



Introducing th3lab.eth – Entry #001

Description

th3lab.eth is a weekly newsletter created by [The LAB](#) at Food Fight Studios. We're a [team](#) of digital experimenters with a background in creating visual content and immersive experiences in web2 and most recently – in web3. We're not experts — we're just here to help others find your way around this brave new world where creativity meets blockchain.

Why th3lab.eth?

The future of digital content and interaction is happening now, and we plan to stay ahead of the curve by continuing to learn as much as we can. We believe that education is key, and our goal is to make it simple (for ourselves and others) get a grasp on web3 and the future of content.

We started this newsletter because as we get more experience in this space, we don't want those learnings to go to waste. Every week, we'll share tips, trends in digital media, and personal stories of how we're making the most of the crossover into Web 3.0 (which we write as *web3*).

So, let's do this S%#t together. Hop on board as we discover and share knowledge on NFT news, the creator economy, practical tips and guides, and more.

Who is this newsletter for?

If you're a digital creator, crypto enthusiast, or NFT collector looking to broaden your understanding of web3 and the future of content, this is the place for you. If you work on a web3 team or are a project founder, you'll also find our weekly newsletter useful. Even if you're a digital marketer who simply wants to know more about how all these things fit together, you'll have plenty to learn.

Our goal is to make it SIMPLE and easy to understand what's happening in this expanding new space. As our founder [Jon Briggs says: "keep it stupid simple."](#)

Expect topics like:

- NFT news (releases, alpha calls, trends, and chats with founders/artists)
 - The Big Picture
 - Crypto news and why it matters
 - Blockchain project news (announcements and product launches)
 - Key web3 launches and trends
 - The creator economy and what it means for those involved
 - And much more...
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[News]

New VeeFriends Series 2 Collectible Trading Card Game

- VeeFriends Series 2 has been a highly anticipated release
- 251 characters in their new and evolved form
- Total of 55,555 unique NFTs

“We hope that manyo will be able to enjoy the Series 2 characters, in their unique qualities, poses, and scenes and join the continued creation of the VeeFriends universe.”

– [READ MORE](#) | VeeFriends

Stablecoin Economy \$10 Billion From a milestone \$200 Billion Market Cap

“The stablecoin economy has grown during the last month as the market capitalization is now only \$10 billion away from reaching the \$200 billion mark. While the largest stablecoin, by market valuation, tether (USDT) swelled by 3% during the last 30 days to \$82 billion, terrausd (UST) has increased by 15.4% to \$16.7 billion.”

– [READ MORE](#) | **Bitcoin News**

[Crypto]

NFT domains marketplace launches, bridging the next generation of internet and Web 3.0

“With decentralized internet becoming a reality, website owners must embrace the future of blockchain or risk getting left in Web 2.0...”

The majority of internet users today recognize domains as being the combination of letters they type

into their browsers. However, what many don't know is that domains were designed to accomplish a lot more than displaying a website, with functionality to send emails and make payments, to list a few. So, why aren't we seeing domains leveraging this additional utility? In short, the answer comes down to their control from centralized servers. As the story goes, with centralization comes greater control, in turn, adding barriers to innovation.

Fortunately, the rise of nonfungible tokens (NFTs) and decentralized technologies have proven that once high barriers can be eliminated. With decentralized domains, users maintain self-custody, ensuring the complete control of their assets, verified on the blockchain and stored similar to a cryptocurrency in a virtual wallet."

– [READ MORE](#) | **CoinTelegraph**

Chris Dixon thinks web3 is the future of the internet — is it?

"Chris Dixon leads crypto investing at the storied Silicon Valley venture capital firm Andreessen Horowitz, or a16z. He's responsible for leading funding rounds for Coinbase, which went public about a year ago, the NFT marketplace OpenSea, and Yuga Labs, which is behind the Bored Ape Yacht Club, among others.

He is also a prolific user of Twitter, where he posts lengthy threads about crypto and web3. He is at once one of the most prominent investors in the space and its biggest booster."

– [READ MORE](#) | **The Verge**

Bored Ape Yacht Club's newest merch drop can only be bought with ApeCoin

"Bored Ape Yacht Club NFT holders can buy new merchandise items from Yuga Labs — but they can only use the newly-launched ApeCoin to do it, according to an announcement in the BAYC Discord server. Yuga Labs, which has a significant stake in the organization backing ApeCoin, will get more ApeCoin (and more control over the organization) as NFT holders pay for their merch.

– [READ MORE](#) | **The Verge**

[The Alpha Report]

Alpha calls, early calls, and insights from our alpha network.

The Mar

Project: Vibes.ai

“Making moves with their growing staff up to 14.”

Details

Mint: TBA

Price: TBA

Supply: TBA

About

Vibes + Logic is transforming the at-home music experience. With new advances in AI & Web3, and a growing number of connected devices in the home, the project is building a new medium and artist-first marketplace for immersive music experiences.

The ‘Why’

This project has been around for a couple of months now, building out their project behind the scenes. There isn't a lot of info available on this project, but I can say they have continued Doxxing their extensive team. The individuals on the team that have revealed themselves this far have an incredible amount of verified experience with blockbuster businesses. Most recently, the executive Director of Adobe has signed on. Check out the Team on their website and keep your eyes out as this could be a viable investment with a Meta and IRL reach. I will keep you guys updated!

Discord: TBA

Twitter: <https://twitter.com/VibesAndLogic>

Website:

<https://www.vibesandlogic.com/>

[The Big Picture]

“Discord is a social media platform built for gamers. And it is my favorite tool as a leader.”

“What I like about Discord is it leverages the wisdom of the crowd, which in my opinion, is always smarter than any one person. Our startup has 35 employees, but since adopting Discord, it often feels like we have 5,000. The community it has helped us foster has blurred the line between customers, investors and employees...”

Our Discord server has been instrumental in building a community of members who are just as invested as our team is.”

– [READ MORE](#) | **Entrepreneur** (Written by [Mike Stephenson](#))

Why ‘the currency in Web 3.0 is not crypto, it’s trust’

“The shift to a decentralized version of the internet, or Web 3.0, is a chance to ditch some of its more dysfunctional elements. A move away from the “winner takes all” mindset to a “community above all” one. It won’t be easy, of course, given some of the internet’s most influential stakeholders are more incentivised to change tact than others.”

Nevertheless, the lessons drawn in hindsight are instructive. Digiday spoke with Unilever to outline those lessons, and more importantly how they inform the brand’s approach to building businesses across the real world, social networks, and virtual environments.

– [READ MORE](#) | Digiday

Category

1. th3lab.eth
2. web3

Tags

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