

Nicole is founder of ENiD Co., a consulting company that advises on business development, go-to-market and strategic direction with digitally-native early stage startups. She's worked in crypto since 2016 and most recently joined the [Open World](#) team in 2024. Nicole is also an assistant professor at Berklee College of Music. She has led launch strategy for multiple billion-dollar token ecosystems such as Story, Magic Eden, B3 and Caldera. She worked with Gitcoin to launch the Public Goods Network, nearing \$2MM in TVL in under 6 months. As Co-Creator of Seed Club, an Internet Native Accelerator backed by top funds including USV and IDEO CoLab, Nicole worked closely with over 100 top builders from Boys Club, Water & Music, Cabin, Krause House, Poolsuite, Refraction, Metalabel and Pussy Riot. Previously, as the Managing Director of Berklee's Institute for Creative Entrepreneurship, she led the Open Music Initiative, a music tech industry consortium, and co-founded RAIDAR, a blockchain based music licensing platform built by and for Berklee students. Nicole's speaking engagements include Consensus, Mainnet, MIT-Forbes Imagination in Action at the 2020 World Economic Forum in Davos and the Unclaimed Royalties Symposium at the U.S. Library of Congress.

Condensed:

Nicole has worked across web3 for the past nine years, from token launches to enterprise chains to consumer crypto to public goods to tokenomics. She most recently joined the team at [Open World](#), leading launches of billion-dollar token ecosystems such as Story, Magic Eden, B3 and Caldera. Previously, as Co-Creator of Seed Club, an Internet Native Accelerator backed by top funds including USV and IDEO CoLab, Nicole worked closely with over 100 top builders including Boys Club, Poolsuite, Refraction, Metalabel and Pussy Riot.