APPICS Empowering People with Blockchain | Uma Hagenguth

[00:00:00] Guest Intro – Uma Hagenguth

Darin: Hey, everybody. Welcome to the show, this is Darin Olien. This is the Darin Olien Show. I am going to spin you on a new one today. I am talking about social media, blockchain, and an innovation that brings both of those together that I am really excited about. Yeah, that's right. My next guest Uma is an amazing entrepreneur. I have known her now for, I think it's about four, maybe five years. Yep, and we got together; there is something she's been working on for a long time and we got together long ago. This was like, before we even shot Down to Earth the first season. And before all that, she was a co-founder of the digital marketing company. She expanded her knowledge in the crypto space. Early on she partnered with Tony Winchester who is another great friend. He was kicking ass in crypto way back in like 2013. And then he had this epiphany and this epiphany was why is it that all these social media are actually using your currency of engagement and they are making all the profits, that's right. So, what happened is they flip that script, him and Uma, and a bunch of other people came together. This amazing team at Appics, A-P-P-I-C-S. They launched it, they put that together, cryptocurrency behind it. Why that's important - using blockchain and cryptocurrency - is because they flipped the whole thing. They are rewarding you with what you are currently doing on all these other social media apps. What are you doing? You're scrolling, you're liking, you're posting, you're commenting. You don't get any currency for that. What you are doing is you are putting your time into that. Your time is your eyeballs and your attention on that. So, then what those other social media companies are doing is they are taking that time and converting it into Ad-space and making billions and billions of dollars over your time. And then developing all this addictive, crazy shit that they are doing so that you stay on it.

The more time you are on it, the more eyeballs you are on it, the more things you do, the more advertising, the more manipulation and the more money they are making, they don't care about you, guess what? We have a new app. I am not suggesting you need more time on social media. That is the last thing you need, but let's create a revolution where we switch over. You can still keep every single social media app, but let's switch over to APPICS. Let's switch over and get paid. So how does that work? Well, we get into it and this is where it's amazing because we can come together and have a reward based social media app where we are empowering people around the world. And I gave this example in the episode about a banana. So, you want to stay tuned, it's cool. When you really start to get your head around this, your mind will blow because this is not you buying crypto. This is not you buying on the blockchain. This is not you buying the app. It's free. But by you trading your time, they give you currency back on your wallet virtually in real time. Because it takes a little bit to convert, but you are getting that currency and you are seeing your wallet increase. I am not joking here; I have already got an account. There was a beta mode that we had years ago and now it's similar to like an Instagram and so we can jump over there. I am going to have exclusive content on there that you will want to jump over, get an account and then start creating currency and you go, oh my God. Then the environmental impact of blockchain and using all this energy. Well, we have got an answer for that too. Come on, you know me, I am looking under the hood here, we are using Telos. So, we get into that. It's a much more

energy positive app. Plus man, we are doing some cool technologies for years to come. That will help all of this stuff with clean energy tech that I can't wait for one day, I am going to tell you all about that. We have been working with blockchain, inventors and creators, helping them as well to get cleaner sources of energy for all of this stuff. So anyway, I am stoked about this. Uma's an amazing being and hearts in the right spot. The whole team at Appics is just dialed in. So, I am really excited to finally let you see this app. APPICS.com, check it out, watch their videos, super high quality. And then we can change the game here people we can literally change the fricking game. Sovereignty, power, currency back to us as individuals not controlled by big corporations anymore using technology and our time, the wisest. So, enjoy this incredible conversation with my good friend, Uma.

[00:05:33] Podcast Intro

Darin: You are listening to The Darin Olien Show. I am Darin, and it is my life's mission to find and share healthy and sustainable ways of living. In this podcast, I talk to inspiring people and professionals from around the world to uncover ways that we, as humans can improve our lifestyles, strengthen our mindsets and take better care of this beautiful planet we call home. If you are looking for motivation to take the next steps towards a happier, healthier life then you are in the right place. And I am stoked that you are here. So, let's do this. This is my show, The Darin Olien Show.

[00:06:17] Why blockchain?

Darin: There's so much to talk about, there's so much exciting things going on like I have known you now for gosh, it's been over three years and you guys introduced me to this amazing platform and use of blockchain slash crypto, but for good. And in a way that people are already using, but they are not getting the same benefits from. So first off, talk to me about that journey a little bit, how you ended up here and how you ended up kind of blowing the doors open on the use of blockchain and crypto in this idea that you guys came up with.

Uma: Yeah, absolutely. So basically, how everything started was that my team and I we have been in this space since 2011, the blockchain crypto space. Now it's transitioned into the web three space and that's sort of a buzzword. It includes a lot of different aspects and technology. It's now there's the metaverse, there's NFTs and all of that. So, we work on all those fronts and the mission that my team and I have always sort of gone after is just how do we introduce the benefits of blockchain or of now web three, to people and make it more accessible for the everyday person? So, we started out 2011, mining trading and then slowly started getting more into like services and then building our own applications when we saw problems in the real world. And that there are solutions out there when we use the technologies that we have accessible today, like blockchain to create alternative systems. And so, I personally, I have been full time in this space now since 2016, when we founded the company in 2018 out of Zug, Switzerland. So, the platform that you touched on is like the foundational layer. It's like our baby, what we have mainly been working on. And all of the other things that we are now doing, like whether it's in the NFT or metaverse space, it's all connecting. to the Appics platform. And so, the idea behind Appics, the app is that you have a platform that is really for the people, it's for empowering the users. Because right now, I mean, we live in a world that is very much built on, you know, centralized structures and

Bitcoin, right, is the very first use case of blockchain technology that came in and revolutionized the banking or finance sector by bringing in a technology that sort of eliminates the middleman and is just peer to peer. Direct from person to person where you are in charge of your own finances, your own bank account, and all of that. And so, the technology, when we realized in 2016 that this same principle can be applied to other industries, what we really saw because my team and I just quickly do our background before that we have been working together, our core team for over 10 years and we had our own marketing agencies and were helping like businesses and people transition from the real world into web one and web two. So, to get on the internet, to get onto social media later on and just trying to help to onboard people and create solutions that incorporate these technologies. And so, to make it short, we came from that background realized that there are issues in today's social media space that mainly are about that, the companies are at the center of attention and they sell the attention of the users to advertisers, to brands and corporations. And so that's how the platform generates revenue, but the end user, the consumer who are spending so much time on the platform, they don't really get anything from that. You just think like, oh, I am on these platforms for free. And I can connect with my friends and spend my time there. But really your time is obviously your most valuable asset. And you are spending so much time on these platforms, not getting anything in return. And so, when we realized, wow, this is a major issue and we are in that space, in this like social media space at the same time, we are exploring the blockchain space. we are looking, you know, at coin market cap every day. And in 2016, when we saw that there's now a blockchain out there that allows you to turn your content, to turn your social media interactions into a valuable asset, into a cryptocurrency token. We took that model and applied it to our application to a platform. And so, we built our own app for it, that's now finally available for iOS and the Android on the app store finally. And so combined that and created a reward system that again, allows people to just interact on the platform without having to understand what is blockchain, how does it work? Just use it like they would use any other social media platform, but actually get something in return. And that comes, you know, directly from the platform without you having to have a huge following or having to have brand deals in all of that. So that was like the original idea that we saw a problem and we are like, oh wait, blockchain could be a solution for that.

Darin: So, you guys flip the model, what you guys did, what Tony's epiphany was, why don't we reward people with the mining, with the currency that is behind the platform? Why don't we flip that whole script and give people a reward for their time that they are spending on it, but no, one's putting up money. So, I post a picture, people like it by my action of posting it, I generate or I mine currency. And let's define that a little bit for people who are not even aware of really what all this stuff means. You are gaining currency and then you are liking stuff and you are gaining currency by putting no money down. So, explain that a little bit and what is mining? What is the currency? How is this stable? How is this secure? Because we have a lot of that stuff where people are seeing the ups and downs of currency as well. How is this something that they go on and know that this is there, that there's money in their wallets? Like explain some of that.

Uma: Yeah, hundred percent I mean, there's so many layers to it, but to get the basic understanding of how it works, what I like to always say is like, we have a set pool of tokens. So, we basically just say here, look, there's a currency that obviously any form of currency,

any form of asset becomes valuable when people believe it's valuable and when it has utility. Now through multiple cryptocurrencies and like NFT projects where people invested tons of money, they could either go up, they can go down, right? they could fail but a lot of times it was just purely based on trust of the people. And that's how our entire financial system and expenses in general work is that it's based mainly on the trust of people. But what we added is like, we don't just want to say, you know, hey, we have this currency and you can earn it by being active on the platform, but there's multiple utilities that we are also adding to the currency. So, for example, we have a stake weighted mechanism. So, what that means is the more Appics tokens, you hold in your account wallet. So, when you set up your social media profile, you automatically create your wallet that's connected to the account that only you have ownership of. And by holding Appics tokens and staking them in your wallet, you actually have more influence over the reward distribution. So, when you post something on Appics, people start voting on that content. I think that's the first thing that needs to be understood. And by placing your vote, you are actually saying, okay, this content is valuable and we have a slider so that you can select how valuable do you find that content and then our algorithm or the blockchain detects your vote. And depending on how much stake you have, the higher the weight of your vote, the higher the influence that you have over how much value or how many tokens get assigned to that piece of content.

Uma: So that's important to understand that when I am voting on content, I am actually not giving anything away from me, but I am just placing my vote. I am giving my voice so that the company Appics we can say, or we have the technology that then automatically assigns and takes tokens from our reward pool that has been set up and is there, and then distributes it across the platform to that piece of content, to that video, to that photo. So, the reward mechanism lasts for 30 days. So, when you post a picture, people can vote on it for 30 days. And then after that period is up automatically, what happens is let's say people vote on it and under your post there. It says like 100 us dollars because we give Appics amount. So how many Appics tokens you have earned when you click on it, it converts it to US dollars so that people have a better understanding and feel, right? Because the price of Appics tokens obviously can go up and down in value, just like stock of a company or any assets. So of course, there is this attachment to the value of the platform. So, when people are active and use the Appics token to send them to one another or purchase goods or something that obviously that makes the asset, that makes the token more valuable and go up in price. But it's not about just holding it for the sake of holding it, but you can participate in the reward system. So, you earn Appics tokens on the platform by sharing your content and then at the same time, by holding it, you have more influence over that distribution. And just to go back to this example that I made, if you post a picture and it says a hundred dollars under your post after the voting period of 30 days is up 65% of that. So, in that case, 65 US dollars in Appics tokens automatically goes to your wallet, Darin's wallet. And then 25% actually gets split among the voters. So, the people who are voting on the content also get something in return and this is, I feel like something completely new that we haven't really seen before, because right now on social media, yes, like top tier influencers, creators can earn something from brand deals, but the supporters, the fans, they don't get anything for being on the platform and supporting their artists or their favorite creators. So, we actually turn that model around. We say 65% of your post of that value generated goes to US a content creator, 25% gets split among the voters and then 10% actually goes back to Appics for

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sustaining the network and scaling it. So, there is a 10% return, which is when people ask, well, how do we make an income?

Uma: One of the ways there's 10% that goes back but of course, on every other platform, the value that gets generated a hundred percent goes to the company. And here we let 10% flow back into the ecosystem. And then we have other ways like traditional advertising where people can then also brands can display their content in form of banners and things like that. But also here, we really wanted to focus on the users and say, okay, when you are doing that, or when you are putting up like an Ad or something, or you want to promote your content where you want to promote your brand, it has to be specific to the category you are in. So actually, the way people post content on Appics is through 20 categories right now. And let's say I post in fashion where I put up an Ad in fashion, then it has to be specific to that. And if I, as a user, don't want to see that I am not going to go into that category. One other thing that we have really focused on is to extract sort of this issue with algorithms that just bombarded you with ads that you may not want to see. And to go back to your question about the reward system and how that works is we basically, as a company set up, like I said, a reward pool and people early on in 2018, we did an ICO as well, that set our initial price at like 15 cents per token. And so that gave it an initial value and again, the people by voting on content or voting on the platform, they decide on the distribution and we have a deflationary token. So, our inflation basically goes down to 0.5% annually, which also helps to keep the system in a way that the more users that come in it doesn't mean more tokens get distributed, but it actually helps to keep the token value on a level where more people come in. And at the same time, we can give out tokens to everyone without sort of having to create more, something like that. Because we have a set cap of tokens, a set pool, and just that gets distributed in accordance to how many people join the network.

[00:18:40] Beekeepers Naturals Ad

Darin: You know, I always say this - When you really want to feel your best, you have to follow nature. One perfect example of this is bees. That's right, bees produce honey, which is both delicious and great for your health. Of course, the right kind of honey. But their hives also hold a whole range of other materials, products and compounds that have been proven to support and boost the everyday health of humans. Beekeepers Naturals are an incredible company that creates natural remedies for common health challenges using the power of bees. My favorite product is the daily B.Immune Throat Spray. I love this thing. The main ingredient in this spray is an incredible compound called propolis, which is made by bees and backed by science, containing essential vitamins that, of course, the body needs to thrive, as well as over 300 beneficial compounds. I use this throughout my day, especially when traveling and especially when I am stressed. It keeps my throat from drying out and it's especially good to support the immune system. And the cool thing is Beekeepers Naturals are dedicated to sustainable harvesting, testing all of their batches for pesticides and herbicides and keeping their ingredients clean. The health of the bees is also equally important. If you are wanting to shift your medicine cabinet to support your health with natural ingredients, you can try Beekeepers Naturals today with 25% off your order by going to beekeepersnaturals.com/DARIN or enter the code DARIN at the checkout, their products can also be found at Target, Whole Foods, Sprouts and GNC. Start feeling the power of bees every day and feel better every day.

[00:20:54] Do you need to understand blockchain to benefit from it?

Darin: There's a lot of details to this, which you guys, because of your experience you have thought about, and you have gone through. The bottom line, people can sign up, they can go to iOS or Android. They can get the Appics, they can download that app right now. They can go to Appics.com, A-P-P-I-C-S.com. They can look at all this stuff, everything Uma is saying seems complicated, but that's kind of behind the scenes. And what makes this work the bottom line is you can go, you are familiar with Instagram, you are familiar, you are with Facebook, you set up a profile, you post pictures, you give a caption and then you like other people, you follow other people, all of that jazz. So, I just want to keep this super simple for people to be like, what? And this is why it's so exciting because it decentralizes everything and it gives the power back. And we all know that we all want to be empowered. And we also don't want to have to think about how to do that sometimes. And you can still be addicted to social media and actually gain something in the process and what you and I, and the whole team at Appics love is like, man, imagine a world where your people are posting incredible things. Doing really good things, get rewarded from it because a lot of attraction goes to them and then they can actually buy things for their selves, for their family, for whatever they care about. That's where it's super exciting.

Uma: Absolutely, and this is really what we are trying to accomplish, that you don't have to understand the blockchain. You don't have to understand all these technicalities of how it works in order to use it in order to benefit from it. So, by having an app where you really just within the click of two buttons are able to create your or set up your wallet and now you hold it and I feel like there's always been this barrier to entry. Even when I started getting into the space where there was a platform out there, like the first use case ever that used this, were, oh, I still have to know how to like HTML format my posts and do this and do that and like convert the currency and all of that. And so, we are trying to really bring it down to a level where it is even simpler. You just set up a social media account, you start getting active, like you said, there's nothing really that you can lose and you start earning the currency and then comes the next question and the educational part where it's like, what can I now do with it? How do I exchange it? And so, it's been really interesting to watch, and it does change people's lives because especially in the time right now where, I mean, so many currencies and systems are failing like globally. It's been just an insane few month over a year now where people are more and more waking up and realizing that our current systems are broken and we need alternatives. The main thing is that, how do we bring it to people? Well, there's different ways. You can educate people, but not everybody wants the education right away. You can offer services, but maybe not everybody wants to pay for services. And then there's like the third pillar, which is basically, I think the main one, how we achieve mass adoption is through applications, through real life use cases that solve real world problems. And like I mentioned, the social media sector is one of them. There's so many sectors to tackle and we have really also focused on how do we bring technology and sustainability together? How can we create something where we use this technology for good and it doesn't have this downside. And you mentioned a process like mining. So, some people might be like, oh, well that's not really environmentally friendly or it creates another problem. And this is also I think, where you have to look at the different solutions that are out there today. And it's also the reason why our protocol, our applications are built on a blockchain called Telos. That essentially, it's not built on this proof of work concept where you have

these mining machines and they take up so much electricity and it's really bad for the planet, but it's based on a proof of stake algorithm, which you don't have in general, this issue like you have it with proof of work.

Uma: And then the other layer is that it's now been working on, or it has released a new layer of their blockchain called an EVM, which makes it more interoperable. It allows more projects to build on it. And it's on earth day actually announce that it's now carbon neutral. So that is a huge, huge, huge factor, which allows us to build solutions that don't have this downside because I feel like oftentimes, we are like, oh, there's this technology out there that does really good for the people, but we also of course want to make sure that it's good for the planet. And so, we have really chosen to blockchain in a way of, we can create this regenerative system where you are earning the currency and distributing it within the network and at the same time, but doesn't have a downside effect, which is huge. And the value is created within the network.

[00:25:00] Green Crypto

Uma: It's the people who are on the platform, you are already valuable. Your time is valuable, your actions are valuable and now we are attaching a currency to that. And that's just possible through the power of this technology and I feel like a lot of people they know about it, but don't really know how to access it. How do I get involved? How do I get started? Like putting up an investment first and like seeing how crypto does, obviously it's a volatile market, especially right now. So, the best way to get in it is just to start using applications that use blockchains and reward its users for whatever actions they take. And there's other use cases with Appics again, it's the social media use case. There's like the seeds project that rewards you for like regenerative actions and farmers. And in general, a blockchain is great for creating more decentralized systems and for creating more transparency for having a system that allows you to transact freely and this new layer and this new era, I feel like that we are entering. There's so many incredible use cases out there. And app is just a really, really good use case to get started with. And once you are in the space, you are going to just be so excited about it. Like, I feel like everybody does, like once you get it, when it like clicks and you are like, wow, this is real. Like it's possible. It almost sounds too good to be true, but it is true. So, it's working, I can really participate in it. I can be a part of it. And I think once that clicks, then you start getting into this rabbit hole of exploring just the unlimited possibilities of blockchain.

Darin: The frightening, scary, realistic aspect of our own Fiat currency is most of us are not even dealing in tangible assets. Anyway, we are not tipping people. We don't have cash; we are using our cards already. So essentially, we are almost digitized anyway, in our exchanges, right? And at the same time, we already know the challenges with Fiat. Once we released the gold standard and then just started printing money that just created a whole host of issues. And you can't just continue to print more of that money, especially what they did in the last couple years. If you print more money with nothing backing it, it causes inflation. It's just mathematics at that point. So, like extract a little bit more on proof of stake, proof of work and how Telos is essentially cheaper greener. So, talk to me about how this is doing that and the differences and the greener aspects of the platform of Telos that Appics is then using.

Uma: Yeah, absolutely. So, Telos is really an exciting blockchain because even from the ground up, when they started building it, even without the word like ESG, ESG compliance, environmental, social, and governance, and they were thinking about how can we in general do or create a solution work with this technology without having this huge downside on the environment on the planet.

Uma: Telos operates on a protocol that we know as DPOs or delegate proof of stake. And it gives members of the community, the power to vote for certain validators that they believe have a vested interest in the network. So that is an integral and important part for governance and for any protocol to succeed. And so, by voting on this governance model can be also found in other areas of the network's operations from having like funding proposals and other ways of how people can just vote on this chain. And then the governance is just happening in a more decentralized way. So, there's an app for example, tell us to decide where you can also vote on like changes in the legislature and different things.

Uma: So ESG and the governance aspect was their first way. They said delegated proof of stake allows you to do that on Earth Day this year, they announced that the Telos EVM is now carbon neutral, which is huge because the mission has always been to create like a blockchain that not only like benefits the people, but also the planet. And so, they partnered with planet zero, which is a leading carbon risk management firm that tells blockchain's energy consumption basically was calculated over the entire life of the chain. And so, from this analysis, they were able to figure out what's the carbon footprint and then neutralize that. So that was a huge, huge, huge milestone to now have a working protocol, have the EVM running as a carbon neutral smart contract. So, anyone basically, who is now building on the tele CVM is like by default running carbon neutral. And they are continuing working on this also for the Telos native chain. So, what's interesting is that when you compare it like to other chains or even to visa, so like Bitcoin, for example, has over 2000 kilowatts of energy consumption per transaction. Ethereum do 138 kilowatts and visa has like 0.00148 kilowatts per transaction. So that is obviously already much less, visa has less than like Bitcoin Ethereum, but on Telos it's like 0.0 0 0 0 2 kilowatts per transaction. So that is over 740 times less and just that fact alone, like shows how telos is moving in the right direction is really a leader when it comes to having a chain that is environmentally friendly. And there again, continuously working on this and now having the EVM be fully carbon neutral was just a huge achievement by the team.

Darin: Yeah, that's a big thing, obviously, because there's so much shysters and stuff, this gambling aspect of the crypto space and the naysayers can certainly say, see, it's going down. It's like, and it goes through these ebbs and flows all the time. But again, we are seeing so much of the things that are wrong and that's a good thing. People can look at this world right now and say, God, this is just falling apart, but you could also look at and say, well, in order to change something, you have to first acknowledge that it's not working or a system isn't working. So, there's a lot of system into NFTs, blockchain crypto that isn't working the way it's being done, isn't working, but you all took all of what you know, and started applying it to go, well, there's a lot of good we can do with this, both as it for individuals and both as for the environment. So, talk to me about that like, talk to me about where your heart's at with this stuff, why you are doing this and really what it's all about.

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Uma: You know, Darin, the mission is always and has always been, how do we make the world just a slightly better, right? We are here for a reason. I consider that effect like that is for me, we are all here. We all have a purpose in this life to do something and the connections that you make, the people that you meet, the technologies that you come across, what's available today. There's a reason for it and like you said, there, the first thing is to recognize that there are things that can be changed that could work differently, to benefit more people for the greater good of not just humanity, but for the planet. And I feel like as soon as you will recognize that, that you have these tools, you have those connections, the people and everything to then come together and do something about it. It's almost like it's inevitable. It's a responsibility that I think you carry in your heart, being a human here on the planet. I think everybody, you know, listening already cares, right? You innately want to do something once you have the knowledge and so when we acquired that knowledge early on and I was able to, you mentioned Tony a couple times, he's, my co-founders. I have two co-founders and he's the CEO of Appics and he was early in this space. He made his millions, you could have said, all right, I am done. But he recognized that there's something greater that we can do and create with the technology with blockchain. That it's just something that is so powerful and can truly change the lives of people and can change how we interact, how our system works and functions, and it can really save what's broken right now, that's what I truly believe in my heart.

Uma: And so, yeah, we came together with an incredible team. Again, we have known each other for over 10 years, even before we were in the space. We have been friends and had different like companies and agencies. And now it just feels like the perfect time to get it out there. And with seeing all the things that are happening in the world, it just becomes more and more clear that we need solutions like this. So, at this point, it's not a question of, do we want to do this or whatever. And I mean, we have been through like two bear markets and like you said, people are talking about the crypto price so much. I just recently got on Twitter and I have been, you know, seeing going from web three to web two is just hilarious. But obviously there's a lot of like crypto and blockchain people and the space has evolved so much and there's so much talk so much speculation. I feel like the most important thing is especially when we are in a bear market, like right now where there's so much uncertainty, there's so much fear is to go back to the basics and think about what can we build versus, you know, what's the next thing I can jump on, but what are we really building that is sustainable, that has the potential to really grow and scale. And so, all of these aspects that we just talked about, like why we are built on telos so that we have these benefits of being able to transact very cost efficiently and be able to scale, but all of these are like technical aspects, but the bottom line is we are here. We have now an app that's available. We have a platform that people can jump on. We have all of that available and now it's just about getting the word out there. And I am very passionate about this aspect of creating, of collaborating of coming together and yeah, just jumping onto the benefits of web three versus just the hypes. So that's why I love talking about it and getting people involved because I feel like once you know about it, like it's just so powerful. It's so powerful and I feel like everybody should at least have the fair chance of knowing about it and then decide for themselves.

Darin: I don't know if there's an easier way to get involved with blockchain and gain some currency by just doing something you are already doing on other platforms. It doesn't take away from those other platforms. It's a social media platform that you can just post a few

things and look in that lower right corner and see your currency going up. Once that clicks you would be like, oh my God. Well, why wouldn't I tell my friends to migrate over? Because just by us exchanging, we are going to gain currency. So, you are going to have this wallet, you are going to gain this currency. You are going to be in the game without investing any of your money. But just a little bit of time, we need to tell people, we need to get them into something that they have power, that they are being rewarded in their own way and we need good people. We need the tribe, we need to get all of these people to understand that you don't need to fully understand it, but that you are going to be rewarded for something you are currently doing. So how can people do this right now? They are going to be freaking stoked, they are going to be, they are looking at the website, Appics, A P P I C S.com. And it's like, what the hell? Like, this is crazy like, I don't get it. Like, how is this possible? How can they just get the app and play around?

Uma: You can just jump on, obviously the app or Google play store, whether you are using iOS or Android, just type in Appics. Again, A double P I CS and it should pop up there. If not, then if you are on the website, you go to app, you know, we have a menu on the Appics website app, and then you can download it from there or scroll down. If you also want to learn more, we have a linktre. So that's like link T R and then dot EE slash Appics. There's also more information like a video again about Appics if you want to like a summary and just more resources to learn about it. We also have a telegram channel where people can also jump in and ask questions and connect with the community. We have a really incredible community that I also feel like are all very similar minded, where they all recognize the incredible power of this technology and are so excited about it. And like, it's a small community, but that also makes it so much fun like you are on the platform. You are one of the early adopters. You post something and you already get like so much engagement. And it shows me as well of like, where have we gone with social media today? Because the engagement, right, the organic reach and the organic engagement, it's so difficult to achieve that untraditional current social media right now. But it going back to web three, where you just have a platform that is bringing it back to social, making it more fun, making it more organic, and you are earning the currency at the same time. That's a nice way of being on a platform of interacting with your friends and just being part of a community. Because I feel like that aspect usually like the reward thing is what gets people involved and then they stay for the community, which is so fun to see, because again, that's really what it comes down to like making great connections and bringing like social back to social media as well.

Darin: Yeah, once you realize you are getting a little currency, a little love, it makes it a lot easier to stick around and then you realize there's a lot of cool, amazing likeminded people and this is just going to keep happening. So, I know for me, I am going to be putting exclusive content on my Appics profile. So, follow me, follow Uma, follow whoever you want. Jump on board, super fun, super exciting, an amazing time that we get to create and you all have created, you have worked so hard to get it to this point over all of these years. And it's just an exciting time because it's here, it's literally a decentralized currency that you can do without putting any money into it. So, Uma, I just love you. I love the team. I love the mission. It's exciting, man. When things actually are in the world, palpable and for people to benefit from how's it getting better than that?

Uma: It's exciting And I am so excited to see everybody on the platform like share their awesome content and you also like see different projects. There's so many people that are working on stuff right now like whether that's creatively on like art projects or something in web three, you know, and blockchain space doesn't really matter, but you are all creating something. So, you can share your progress on Appics as well. I love to see that obviously your personal accounts and yeah, Darin always so much love and appreciation. And thank you for helping me like break it down into our simplistic terms, but it's so good to get it out there and get the word out there and yeah, I am so super, super humbled and grateful for your presence and for your audience. And yeah, you so much for having me on and I look forward to definitely doing more of these with you.

Darin: Sounds great, Uma, thank you.

[00:40:48] Podcast Outro

Darin: Thanks for tuning in to this episode of the Darin Olien Show. I hope you took something valuable away from this conversation that will help improve your life in some way. If you would like to learn more about my incredible guest, you can find all of their information in the show notes on my website. If you enjoyed this episode or even you didn't like it, please rate this podcast, the team and I value your feedback so we can continue to give you the most value possible. We want you to get the most out of every podcast. So please rate, subscribe, share - anything you feel called to do. I truly appreciate it and I love and value your support. So, thank you and I will meet you in the next episode.