



Diving into Web Three and Gaming with Crypto Expert Brian Evans

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Dave [00:00:00]:

All right, folks, welcome to Investing for Beginners Podcast. Today we have a special episode. Today we are going to talk to Brian Evans, who is a founder, an investor, an Inc. 500 entrepreneur. He is a very busy guy. He's been investing in Web three and crypto, AI and all kinds of fun stuff. So this is going to be a really fun conversation. And I'm going to pre warn everyone if you guys are into crypto or know more about Web three than me, which is just about everybody might ask a couple of dumb questions here or there.

Dave [00:00:26]:

So just for that, just a forewarning for everything. So, Brian, thank you for joining us today. We really appreciate you taking time out of your day to come talk to us and welcome to the show.

Brian Evans [00:00:36]:

Yeah, absolutely. No, it's great to be here. Yeah, thanks for having me.

Dave [00:00:39]:

You're welcome. All right, so let's start with why did you get into Crypto? And what is crypto?

Brian Evans [00:00:44]:

Yeah, so I was running a marketing agency in what now feels like a previous life here in LA and in other places, doing PR campaigns and user acquisition campaigns for celebrities and mobile apps and games and all sorts of things. And just after a while, after having hundreds of clients and many, many people working for us, I just realized I didn't like that model of, okay, more clients, more employees, more employees, more employees. It just became a rat race to me. It's not what I wanted. So I basically could rage, quit the agency, exited out of that, was literally just taking meetings with people and just seeing what everyone was up to, had done well with the agency. And here in LA, I had a lunch with somebody through a business partner. And it was the weirdest lunch. We sat down and the guy comes up to me and says, okay, well, take everything you have, sell it and buy Ethereum.

Brian Evans [00:01:33]:

And I was like, what is Ethereum? I had heard of Bitcoin, but I thought Ethereum, it sounds like some virus or something. Like, am I some radioactive material? So I remember looking, I remember texting like ten times or so what felt like ten times asking, how do you spell it? I can't find it anywhere. What is it? It was on one exchange in the US at the time. This is right after the ETH ICO. Ethereum is for anyone that doesn't know, it's the second biggest crypto token by market cap and bought a bunch of it. At the time, it was a couple bucks. The investment has paid off pretty well. So it got me hooked on this crypto world.

Brian Evans [00:02:03]:

And I was writing for sites like Forbes and Inc. Magazine and Entrepreneur magazine, others like that, and looking for content, right. So I was thinking, wow. Through my own writing, I sort of convinced myself, I need to buy more of this. This has a really interesting use case. This actually could be really something. And it was one of the first times I had so much conviction in something that I realized, I guess I could be in hindsight, right, but I guess I could be an investor. I could start investing in things more.

Brian Evans [00:02:31]:

And I hadn't invested into too much in sort of the Web two world in the moment there that made me realize that this is something different is I remember trying to invest into things in the Web two world, and it was so difficult. You need to know somebody. You know how to be an accredited investor. You got to go through

some process. Very confusing and difficult. How do you even find these things? There's no marketplace per se for people that don't have a fortune or a name. And then I realized with crypto, wait, anyone can just go on here and buy this, and it's all of them. You can buy all of them.

Brian Evans [00:02:59]:

It's not some of them. It's all of them. And I realized, wow, this kind of democratizes access to things. So that was one of the realizations. The other one was that it feels like the stereotypical, this has actually happened to me. I walked into my bank one day, and this has happened on multiple occasions, but I remember one specific case walking into the bank and say, I need to transfer \$10,000 to Singapore. And they said, singapore? Do you know these people? Can you show us the contract? Let's slow down a minute, sir. And it's like, wait A minute.

Brian Evans [00:03:27]:

Isn't this my money? Why am I selling you on why I should be able to send my money? And then it gets flagged. I got to go to some other branch, and there's just this huge nightmare. To send ten grand for a clearly obvious business transaction that should not have been a problem. Ends up taking seven days on top of that business days to even get there after they've approved it. And it's just scratching your head like, it's got to be a better way to do this. And then you discover crypto and stablecoins now and other things where you can just, Boop, there you go, Dave. You got your crypto. It's transferred.

Brian Evans [00:03:57]:

You have it 2 seconds later or 20 seconds later. So those two things in particular really stood out to me, and there's other things like video game and more that we can talk about, but those two particular things really interested me. About it.

Dave [00:04:10]:

That's cool. So I worked at Wells Fargo four years as a banker. And that scenario that you were walking through, I've been there. I was the banker on the other side, having to try to talk people. And the reason why I'm not going to lie in my head, I thought, this is really dumb. This person wants to spend money. Why am I

having to go through all these steps to talk them out of it? But after I started doing some international wires, especially countries like Japan, they were so complicated. It was almost like, please don't ask me to do.

Brian Evans [00:04:42]:

There's, as you know, so many intermediaries and ways that it can go wrong. Especially then, I've had cases before where the money is sent, but then it's not received, and then they're like, where is it? How do you track it? As the sender, I can't do anything. I don't have access to these tools to track it. Whereas on a blockchain, I can go up, there it is. It's in this wallet goes here, it goes there. Whereas the banking world, it's like the crazy guy at the whiteboard, like, okay, it moved here and then went through this system here. It's like, what the heck is going on here? Why do we have this convoluted system?

Dave [00:05:14]:

Oh, yeah. It was so complicated, and one of the recipients didn't get the money and took probably three or four days of my time trying to track down where it went and talking to this person and that person. And this bank tells me this, and this bank tells me that, and it's like, oh, my goodness. It was an adventure. For sure.

Brian Evans [00:05:33]:

Yeah, for sure. You can see why that crypto can solve some of these problems. Of course, the banks don't want it. Right. The banks want to collect the fees and do the way they've been doing for the longest time.

Dave [00:05:45]:

Right, right.

Brian Evans [00:05:46]:

So it's kind of like, of course, Blockbuster is not going to advocate for Netflix, but it's happening whether they like it or not.

Dave [00:05:52]:

Right. You talked about Web Two, and we talked a little bit about Web three. What exactly are those? I've heard the terms thrown around, but I've never really known what those really are.

Brian Evans [00:06:01]:

The simplest way I've come to think about it is the first version of the Internet was sort of read only second version of the Internet, Web Two, I call it, you can write, you can send things out there, connect with people. Social media clouds the third level through the Internet. To me, web Three is own this idea of ownership. You can own things like NFTs, which can represent anything from an image to a game character or property, or you can own the crypto assets, tokens, things like that, or many other things. But sort of web two world, think centralized, think fully. Everything's owned by one of ten companies in the world, even games, games from clouds, everything, it's just owned by some centralized company. The idea of Web three, the promise of Web Three, is that you, the consumer, or businesses as well, can own something, own a piece of that, a character in a game. Again, digital artists from Web Three, here's a simple way to think about this.

Brian Evans [00:07:02]:

In the Web Two world, a digital artist, right? I could draw amazing digital art piece and everyone can just save it and everyone has a copy of. It's not necessarily unless I'm going to enforce the IP through the court system and that kind of thing, which is an absolute nightmare, it's going to be very hard to have value in that. In Web three, it's on the blockchain. It's verified that this is the one of one. Think about this. The Louvre in Paris has verified that the Mona Lisa is the Mona Lisa. So that's how the previous world worked. This is the Mona Lisa.

Brian Evans [00:07:32]:

That's why it's worth millions or billions of dollars. And this is the one of one art piece in the digital world. There hasn't really been a way to do that because everyone can kind of save it, screenshot it, things like that, until a blockchain existed. The blockchain is like the verifier. It says, hey, this is the art piece, this is Dave or Andrew's original drawing, and this one is the real one. And then I can send that to you and prove that that's the real one. And that's why you're seeing these art pieces. NFTs go for hundreds, thousands, millions in some cases of dollars, because you can actually verify which one is the original and that stores the value.

Brian Evans [00:08:13]:

Just like a knockoff Rolex or something. It's like, think of the fact that the one that's really valuable is the real one, so you want to have the values in the real one. So the blockchain has enabled that. So Web three does these things. Video games is another category. In the Web Two world, you played a game created by a centralized game maker. You spend your money, you buy the skins for the characters guns and the character gold. Other items you spend money on, but it's all locked into the centralized system.

Brian Evans [00:08:41]:

You can't take anything out. It's actually illegal in their terms. Of service to sell anything. Can't sell your character, you'll be banned. So in Web two, the idea is the company makes all the money, you get nothing. You spend all the money and you can't sell anything. It's all locked into there. The idea of Web three is you can own stuff.

Brian Evans [00:09:00]:

You spent ten years building your world of warcraft character. You can own that or not that game, but the web. Three versions of these games that are coming out. We're building a web three game that'll do some of these things called Alpha District, but there's many games out there. There's Star Atlas, Alluvium, big time, many others that are playing in this space. Idea of own the characters, own the items where you're spending money, so why not own a piece of that? So video games is a big category. And when Vitalik created Ethereum, again, the second biggest crypto that has enabled all these NFTs and all this stuff, there was an analogy of him playing some video games and coming up with the idea of a smart contract from an in game world and saying, ah, this in game world is kind of like a smart contract where it has a set of rules you can sort of build upon it, but it's got these rules that you can play within and you can build on top and do things. And then these smart contracts were created with Ethereum, so it's a great use case for blockchain technology, amongst many others.

Dave [00:09:56]:

Yeah, that's cool. So my mind's blowing a little bit. So these games, does this kind of stuff exist on Bitcoin as well? Or is Ethereum the majority or the only blockchain where this kinds of things are being built?

Brian Evans [00:10:09]:

There's several blockchains that our games are building on. Ethereum, polygon, immutable axe. There's many that game builders are building on. With games, you need to be able to do a lot of transactions very fast, very cheap. Ethereum itself isn't used widely for games, so there's layer twos upon Ethereum. Polygon, for instance, is used pretty heavily in gaming. And the idea there is you can go faster, cheaper with a layer two than you can a layer one, because you don't want to be playing a game and you're running a small transaction. It's \$20 and takes a couple of minutes on Ethereum maybe, or even seconds.

Brian Evans [00:10:42]:

But whereas the layer twos can process that for pennies, if that, and go a little bit faster. So there's many chains that are trying to. And there's a fight over, it's a turf. They're really realizing that gaming is such a big category. And here's something else interesting. Games actually drive adoption to blockchains. It's not even just the other way around, because Defi Kingdoms is a project that I know of. They were on a TV show that I was in the next crypto gem.

Brian Evans [00:11:08]:

They were a contestant. And what I realized about them, for instance, is they create hundreds of millions of transactions for blockchains and they go blockchain to blockchain and they build a marketplace, a exchange, a liquidity pool, all these different tools that exist in the decentralized finance world of crypto. And they put a game on top of it. So people come in, they say, oh, this is a cool game. Hey, did you realize your character is an NFT? Hey, did you realize that weapon over there is an NFT? Oh, did you realize that gold is a token? And you're like, oh, wow, cool. So you're learning about blockchains, and in the meantime they're driving adoption. Just like a game expands to different zones, they go to a different blockchain, and there's other ones. This is not just one project.

Brian Evans [00:11:50]:

They go to another blockchain, say, okay, we're going to build all the tools on your chain and build another game. And they do that. And this is a way that you can bring fun to a blockchain and teach people about what's happening, get adoption, hundreds of millions of transactions. Some of these games are driving to blockchains and game makers are onto this. And there's actually a bigger reason, right? If you played games

20 years ago, 30 years ago, single player games, you play for a while, you die, game over, right? Go get dinner, go do something else. Your game is over. Then they said, well, let's keep it going. Let's let you play with.

Brian Evans [00:12:25]:

You guys can play it. We can play together. We can play Call of Duty or some other game where we can keep playing games forever, or I can play single player, I can play candy crush or flappy Birds or something like that. And just there's this infinite level. You can't beat them all, and you just keep going forever. You can spend money now, you can keep going. So then they thought, okay, well, that's cool, that works. But then players now say, well, I'm putting so much time into my Call of Duty character, into my World of Warcraft character.

Brian Evans [00:12:53]:

I play World of Warcraft for a couple of years. Others have played for ten years, I think 15 years in some cases, and they spent so much time, so much money customizing building these characters. Even if it's not money, it's time. They feel like this character is them. They spent so much time on this, so they want ownership. So the idea of web three with games is this natural progression of where games have come from to single player games that you don't really care much about. Game over. That's it to now you've spent 15 years building this thing and you want to own something.

Brian Evans [00:13:25]:

So due to the depths of the game, right, this player agency, this customization of the character that you've invested, it'd be like building up an old car from scratch or something that you've put your blood, sweat and tears into for years and years and years, or whatever your hobby is, putting so much time into it and then someone just taking it away. But in web three, you can actually own that. So it's just a natural progression for gaming. That's why there's a current narrative around gaming and crypto kind of going hand in hand, or basically the broader web three category. I've been talking about it for years and have kind of seen it coming of this technology just fits this category super well. And I think more people are realizing that we had a few failures. We had sort of a play to earn movement where you could basically play games and earn money. And that kind of it shows what was possible, but it wasn't the end all, be all, because it was still about money.

Brian Evans [00:14:15]:

Naturally, if you think about games people play, there's different reasons people play games, but escapism is one of them. You play a game because you're like, so sick of my job. Let me get out of here for a while and play a game at home or something, right? You're kind of escaping from that normal reality. So when you're reminded of money, you kind of break out of that and go, oh, if I should get back to work. If I'm thinking about money, trying to make money here, I might as well just go work. So that play to earn movement kind of didn't really work too well for that reason, but it did show us what was possible, and it brought a lot of attention and interest in gaming at the intersection of gaming and blockchain. So it's a huge category, and there's lots of blockchains building for this category, many very successfully. And we'll probably see a lot of innovation over the next year, especially games take a long time to build.

Brian Evans [00:15:01]:

So there's now some very high quality games coming to web three. But again, because they take so long to build, some of these games can take two years, five years, eight years to build really high quality games. So it's astronomically time consuming and expensive. But because of basically blockchain, crypto and AI, we're democratizing the ability to make games. AIs can now generate basically infinite levels for games. Certain types of games. Think of a candy crush, right? You could basically, and they are training an AI to just keep generating levels. You don't even need a human anymore.

Brian Evans [00:15:37]:

You can just say, okay, here's the parameters you've got. These little candies make 75 more types of them, or 75,000 and more levels as well. Just keep going. And they can go even more elaborate than that. They can even make 3D worlds. There's even software out there now that like a two year old could literally draw some squiggly lines and they can say, okay, that's the window, that's the door. Okay, make it a beautiful 3D world. And the AI is so good now that it can take some very minimally designed thing and turn it into something amazing.

Brian Evans [00:16:10]:

So we're certainly democratizing that ability to build games, which is good. It was one of the harder things to do.

Andrew [00:16:18]:

So are the big gaming companies worried about it? How are they reacting to this?

Brian Evans [00:16:25]:

Yeah, so I have a bunch of friends that work for some of these big game companies. They all have their strategies. It was just announced, I think, yesterday or the day before that immutable. One of the chains that it's in, Web Three gaming, partnered with Ubisoft, who's done Assassin's Creed and Atomic Clancy games and others to work on games together. So they all have their strategies. Again, it kind of goes back to, so here's what's happening. They all have their strategies, they all have their web three strategy, but they're kind of like the banks in crypto. They have their system that's working for them, sort of, and they don't really want to change necessarily.

Brian Evans [00:16:58]:

Some of them do. This is not everybody. Majority don't, but they will. What's going to happen, in my view, is you'll have your chat GTP moment that I call it. You're going to have some smash hit thing that comes out in gaming with Web Three, and then they're all going to go, ah, and there's going to be a million game, million players overnight or more playing some web three game. It's already happening, but there's going to be a couple of smash hit games, if not just one big one. And they're all going to go, okay, turn on that web three strategy. Go.

Brian Evans [00:17:27]:

It's happening. Just like AI. Think of what happened with AI chat. GTP popped up. Everyone just fast tracked their AI development. They said, okay, go, we got to go. Chat. GTP is launched.

Brian Evans [00:17:39]:

There was others, but they were the one that really brought everyone's attention to the category, right? For the most part, unless you were already in the AI rabbit hole. But everyone went, whoa, that's what this does. Okay, yeah, we got to get in on this. Same thing with Web three gaming. This is kind of universal thing that happens in tech, right? Some smash hit comes out and then others go, oh yeah, now we know it works. Now we can't drag our feet anymore or we're going to blockbuster and there's going to be blockbusters. Don't get me wrong, there's going to be games that just say, no, we're not doing it, we're fine, how we know go away. And I think eventually they're going to be out innovated.

Brian Evans [00:18:18]:

And as the player narrative comes around that, yeah, of course we want to own things. The problem is NFTs kind of got a bad media run because of just prices falling and scams and things like that. So that kind of got lumped into gaming of, oh, the players don't want NFTs. And it's like, it's not about NFTs. There's so much more to this than NFTs. This is about the idea of ownership, know, democratizing and decentralizing. Just, you can't just brush it off as, oh, they don't want NFTs. So the idea of ownership is not going away for the reasons I mentioned before about players investing so much time into these games that of course they're not going to say no.

Brian Evans [00:18:58]:

Think about it like this. Ask any gamer. Are they going to say no, I don't want to own anything. I don't want to make any money. I want Blizzard in PlayStation to make all the money. No one's going to say that. Nobody ask a gamer. They're not going to say no.

Brian Evans [00:19:13]:

I love giving all my money to these game studios and I don't want anything. It just doesn't happen. It's just how human nature is, right? Maybe 1% might say that. A vast majority of people are saying, yeah, of course I would like to own my character. It doesn't matter. It's the principle. It doesn't matter if it's worth \$100 or \$10,000. It's the principle of I've built this character.

Brian Evans [00:19:34]:

The other thing too is this is why it's so much more viral than Web Two. In web two, no one wears their counterstrike skin as their profile picture. No one wears their World of Warcraft mage as their profile picture. That would be kind of weird, even it sounds. In Web three they say, that's my character, that's me, that's my profile picture, and they will put it on there. Is it going to hold value? And they feel like it represents them. You see all sorts of people on social media, Twitter, especially X, wearing NFTs. Some are games, some are not.

Brian Evans [00:20:09]:

But wearing those characters, which is basically what they are. And a lot of times it's like an alter ego of them. They feel like they see themselves in this character. It's a monkey picture with a knife in its mouth. And that somehow makes them think, know they're a knife collector or whatever the connection is, sailor Hat and they were in the Navy or know whatever, some connection to their real life or some idea they have of themselves in these characters and they want to represent them. They feel part of the club. That's the big difference too, is Web Two. You're not in any club, you're a customer, you're paying a subscription fee to Blizzard to play World of Warcraft, period.

Brian Evans [00:20:48]:

And it costs you more money sometimes to buy other things in certain games and you're still doing all the work building these characters. The opposite kind of in Web three is that you can own a piece of that you can own. Some of the gold can be a token or the character can be a token. So it just flips the whole model on its head completely.

Dave [00:21:03]:

So I'm curious, how does someone play a game on Web three versus the old way? So I think of the controllers, and I'm not a gamer. So again, coming from the dumb question alert, how do you play the games? Can I go on my computer right now and go on a game on the Internet? How do I access that kind of stuff? That's the kind of stuff that, when I think about these things, just kind of like, how do I do this?

Brian Evans [00:21:32]:

Well, there's a couple of things to think about. The first thing is that, yes, it is theoretically possible to host something in a decentralized node where it's not centralized into a centralized server. And there are galas doing this, for instance, Gala games. They're one of the bigger Web three game developers, and they have nodes which in theory, the way it would work. And a lot of this, again, this is new technology. Games take a long time. Whole ecosystems take time to come to full realization. But the idea there, the promise is that if they cease to exist because they go bankrupt or whatever, the decentralized nodes could be hosted by us, kind of like a torrent or something could be hosted without any centralized party, if anyone's familiar with those.

Brian Evans [00:22:17]:

And you don't need a centralized developer to exist for the game to go on. So that's the promise of Web three. Now, on the surface level of where it is now, we're kind of in this Web 2.5 world where basically the surface level of the game looks like a game, right? It's just playing a game. You're on the Internet, you're playing a game, but you might get a tooltip after a while that says, did you know your character is an NFT and you can take it out, throw it to your wallet whenever you want? Oh, do you realize the gold in the corner here are tokens and they're accruing in your account, and you can take them out to your metamask wallet or your ledger whenever you want. So there's kind of bridge happening where we're in this transition zone of teaching people about what these concepts are. There's not a billion players in Web three gaming yet, so we need to transition people in a way that's safe and comfortable. Some of the problems with blockchain of where it's at now is there's no accounts, right? You don't have a forgot password when you own a wallet. You own a seed phrase or a private key, and you have to secure those somewhere.

Brian Evans [00:23:19]:

There are ways to back them up. Ledger has come out with a recovery thing that some people like, some people strongly dislike that. The problem is you can lose your keys to your wallet and that's it. If you lose them, it's gone. So we're still trying to teach people about how to use the technology. So that's why this why I say Web 2.5. It's kind of in between where we are in the traditional world and where we are in Web three, of bridging people over and saying, okay, this is how this stuff works. You got to think about it differently.

Brian Evans [00:23:49]:

It's not a bank safeguarding all your assets. You have to safeguard your assets for the most part, and teaching people how to do that. So there's a transition there in terms of the actual technology, though I

always tell people I actually don't know how the technology is working, of how we communicate right now. I just know what it does that. I can see you. I can hear you, you can hear me, you can see me. We're recording, we're on the Internet. It's going to be online.

Brian Evans [00:24:15]:

Other people can see it. I don't really know exactly how the technical stuff works. I don't really care to that much unless I'm a developer kind of for web three, it's sort of similar. I want to know what it does. What does this do? And that's where I focus a lot of my attention of, okay, what can I do with this NFT or this token or what's the utility behind it? It's ownership. Or you can stake the asset and earn something or whatever the use case might be on a case by case basis is where I focus a lot of my attention. I think when the crypto topic comes up in general, people sometimes get lost in the weeds of how does it work? And I always tell people, do you know how your phone works? Could you tell me on a technical level how that works? I mean, I can't. I can tell you what it does.

Brian Evans [00:24:59]:

It connects to a WiFi signal or a tower somewhere which ping pongs off something else and allows me to FaceTime my mom. But I don't know beyond that kind of how it works. I just know what it does. And again, there's categories of people that are developers that might want to know these things, but I'm mainly focused on what it does. And yeah, with gaming it's the idea of ownership and being able to own those assets. And it's been talked about for the longest time of in game gold. Right. It really is in game gold because you can't take it out of the game, but now you can with crypto.

Brian Evans [00:25:36]:

It's a very interesting category and there's a lot of game developers, big and small, building for this space. They're building everything from blockchain infrastructure to NFT digital asset infrastructure and trying to build the right tools. Assuming that we're going to have billions of gamers coming into this space. Yeah, as we saw with the NFT hype, let's call it that happened the last couple of years. Now, if you add something more tangible than membership clubs behind it like a game, it could be even more viral and much more not. Not to diminish NFT category by any means, but a lot of its membership clubs and things like that, which is very cool. I'm a part of a lot of them. I get a lot of value from networking.

Brian Evans [00:26:24]:

But when you add a game or some playable competitive thing on top of it, the category can grow a lot more.

Andrew [00:26:30]:

Are there types of games that are more advanced along that than others, or types of games that fit the model better or that people have adopted too?

Brian Evans [00:26:41]:

Yeah, I think we started with basic games. We started with very basic power defense type games, for instance, and now it's transitioned all the way over to 3D shooters and MMORPGs, like big time is one of them. We're building a very high quality 3D exploratory RPG game, and there's everything in between. But at its core, right now, a lot of it is more in the category of DFI games where, as I mentioned, like a DFI Kingdoms, for instance, they're driving the adoption to blockchain by having simple games, but games that show you what the web three tools do. You can swap your tokens, you can buy on the marketplace, other characters or NFTs, or in game items. So more along the basic category. But that's purely just to do with one education, and just the technology has to catch up while we build games. Taking a long time, right? So we're pretty much at the point now where there's some good options for blockchains.

Brian Evans [00:27:44]:

You could do a high throughput, high transaction, high player based game. So we're pretty much there where you could have the next Call of Duty or World of Warcraft that's backed by a blockchain. Everything, in theory, could be on chain, or generally you can have any kind of transactional, your auction house training items or your gold could be on chain. And then the regular playing doesn't necessarily need to be on a chain, but it could be on, as we talked about before, like a decentralized node or partially so it's all there now, and it's just a matter of adoption at this point. And we're seeing it. We're definitely seeing it. We're seeing lots of people coming into the space building and players realizing the benefits as well.

Andrew [00:28:27]:

Yeah, gala is interesting.

Brian Evans [00:28:30]:

They are. Yeah, they are very interesting. I know them pretty well. I know they've said publicly before, one of their biggest issues is like people losing their seed phrase. And I know there's now solutions coming in. The seed phrase for anyone doesn't know is when you create a crypto wallet, you get a seed phrase that's like your backup key to access it, because there's no forgot password. There's still some technological. It's a human issue, and a technological issue, if you want to call it that, in a way, it's really just educating people on what you need to know about using this technology.

Andrew [00:29:03]:

That's a good one. You might have to be a little more careful when you're online and how you're dealing with usernames and stuff. What are some other risks along with the technology that you've come across?

Brian Evans [00:29:15]:

Yeah, it's the ultimate responsibility, in a way, but you get the benefits out of it too. Right? So you have the responsibility and privilege of owning your own assets, your own money, your own crypto, your own whatever. So that's one side of it. And there's also a risk, too, that if you lose it, it's like cash, right? If you lose your cash, probably not getting it back. So there are solutions that they're proposing in different blockchains. Vitalik, the creator of Ethereum, had been talking about various ways to create pieces of keys, and I could give them out to my friends, and one key can't be used against me in any way, but if I somehow lose my own, you guys can help me back it up and restore it. So there's different proposals and different solutions. People are coming up with Ledger.

Brian Evans [00:30:03]:

It was controversial. This is the problem, too, is that most people that are true crypto believers say that, no, it kind of defeats the purpose if you have to have a third party sort of backup your crypto. But there have been people like Ledger. They make a hardware wallet. They created something called Ledger Recover, and you can actually back it up. What they do is they use, I think it's three third parties, and each one needs, you need all the pieces to back it, to restore it if you lose your ledger. So some people think that's just a roundabout way of being centralized. Others like it because they feel like it's a security, others think it's a risk.

Brian Evans [00:30:44]:

And, look, I think in the future we're going to see options like this exist. There's no way to fight it. And people can just choose. Do you want the ultimate responsibility of having it yourself, or would you prefer someone to back it up?

Andrew [00:30:56]:

Interesting. So what would you say is the best way to dip a toe in the industry if you're wanting to gain more knowledge about it?

Brian Evans [00:31:04]:

I think, as a whole. Well, if you're starting with crypto, I think using it is a big thing. With crypto, it's one thing to read about, it's totally different to use it. So I tell people, just set up a metamask, buy a little bit of crypto. You can actually just buy it with a debit card. On Metamask. Now set up a metamask in your web browser. Download it, install it, save the know and buy a little bit.

Brian Evans [00:31:30]:

Try uniswap, try some of these DeFi games. Try some of the tools. You'll learn about how to swap, how to add liquidity, just some of the base, how to buy, go to Opensea, buy an NFT. I think just doing it. It's for me anyways. That's always been the thing of just doing it. When I first discovered a lot of tools, I discover I'll read like half of an article and say, oh, wow, this is really cool. I need to try it.

Brian Evans [00:31:50]:

Not getting too lost in the weeds of how they market it, but just more what does this do? So I would start there. I would use it. I would download some of these tools, Metamask for one. And you can eventually upgrade to a ledger or a treasure or something like that for a hardware wallet. And for the gaming side, yeah, just check out some of the Vulcan Forge DFI Kingdoms gala games of the world. They have amazing games

that use blockchain technology. A couple of them even have their own blockchains. And you can play some cool games, but also learn about what's happening in web three gaming.

Brian Evans [00:32:24]:

And at the same time you're using crypto, essentially, you're using the web three tools. So that'd be a good place to start. Yeah. Again, it's one thing to read about it, but stuff like this, you got to just use it. It's kind of like people learning about the Internet early on. It's like, what is this at symbol? And remember the old clip of like, what is Internet? And it's like, well, just try it. Let's just try it. Okay.

Brian Evans [00:32:46]:

You're just going to confuse yourself. You can read and read and read and read, but eventually just try it and you're going to probably learn a lot faster. That's me, anyways. I've always been hands on, but I understand people want to. You can go to the coindesk of the world and read the latest crypto stuff. Coindesk, Cointelegraph, the defiant things like that can get some news kind of stuff, but you really just got to get your hands on it, I think, to see what's really going on. And Twitter is a minefield, good and bad. There's a lot of crypto and web three people on Twitter, but it is what it is.

Brian Evans [00:33:18]:

It comes with its own issues. But yeah, I would just start trying using some of these things.

Dave [00:33:25]:

I'm looking forward know, the NFT thing, I agree with you, got this really bad rap. And I listened to a podcast was freakonomics. Steven Dubner was talking about some of the stuff that some of the use cases for NFTs, and he was talking about airline tickets, for example, and how useful something like that would be for people and how easy it would be to use something like that, or even Taylor Swift tickets, something along those lines would be much easier than the system that we have now. And I thought it sounded great, honestly. But again, kind of like you said, I have not dipped my toe in it. So I don't know what that hat does on the Internet. So I don't know what the hat does on the web. Three stuff or any of the crypto things.

Dave [00:34:10]:

So I agree with you that you need to dip your toes. That's the only way you can really learn.

Brian Evans [00:34:14]:

Well, and that's an interesting category and topic right there is identity, let's call it, or any kind of verification of a ticket, for instance. Right? We all heard of the scalper that's selling like a fake ticket or something. You give them two grand and you think you're going to the Super Bowl. And then you get there and they say, this isn't a real ticket, buddy. And so with a blockchain, you can verify things. And there's tools that work on top of the blockchains. Now, I forget the name of some of them, but they work for tickets specifically. And digital identity is another very big topic.

Brian Evans [00:34:46]:

Think of like the kid that makes a fake ID, right? That doesn't happen on blockchain. We have ENS domains, but there's other implementations of identity as well. But if I have an ENS domain of Bob Eth, that's it. There's one Bob Eth, that's it. That's the only know. And in theory, in the future they could create driver's license or passports. Some countries are actually. But United States or other countries could do this.

Brian Evans [00:35:13]:

And that's the ID for you. And that's the only one that exists. And if you don't have access to sign that transaction, it's not you. And you can make tools to make it easier and store it digitally or whatever, but the idea of hacking or copying is just not going to happen because it's on chain, it's provable who owns it and who doesn't and who has access to it. So as long as we have the right tools to support those things, it's actually way better. Even things like House Deeds or car titles would be so much better on chain. Why do we have, it's 2023. Why do cars have these pink slips that you can just sign over with a pen? This doesn't make any sense.

Brian Evans [00:35:54]:

I actually don't even know if that's still a thing, but I assume it is. But same with lots of contracts and other documents, that it's still a school still, and we're past that. So this technology can do a lot for assets of any kind, physical or digital. And identity, I think too, is a good one.

Dave [00:36:13]:

Yeah, I really think that you're onto something with the games. I think that would be something that I think would probably, like you said, if it goes viral, that would be something that would really help crypto become a lot more mainstream. And I think that's really probably where it needs to really get, because you thought there was a lot of conversation, of course, especially on Twitter in 2020, 2021, 2022 about Crypto was coming for everybody's wallet and didn't quite happen that way. And I agree with you. I think that something like gaming, I think could be really something that could really increase broad spectrum adoption, even for techno idiots like me.

Brian Evans [00:36:57]:

Gaming is huge. People don't realize. More people play games than watch TV and film combined. And it's bigger as a category than TV, film and music. So it's an astronomically big space. Gaming, in a broad sense of everything from casual to hardcore games is a very big category. We're talking about billions with a B of people playing games. So, yeah, it's a very big category.

Brian Evans [00:37:21]:

And yeah, like I said, things like Ethereum were built literally. The analogy of Vitalik creating Ethereum was his World of Warcraft character was nerfed and they took away the spell. He got pissed and he said, I'm going to build Ethereum. And he went and built Ethereum. And a lot of the concepts, some literal, there's literally something called Soul Bound tokens on the Ethereum ecosystem. It's a term from gaming. It means it's fixed to your wallet and you can't transfer it. And there's many other concepts that are very analogous of games and the way that game worlds are designed and created.

Brian Evans [00:37:54]:

So, yeah, not only that, it just happens to fit. It's just that this was created by basically a gamer. And now we see a lot of games going, wait a second, this is better than the previous world. And if you believe in the idea of not just decentralization, but if we go on the trajectory, we were going with a lot of things. Ten companies are going to own the whole planet. It's already the argument that Blackrock, while it might be great that they're doing ETFs for Crypto, there's a counterargument that they're going to own half of the real estate on

the earth in the next ten years and maybe already do. So if you want there to be these giant monopolies, keep going the way we are. If you want the idea that we people can own some stuff as well, you probably want to bet on crypto, Web three and this kind of idea of decentralization a bit.

Dave [00:38:44]:

Well, all I know is that if the web three community developed a FIFA game, my daughter would be all in.

Brian Evans [00:38:52]:

I believe there are some games in that category coming.

Dave [00:38:57]:

She would be all in. She's all about that game.

Brian Evans [00:39:00]:

There's a lot of like horse racing and stuff now where there's definitely some sports kind of category stuff. The NBA, Topshop did a run at that. And a few others are realizing there's potential here and they're just trying to figure out exactly what the perfect use case is. But they know that there is something. So it's just about each kind of game and company figuring out their move. But like I said, there's got, mark my words, there will be that chat GDP moment where some game people go, whoa, where did that come from? And wow, they're using NFTs and crypto and blah, blah blah and now everyone's playing it and oh, activate our strategy. Go. That will happen.

Dave [00:39:40]:

That's cool.

Brian Evans [00:39:41]:

That was fun. Talking about Web three gaming and crypto and NFTs and really interesting. And it's a great time too for anyone that doesn't know as well. There's a lot happening on the crypto side broadly as well, just narratives and all these layer twos and additional blockchains coming that open up so many new use cases. And there's lots of even institutional investor interest with there's ETFs coming for Bitcoin, which basically means you can just buy Bitcoin and Ethereum eventually when they are approved on the stock market, which makes it more accessible to a wider range of people and safer in a sense for some category of investors. So no, just super excited about everything happening.

Dave [00:40:20]:

That's cool. All right, so where could people find more about you and what you have going on? Because you got a lot going.

Brian Evans [00:40:27]:

Yeah, yeah. Briande Evans.com or Twitter, same handle, Brian D. Evans. Probably the easiest way to stay in.

Dave [00:40:34]:

Okay, awesome, awesome. Well, Brian, thank you very much for joining us today. And enduring my dumb questions. I appreciate you being so kind.

Brian Evans [00:40:43]:

No dumb questions.

Dave [00:40:45]:

We really do appreciate you taking time out of your day to come talk to us and help educate our listeners more about crypto and gaming and web three and everything that's coming. It sounds really exciting, and I'm kind of excited to learn more about it and see how everything is going to evolve over time. So with that, I'll go ahead and sign us off. You guys go out there and invest with a margin of safety. Emphasis on the safety. Have a great week and we'll talk.

Brian Evans [00:41:07]:

To you all next week. Bye.

We hope you enjoyed this content. Seven steps to understanding the stock market shows you precisely how to break down the numbers in an engaging and readable way with real-life examples. Get access today@stockmarketpdf.com until next time have a prosperous day. The information contained just for general information and educational purposes. Only it is not intended as a substitute for legal, commercial, and or financial advice from a licensed professional review, our full disclaimer@einvestingforbeginners.com.