



Thoughts from TOKEN2049 Singapore '24

Warm thoughts:

- If you have a booth, you need to have highly technical people there, or even people that know about the tech. It doesn't make a good display to have people that know little about what they work on.
- If you don't know your competitors, don't buy a booth, walk around other's booths to learn what they do
- Too many booths
- Too many side events, but most are full, so it's good
- Too much focus on brand awareness and too little on the actual tech
- VC money are on display
- Marina Bay is still so big I already got 13k steps in today, while only going to few meetings
- Going alone is not possible anymore, too much to process

Cold thoughts, after a relaxing weekend:

- I doesn't make much sense to make 'crypto' events anymore, the definition has become too big: there's Ethereum and everything in it, there's Bitcoin, there's non-EVM and everything has its own culture and rules. TOKEN2049 can't possibly encompass everything in an ordinate manner
- Monday follow-up is the worst, but a week-long conference is probably worse for the body and mind
- Singapore is good, but too humid: day side events should be banned if they're more than 2 km from Marina Bay Sands
- So many private events that it was impossible to sit at a table in a random restaurant in the whole area
- There are two types of projects: the ones that only care about speculation, and the ones that care about building a platform. There's very little projects that sit in between

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