know, five figures of income as well. So it's growing every year that it's staying. But then further like with smart contracts and the way that these things are programmable.

I could even keep that million dollars. I can do this. I can hide this thing and we can set it up in a way that like, I don't actually I can still pull out the principle, but you, the person that finds it only finds the interest. So I'm just forfeiting. Interest earned over that time period, but you're getting more and more incentivized to find it because that pool of interest is getting bigger and bigger, but I'm not forfeiting the principal at any time.

I mean, this is where, like the benefits of digitization and this open pre metaverse that we envisioned hopefully happens or the walled garden of Facebook, or some iteration some mixing of the two, but things like this would be super cool.

Eric: Yeah, no, that's super cool was actually the word I was going to come back with, but you beat me to it.

You know, and geocaching, from somebody who actually used to do geocaching with my kids I always found that amazing that you could go anywhere, and you know, we'd go on vacation, cause you vacation, you have time to kill. And if he's just so much fun to you would learn things about a place, go to places like there'd be the touristy stuff, but you do the geocache and you find something very unique and very.

And in the metaverse like, let's say that you've, you, you have this immersive experience, but you want to encourage people to go to different parts. You want to how do you draw people into the metaverse? How do you encourage that exploration?

Ben: and finding those little,

Eric: finding all those little Easter eggs, all along the way and places you want them to go.

It's like, how do we draw people into beyond, you like, you like in decentral land, there's I'm, I'm, I'm not a metaverse guy on decentral end, but I know that there are certain districts that are predominantly, people go to, but then there are districts that like, nobody goes to, because it's, they're further out, but let's say you're trying to draw people.

What, what a better way than to give people that incentive to really explore you know, those, those regions that maybe they wouldn't

Ben: otherwise go. Yeah. And you could do this, I mean, everything within that metaverse is an NFTE. So I could just deposit a bunch of my assets into my building or that statue or.

Piece of art in the metaverse that I want to incentivize people to see, and then they could go claim the accumulated interest every time they get there. What would more incentive be that then I'm actually just forfeiting the accrued interest, but I'm incentivizing people to come, get foot traffic.

It's like what Pokémon Go did with AR it's like you drop this one right outside of your shop while a bunch of people are gonna walk there to catch these Pokémon. What if that, instead of that Pokémon that's owned, that IP is owned on a centralized server. It's actual, real money that you can convert into Fiat and pay for your coffee, or convert into a Charged Particles gift card and use that within another area within the metaverse.

Eric: So, so we shifted to the gift cards, which I think is another like super fascinating area. You know what I find so exciting about a gift card. A charge particle NFT would allow you

to reimagine. The gift card experience, right? Meaning you know, with a gift card, I, I give you a gift card, and now you can spend 50 bucks somewhere. It's great. You like what experience did I set up? I could've given you 50 bucks. But this gift card is like in 30 days, it's worth nothing. So it's well, I never understood that one, but we'll put that one to the side or 90 days or whatever. It's like, I pay \$50 to put it on a card that expires after a certain period of time. Yeah, what's wrong with this picture, but

Ben: we're going with monetary policy, right? Spin it, spend it before it declines.

Eric: The whole it's despite yes is limited to three and a half hours anyway. But like with the GIF, you know, what's, to me, what's stunning about this from a conceptual perspective is that you get to create a brand experience and control it with a gift card.

Meaning, we talked about time lock or things like a social token that gets issued at a later date. But if, if let's say that I'm a brand. And I want to create a more immersive experience for, consumers, right? Maybe I create a gift card or, or you could call it a gift card.

Would you call it an experience, a rat NFT experience whereby buying it? I actually get pieces, there, there there's like a schedule. Maybe it's an event. Maybe it's uh, you know, it could be finding that NFV, a geocache who knows, but you get to release different things to them over a period of time to create this ongoing immersive experience.

So it's not Hey, I gave you here's a Pepsi NFTE. And I got you know, 50 NFTs. And it was like, okay. I'm like, God, I'm like, I'm done. I'm going somewhere else. That's cool. When you look at the first five, I don't know why I said Pepsi, but we'll go with it. Um, you know, but think about it.

If there's a brand you want to create that experience and you release it on certain events. So it's something that, that exists that you experienced over a longer duration of time. This is why I was focused on the time duration aspect because it allows you to control these events, allows you to control that experience.

It doesn't just come all at once where maybe it's not as appreciated, but it gets actually released in a framework that, wow I wonder what's going to happen next. I wonder what NFTE is going to be released at this date. I wonder what that's going to be like. And you have this sort of you know this anticipation of what the Charged Particles could release.

Am I getting ahead of you guys? You guys are like tenant. I got the devs in the background. They're not going to like me when I tell them that.

Ben: No. I mean, it's totally true. Every everything that you can do with these, with a wallet you can do now within an NFT itself. So it has the ability to be transferable.

You can have multiple of these inside of a different wallet. You can use them as collateral and pull that value forward. You can transfer them to different places, put them in multi-sites whatever. So it really gives you a lot more power and flexibility with like, how that is moved around.

Sam: Yeah, that's something interesting.

You mentioned too, referring to the time duration and how gift cards sometimes expire. You know, with this interest bearing at interest bearing component interest, earning component, your gift card could be earning interest. So it might start out as a hundred dollar gift card in a year, it's worth \$125 or whatever.

And then I feel like there's some possibilities there with. Incentivizing people to stay loyal to a brand. So

perhaps,

If they're to not spend all of this money right away and only spend the interest on it, make more repeat purchases and build brand loyalty through smaller purchases, as opposed to spending all 100 at once.

And then, I'm, I'm no longer loyal to that brand until I, Christmas comes around next year or. I think there's definitely some really interesting stuff that can be done there too. And as Ben said, like the possibilities are pretty endless. Um, we, uh, we're really excited to see how it develops and how, brands view this and view this potential possibility what sort of value it can create for them in terms of driving brand loyalty.

And then also. If there's any sort of record keeping stuff that's made easier through this,

Ben: the possibilities are truly endless. We're just constrained by human capital and time. So like we've, we have these brainstorming sessions where it's, it's crazy that the amount of flexibility, so finding that, that small little piece and going with that and going hard and that, and testing it out and then iterating based on that as the approach that we're taking.

Eric: Yeah, no, a hundred percent. You guys are still early in the process, right? There's a lot of road to travel. Just to kind you know, get into some of maybe the other ones hedging. You want to talk about the Charged Particles and hedging?

Ben: Tell me what you want me to,

Sam: Yeah, you're the CFA I think.

Ben: There's a few things, we have some Americans on our team. Rob's the founder, he's Canadian, so it's pretty much regulated the same. So a lot of these like heavier financial use cases are difficult because of regulatory uncertainty. Like I certainly don't want to launch a.

Decentralized options platform when it's like very much crossing the lines of you need a regular, like w R U KYC and everybody that comes on, are you worried about the AML and Patriot act and these big, scary words that like really throw you in jail for a long time?

A lot of bug, Charged Particles, a protocols. So we're providing the tooling and the inspiration and the ability to do a lot of these things in a, in an open way. So our app allows people to see oh, this is. Having an NFT with things inside of it, timeline, et cetera can be used for.

And then you can blur the lines. Even though it's an art dab, you can use it for some of these other sorts of things that aren't really art and like still get the product or get the idea across. But. With like the more financial use cases, certainly Charged Particles could be used for these sorts of things.

So if you think about like a structured product all of this could be within an NFT itself. So you have each little piece, all kind of basket into that NFT. And then. Multiple different directional bets, hedging, often each other. So it's like a market neutral strategy all within an NFT itself.

So one use case we've thought about, why would, why would you put it into an NFT? We've covered that, but it's one use case that we're actually seeing within our communities, like the idea of Like a Dow treasury, for example. And this was on our government forum, early stages of thinking that sound, but like the idea of one multisig for, of the Dow, within the Dow or the community, within our community, we've started breaking into guilds.

So um, like divisions for you know, boomer speak. But like these different divisions of the company or guilds field sounds way cooler. It each one potentially could have a bit of that treasury earmarked for them. What charge verticals? You could create an NFT that is for that field.

So gaming Guild and put a piece of the treasury into that gaming Guild NFT. So it's almost like I have my one account for the total doubt. And then within the account, Segmented off pieces of the treasury that will go for, be used for that individual guild. Then within that little piece of the treasury for that Guild, you could have governance decisions like decentralizing the investment decisions on how that money is invested and what sort of potential returns it's kicking off.

And then, that that interest or that. Alfa that game generated from this little container, this gaming Gill. So if they turn it into a structured product with different options or levered tokens, all within that segmented within my overall wallet, where is that? That gain? Where's that interest?

Where does it go? How does it get spent within that gaming Guild? So you can see this way of De-centralizing control and de-centralizing the different segments of the wallet itself by segmenting things into NFTs like that.

Sam: Yeah.

And I think to keep it you know, the simplest form of hedging, like long, short you know, assets that aren't correlated.

So with our art tab right now, or if you're going to go to our site and you're going to see NFTs being sold. So perhaps if you're you think that your buyers are, worried about the price of ether being so volatile, maybe you put in something into that NFT that is you know, inverse correlated with the price of ether so that, Hey, if I'm buying this NFT and it goes up in value because ether goes up or it goes down in value.

Because Heath goes down, I'm not getting as much of that sort of like price impact from a buyer. So it can just give some sort of peace of mind, I think, to potential buyers, if they're super concerned about the speculative aspect of the value that they're purchasing when buying an NFT.

Eric: Cool. So there's a number of other things.

Another, a number of other skills. On your D on your discord charity, being charitable use cases crypto voxels, educational awareness building. I throw them all out. So you can pick which one you, you, you most, most excited about.

Sam: I think the most active guilds we have right now are, related to art, fashion, gaming development, and chair.

So in developing these it's quite music. Sorry. I forgot about that. So all of these different guilds yeah. They're targeted at different user groups. And so the charity Guild is really exciting. So you could basically take the interest earned within an NFT and direct that to a charity or multiple charities.

So that you can include a social component into your NFT sale, in the same way that like Toms gives one free pair of shoes to people in developing countries. When someone buys a pair if you buy an NFT or if you deposit assets into an NFT those are going to be directed to a charity.

That's, that's something we're super excited about and something we actually have built people building projects. As we speak, very cool stuff to be done there.

Eric: Yeah. Awesome. But what, what would be another one that I know you mentioned music, would that be one of the other more active ones?

Yeah,

I'd

Ben: say music is quite active. The key with these guilds is I mean; we are Charged Particles. We can only focus on so many things. Big focus right now is upgrades to the protocol and thinking about the protocol being this base layer that people can spin up different damps we can incentivize different dams to be spilled, spent up, spun up there's the past tense and, uh, And focus on different niches, but like with the guilds, we have people from each of those industries or segments that know it in and out like royalties.

I know that there's like a lot to be done there with music, but I've not been a musician. And I don't know the inefficiencies of the current market. So the people leaving, leading the music Guild do know those inefficiencies and they do know where you can get. We use this malleable technology that Charged Particles allows and solve a lot of the actual real problems that, that exist.

So this is a way for us to. Like scale laterally without like total scope creep of our day-to-day projects and have these, these build leaders who know the industry saying this is, this is a problem. This is how we're using the art that now to solve this problem. And we really think that we add a add a little fuel to this fire.

We could create something magical to disrupt this. Yeah, I'd say all of the guilds they get, they go in ebbs and flows um, you know, tons of interests, tons of activity. And then of people go back and start building and then come back with updates and, and it's new, exciting, but we're here for a long time and this is what we're focused on.

And then we'll continue to spin up and different guilds will uh, gain a lot more traction. And hopefully we'll find one that makes a lot.

Eric: Awesome. And that makes a lot of sense. I peppered you with a lot of different use cases here, but it is, it is exciting stuff and I do love the discord channel.

You know, w what haven't I covered that maybe we should be, be talking a little bit before we break.

Ben: Yeah,

Sam: I think we may have mentioned this before, but Ben just touched on it is one key thing for us is we are a protocol first and we have. That's a proof of concept. So the reason we have this development Guild is we're working on some tooling so that developers can very easily integrate Charged Particles magic into their projects.

So our long-term vision is to be like an API for NFTs. So in the same way, that pretty much every e-commerce site has Stripe behind it as like a payments. We want to be this sort of

smart wallet, API for NFTs and, uh, shameless plug, like if you're a developer and you're interested in helping us build that or building on top of us, providing feedback on what would be useful for working with the contracts, please reach out to us.

It's something we're really excited about. And it's, you it's really like our core mission is to be the sort of everything protocol for NFTs. That's super easy to work. And helps you helps empower both creators and developers builders to do more with their NFTs.

Eric: Awesome. And then what about you?

Any last thoughts before

Ben: we.

No. I'd say obviously this is something that we're super excited about. That there's a lot of people that are always like, like yourself, and you'd reach down and you're like, Hey, super interested. Let's jump on it. I just would echo what Sam said obviously, but also encourage people.

If they're interested, they like what we're doing, reach out, see if you're going to help out, see if you can get involved in whatever way that you do add value to a product project, because we're always looking to engage with our community and, and interact with them in new and exciting ways.

So our DMS are always open don't be afraid of. We're, we're always hiring certainly for uh, technical talent, but also for non-technical talent as well. So yeah, don't, don't be afraid to reach out.

Eric: Is discord the most active channel for you guys?

Ben: It is. But that's I mean, I still have people that don't understand discord, they're like, Nope, not gonna do it.

I mean, we have telegram we we're responsive in all the channels. So whatever preferred medium of communication, we'll get back to you. If it's email info@charge.fi and we'll get back to you there. Awesome.

Sam: Just be warned. If you jump in the discord, you're going to get excited like Eric, and it's going to start thinking about all the use cases and stuff.

So make sure you're you block your calendar and be ready to jump down the rabbit

Ben: hole.

Eric: Awesome. We'll put, so gentlemen, thanks so much for coming on the podcast. Awesome.

Ben: Thanks, Eric. Really appreciate.