

We're building the world's opportunity protocol

that makes work, work for you.

We've got one life. Let's not waste it doing things we don't love with people we barely like. With 85% of people emotionally disengaged at work - seems like most of us are doing just that. Let's create a better option. Let's make work, work for us all.

We spent 3 months doing nothing but interviewing & talking to people about what "work that works" looks like. We kept asking questions until we started hearing variations of the same thing: "I want to do meaningful work with great people."

Imagine purpose & community being the key reasons people come together to learn, earn, connect & collaborate. What would an opportunity protocol that enables such a purpose & community-driven economy, look like? A simple idea with massive potential impact.

Here, we lay out the 6 key principles upon which we intend to build this protocol that will serve as the backbone for the economy in which exploring & doing what you love with people you like is a core idea to be optimized for.

1. Purpose-led work-agency
2. Community-powered = community owned
3. Play together
4. Take the robot out of the human
5. Unlimited potential
6. From hindsight dwellers to foresight pioneers

1. Purpose-led work-agency

Do what you love with whomever, whenever, for whatever reason you want.

The 40-year, "climb-the-ladder" careers are long-gone & for good reason. However, most of our work infrastructure is still centered around 8h days that has its design rooted in the first industrial revolution - which today results in a lot of "shuffle work" & "bullshit jobs". The global freelance market is set to grow significantly over the next couple of years, as we all want more control over the work we do & want the freedom not to have to deal with a horrible boss.

Most of us wait too long to do what we love because of the way the system is designed. Too often, we think we first need the promotion, the money, and the experience to then one day be

able to jump and do what we love. But that is less & less true. The fact that anyone can learn anything from anywhere puts that power in people's hands to truly be led by their purpose. Global work platforms & protocols are creating opportunities for people historically bound by once almost uncircumventable geographical hurdles and show how you are no longer bound by geography to find opportunities that you thought were only reachable after having climbed certain academic or corporate ladders.

The structures that made labor capital productive in the past 100 years won't be the same that will in the next 100. We're already seeing that meaning, impact & community become core factors in the contribution choices people make. As we live in unprecedented times of wealth, society evolves beyond "survival". This means that a company or organisation that banks on only providing a "survival" based salary, will no longer suffice. We increasingly look to companies, organizations, and communities to find purpose & meaning in our lives. The companies, organizations & communities that cannot provide this, will lose.

This all makes a purpose-led work agency a core principle for the future of work and for Eden



Concretely this means:

- We design & build protocol tools that are purpose & community first
- We design & build protocol tools that help people find & act on purpose in & through work
- We design & build protocol tools that maximize work agency

2. Community Powered = Community Owned

Peer-to-Peer Protocols > Platforms

All platforms will be replaced by peer-to-peer protocols. Peer-to-peer protocols can by design be rise-the-tide-with-all-boats as the network has an ownership stake in the value that's being produced. This is not the case for platforms. Platforms are nothing without the people participating in the platform, yet they maximize take rates on top of the value that the network produces. We believe that in 5 years all platforms will be peer-to-peer owned networks.

This makes community-powered = community owned a core principle for the future of work and for Eden



Concretely this means:

- Focus on maximizing value for the ecosystem instead of shareholders.
- Tokenomics that align incentives for all stakeholders around the core value of the protocol - in our case, person/opportunity matching
- By design an emphasis on providing value rather than capture as the capture is embedded in the ownership

3. Play Together

Modularity Driven Utility > Central Data Ownership

The web3 ethos is born from the open source spirit. The security that the blockchain offers comes straight from the fact that key bits of information are public. The fact that the data is open & owned by the users rather than the platforms is a fundamental difference from the past. That is why “data-plays” as Facebook & Google did, will make less & less sense. The key “play” will be providing utility in exchange for the data users are willing to provide and/or collect themselves.

This makes “Play Together” a core principle for the future of work and for Eden 🌱.

Concretely this means:

- We focus on providing value by enabling person/opportunity matching, not by collecting as much data as possible from the user - but by providing a protocol that can give meaningful results from whatever data the user is willing & able to provide - whether they are descriptions, NFT's, documents, SBT's, ... from any other web3 provider.
- We design & build protocol tools that integrate easily with other providers & integrate other providers easily

4. Take the robot out of the human

Digital environments that work for humans instead of the other way around

We see that the attempt to digitize in web2 more often than not leads to un-nuanced, not-very-human outcomes. Whether being reduced to a 5-star rating on job sites, reducing complex opinions to likes or dislikes, ad-driven business models leading to echo chambers, entire workdays reduced to a set of predefined processes to click & work through with warnings if you veer off course, quantity over quality tradeoffs in an attempt to keep people glued to an infinite feed, etc. These are all consequences of people working for digital environments. “If you're not paying for the product, you are the product” type situation.

When talking about the future of work, however, this can not be the case. We need to design systems & tools in such a way that they work for people, instead of the other way around.

This makes “Take the robot out of the human” a core principle for the future of work and for Eden 🌱.

Concretely this means:

- Design systems in a way that they allow for human complexity in a simple way

- Design & build tools in such a way that they work for people & not the other way around by giving people ownership in the networks & tools we build
- Design mechanisms that make it more economically viable to prioritize quality over quantity.
- Aim to monetize on the network's collective impact rather than on individual players' input or output.

5. Un-limit potential

Align the incentive of the individual with the incentive of the system

To do great things, you need people with great skills & drive. With money alone, you can't do anything. A lot of what isn't working with the current form of capitalism stems from the reduction of everything to financial capital. Blockchain, for the first time in history, gives us the ability to render other forms of capital from their implicit to their more explicit form. This means that the same market mechanics that coordinated resource allocation & leverage with unprecedented global material wealth as a consequence, can be used to allocate previously less tangible resources such as social, intellectual & environmental capital to upgrade society even further. This opens the door to an economy that by design, is merit-based, incentivizes positive-sum thinking, and significantly increases the ability to capture value for ourselves, from our own intrinsic value. This makes us all our own VCs of intellectual, social & labor capital - removing financial capital as the only way to make bets on the people we believe in.

This makes "un-limit potential" a core principle for the future of work and for Eden 🌳. Concretely this means:

- We unlock previously unlockable forms of value creation for individuals & communities by cleverly using skin-in-the-game mechanics & using state of the art technologies
- We empower people to allocate their intrinsic resources in the best way possible rather than have other entities extract their resources & with that restrict their true potential
- We always, always design mechanisms that ensure the alignment of the individual with the alignment of the system.

6. From hindsight dwellers to foresight pioneers

Growth by insight > growth by pain

Fostering evolution in society can be done in two ways: Kensho or Satori. Kensho is growth by pain. Satori is growth by insight. When evolution happens out of Kensho, it often pales in comparison to the struggle that preceded it. First come revolutions, death, disease, economic downturns, and then change happens, almost as an afterthought. The other option is Satori. Here, as Marc Andreessen put it in his brilliant blog post, '[It's time to build](#)', we imagine a future

and build for it before it becomes a pressing necessity: evolution becomes a conscious choice, a proactive demonstration of sparkling ingenuity – humankind at its most magnificent. We at Eden 🌱 bring Satori to the table. New visions, ideas, and paradigms that inspire people from all layers of society to join in and build: From hindsight dwellers to foresight pioneers.

This makes “from hindsight dwellers to foresight pioneers” a core principle for the future of work and for Eden 🌱.

Concretely this means that:

- we look at the past as an advisor, not as a director
- we dare to make bold moves when we believe the outcome to be significantly better
- we practice consistent un-constrained thinking - because there is always a way
- We genuinely believe it's possible for us to build an economy in which each & everyone gets to do what they love with people they like.