

Why am I excited about Social Tokens?

- **Ownership and Governance First:** Social Tokens are not based on traditional web2 TOS contracts. Instead they're programmable. TOS contracts are controlled by one single entity hence they've the power to alter the TOS at their will and w/o notifying the users or stakeholders.

Common theme we've seen is initially web2 platforms have lower or near zero take rate and then as they get more and more scale the take rate increases let's say from 0% → 10% → 25%, which leads to bad experience for all stakeholders.

Community tokens, a kind of social token, are very different from traditional TOS as they distribute power in a more democratic fashion. Community members can use their community tokens to vote on a change or proposal. Thereby doing a much better job of aligning incentives of different stakeholders.

- **Utility outside of Speculation:** Social Tokens are not formed around token price and speculation. They've utility beyond speculation since they are a representation of the trust, social capital, reputation, and brand value of a community. Hence a good way to think about social tokens is what they can do and the vision of the ownership economy, a vision where creators and communities can organize independent of any particular platform and capture the value they create.

"The ownership economy doesn't always mean a literal distribution of tokens, stock options, or equity. It also doesn't necessarily mean that an application or service is entirely built on a blockchain.

Rather, it means that ownership — which may manifest in the form of novel economic rewards, platform governance, or new forms of social capital — can be a new keystone of user experiences, with plenty of design space to explore." - Jesse Walden, Variant Fund

Why am I a great fit?

First, I like how Forefront is approaching this space, bringing order in the world of ambiguity and confusion and the broader goal of making this into an investable product. Since crypto is a fast evolving space, this increases the size and depth of the space and completely changes the previous definitions and narratives which brings confusion.

Building an index is a simple way to bring order and measure social tokens using both qualitatively and quantitatively.

Qualitatively - Measuring social tokens against what they should do, how they're being used within the community or by a creator and the broader vision of web3 and the ownership economy.

Quantitatively - Using novel screening, review, financial and liquidity metrics, and portfolio construction methodology.

Second, my previous PM experience at Petpal and Riskcovry would come in handy for me when I'm working with different people as at Petpal I worked with multiple people like a fellow PM, vets, and an engineer and at Riskcovry I work with insurance team, partnership, product, and tech team on a daily basis.

Using data to solve problems. During my PM internship at Petpal, I worked on the "Call a Vet" feature (telehealth), where we used past bookings data to simplify the booking process and increase the no. of appointments booked.

We leveraged the previous preferences or responses put in by the users and pre-populated them the next time they come to book an appointment for eg. if previously they had selected Kannada as their language preference that'll be pre-populated the next time they come to book an appointment.

Third, I bring a curiosity driven learners mindset with a strong desire to contribute and help in making social token index a grand success. I believe we all are creators and builders and we're more than our daily work life. At Forefront, I would've the opportunity to meet like minded people and the ability to learn and grow alongside them.