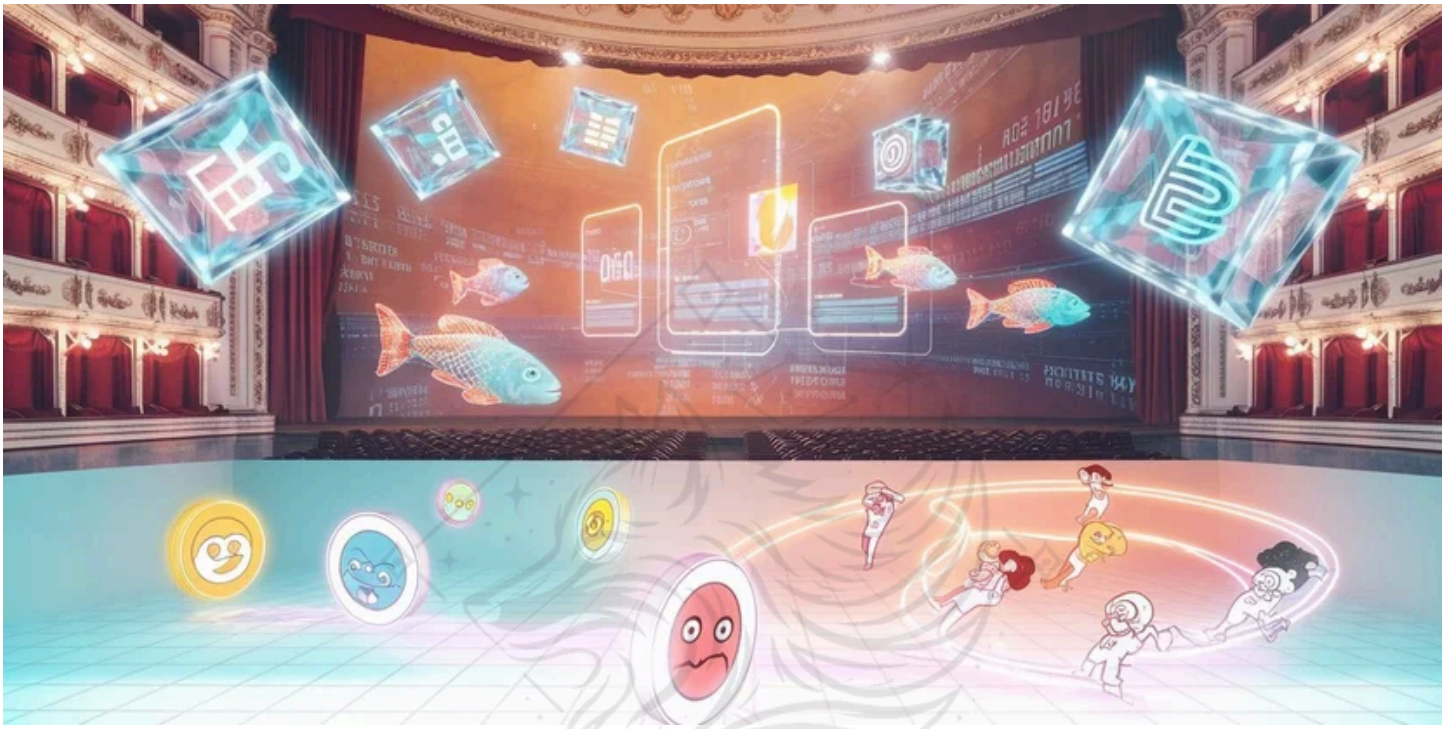
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A Glimpse into the Future of Venture Building

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What do memecoins and real value venture building has to do together

Something extraordinary is happening in what I call the bottom up venture building space. Two independent trends are converging to create an unprecedented opportunity for builders and communities alike. Let me share why I'm incredibly bullish about the future of solo / bootstrapped venture building

The Zero-Cost Launch Era

The first revolutionary shift is the democratization of business creation. Thanks to automation tools, no-code platforms, and everything-as-a-service models, the cost of launching an online business has

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effectively dropped to zero. Anyone with an idea can now build and launch their online venture independently.

Tokens: Beyond Speculation to Community Coordination

The second trend is equally fascinating: the evolution of meme tokens launch from pure speculation games, to genuine community coordination tools, around real ventures. While tokens have historically been viewed as speculative assets in zero-sum, PvP games, we're seeing a new breed of ventures forming on the Clanker ecosystem.

We're witnessing true builders like Native, Clunk.fun, Anon, Bankr, TinyFrens, Bolide and others leveraging meme tokens in an entirely new way. What makes their approach unique?

These ventures launched their tokens through fair launches, meaning even the founders had to purchase their tokens from the market like everyone else. The tokens are purely speculative, but, they possess huge potential - Due to its speculative aspect, it serves as an unmatched coordination tool to bring together fans, enthusiast and anyone essentially that can help drive the project forward - from dev resources, to content and attention.
Simply put, it allows anyone a potential skin in the game, early on.

From Speculation to Utility: The story of Native & Clunkfun

Take Native.fun Clank.fun as an example. Both built by solo founders, who have launched the token on Clanker before having a live product – a move that might seem purely speculative at first glance. However. the founders followed through by:

1. Launching clank.fun, an app offering the best UX to track, launch and trade token on @Clankeronbase and Native.fun, a Simcity like world for AI agents and human beings to interact.

2. Creating token utility by requiring minimum token holdings to launch Clankers.

3. Demonstrating how initial speculation can evolve into genuine utility

The Explosive Combination: Web2 SaaS + Token Economics

Now, imagine combining these trends. Consider a traditional Web2 SaaS tool – let's say an AI-powered content scheduling platform charging $30 monthly. On the surface, it's a conventional business model where users pay for a valuable service, no crypto knowledge required.

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But here's where it gets interesting: the builder can launch a Clanker token alongside the product. This creates a fascinating dynamic:

- Token holders can support the product builder through speculation on the venture's success
- The builder maintains complete freedom (no legal obligations or commitments to token holders)
- Similar to memecoins, but with a crucial difference: there's an actual, economic business behind

The Value Creation Flywheel

You can now just imagine what ideas community and builders can come up with along this journey, and the opportunities are endless.
What the market showed us is that open-source and open-access have always been the best ground for innovation.

A New Paradigm for Bootstrapping Economies

What we're witnessing is more than just another crypto trend – it's a fundamental shift in how digital ventures can bootstrap their economies. By combining the accessibility of modern tech tools with innovative token mechanisms, we're creating new possibilities for value creation and community alignment.

This model doesn't just benefit builders; it creates opportunities for everyone involved in the ecosystem while maintaining the freedom and creativity that makes web3 unique.

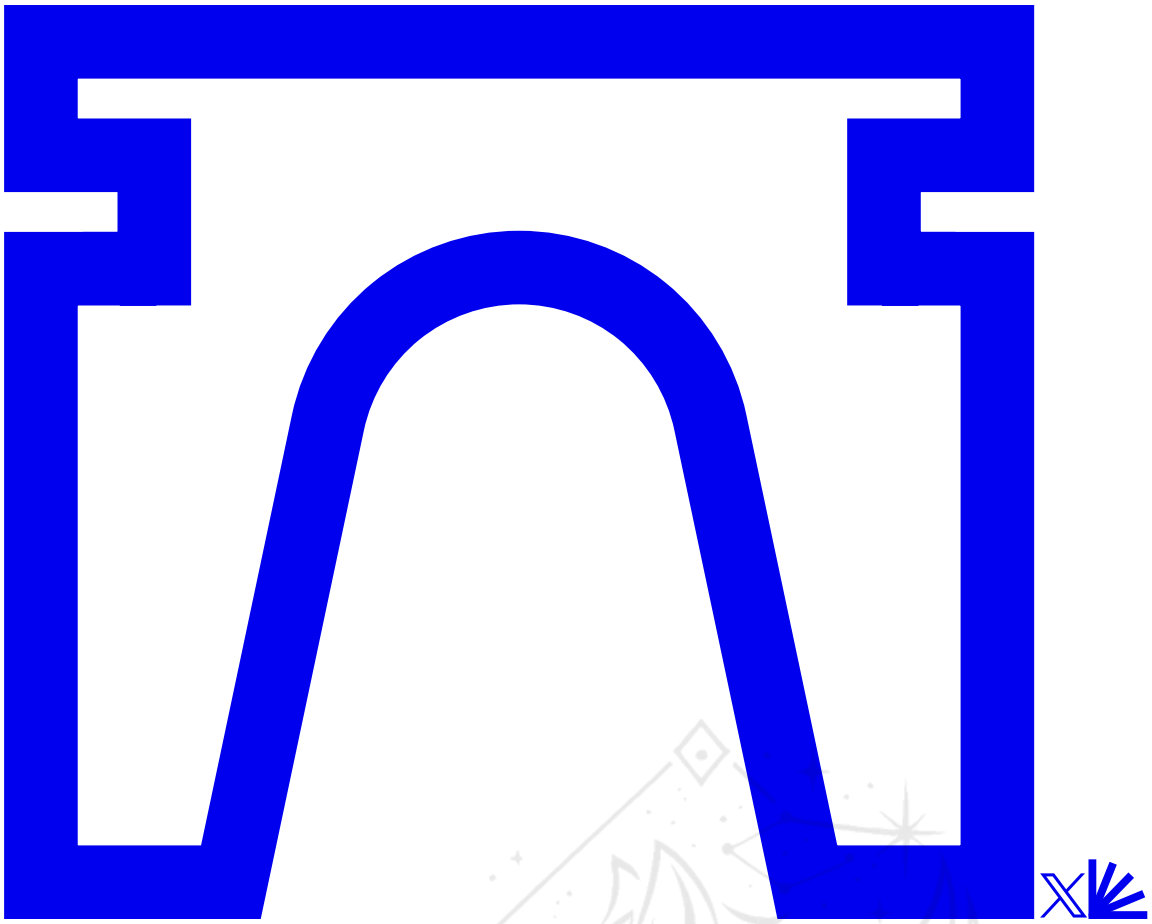
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Disclaimer: This post is meant for informational purposes only. Token speculation carries significant risks, and there are no guarantees of financial returns. Always conduct your own research before participating in any token-based systems.

Goes without saying - for every project launched with true intention to build meaningful ecosystem or product there are hundreds that are indeed purely money grab / PvP / scam/ Pump and dump attempts. Future pieces will cover how we fight those

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