CRYPTO TOKEN TALK

Episode 150: Sloane Trugman on Blockchain Powering Thriving Global Economies

Kelley Weaver:	Welcome to Crypto Token Talk, a Crypto 101 podcast exploring how blockchain applications like Bitcoin, Ethereum, and other Crypto assets could change the world. Learn from blockchain experts, thought leaders, and founders of some of the most innovative companies and world-changing ideas of our time. I'm your host, Kelley Weaver, CEO of Melrose PR, a leading blockchain communications agency. Thanks for joining us today.
	Today I'm here with Sloane Joie Trugman, who is a CEO, Founder, researcher, pro activist, lobbyist, et cetera, et cetera, et cetera. She is someone who I met at a recent Women of Crypto Dinner here in Los Angeles and was completely blown away by just the caliber of her brain and I'm so excited to have her here as a guest. Sloane, welcome.
Sloane Trugman:	Hi there, how are you?
Kelley Weaver:	Doing great. I know you can do a lot more justice than I can on your title and your background. Can you tell us a little bit about who you are and how you first got started in Crypto?
Sloane Trugman:	Yeah, definitely. I guess it would be in the trenches in the information security community in Los Angeles, San Diego, and New York leading to, I guess, the early 2000s, early '10's. And it really came from a cryptographer/hacker community, and now it's kind of really slung shot into more of a mainstream, social impact, high innovation, just super broad 21st century excited community. It's cool to see that in a four year kind of gap in between going into corporate, and now into a whole crypto explosion. Now, I don't have to live in an underground crypto world anymore. It's not cryptography, it's crypto.
Kelley Weaver:	How did you first discover this community?
Sloane Trugman:	Oh man. I think it goes back to 15 year old me as a little gal starting a robotics team at Beverley Hills High School, and all these curiosities super early on, and I think that I gravitated towards robots, and machines, and communication, and linguistics in the machine, and started learning how to poke around and exploit stuff. And I got older, more early college I gravitated towards some of the kind

of cool chicks in computer science even though I was a political scientist, and a lot of my friends were these just underground incredible computer experts and cryptographers. Mostly grad students even though I was this punk 18 year old, 19 year old at the time.

My friends were in their early 20s, mid-20s, early 30s just doing such sophisticated stuff. And then even being that 18, 19 year old I was really interested in the intelligence community. A lot of defense stuff, so it kind of just ran with my intrigue on robotics to high space systems, and a lot of the folks working on really crazy data processing analysis, and a lot of securing big things like satellites were really sophisticated engineers. And also on the weekend they'd like to toy with new languages, and a lot of my friend back in Los Angeles were starting to play around with these things called cryptocurrencies, and advancing cryptography not just in data sets, but actually what could be done to have a whole underground of currency that we just wanted to do.

That's kind of a long and unfilled in gap story. But that's kind of the layman's version of it.

Kelley Weaver: Love it. And what's your involvement today in the industry?

Sloane Trugman: I think it's so exciting. My heart literally just beats 1000 times out of my chest like a cartoon. My involvement now is doing a couple of different capacities. I'm definitely not in the investor's seat, the traditional investor seat. You won't really see me capping and launching ICOs. I would say that I'm investing in a future, so helping advise companies that are coming up with incentivization, tokenization, and incentive structures either on a small, small micro-economy or working through cities, and states, and or even coming up with a whole new capacity to, let's say, look at how do we achieve the United Nations 17 sustainability goals? Is it going to be one type of coin? Is it going to be two? Is it going to be three, four, a trillion different types of these holacratic systems? And is it going to be one currency to do it or many?

I'm looking at it in a social innovation, social impact in a 21st century, what I call, Earth-kind capacity. How do we use crypto really creatively to kind of not thwart the 20th century Fiat currency game, but how do we elevate geopolitics as we know it to a humanist story to really use the crypto currencies to create 21st century where we could have thriving and not separativeness? I think Fiat from the 20th century created a lot of separativeness, and different types of economies, and markets, commodities, and different balance, and the advent of

a more popularized crypto no matter how small or how large it's going to be spreading, we can recreate stuff.

It's just really exciting.

Kelley Weaver: Awesome. That's something I wanted to talk to you about is the notion of social impact. You have a lot of background in this. Can you talk about some of the problems that the United Nations is trying to address, and how you think that cryptocurrency can help to specifically solve those problems?

Sloane Trugman: Yeah definitely. I will say that basically my involvement with a brand new project. It's so exciting. It's called Blockchain for Impact. It's working alongside the United Nations Blockchain Commission. They are affiliate partners, and bringing in and kind of opening the door up to blockchain and crypto solutions. And the involvement in that project is basically taken the last three and a half years of my own research business deal making with writings, philosophy and economic development around how do we structure bonds? How do we look at distributed philanthropic capital, and really putting it in this paradigm of, "Okay. Here's 195 plus countries, here are 17 tremendous problems facing Earth. If anybody wants to reference the United Nations 17 sustainable development goals by 2030, you can look them up online. These are just the major problems facing Earth."

Blockchain for Impact, and some of our partners that are development, we've been looking at how do we restructure, finance, and integrate in crypto or blockchain to realize the new investment potential outside of the capacity and limits of Fiat, which puts it again into 20th century structure? How do we take crypto and move towards these huge goals that maybe go even beyond countries, governance, modalities and come up with small and large self-governing or massively governing creative solutions by using a new currency to invest in it? Which is, I think, is a super exciting way to create a new marketplace, and a whole new economy.

If you look at the 20th century where the IMF had created different currencies that had served large nation states, and there is investment, and research in development, science technology development, big industries, commodities, and trade. We can see how it might be a basic way to say this, but universal peace have been kept within business deals and diplomatic and ambassador dealings, and the exchange of gds and services in the capacity to either succeed or take out debt to survive. And if we look at the capacity of crypto, I think

there's a whole thrive model that can be built here, and it doesn't have to be limited to the 20th century financial model of survive or succeed.

We don't have to have a debt like a good or bad or fail or abundant model. We can have modalities of everybody trying different ways to thrive with crypto, and that's what makes it exciting looking at these large goals that maybe couldn't have been achieved due to country culturalisms, or those trade agreements, or investment opportunities, or where RND went towards science and development for the preservation, and where people are in expansion in space and other technologies.

Kelley Weaver: Awesome. What are some of the reasons that traditional Fiat or nation state currencies wouldn't work for some of these problems? Can you get more specific as to what are the problems within the governance models and things like that? And why is crypto so much better? Can you kind of explain that?

Sloane Trugman: Yeah. It gets so complicated. It gets into ideology, belief systems, identity frameworks. And when you're going from, let's say, a municipal level, religion, industry, even education up through, and maybe let's say, a national identity it can be something as complex and as simple as tax status for an organization, which in a lot of my work just predicated on a dissertation. I didn't go back to school. I miss self governance. I predicated the development of my fervent research on the title, "The Rise of the Information State." Where I tried to look at how the 20th century was balanced in terms of money, governance, modalities, war, science and technology development, high capacity communication systems, homelessness, poverty, emotional and psychological stress. Or thrive, rebuild, etc.

I wanted to deconstruct every information system and looking at what safety and security was, because you have to identify that before thriving. Looking at where I saw in the 20th century you had, let's say, a 501c3. These large ways to structure business. If you look at countries, and this might be way oversimplified. If you look at modern countries, and modern shaping of a nation state, and a capacity to deal make with other nation states, you can look at this kind of set up as the world is a business stage. And who has a stake of entry, who needs support, what goods do people need, etc. What are the basic goods that people need, and the way that countries, I believe, is balance power created opportunity for supplementary support following world wars. Or in certain confines that balance power from large, large, large centralized financial institutions.

And then the supplementarian auxiliary kind of underpins and undercurrents of industry that could support all of those facilities. That's when outside of big industry or institutions. You can get into non-profits, NGOs, CFOs, educational models, that's where you can actually look at what's so unique and cool about America where there was separation and freedoms any different type of group to organize, but they had to come up with a business structure and a funding model in order to express those different expressions.

In the 20th century, looking at everything as the capacity to form a business, and use some form of currency to support those ideas, and communicate them or operate within them. In the 21st century, perhaps we can look at these notions of how countries have been structured as business entities in exchange currents to look at maybe what are the things that aren't working in terms of how industry has been shaping and opening up mass exchange. And how do we look at cryptocurrency, which really doesn't belong to anybody. I believe it has massive opportunity because of the power the imagination really for the first time. It's interesting to watch the price of Ether, Bitcoin go up and down, but it's funny because I believe it's really ...

You can talk to these security and token experts on the fragility of markets, and I'll still laugh in terms of a global or planetary economy because it's marketplace predicated really on we don't know what we're actually building the economic structures on yet. I think that's exciting when you're looking at, let's say, the United Nations 17 sustainability goals is, "Okay. Maybe one modality for cryptocurrency is to be able to come up with a currency in a system of both not monetary exchange, but first values that thrives, which deals with what I call a meta-cognitive. Like an emotional and existence model before you have, let's say, let's stack them in our pockets or watch them grow type of thing, which is very 20th century economics.

I think cryptocurrency has in the capacity of this sustainability goals, a really interesting opportunity to repurpose philanthropic, and foundational dollars that might have been limited in certain tax confines within a nation state capacity to limit or exercise power of certain dollars, to not usurp governments with ideas and frameworks. And if a lot of philanthropic foundational, institutional, or even new capital, the decentralized individuals capital, the accumulation of wealth that was popular in the late 20th century, and what we're seeing an explosive venture capital, really this is a distribution of massive

capital to really invest in anything beyond a national identity. Beyond a municipal identity.

People are actually leaving a high, high bureaucratic identity driven systems to find crypto dollars or to find venture Fiat dollars, and just really create any company and explore. With that notion, it's so exciting to say, "Okay." In the early 2000s or the late 1990s, we saw the explosion of differentiated venture capital with the dot com boom, and now we look at Web 2.0 and 3.0 as reinventing all the interfaces around it, so that people are interacting with things. More information is becoming more widely available all over the globe, connectivity is at its high, and now many more people have many more dollars or Fiat currencies in their pockets, and they're investing it into crypto. Or maybe a second or third generation massive industrialists, capitalists that has just trillions or billions, if not multi-millions of dollars needs to put the money somewhere.

We could look at what used to be money that went into foundations, maybe small investments for the individual that's made their own personal wealth, or they're trying to put ... Grow wealth into a crypto economy. And instead of putting it into a 20th century non-profit model, foundational model or a traditional growth fund, we can actually be looking towards the 21st century sustainability goals as education for all. Clean water, climatary conditions, distribution of clean and access of more information, for higher education, and open access information to create towards these high, high goals, which are actually quite human. That makes it very exciting to look at where the limits, at least in my framework in the information state, we could be using crypto to address human problems through information systems, digital information systems.

Kelley Weaver: Really interesting. Just for the listeners, some of the goals, the UN sustainability development goals are things like no poverty, zero hunger, good health and well being, quality education, gender equality, clean water and sanitation. Things like that. Is there any in particular something that you can explain how actionable measures might be met utilizing this technology?

Sloane Trugman: Yeah. What becomes really interesting in this is then looking at a dialog around the blockchain. By the way, I'll never roll out any sort of binary black and white, high dogma of this thing or another thing. What's so brilliant right now is as we're looking at crypto or blockchain or even massive distribution of differentiated information, all those crazy third party agreements, let's say that

we're signing or even things that are more complex with digital loggings, all those things is we can really actually not say in a blockchain will be able to solve all our crypto. But I will say that looking at attesting the blockchain or looking at sample within crypto to put a little belief behind it.

Maybe in modality, let's say, I focus a lot on goal number 16, which is peace, justice and strong institutions. I'll actually rephrase that because Blockchain for Impact and a lot of actually what my firm and my public organization are predicated upon our democratic resilient systems. And in order, I believe, to achieve all the 17 sustainability goals, they might not be, let's say, achievable, this is a whole fundamental push through value creation mindset, and what we can invest towards. It needs a new economic measurement and marker, which is something I've been exploring in creation.

Instead of what the 20th century showed us, which is return on investment, ROI, traditional ROI, I wanted to elevate a thrive potentiality. I look at something that I call ROI, which is the return on intentionality. Just a new measurement, and it's something that I'll be talking a little bit more throughout 2019. It's a way that we can start engaging in both a transition state. Not maybe a full crypto economy, but a balance between crypto and Fiat. How can traditional governance systems ... It still exists in cities, and states, and individual households or even in failed states. Not every country around the world is a thriving economy, and even in massive or late stage democratic systems like America, let's say, we are still finding governments in oversight issues.

In order to achieve this sustainable development goals and looking at the role of blockchain, by rolling out technologies that can help with better transparency with distribution. Let's say if we're looking at no hunger, zero hunger, which is goal number two or even number six. Clean water and sanitation. Imagine if there is tracking logs. Massive, massive record keeping on every single element of transaction from soil seed to cooperate farm or to marketplace. Or you're looking at the mud and the density, or the movement of trucks or the facilitation of minerals. There's just so many different ways that we could be using and leveraging blockchain technologies with human [inaudible 00:20:26], and creativity to come up with new tools that could just help with ridiculous record keeping. And we can start auditing and finding the gaps where things go misplaced.

Number two, zero hunger is just such a great one. It's a really hard one. If you ever thought about how much and food waste there is on this planet, it's almost

mind boggling to think about that not every mouth gets fed, and I wish that I had the capacity to focus on that every single day, which I think the capacity to focus on granular problem. But the promise of crypto or blockchain, and different ways to find capital to invest in maybe what anyone wants to create now, we can be sampling different ways to track all these processes, and kind of sample new governance models.

We're holding everybody else accountable including ourselves, and not just distributing power through a centralized entity or let's say an electoral system. Or even if you're going through a traditional electoral system for instance, if we kind of zip out of the United Nation's 17 sustainability goals, I'm working on a massive voter box project right now, which is crazy. I'm America, elections are coming up, and it's just mind blowing to me that year over year. By the way, lots of people are trying to address this problem.

But year over year, we're finding that one of the highest rights and freedoms in this very country, that our notion of democracy is based on it, and that a lot of other nation states and economies are modeling consent, opt in, and voting is the vote. And if our votes are hacked in America in facet starting with the voter box, not to bring in weaponized AI or manipulative bots, but just really looking at a hardware box. If our hardware boxes are recording our votes, and those are hackable, our number one freedom really is violated.

I'm working right now on a project for blockchain, which goes back to number 16 peace, justice, and strong institutions or resilient democratic systems is how do we maybe eliminate investment in hardware voter boxes, and test out blockchain technology for voting systems? We can have a whole network looking at whose responsible for individual personal data, going all the way through the voter experience and casting your vote, and you can start growing ... Like an accordion. You can start putting in and extending out to watch all of the different hands that things pass through, so we can actually looking at governments, we can start actually assessing and auditing our brothers and sister for holding and upstanding the values that we all live with every single day, which is a bit more meta than just talking about investing in a wallet or looking at this the sustainable development goals.

It's crazy that 18, almost 19 years into the 21st century, we're really starting to have deep philosophical conversations again just like our friends in Greece, or in the creation of early religion, or even 10,000 years ago with the Mesopotamian just basic systemic organizational and behavioral elements. It's pretty cool.

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Kelley Weaver:	Totally. I love voting as an application of blockchain. It's such an obvious, useful implementation I just feel like. I'm excited to see how things progress.
Sloane Trugman:	Oh totally. I spend a lot of time with cities also, and actually it's not the sexiest topic, but some folks are really innovating around sewage. Sewage in cities. It's a huge, huge element, and people are putting sewage systems and all of the networks of cleaning up towns through sanitation and behaviors on the blockchain, which is like ... This is going to be cool.
Kelley Weaver:	It's interesting.
Sloane Trugman:	Oh yeah. There's a lot. If anyone is interested in updating some plumbing in cities, get in touch. I'll put you in touch with some city sanitation folks.
Kelley Weaver:	Sometimes the unsexiest things are the best applications because ultimately those technologies is going to be ... It's record keeping. It's not super sexy. It's the back end of back ends.
Sloane Trugman:	Oh yeah.
Kelley Weaver:	We're going to help processes that we take for granted every day like sanitation and sewage.
Sloane Trugman:	Yeah. Imagine if you ... If something as simple as ... Maybe you're busy for six months, and then all of a sudden you look at yourself in the mirror and you're like, "Wow, my hair has grown so much." I remember being a little kid and your parents would mark your growth on the wall, and you can see how year over year, or however much you grow. We can start looking at all of this development by just marking things down and actually going into it, even though we never thought we needed to before or that it was being done.
Kelley Weaver:	Mm-hmm (affirmative). Totally. Thank you so much Sloane. One question I ask every guest is, what resources do you recommend for people who are looking to get started? Are there any books, blogs, podcasts that you recommend to friends and family who ask you how they can get started in this industry?
Sloane Trugman:	Oh yeah definitely. I am actually a huge international gathering wonk, and I love capsizing on the global gatherings, and there's one that I was privy to speak at this year called Catapult. It's based out of Norway, and the Catapult impact family coming out of Norway just has ridiculous amounts of innovation,

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blockchain, cryptocurrency resources. They're actually open to conversations, and they're just an incredible hub to just have a global network of folks. I don't believe in one source, one listening, one click in. And then a second would be Parachute Wallet. I had just got to advise in a brand to fund last weekend in New York City, and I met these guys. It's probably easiest wallet to go into you. It's kind of like the Venmo for crypto, and it's backed on telegram. It's all through telegram.

I can give you guys the resources for Parachute. That's just a great way. It's a community plus a wallet. A huge support network, and you can start trading in and exchanging crypto literally instantaneously.

Kelley Weaver: Love it. Thank you so much. And then how can people stay in touch with you and all that you're up to?

Sloane Trugman: Definitely. I love getting emails. I'm analog, and I'll respond to all of them. You can reach out to me hello@sloanetrugman.com or you can go to SloaneTrugman.com and see what I'm up to. What initiatives we're pushing forward or what we're talking about recently, and who we're meeting.

Kelley Weaver: Love it. We'll put all of that information in the show notes. Thank you again Sloane for taking the time.

Sloane Trugman: Thanks so much. It was so great to talk to you today. Thanks everybody too for listening in.

Kelley Weaver: That's all for today's episode of Crypto Token Talk. To learn more about blockchain and keep up to date with this fast paced industry, subscribe at CryptoTokenTalk.io where you can also find today's show notes. If you have suggestions for topics or guests, please drop me a line on Twitter @CryptoKelley. Or you can follow the show on Twitter @CryptoTokenTalk. If you enjoyed this show, please rate and review it on iTunes and share it with family, friends, and colleagues who want to stay up to date on how blockchain technology is changing the world. Thanks for listening.

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