Ecamm Live Recording on 2023-10-16 at 14.30.55

**Marty:** [00:00:00] Yeah, we just hit it. Why are you shitting on my setup?

**Louis:** Because headphones are for fucking losers. Get a real studio, dude. Wait, wait, wait. Is this how we're going to start the show? If we're, yeah, oh, I've been here for a month. I'm, I got a lot, I got a lot to say just about you in general. What? Wait, wait, if we're going to start the show, we got to get, we got to get nicotine up.

There's no way we're not.

**Marty:** Well, get the nicotine out of the shot, please. Okay. In my beautiful studio.

**Louis:** Is the nicotine out of the shot? Like, I'm going to have it on me the entire time. I'm putting nicotine in my mouth right now. Does nicotine work for you? Does nicotine work for me? I don't drink, I don't do anything anymore.

I don't do drugs. This is the only thing I do. Without nicotine, I wouldn't even be able to get up in the morning. Load up. Let's load up a big lip for this one. This is going to be a long one. Let's load up a big lip. Did you ever think

**Marty:** you'd be sitting in Austin, Texas in a studio that I own?

**Louis:** Yeah, I've been here a few times.

No, I'm

**Marty:** going back to October 2017 when we were at Barstool. You were [00:01:00] running, you were running Crypto Capital from the second floor.

**Louis:** Did I think we would be here? I thought it was like everything else I've ever done in my life. It's either a fucking, a boom or bust deal. It's a, you were a boom or bust deal and I don't know if it's, it's still a boom or bust with you.

Are we booming or are we busting right now? We're, we're still teetering on the edge of both sides, of both sides of boom and bust. Bitcoin will do that to you. Uh, I know. You got, I mean, there's too much, I

**Marty:** told you in June of 2017, it was going to be a long game. We're

**Louis:** six years in. I know you said it was going to be a long game, but you want to know what really, really like had me like, it really has me like going how you be, you're like a VC guy now, like having dinners on Sundays and like, that's such a VC move.

That's not an operator move. I'm an

**Marty:** operator too. That's the beauty of it.

**Louis:** Are you?

**Marty:** I'm operating right now. We're recording. We're working. We're

**Louis:** operating. Yeah, but like [00:02:00] I'm being like, the real operators are going seven days a week. You're having, you're having a soiree every Sunday. Every Sunday I've been here, there's a new soiree.

We have

**Marty:** Sunday family meals. It's an important day.

**Louis:** It's a very important day, but like, when we're in the middle of launches, I just, you're just like a VC guy. You're like a, you're like a, Oh, I just got to travel here to talk to these people about raising money. It's like, okay, dude, like really, we never needed any money.

We just made everything work. We're making things work. You're you. You're such a VC guy. I can't imagine where you're gonna be. You're already, do you know, did you Took me to Capital Grill and said that's your favorite place. You're 60 years old dude. . That's not, yeah, I was there. Let me add some context to this.

I was there.

**Marty:** I was there when it's my favorite. All right. Everything else is out. It's the most reliable. It's my favorite, reliable option in the city you were. Capital grill's always there. The Bar Capital Grill in Austin is always there to provide you with good oysters, good steak. Good wine.

**Louis:** You [00:03:00] were lit.

I literally felt like I was, I was, I was sitting with a retiree, a bottle of red at Capitol grill on a Wednesday, the Clinton Capitol girl was like, we closed at 10 o'clock. It was Thursday, Wednesday, tomato to motto. We're still sitting there. And I felt like I was, I was sitting at a retiree dinner. That's all right.

That's who you are. I'm an old soul. Yeah, you're right. I'm a different, I go at a different speed. I go

at

**Marty:** my own speed, my own

**Louis:** pace, my own way. But that's why I'm here. That's why we work. Probably,

**Marty:** yeah. From the ying to your yang, you're going a thousand miles an hour and I gotta always be there to pull you back in and say, hey, long term vision,

**Louis:** slow and steady.

That's probably true. At this point in my life, when you're closer to 40 than 30, I probably definitely need someone who's not like, just let's just burn everything to the ground or something. Like just go as nuts as you can and the house may burn to the ground. Yeah, I got kids now. You do have kids. A lot of kids.

I got two kids. More than one is a lot.[00:04:00]

More than one is like, okay, that's a lot. Yeah.

**Marty:** It's fun.

**Louis:** I do, I do like kids. It forces you to level up. I do like kids, but I like handing them back, too. I hand them back to you, I hand them back to my sister. They can just like, I don't gotta be there 24 7. Yeah. My kids like their uncle, though. I know, they know my name.

It's crazy. You know who I am. It's weird. That's, that's also a weird world where like, there's like kids around that know my name. Why is that weird? I don't know, dude. We like, the internet world is different, dude. I don't, we're not, I'm not a VC Sunday dinner guy. I'm just like, how did I? Let's get it clear.

It's not

**Marty:** like a VC thing. That's just like a, you have a Sunday dinner with your family and friends. It's a good age old human experience.

**Louis:** Okay. All right. It is. It does feel like it's like a 1950s thing. And I guess I'm just not a 1950s guy, but I, but I respect it. I'm a grilled dad. I'm a grilled dad. But I respect it.

I respect it. Thank you. But that's why we end up here. Cause it's like, Oh, I'm in New [00:05:00] York. I'm in California. Oh, we got a good idea. I'm in Austin and I live here. We do have a good idea. That was it. It's finally

**Marty:** getting to the point. All right. So why are we here to talk? You're fully in the Bitcoin industry now.

**Louis:** I am in the Bitcoin industry for better or worse, I'm in the Bitcoin industry. I have a Bitcoin company. We have a Bitcoin startup now. It's, it's, didn't think this was ever going to happen. Always thought you guys are just going to scream one Bitcoin is one Bitcoin. And I was going to just go like this and pray that it worked.

But it's, it seems like it's going to work now. That's why we're here.

**Marty:** Yeah, and what's working is something I told you six years ago was going to take

**Louis:** time. You did, I will say that. This was pre the Lightning Network hadn't even launched yet. I will say that, that the number we were, I was talking in 2016 or maybe, I don't know what it was.

17, we're sitting in the Barstool merch room and you're drawing on a whiteboard. I have the [00:06:00] picture, maybe we can pull up the picture, maybe we can't, I still have the picture. You draw, you drew something on a whiteboard about Lightning and me and Caleb were sitting there. And we were like, we have no idea what you're talking about, but it was such a crazy looking drawing that I was like, He's either totally scamming us for everything or this has to work.

Like there's no other there was no There was no other solution. It was never going in the middle. It was either you were totally scamming us Or it was definitely going to work because the picture you drew, I hope we can pull it up. It looks like, it's like a, You

**Marty:** can, you can slack it to Logan on.

**Louis:** Okay, we'll get it up.

It looks like a square. It's like, there's all these things, nodes drawn into it. And I'm like, I have no idea what this is. Yeah.

**Marty:** Zero. It was a lightning network. And it was, I think I brought it up back at Barstool. Cause I think it was like December, 2017 when the ICO boom was going off. And I think you pulled me into like a Shernan group email where they were getting asked whether or not Barstool And I was like, Had to politely join the email thread and be like, Barstool can't even [00:07:00] manage a WordPress website.

There's no reason to ICO, and ICOs are scams. Like, stay away.

**Louis:** Yeah, I don't know how we ever would have done anything like that, dude. That would have been, that would have been the end of us because we couldn't even, you're right, we could barely build a website. So, it's like, we could barely build a website.

Like, we, like, there was not, I mean, we said it, there was squirrels that ate our internet. Like, you never knew who ran the website. Big Cat would do the, like, the emergency thing that was Druid MS Paint. I don't know how we would have done anything with Bitcoin. Yeah. Like, we never could have did it even when we wanted to.

And then at

**Marty:** the same time, I remember, like, I sat next to Barba, and he was big on LISC, like, we're gonna, like, LISC is, like, the future of applications. And I was like, nah, this thing called the Lightning Network's gonna come out, and that's how you're gonna be able to monetize content. In the future. It's over the second layer.

It allows the audience to engage peer to peer with the creator.

**Louis:** You did say that. I, I, I think I lost 40, 000 on list that day because this went right to zero. Because I was like, [00:08:00] Andrew knows how to code. This dude doesn't and I barely know him. But you did say it. That's the thing. I will give you credit.

You have been more right than wrong about this stuff. By a large margin. By a large margin. Because I've seen all the, I've seen all the, all the, uh, all the grifters. I, I've, I don't want to mention any names, but I've seen some grifters. People that know me know I've seen some grifters. You are not a grifter.

Thank you. I try not to be. I mean, I would grift if I could. I just don't know how to grift. Like, I don't even know how. You wanted to grift in episode

**Marty:** one of this show. I did. Yeah. You wanted to take all the ICO money.

**Louis:** At that I mean there was money was it was flowing like I was flowing like I can't even think of Like what's like the Capistrano?

It was flowing like the salmon Capistrano. There was just flowing money Why would you not look at it and be like, okay, cuz then you sell your soul Yeah, that's a thing, but I didn't look at it as like you knew more than me That's why I kind of glad I listened to you. It was [00:09:00] just like I was like, oh This ICO stuff is just companies.

The same thing if I took SeatGeek money or Roman money, I was like, I'm just taking the money and you, you were the one that pushed back. I'll give you that. I'll give you credit on it. You push back on all that stuff.

**Marty:** I said, Hey, just wait. It's going to take

**Louis:** time. I'll tell you what though. If I took that money, I would have been able to be on Instagram models in Europe all summer.

I would have, if I would have took that money, I could have spent, I could have been in Europe posting on Instagram all summer. Like they all do. It drives me crazy. I don't think anyone works anymore. I could have been there. Yeah, that's a big problem. Does anyone

**Marty:** work? I think people do.

**Louis:** There's a lot of people working out here.

There's a lot of people. Well, I'll say this. Do you want to, I mean, I was going to save it for a tweet, but I might as well say it on the thing. You want to know why Bitcoin's going to win? I've been here. I've been in the studio for a month. I've seen one woman walk in here. Everyone's just a nerd code and I love it.

Building the future. They are. It feels, I'm like, okay, maybe this thing is going to work because everyone's just [00:10:00] headphones on computer, seven screens. One dude over there has got like a 5, 000 screen. Just, it's like, it's like folding. It's like he's in the mix. Yeah. They're

**Marty:** building a lot of people building on the lightning network out there.

**Louis:** It's interesting. It's definitely getting to the point where there's going to be real companies on this thing. Yeah, I mean, I think

**Marty:** you're working for one. That's a good segue into the meat of the conversation while we're here. You work for MASH.

**Louis:** Yes, I work for MASH. Why did

**Marty:** you take the leap into MASH?

You are, for how crazy you are, and how fast you move, and how, like, you remind me of the Pepe Silvia meme, but like, you actually know how to pull it all together. On the media side of things. You know media. Better than anybody I've ever met from the SEO plays to the monetization to the trends that are emerging.

You're pretty early on podcasting on

**Louis:** YouTube. Yeah, I'm, I'm, I know media, I know anything in that space. Any software product. Yeah. We did Anchor, did that. Yeah, Anchor. Sean Mugmagano and Nir, the [00:11:00] crew. So like, why'd I do it, honestly? I was reading the, it was a Reddit thing. Reddit got me going. Reddit, the Apollo, when they were like, we got to charge you for more.

Uh, when they basically were like, they, they, they were like closing down the API access and all the Reddit, um, like all the Reddit pages were like going dark. Yeah. The mods were not, the mods were not happy. The mods are not happy. And I was like, Oh, this is a real problem where these guys that don't get paid.

Have these massive, massive, massive communities, and they don't make any money. And they basically are in control of this thing, but they're not because Reddit can just get rid of them. But they've really built that, those pages. Like there's pages that have 20, 30, 40 million people that got shut down during the Apollo Reddit, uh, thing.

I want to say it was June ish, or May? It was really starting to come around May or June, I don't remember. And then I started to do, uh, what I've always done [00:12:00] with that's a raven brain. I was looking at things and I was like, this mash thing is going to work. It can work because there's this whole community of people that don't make a dollar on the internet, but they run these massive, massive communities.

And that's how we ended up here. That's how I'm sitting next to you. Yeah. That was, that was my thought process around it. Literally. That was the only reason why I was like, all right, I'm ready to go all in. Cause you know me, I didn't go all in for a very long time. Yes. I know. So I saw that and was like.

There's got to be a way that you can get these people paid and how can you do it? I found mash and this guy Jarrett and this guy Jake and these people from Toronto and I was like, all right This is a big one and it's early enough where uncle Lou can get paid still that's what I care about Honestly, that's what I care about But I'm like, it's a good idea and I'm finally like, all right, I understand why lightning Can be a technology layer, you know, because I'd always say it if we, if we could pull up old things, but I'd [00:13:00] say it's just technology, but I never understood like how it would work.

Now I get how it would work. Yeah.

**Marty:** And what particularly about lightning in mashes implementation of lightning gives you the confidence that it's going to

**Louis:** work? Uh, because it's the only way you can do a top down structure of like the publisher gets. So the publishing company owns it gets paid. The writer gets paid, and then you can go down to the two people that have never been paid, which is the curator and the content, I'm sorry, curator and community, they've never been paid on those websites, like, if I think about Barstow's Reddit page, it's like, that's a massive Reddit page with massive amounts of interaction, mass, mass amount of time on site, but those people don't make a dollar, and the way it works, and again, I'm not the genius, you're the genius, but the way it's, They didn't explain to me and it's gonna work and it looks like it's gonna work is that you can start to do like Different ways of paying everyone in a way that never existed before and it's only gonna be impossible [00:14:00] without lightning You can never do that type of top down payment structure.

You can never go... Because right now it's just, it's publisher and writer. That's it. You sign someone to... Someone like... Someone like Barstool signs a writer. They work out a contract. They get like... But the people that are like curating the content in the community, they don't get anything from that. They get nothing from it.

So there has to be a new way to do it. And this is... Lightning is definitely the best way to do it. There's no doubt about it. Yeah.

**Marty:** And this is, I mean, we're recording this episode. Um, because we're by the time this episode's out,

**Louis:** we're releasing this, we're releasing this tomorrow,

**Marty:** which is the day that the new tftc.

io website launches. We've gone through a complete redesign and relaunch of the strategy and revamp of the strategy and mash is a pivotal part of this strategy because we're leveraging mash to basically go and do what I've wanted to do for years, which is bring on more content creators [00:15:00] to the site.

I've just been self publishing the Bent and the podcast and Matt with, um, the Sat Standard, which he hasn't posted in like months, but we'll see if he gets back to that. But long story short is I've always wanted to increase the amount of content on the site and diversify away from myself and Matt and get other creators on the site.

But I've always had this problem. Number one, uh, frankly, don't have enough money to pay people to be on staff to write. Continuously. And then number two, even if I were to be able to pay those people and find particular individuals to write for the site, they're probably not going to be the best because the best content creators are creating content independently these days and self publishing.

And so when we started our conversations with Jared, yourself, Jake, earlier this summer, it was an unlock for me when you guys showed me the new tools that you have. Cause it was like, Oh, I can actually go do what I want to do. Uh, I can get more content onto the site. I [00:16:00] can just syndicate other people's content, inject these monetization tools on the page, and then do a rev split with them.

So like I actually can help them monetize in a very low touch fashion. Employee with zero hedges done very successfully over the last decade and a half. Which is just curate high signal content and backlink to the original piece. And we can do that too at TFTC. But now we have the distribution with the syndication.

Now we have this monetization as well where we can actually monetize the content directly via mesh. And then do a rev split with the creators

**Louis:** on the back end. One hundred percent. Creates, it creates a, the first ever like, essentially, thinking way back. Cause I've been in this forever, cause I'm old. I've been in this forever.

It's going to, the only way I can see the publishing industry competing with platforms is through something like this. That's the only way they're going to compete. You'll never be able [00:17:00] to compete with a platform any other way, unless you start to build out experiences and build out tools that are, that bring platform like experiences to, to the publishing industry.

And this is the first one that we act, I've actually seen that makes sense. Where you can essentially and, um, where the website will, and it's going, you're going to say it, the FTC is brand new. We put a lot of time in the TFTC. Now it's actually, we, it actually looks really good, uh, um, where we can turn it into, uh, you'll get platform like experiences with our first pro where our first launch on TFTC, which literally was impossible before.

It was impossible, and how you get paid from it, and how you do the top down payment structure to the, all the way from the publisher to the writer, to the, to the curator, to the community, that's impossible without Lightning. It's truly impossible, and it really felt like to me, it felt like what I was, wanted to do with Anchor when I was like, I want to build Anchor at Barstool.

It was like, oh, it was the, always the, [00:18:00] honestly, my anchor, I mean, you know what my anchor really happened? It was fucking Michael Rappaport when I was like, this motherfucker's leaving our show and I have 200 grand sold into his thing. He's leaving Barstool. His show's leaving. I'm like, what do you do with that money?

Like what? The money just goes away. It just goes in the ether. And I was like, this sucks. We should build something where even these people leave us, they can, we still make money on them forever. And this can do that. This is the, this is the type of technology for. For the publishing industry where you can onboard somebody and they, if it's, they write for TFTC, write for their own website, there, there, there can be a, an actual payment structure that makes sense where everyone is happy no matter what, because the, because that influence the world is a tough game, it's a tough game, every, you're right, everyone's looking out for themselves, so it's like there needs to be a way where your favorite quote, or it's like a value for value system, this is happening right now, it's happening tomorrow.

**Marty:** And. So let's jump [00:19:00] into the comparison of the incumbent monetization methods of the publishing industry and like how this sort of changes it. So, and what metrics and KPIs we're gonna target post-launch to make sure that we're actually outperforming the incumbent monetization models of, of publishers.

**Louis:** So, yeah, so the, the current publishing model is you sign a writer or a writer comes on, You either pay them a flat fee or they get some type of upsell in terms of, uh, if, if, if they're, if they get more page views or whatever, or more, uh, and, and they do that. But now the way it's going to work is not only, oh, sorry, let me take a step back.

That's how it works. But then the publishers, they only do either advertising affiliate. or, uh, like paywalls, soft paywalls, whatever we know. I think everyone agrees. Nobody wants a paywall. Nobody's signing [00:20:00] up for a pay. No one under the age, no millennial, are getting old or Gen Z signing up for a paywall, just not happening.

It's not worth it. It's not worth the time. Like I'm never signing up for a 10 15 subscription to a website this way with lightning. And this is the. Why it has to happen with lightning is imagine a world where you just have a wallet loaded up and you can pay a penny, an article, two pennies, three pennies, and you just click on it and it automatically comes out.

It's automatically going to work. So you're just surfing the web. Let's say we're 10 years from now, you're surfing the web and every time you read an article, it just comes out of your wallet. 3 cents, 2 cents, 5 cents, whatever that is. And I'm calling it like a reverse subscription model. Where I think people would pay for content if it was priced in a way that made sense.

I don't think anyone wants to sign up for 10, 20 sites at 9. 99 a month or 5. 99 a month. And it's pretty obvious they don't because that's why the industry is going, it's going [00:21:00] downhill. It's not in the same place it once was. Like, I was doing a project remapping the internet before I started to do this with you.

And I was like, if I did this project five years ago, I could have found 50, 000 websites and 50, 000 names. I had a hard time getting to my 4, 000 names that I wanted to get to. Like being like, okay, this website it could work for, let me target these people I'd sell it to. I had a really hard time getting the 4, 000.

I really did, like I was losing my mind trying to figure it out. And I'm like, yeah, this thing is gone because everyone gave away all their content to platforms. And they never gave it back and they're never going to give it back. They're not going to, Facebook's not going to give you back your traffic that you gave them.

They're posting on the website. They're not going to do it. They're never going to do it. Yeah.

**Marty:** I mean, we see this with X, formerly Twitter. I'm just going to call it Twitter. The Elon's doing now, he's trying to make it so like he made that change a couple of weeks ago that we were talking about where you can't even, it's not even discernible that when you post an [00:22:00] article, it's a hyperlink out.

Of X to your website just looks like a picture. Yeah, it looks terrible. You can see they're trying to like cattle herd people to, to just post all their

**Louis:** content on X. Yeah, and there was a, there was a post that some guy tweeted it. I can, maybe we can pull it up. It was like in July, the lowest amount of, July was the lowest amount of traffic ever sent off of X and Facebook of all time in July.

So it's like, you're not getting that traffic anymore. It's not happening. They're not going to give their traffic. It's over. They're not going to give you their track. They're tick tock experimenting with, with, uh, um, with a subscription model. Instagram's experimenting with kind of what we're doing on.

Product one, which we're calling reactions at mash, where it's like, Oh, you, you get, you can badge people and then they're, they want to pay for it. Kind of what Reddit does with their, uh, with, with like Reddit gold, it's never coming back. They're not going to give it back to you. So what are you going to do?

You have to [00:23:00] build experiences that are like platforms into websites, because if not, they'll take everything from you and you'll never be able to do it. It will never work. And they, and they've been doing it for 10, 15 years. I've been doing it as long as I've been working. I started doing this in 2011, 2010 11.

Yes, sir. Yeah, it's not coming back. This is the only way it's coming back. This is actually one of those things where Bitcoin makes sense for an actual business model. Not just money or go away to this or this. There's a business model that's sitting there that's 100 percent broken and it can be fixed using Bitcoin.

Yeah. That's why I'm here.

**Marty:** So you mentioned recreating the platform like experience. On your independent publisher. So what's that? And you mentioned reactions. You mentioned reddit gold. How does mash enable its platform?

**Louis:** Like it's literally one line of javascript. It comes up, we can pull it up to now. Like maybe now we want to pull it up, show it.[00:24:00]

It's literally one line of JavaScript to be the same thing as you're adding any anyone that's ever been in the ad operations world or ever built a website, a content website and pull and pushed it up. I mean, there it is right there. There we go. Essentially, it's one line of JavaScript code you put on your website and you can enable these first product we launched was reactions.

You can enable these platform like experiences that people can either a do for free or be if they want to pay a certain amount of sets or money. Um. Because I'm kind of over the idea of like Sats and Bitcoin, like this is just technology now. This is, this is just a technology play that literally couldn't exist.

Um, where essentially you can pull up these experiences and have like, you want to know, like, oh, Marty, Marty put a, put a, a treasure chest on that thing. Uh, I want to see where Marty was, what Marty was reading. I can see what you're reading and drop like. These type of emojis, and there's going to be a lot of different interactive features that we're building.

But this right here, what you're looking [00:25:00] at, is the first, um, iteration of it. And it's as easy as, as someone that ran AdOps, did the AdOps at Barstool, it's the easiest thing in the world to, like, integrate. It's one line of code. Just drop it in the back end of your website, WordPress, Ghost, whatever. Works instantly.

Yeah. And then

**Marty:** MASH has a back end where you can go. Toggle all these features and give your users the menu of interaction options that you deem sort of necessary for your site. And so here, we've got these interactions. Logan, if you click the heart on the left side on the mesh, uh, clipboard there, like people can, if they really like something, they want to donate to the site right away.

They can hit 1, 5, 10, put their own amount in and then boom, pay the invoice, send it directly to us. Over the lightning network, uh, and then which gets really eddy when we had Jared on probably about a year, a year and a couple months ago, it's really cool to see how far mash has come [00:26:00] since that conversation, because I think this what you're seeing on our site right now is just the tip of the iceberg and you were alluding to it, which is with these interactions, individual people reacting on sites like TFTCs and others that We'll have mash enabled, begin, like people begin to be able to follow what they're reading and seeing their interactions and using that as a signaling mechanism to be like, all right, I really like this guy's tastes.

Like, I can see everything

**Louis:** he's liked. Yeah, that's, we're getting way, like, just so everyone knows, like, this is, this is very hard. We're getting way down the line, like, but in the future. There's gonna be, there's multiple things you're gonna be able to do like that, like the whole, like being able to bookmark things like with these interactions where you can bookmark it and you can see, and, and if you wanna see what Marty's doing on the internet and what his reactions are and what he's like looking at, you can then open up your bookmarks to show them.

It's almost like bookmarking. You can show them. [00:27:00] The people can also do like, Almost a re imagining of like what an old message board was. Essentially it's Reddit on every website where there is actually payment, where there's actually payment flow and flow of funds that go into it. So you're not relying on, on Reddit or your, or most of those message boards.

Like I want to say like Kinjo, I remember Kinjo was one back in the day for Deadspin. Like. They don't have this type of like technology that can do this. So essentially, everyone, you can go, it can go across, you can go across publishers to create the platform like experience. Instead of you having to post on Reddit, LinkedIn, all that jazz, and then hope that you make money back on it, you, you take control back of your, of the flow of funds that come to a website.

That's the, that's the huge, huge piece as someone that's worked in this forever, because you don't, you don't want those people to control your revenue. You just don't, you know, that there, there's always something that can happen. I mean, from, there's [00:28:00] multiple angles. We've seen it on YouTube where they just shut down channels one day.

It's this is something that can actually be like, all right, you

can control everything because we're a platform. We're just software. We're not a platform. We don't have any like ambitions to be a platform. We want to really be like the double click for publishers, like what Google does, like that's where people don't know. That's where you put do all your at you upload all your ads and you do all your campaigns for advertising.

Everyone uses it will just be that for every website instead of having to be like, Oh, we want to control the content ourselves. We'll never control the content ever. It's

**Marty:** a beautiful thing. It's desperately needed right now in this world. It's becoming increasingly centralized, particularly on the content side of things with X, Facebook, Instagram, TikTok.

And the monetization problem, particularly the rugging of your monetization at any given [00:29:00] moment in

**Louis:** time. They will rug, they're going to rug your monetization every time, no matter what you think. Like again, back to the, the Reddit thing was eye opening, eye opening. There was a stat that there was, that Reddit runs off of ten, ten million dollars, ten million dollars I think of free labor a year.

I think they make a hundred million dollars. It's like, I don't know how much they make, but I saw it was a very, it was at least 10 million of free labor to run the website, to run their business. It's like, why would those people not be paid? It makes no sense. Yeah.

**Marty:** And like, let's dive into, I mean, we've talked about like comparing it to Barstool's site and the amount of revenue that's driven by the ad space on the page.

Like you think this model. Could be significantly more profitable than just putting

**Louis:** doing the straight, doing the straight CPM and RPM math. It's more profitable already. I can tell you right now it's more profitable. Obviously you need people to use it. We need people to use it. But if people, if [00:30:00] the consumer uses it, it's more profitable for a website.

There's no doubt about it. Now, there's the chicken and the egg problem of how, why would, why would consumers do this? But I think that the world, the way the world works, it's everyone's going paywall. You don't want to pay that. Like I said earlier, you don't want to pay the 10. 99 a month for all these websites.

I want to read one article. I want to read one article. That's it. I want to

**Marty:** read one article and I don't want to put in my credit card information, my email, my name. Yes,

**Louis:** and having to then call, call them like the New York Times with those black site subscriptions where like, you can't get out of it. You can't get out of the subscription.

You'll never get out of it. You'll just call a million people and they'll never let you out of the subscription. It's like, why would anyone want to do that? Yeah. And this enables it where it can be, it can work anywhere in any currency in any land. That's why. I finally, I finally had the lightbulb moment why Bitcoin would work on [00:31:00] the internet.

Because you couldn't do this if you were like trying to, if you're, a massive, you're, you're, half your traffic is, is outside the United States, how would you do this? It's impossible. You're going to take, you're a 10 cent payment, 20 cent payment from every, from people from all over the, I mean, all over the globe.

That's not going to work. It's just not going to happen. The amount of chargeback fees, it would be insane. It would never work. You can't do it. So now it's like, all right, there is an internet money. That can make this happen. We're here. We're here, Marty. This is real. I know. This is a real business. It's not like a lot of these things where it's like just build a wallet and I, I, okay, cool.

Like that seems that's way too like fintech y for me. I'm not in that world. This is something that goes into a total different world.

**Marty:** Yeah. And this is, um, earlier this summer, Patrick O'Shaughnessy from Invest Like the Best had, I believe it was the first product officer at Twitch or maybe one of the first [00:32:00] investors.

And they were really Leaning into this idea, particularly on streaming sites like Twitch and now TikTok where like the user interaction with the streamer via things like emojis is really. Helping them monetize. So like in that particular content medium, it has had a lot of success and that hasn't really trans, uh, been transported to written content yet, which is exactly what MASH does.

And so the idea is that there's some validation of this type of interaction on these streaming sites and now we have it.

**Louis:** Yeah. I mean, this is, is exists like Reddit. This is Reddit's business model. This is Twitch's business model with Nitro. This is their business model. This is a hundred percent their business model.

Like if you go on, if you go on Twitch, no, sorry, not Twitch. If you go on Discord, sorry, not Twitch, Discord, their entire business model is this. This is the business model. The difference is, is that. You don't control any of that. You want to do that? You want to open up a [00:33:00] Discord channel as like a publisher or a, uh, let's say an independent website like yours?

Like, if you're, like, you can't do that. It's not going to work. They, they can, they control the flow of funds. Here, you control the flow of funds forever. That's the, that's the big play here is that it's not like this business model is like completely brand new. It's just, it's impossible for publishers to do it.

Any online media publisher, eventually we will get the podcast and we'll get the video, but it's written content is real, real long form, thought out written content is like going away as quick as like newspapers were when the internet came around. Like it just doesn't exist. No stone will pay for it because everyone has a lemming brain now.

And just like 15 seconds on tech doc, it's like, you're really not learning anything on that 15 seconds on tech doc. So it's like, that is, that's why we're attacking that business model first, because it's needed in the world and [00:34:00] it keeps going to the point where. There's not going to be monetization left for, for, for websites like yours or bar, even bars, this won't, won't exist anymore.

Yeah. The ad model is broken in your mind. It's so broken. It's the most, it was always kind of broken, but now it's like really, really broken. It's extremely broken. Like there has to be a way where you onboard somebody onto the website and you know, if. If they actually are worth the money you pay them, no one knows that you could sign someone you could sign someone to a massive contract, but they're useless.

They don't make any money. They have no time on site. No one engages with their articles. You don't know if they're worth anything. This brings back an actual like value for value system.

**Marty:** A barometer to determine whether or not people are actually bringing value to. Your company as a publisher. Yes.

**Louis:** Yes.

Just as a, yeah. And, and it helps individual people too, because it's like all the [00:35:00] sub stacks and all those things. They're cool. Like, yeah, that's a good model, but like, you're probably, I mean, I'm going to say probably, but I. I would say I know, like, you're, you're, you're going to cap out on subscriptions.

Like, I know how many subscriptions you have. You're cap, you're going to cap out. Like, you're

**Marty:** going to like, I, um, I have like two or three and I'm like, uh, I don't want any more.

**Louis:** It's like the TV. No, I meant your subscription on the back end of your website. Yeah. Like I was doing, when I saw it, I'm like, you're cap, like, to get to and not to double that number.

Would take you five years three years. It's just it's just too hard because there's too many people There's too many people trying to run a subscription model. Yeah, so it's like why would you think so? There has to be a better way to do it and it's totally just democratizing get rid of that industry No more subscriptions at all eventually There's no point of it.

Not everything is worth a subscription model because you watch like even video, you watch all those guys there. They hike the rates every two, every two months. Hulu is like [00:36:00] cool. It's as expensive as cable now. And they've got commercials. Yeah. Yeah. Every Netflix is going to have commercial. It's just, it doesn't work.

It's not going to work. Everyone's gonna, there has to be a better model or all those people are going to go out of business. It just, it's going to happen. There's just no doubt about it. Within five, 10 years, I'll got a business because no one's going to be able to pay for seven different streaming services, especially in the economy we have now.

You can afford seven different streaming services, seven different publishers, subscriptions. Like, are you kidding me?

**Marty:** And then your card, you have to get a new card. And then like, you find out which things you're subscribed to. And you're like, Oh, I don't know.

**Louis:** I mean, literally true bill built a billion dollar business off of just being like, let's get rid of this.

Yeah. They built a billion dollar business off of like, let's stop that. Like when people cannot figure out where their subscriptions are at, we'll figure it out for you and stop it. Like. Okay, they built it, it sold for a billion dollars, the rocket mortgage, because it's literally that, because nobody wants, nobody wants it, but no one knows how to stop it, so there [00:37:00] has to be a way to do it, and it's happening in Bitcoin, I don't see it happening anywhere else, in any other way, it's not going to happen.

And you were

**Marty:** bearish yesterday. I'm not bearish on bitcoin. You're like, yeah, it hasn't happened yet. What's going on?

**Louis:** I'm not bearish. I'm not bearish on bitcoin. I'm bearish on you becoming that 60 year old VC guy Who's just like it's just like oh, I flew you yesterday You were like, I'm so tired and I look I'm like did you flew and like got a massage and in Utah and you're tired Like okay, you're like, oh I'm so tired you went that was it was exhausting Exhausting to fly and get a massage.

No, that's not

**Marty:** I did not get a massage.

**Louis:** Let's be clear. Oh, you got, you got the cups or whatever, the things they stick on. Yeah, they're everywhere. That's what you got a

**Marty:** portfolio company retreat. There was one afternoon where we did an activity where he could

**Louis:** go. Yeah. You went to a spa for, you went to a spa for a weekend, not for a weekend, for an hour.

You went to a [00:38:00] spa for four days. It's all right. I'm not, I'm not hanging on. You're a big VC guy now.

**Marty:** This is, this is being embellished quite a

**Louis:** Yeah. No,

**Marty:** it's like less than after you can go out there and talk to John. John was there from Zapper.

**Louis:** I am. I, that's not my, that's not my real source of information. It's your wife. I asked her what's going on. Oh, yeah. She, if she tells me it's, she'll give me the real, she'll give me the real story. She'll give me the real story about what's really going

**Marty:** on.

Yeah. Well, what really happened is we had a portfolio company retreat and there was a lot of good things that came out of it.

**Louis:** I'm happy for

**Marty:** you getting all the, getting all the people building. And Bitcoin together to see how they can collaborate what they've seen in the market. We talked about, uh, potential banking crisis rolling on.

That was a big thing last year. People were scrambling for bank accounts, trying to get everybody on the same page, like, alright, here's

**Louis:** a strategy. So you're just a strategy, exactly, you're a strategy guy [00:39:00] now.

**Marty:** No, I'm an implementer too. This model that MASH has perfected, that's the other thing too, like, we've been trying to do this.

At CFTC for years, we had our BTC pay server implementation where we had the paywall, but it wasn't automatic. Like it can't be with mesh. Um, we've always wanted to get to this direction. And let's be honest, we're just a media company here where I can write, I can host podcasts, I can have conversations, I think I can see the field pretty clearly and try to get people on particular trends.

But when it comes to actually building the software, I can't code. I've got to pay people to do that and, um, it is what it is. We were never able to get the end experience to the level that MASH has, a company dedicated to creating this experience. And so we've been trying to do this for years. Obviously, I've known Jared for a couple of years now and had him on the show this time last year, but MASH has evolved and developed to a point where it's like, oh yeah, this is exactly what I need, what I've been [00:40:00] looking for, like, I'm not going to go build it, might as well just implement this.

**Louis:** Yeah, I don't even know, like, I guess you can answer this better than me, like, I don't even know if this was possible a year ago. Like, like, what we're doing, I don't know if it was possible. Like, really possible. Not to this level. Of this level of scale, yeah. Yeah. I don't know if it was possible.

**Marty:** Not to this level of interaction.

Like, I could have vanilla. BTC pay server invoices that would allow you to get access to content in terms of creating like an Interactive experience with the audience. It was not

**Louis:** possible. Yeah, and that's what's gonna make it awesome because it's like There may because even because like we talk about like a subscription description like there may never be any subscriptions if enough people use the interaction model, yeah, I

**Marty:** guess stacker dot news may be An example of something like a reddit like or a hacker news like how would you describe it Logan?

More Reddit or more Hacker News, like.

It's not, his mic's not plugged in. Probably more Hacker News, combination of Hacker [00:41:00] News and Reddit. Um, but yeah, you can upvote using the Lightning Network and stuff like that, but I think that's completely separate from what we're doing at TFTC with MASH now. Which is, try to create this interaction, and going back to that, that Twitch CPL.

Like that's where it really clicked for me. Like I listened to that the morning before we had our first call about like, all right, we're going to engage in a partnership. And it was actually beautiful timing. Cause I listened to that. I was like, Oh shit, like we need this on written content on the web.

**Louis:** Yeah, exactly. What you built. I will say this, that we're not doing this cause we're buddies. Like you didn't do it in the beginning. Like you could have done it a year ago. You said, no, we're not doing it cause we're buddies. We're doing it because they're, they really know what the fuck they're building and Uncle Lou's now all in.

That's what, that's why we're doing it. That's it. Like, are you, we could have, this didn't just like happen because we're friends. We're doing this because it's really, it's now really time to do

**Marty:** it. Yeah. And what do we need to do? What do we need to prove at TFTC and mash to then go [00:42:00] convince other publishers like, all right, it's time for you to get on board with

**Louis:** this.

First we'll do time on site with the reactions. Start with time on site. Can we, can we up your time on site from what it was prior to now? And then we're going to just going to do straight revenue. It's going to be a revenue play. Is there more money in a no subscription world in a world where you can have a platform like experience and how can you then do that in a world where strictly it's just, okay, if I'm putting site a versus site B and this site makes.

A makes 1, 000. How, how can we do it where you can make two or you can double the money and make a site B can make 2, 000, 3, 000, and it's really going to come off of the, the platform like experiences and no subscription model, the model of saying, let's do a paper article. And there is some type of world where you, I mean, everyone is, I think people are kind of like, okay with paying for what they like paying for what they use.

Like if I use a website a lot, I would pay for [00:43:00] it. If I'm on a website every single day, like I pay for Twitter because I use it. Like I use Twitter all the time. I'm okay with that one subscription, but I'm not okay with, I want to read one article and I click on it and you got to, you want me to pay 10 a month and I got to read one article and get out of it.

That's not, that's not going to work. Like the amount of traffic people get from that come to their site and they drop off, like what's the average subscript? Like, I think it's like, it's gotta be less than 2 percent of the amount of page views when someone or unique users, people go to a site. What about the other 98%?

Yeah. Doesn't, it's, how do you, you're, you either monetize them off of, off of, of, of an ad network or you have to sell ads for it. And if you sell ads, you have a shit ton of, or mer or a merch team or whatever, affiliate team. But like, that's a ton of people. That's a ton of people. You need a big, big business.

And the margins don't make sense for [00:44:00] websites to do that anymore. They just don't. No, they don't. It doesn't make any sense.

**Marty:** And that's the other thing about MASH, too, is we're really leaning into this, like, automatic paywall via the Lightning Network, but you don't even have to implement that. You can experiment with different monetization

**Louis:** schemes using MASH.

Oh, there's going to be multiple different monetization schemes we come up with. We're starting with Reactions because Reactions is definitely, like, An experience that publishers, I know, sorry, the platforms already do the publishers never have done, but there's going to be multiple different ways where we do it.

Like, I'm, I'm very bullish on like the reverse subscription model where if people, let's say it's like I said, for 5 cents an article and you just say, all right, it sits in a wallet and I'll pay 5 cents an article all day long, but I don't want to put in my credit card. I don't want to do it. I don't want to do it.

If, if I read 500 articles in, in a month, I don't mind paying for that, but. I know it also to like, it's going to be [00:45:00] thinking about that model too. It's like with the world going with everyone, with AI, with AI attacking the written world first, without a doubt, it's first place they're attacking. I would like to know I'm reading a real person.

I'd like to know that I'm reading something that actually is like was written by somebody and we can do that as like, we'll know that as well. It's like, this is a real person or not. We will be able to detect if this was written event. We've talked about this. This is like a. This is down the road though, but they'll be able to detect, like, is this written by AI or not?

Is this written by a real person? Kind of what, like, an ad blocker does. Like, like, you could go on and, like, people can stop you using an ad blocker. Like, you could go on and be like, oh, you have ad blocker, um, implemented. You can't read the site. Eventually be like, we know this is written by AI. We, yeah, I don't want to.

I don't want to pay the five cents for that. I don't want to do that. I want to know that I'm reading a real human's thoughts because the way, where AI is going, it's getting weird. And how do you know someone has like a genuine thought? And like we were talking about during [00:46:00] our 90 year old dinner at the Capitol Grill.

It's like, it's like, how do you know, like everyone's on the internet. Everyone works from home. How do you know this is real? How do you know a real person wrote this? Or like a real person thought about this and like, this is their actual thoughts. You don't.

**Marty:** Yeah. And that's where I showed Lou the tap signer.

So like one way you can get around that is having like a private key that you sign. It's like a PGP key, but now we have these devices, these card form factors that make it very easy.

**Louis:** Yes. But I think we'll be able to do that on the internet soon too, where it's like, you know, you're reading Marty Bent.

You know, you're reading them. You know, it's how, you know, you're not reading some AI generated content. Cause like all those publishers like BuzzFeed, all them, they, they, they fired all their The writer of the writers just like, Oh, we'll just use AI to do it. Okay. Like, what does that mean though? Like I'm not getting your, like, as someone that grew up in the grew up and why I ended up in this world, it was really, honestly, I remember reading when high school, I read Bill Simmons all the time on page two.[00:47:00]

And I loved reading Bill Simmons when I was a kid and that's why I ended up in this world, like literally. And I'm like, I don't want to read AI content. I want to know it's like a real person. Like, it's weird. Like the AI content is weird to me. Yeah, it does serve a purpose. I'll say that. But like. For like certain information, but you also like, don't, don't humans want to know you're getting another human's point of view.

I think so. I think so too. I think so too, but we're getting to the point where it's not going to, you're going to, it's going to be way. I saw someone tweet the other day. We're probably at the top of human written content versus AI content. This is probably the peak. It's going to go more AI than it is human.

It's very soon. So you have to know what's actually written by humans.

**Marty:** I don't want you guys to release this product because I don't want people to know that I've been using chat GPT 4 to write the bent for like the last six months. I'm kidding. Obviously.

**Louis:** Yeah. Knowing you and now, now that you're a VC guy, that wouldn't surprise me, wouldn't surprise me if you're going to start tweet.

I wouldn't surprise me if your Twitter becomes like a, like a, one of those, [00:48:00] like, like how hard you work today. It's like, okay, dude, we sit on the internet. Like what are we talking about? No one's really working that hard. We're working hard.

**Marty:** We're working. You're one of the hardest workers I've ever met.

Don't sell yourself short.

**Louis:** Yeah, but like I said this before, it's like, yeah, we do work hard, but like, I don't think people put the world in perspective when everyone's like, Oh my God, FedEx drivers are making 170 K. They should make one 70 K a year. Anyone that's out there grinding and doing like actual manual labor should make a lot of money.

Like it's way harder. It's way harder. I've been on a roof. It's hard. You're a muck roof. It's, it's like crazy. So I think that there, and I'm only bringing, I'm only bringing up because I Don't think that like the world is so broken. Maybe we can fix the one piece I know how to fix and this is it. Yeah, and then we can go fix other stuff I'll let you handle the big problems, you know content.

I know content. I know content. I know the internet I know that I know how to do the internet Yeah

**Marty:** And I know how to [00:49:00] I'd like to think I know how to look into the future and be like alright This may be where it's going I'm the most consistent person you

**Louis:** ever met in Bitcoin. That's true. I do. I, I hate giving you credit right now.

Cause, cause you were, you were, you were at a spa last week telling me you worked hard, but you are the most consistent. You've never wavered on what this is going to be. And now it just keeps speeding up. Yeah. Yeah. What are your

**Marty:** thoughts about the world generally right now? It's getting pretty crazy. Oh, we're fucked.

**Louis:** It's fucked. It's so fucked. Everyone's sitting there like we're not fucked. We're fucked.

**Marty:** We're fucked. We got to fix the money. We're fixing the money. I've always said this, like, we're fucked, things are gonna get crazy, the economy's gonna get crazy, it's only gotten crazier, and to go back and begin fixing things, it's not a panacea, but I think it's the base of everything that's happening in the world is money, it's literally one half of every transaction.

You fix that, and you can begin fixing all the fucked up

**Louis:** things in the world. I agree, and it really is happening. So maybe we can pull up one other thing, and I'll find it. I'll find it, we'll pull it up, where [00:50:00] it's like, How I learned how to do all this was the 2011 Loom Escape. Where I would just read every company on there, and I was like, Okay, this is how you actually do advertising, this is how you actually monetize a website, this is how you make money.

Someone put up a thing about the Lightning Network, the companies in the Lightning Network. It looks like the same... The exact amount of companies is the 2011 Loomiscape. It looks like the exact same amount. 170, 200 companies. The 2011 Loomiscape had about 200 companies. It's like, oh shit. People are really starting to work on this thing.

Yeah, and you showed

**Marty:** me, like, the updated Ad Landscape Loomiscape. The

**Louis:** updated one, it looks You can't even read it. You can't read it. There's 5, 000 companies. It looks like a map of the world. Cause it's that big. And it went from there to here. It's like, okay, this is getting serious. People are really getting serious about this thing.

Yeah.

**Marty:** Look and try to find the river lightning research report on the map of all the

**Louis:** companies in the space. If you pull up my, my Twitter had the one where I put up the loom escape too. I could find it for you. [00:51:00]

**Marty:** Um, no, but it's happening. I mean, I've seen it. It's really what I was doing last week was sitting down with the people building a lot of the companies that were

**Louis:** on.

That Loomiscape? That Loomiscape. But I don't know what you would call it now. I just call it the Loomiscape because we call it advertising. Yeah.

**Marty:** And, uh, just vibe checking everybody. Here, we have it up. It's

**Louis:** pretty. Oh, yeah. This is, if you pull up this, and if you type in 2011 Loomiscape, pull up that one too.

Because just pull up, just type in 2011 Loomiscape. L U M A? L U M A S C A P E.

You believe I have a producer now? It's crazy. It's crazy you got a producer. It's crazy. Anyone would wanna work for you. But that's . What the fuck? Look the exact same amount of companies. It looks like the exact same. Yeah. Mobile looms. 'cause everything was going mobile [00:52:00] then is the exact same amount. It looks like the dead.

Same thing. I'm like, holy shit. And how many

**Marty:** companies on this loom Escape made it big?

**Louis:** CLG. Uh, it's, I mean, this is a little different because like, you're not looking, you're looking at straight tech. You're looking at straight advertising companies. Like you have the holding companies like PPP, Omnicom, Twitter's on there, Twitter's on there.

Yeah. Like basically you have all like the social media companies. You had this straight from marketer to subscriber. And this is how I learned how to do advertising. This is how this literally this one thing I just literally wrote down every company and what they do. And just like dug deep into all of them and then I saw that, I saw whoever pulled out, whoever made that lightning thing and I'm like, Oh, this looks like something I looked at 12 years ago.

And that, and obviously that was right. It's because like, that's how I figured out how to like help make Barstool's advertising big. So there's something happening here that is getting, it's getting real serious. Yeah.

**Marty:** And like riding that wave. So how, first of all, how long ago does 2011 feel to you right now?[00:53:00]

**Louis:** Oh, man, it's so hard because it's like, it's so long ago and it doesn't feel long at all. That's

**Marty:** what I was hoping you would say, because just project that forward with what we're doing now in Bitcoin. It

**Louis:** doesn't, it feels like there's, there's times where it's like, like Twitter yesterday, someone shared something about this guy, Dennis Drinkwater, who's like sat behind Boston the entire time, sat behind the Red Sox home, like Red Sox, and he's in every game.

You go to every game and someone shared like a viral video on him. I'm like, I remember reading about that guy in 2011 and I was just like blast from the past and like it feel but that's just like it was yesterday Like sitting in Milton Massachusetts reading about this guy. I'm like, no, that was 12 years ago.

Yeah, and now we're So if really when you told me it was gonna work We're like the halfway point to that. So if in next, I think in the next 10 years you'll start to see like digital empires rise and in the lightning Bitcoin space, like [00:54:00] really that are not just like, hold your Bitcoin or buy Bitcoin, like actual products that you're like, oh, this is way better.

This is a hundred, this is a hundred X product compared to the, compared to the original way of, of, of doing something kind of what, like, cause I always say to you, I was like, Uber was a hundred X product. I don't care if they didn't make any money. It was a hundred X product. It didn't exist. You couldn't get a cab.

There's going to be a hundred X products being built now where you're like, this is a hundred X better experience. Yeah. And I think we're one, I think MASH is going to be one. I think MASH is one of those ones. If we do, it's a hundred X better. For everyone on the internet. Once they get it and learn about it and understand what it's going to do.

Because it's better for everyone. Literally, it's better for everyone. I mean we saw, I saw the, I saw like Lex Freeman tweet about like, I just want to pay a dollar an article. Everyone wants to do it, just no one's been able to really, like, capture them. Make it practical. Make it practical. People have tried to do, like, the, the, the, like, subscription model, or the, like, the, I guess, the micropayment model, but I [00:55:00] never thought it was practical.

There was never a practical answer to it, until I saw MASH. That's why I didn't jump in, because there's no practical answer to this thing. Yeah.

**Marty:** Bitcoin's the answer. It, it is. And that, but, and then going back to like 2011. Mm-hmm. , and you learned ads. You build up Barstools ad book. Mm-hmm. , help them get the churn in investment, send 'em off on their way to where they are now.

Pivotal part of that, where the people

**Louis:** don't recognize it. I was a part of it, but it it's always Portnoy though. Portnoy's the best of effort. Yes. Obviously, but I was a

**Marty:** part of it. Yes. But with that in mind, obviously Dave just bought the company back from Penn for a dollar. He's got full

**Louis:** control the way it should be.

He should always own that company. And that's one of those things where agreed. Okay.

**Marty:** But I worry, I don't know. I'm not, I haven't seen or heard anything about like what they're thinking on the business side, but like you can just see having been there and worked there for myself on the podcasting ad team, like falling back to [00:56:00] the ad model as the monetization path, like what would the pitch be?

It doesn't even have to be particularly the bar stool, but like, Hey, at this moment. This is the time you begin experimenting with this particular monetization model because ads are dying in a particular

**Louis:** way. Yeah, I mean my pitch Dave would be pretty simple. You got a 42 buck, you got a 42 million dollar house.

You want to buy it? You want to buy a sports team? That would be it to Dave. Want to buy a sports team? You don't got anything else to buy Dave. You got nothing left to buy. You want to buy a sports team? This would be the way to do it. Because this is the way where you're the only person who will never care about how like You could hire a million writers if you wanted to, you could hire a million personalities and everyone be paid what they're worth.

That would be my, that would be the pitch. But from a strictly, like, actual business perspective, it's like, it would be like, you don't have, you don't want to hire out a 50 person e com team, a 50 person sales team, a 50 person affiliate team. You don't want to have to do that. Like, why would you want to do that?

It makes no sense. It's the amount, it [00:57:00] sucks, but I hate to say it. But I can say it because I worked on All Commission. That's a lot, that's a middleman industry. It's a middleman industry. You don't want the middleman to be taking, like, you want to be in control of the flow of funds. And if you have something like MASH, you can see instantly, like, like, is this person, like, is this person that writes making me money?

Is this person, eventually, is this person that's podcasting making us money? Is this person that's making video making us money? And then you don't have to work and he could, Dave could sign on one dashboard and look instantly. This person makes me money. This person does what this person does, or you know what?

You can stay on and work here. But you're getting paid only what you provide if you don't want to work hard and you don't want to write 10 blogs a day, you don't want to do it. Okay, you want to write one, you get paid for one. That's it. It totally changes the model. It does.

**Marty:** And it's interesting. This has got to be scary for the content creators, right?

You [00:58:00] got to imagine there's going to be a parade of distribution of the ones that are producing the best content, getting paid the most and it's sort of, but isn't

**Louis:** that the, yeah, it's the way it should be. And

**Marty:** so you should incentivize good content,

**Louis:** good product. I mean, everything else in the world is, and you, it runs off incentivization.

So why would you not have to like, like, again, going back to like the FedEx thing, if you don't deliver the boxes to the house, you're getting fired. Why do you get to sit on the internet all day and do nothing? Like, that's just the way the world works. Like, why would you. That doesn't make any sense. It makes no sense how it currently works.

And I

**Marty:** mean, in this economy too, I think where interest rates are too, the companies, publishers, any internet company does not have the luxury that they were afforded between 2008 and 2020. Oh, the good times are over. The interest rate regime is such where you need to produce.

**Louis:** They're over. The, like we, again, everything's timing in life.

Like if you had to start Barstool today, you'd be in trouble. You'd be in major trouble. There's no more direct to consumer money like there was where everyone was just pouring millions of dollars into [00:59:00] every mattress company and every travel company and every beauty company. Those, that money's gone.

It's gone. I know it's gone. Like, that's not, uh, that's not me saying it as like, as Louis Rogers opinion. That's a fact. Those companies don't get funded anymore. Go and look at any VC. You're a VC. Go look at the VC thing. Go look at VC. That's why I brought it up. Go look at VC newsletters. You can see they don't fund any of those companies anymore.

That money is gone. It's gone. How, what are you going to do in the next ten years? And that money was

**Marty:** sustaining a lot of the publishing industry.

**Louis:** Oh, yeah, we, I mean. We made two thousand tons. Barstool is, is the best, most engaged audience and one of the best companies ever, but not everyone's Barstool. So like, you can't sell products like Barstool can sell products.

Like Barstool has so much O and O owned properties now, like the High Noons and I know Big Head has a coffee. Like that's, all that shit sells because they've been building that business for 10, 20 years. How do you do that today? It's very hard. It's really hard. And they've, and do you want, and all that money, all those direct to consumer brands, [01:00:00] they all went like, you know, is really doing it.

That's all. Like. Mr. Beast does it. Logan Paul has one. That didn't exist 5 10 years ago. You're gonna get, you're gonna get tooken out by them. Like all the money's gonna go to those guys. Or, not even really the money, not even the money, they're gonna just take the market share. You can't advertise, you can't advertise a drink if you walk into 7 Eleven and it's primed the entire thing.

Like, you can't even get the money because guess what? He ain't giving you the money to advertise it. He already owns the, all the shelves, he owns all the shelf space. And that's going to keep happening. So like, you have to think of a new model now. Like, you go in the, go in the, go in the 7 Eleven. You want to know what half of, half of the uh, shelf space is, is Prime or Mr.

Beast's candy. It's like, okay, you couldn't even advertise M& M's if you wanted to because you have no shelf space. They're not even, there is no shelf space for those brands. So you have to think of a new, a new monetization model, like now. And this is kind of it, this is one of them.

**Marty:** Yeah, I think, we talked about the chicken and egg problem earlier,

**Louis:** but I do think We gotta stop, I gotta make one call.

**Marty:** [01:01:00] Hello. Oh, we're back. How was your call? You're the only guest that would ever just let take a a 30 minute call in the middle of an

**Louis:** episode. There would be no podcast without me.

**Marty:** There really wouldn't. There wouldn't, so. I know we've reminisced about this in the past, but it is crazy to think that just a random DM to you, and um, a lunch at the Smith's in Flatiron led to this show.

**Louis:** I mean, we're here. What do you want, I mean, we're still going. I'm, I'm, I'm proud of you for still going, to be honest with you.

**Marty:** What's the first thing you said to me? What? Consistency

**Louis:** is key. It is. It is the key. Every day. I try to stay true to that. It's never, it's never, there is no, the internet doesn't sleep.

It doesn't sleep. I watch people, I remember the dude who, there was one guy that, that we were fighting with one time and he was like, Oh, I'm taking off. He's like, he's like the refresh, our company's taking off an entire month on the internet. You take off an entire month on the internet, you [01:02:00] lost. You're done.

You're done. You're done the day you decided that. You were done before you decided that. There is no off on the internet. It's always on. 24 7, 365. Double edged sword. It is, but it's also like, I don't know, man, would you rather be like an accountant? Like, I don't know, would you rather be like an accountant?

Like, I don't, I, I kind of, I kind of like to look at everything from perspective. Like would you rather be an accountant? I know I wouldn't.

**Marty:** Now I left the finance world.

**Louis:** Yeah. So like, it's a double edged sword, but it's a better trade off of like you do something you actually like to do every day. I like working on the internet.

I like it. I think it's fun. I think it's fun thinking up new things and doing new things. I couldn't imagine having a 9 to 5 normal job. Do you like working on Bitcoin? I do now that I understand what we're gonna build. Before it was just like, I don't know what this is, dude. I just did it. I just did it to do it.

And I just, I don't know why I did it to do it. But now it's like, [01:03:00] alright, there's things that can be built. There needs to be companies that are built. Big companies. Really big companies. It's happening. It is. I, it's happening in a way where there's now companies. I think people that don't understand Bitcoin can understand that's the answer.

That's why I'm in. If you don't even understand Bitcoin and I showed up to you, I showed up to a CRO or CFO of Forbes. I showed up with the deck and was like, this is what I see. This is what I see now. They can understand what I understand. Nothing about Bitcoin.

**Marty:** Yeah,

**Louis:** that's, that's actually the key. Now I'm thinking about that's the key.

When no one says the word Bitcoin anymore, then it won. Agreed. When you never say the word anymore, you're just like, Oh, this company just does this thing. It just works. It just works. There's no talk about Bitcoin. There's no talk about anything. There's no talking about the underlying technology. You just talk about the companies.

No one talks about email as a company. It's like Cloveo or they're, [01:04:00] they're Substack or B. It's like, no one talks about email. And I feel like we're getting there. We're just breaking the, it's like beginning game, which it sucks, dude. Because like it's a grind. I wish I was like 21 doing this.

**Marty:** What would, what would 21 year old Lou look like in this, in this industry?

**Louis:** I mean, I was a maniac, maniac dude. I knock on people's doors. I would sit in people's offices. I'd be like, you're doing it. Or if you don't do it, I'll be back in a year with the. Data and you're gonna do it. I know you're gonna do it. I mean, I guess I can still do that I'm just I get tired now, dude I get tired.

We're getting older. I know. I miss meetings. Cause like, I just can't wake up cause like I'm out partying. Like before it was, I was out partying and now it's like, I just can't wake up. I'm too tired. I need to sleep eight hours. So now it's not even like, Oh, like I was at the club all night. It's like, no, I just can't wake up cause I'm tired right now.

I'm old. Yeah, I'm old. I'm old. We're not old. We're still young. [01:05:00] We're young, but my body tells me I'm not young anymore. Yeah. My body used to be able to rip it. I could go out every night and get up and work. If I go out one night, it's over. If I have more than three drinks, it's over. It's done. I'm done.

More than three, I'm not getting up. I like older sober Lou, though. Yeah, I mean, you guys are ripping wine at the house. If you see me drink one drink, no. No, you don't. No, because I just know my body now. I know I can't do it. I know we're at the point of like, if I'm going to go build something, I cannot be out.

It's gotta just be build it and do nothing else.

**Marty:** Yeah, uh, I haven't seen Build Lou. What? I haven't seen Build Lou in six years since

**Louis:** we were... Yeah, because I mean, I, I like, I do like, I like, I like to have fun. I know, I like to have fun, like, I like to have fun. But, now I'm like, alright, if I'm gonna build something, I can't go out.

I don't go out anywhere. I just don't go out. I can't do it. I can't go out. Stop.

**Marty:** Back to what, uh, [01:06:00] I wanted to touch on before you hopped on your call. Chicken and egg problem. Which is like, and I was thinking about it while you were on your call. That's the biggest hurdle. Not only that MASH has to get over, but just Bitcoiners in general have to get over a very obvious problem.

Not everybody has Bitcoin. And we are building an industry in tools and companies that are essentially dependent on people using Bitcoin. Correct mash being one of them and comparing the value for value model that mash is tapping into with individual publishers and comparing it to podcasting 2. 0 Where you just plug it into your rss feed and then you hope that

**Louis:** podcast right?

I gotta change my dip, too

**Marty:** Sorry, you didn't have to interject you

**Louis:** could have just done it while I was talking. Yeah I felt like if people see it on the screen and be like, what's this guy doing? But go keep going

**Marty:** Yes, but podcasting 2. 0 you're dependent on apps to implement lightning wallets and Connect to that value for value model and RSS.

Um, but I think what mash is doing, I think [01:07:00] it's really interesting because the way you're going after individual publishers. So tftc. io as an example, like the content. I produce there, obviously we're syndicating other people's content, but like Marty's bent my newsletter and the content I write lives on that site and that site alone.

And because of that, like if you, like I own, I don't have to go and depend on somebody to build something to syndicate my content. Like I depend on fountain to put a Bitcoin wallet in. People want to interact with my content. They have to do that on my site. So.

In the chicken, in the chicken and egg

**Louis:** problem. Did you just freeze on me?

**Marty:** Go on, keep going. I did freeze a little bit, but in the chicken and egg problem, like I'm trying to articulate this appropriately, Um, I think it's much stickier online publisher model than podcasting 2. 0 where people are forced to go to these publishers to consume the content they want and then as soon as they see others [01:08:00] reacting to that content they'll be incentivized to be like, alright, I'm going to load up this wallet and begin interacting as well.

Yeah, I mean If where if people can listen to this episode on Spotify that doesn't have that and they're not forced to see Like the the booster grams and stuff like that. So I don't even know it exists like on my site It's gonna be very obvious

**Louis:** if we can go two or three years in the future It's like if a hundred sites have it and they're charging five cents an article every site's gonna have to do it Because there's just gonna be like the, the, the economics of the, they just won't be able to do it.

They won't be able to compete with those people. Yeah. They won't be able to. It just doesn't make sense. They won't be able to compete in the world of like, okay, everyone now is gonna pay pennies on the dollar to read something. Your subscription model is gone. Because why would any, no one's gonna want, no one wants to do subscription to begin with.

So that's the, that is the, the knock on wood inherent feedback loop that ends up happening eventually. Is it like you pay for content either in [01:09:00] interactive features or reverse subscription model or donations in a way that, that makes it seamless, easy, and you're not locked into anything. Yeah,

**Marty:** that like, but that is all dependent on the wallet being funded in the first place, which is like, that's the biggest hurdle for this whole industry is getting the wallet funded, which means getting Bitcoin in people's hands.

And

**Louis:** so, well. The problem, I thought about that too, because that was my biggest fear too, it's still the biggest fear of this thing, is that there was never a reason to fund the wallet. You never had a reason to fund your wallet. What was the reason that you would do it? Like, like, it's not like you want to walk down to the store and buy something that's on Apple Pay.

There has to be a reason to do it. This is a reason that didn't exist before. It doesn't, it, you have to give, you have to give the end user a reason to do it. And just the simple fact of being like, I don't have to, I don't have to do a subscription and I can read something is like the friction, it becomes [01:10:00] frictionless.

You don't got to worry about the idea of like, I don't, I never can read this article cause I'm never paying for the subscription.

**Marty:** And that's where the reason we were on that retreat last week was just like, all right, as an industry, how can we collaborate to make that? It's not the sole thing we focus on, but one thing we talk about to make it easier.

For people to get off zero and like when I think about mash and just web wallets generally like extensions Progressive web apps. It's partnering with companies like cash app strike river to make it as easy as possible

**Louis:** I mean it

**Marty:** works on every wallet. Yeah, I know that but like literally We'll just use cash app because it's the most downloaded fintech app in the US like once they Implement a strike like feature where somebody doesn't even have to own Bitcoin on cash app But they can just scan a QR code and spend from their dollar balance on cash app and get Bitcoin on the other end.

I think that's game over. And if you can articulate that to the end user, where it's like, Hey, [01:11:00] you have cash app, you can fund this wallet in three seconds, just put

**Louis:** 5 on it. You want to know what I think was one of the, I mean, COVID was the worst fucking time ever. But you want to know what really helps the Bitcoin industry is everyone had to use QR codes for like two years, like a year.

It helped the world, like it helps that industry. It sucked because it was the worst time ever, and it makes no sense, and COVID was a fucking, probably a scam. But, from a simple fact that every user had to go on and use a QR code, no one used QR codes, they've been around forever, nobody used them. Not people who are completely comfortable with them.

No, everyone used it, because they had to go to a restaurant and use it. It's like, you had to do a daily, something you have to do, you do daily, you had to use a QR code, you had to use a feature. The Bitcoin lightning network really needs bang. Everyone knows how to use it now. Not even, they knew how to use a QR code before but no one did it.

The consumer behavior just didn't shift. It made them shift and now everyone has to do it.

**Marty:** Yeah, COVID made them force, uh, force them to practice QR code

**Louis:** interactions. Yeah, and [01:12:00] that's, that's actually a huge play for something like this. Cause it takes two seconds

to

**Marty:** it, done. Yeah. Yeah. And then once. Like if you have a mash account to that, you don't even have to

**Louis:** like scan QR code. No, but I'm just thinking from the straight like people that are gonna be like, what is this? What is this play? Like yeah, if you have a, if you have a Mac, we have a wallet. We have a wallet.

You just, you can load up, you can load up 15 into it because I don't, I don't know the FinTech rules. I stay out of the way of the finance side.

**Marty:** Hand me my phone. Let's do it right now. Logan, pull up the site. I'll donate a dollar to myself using a QR code. Let's see how long it

**Louis:** takes. And then I hit the heart on the left.

Let's see if it works. Hit a dollar invoice. This is a, this is a test site guys. I just want to be real. I've been, I've been using this though. The real site goes live tomorrow.

**Marty:** Uh, you got to hit support 1.

Uh, pay with, pay with lightning

**Louis:** wallet. Oh, Marty's [01:13:00] standing up. He's on the chair. He's on the table.

Live. It worked? It worked. Oh, it worked.

**Marty:** It worked. Your payment of 3,

**Louis:** 502 sets. It worked. There we go. Yeah. It works. You made it

**Marty:** work. Just did that with Cash App. And so it's like, hey. That's probably something we need to work on on our site too, for people who come and aren't Bitcoiners, just educating them like, hey, if you want to contribute,

**Louis:** we don't take dollars.

We've been, there's a lot of education needs to go on. You need to write some articles, you need to do some videos, maybe a, maybe a song and dance. I don't know what you're going to do.

**Marty:** You're not going to want me to sing.

**Louis:** I can tell you that I don't think I want you to sing these eyes. Stop that, dude. I don't want you singing ever.

Dude, that was enough. That don't that that three seconds is enough of me singing these eyes. I've seen a lot living.[01:14:00]

I, I can't believe that's in my ears right now. . I can't believe I have to do that right now. Are we gonna win, Lou? I think we're gonna win. I think. Um, I don't like to make promises that we're definitely going to win because this has been a long journey, but I told you it was going to be long from day one, but we're closer than we were when I met you way closer, way closer, way closer where the technology can do stuff that, uh, that current technologies can knock.

That's the key. Once you can start to do things that no one else can do, you win. Yeah. So it's, we're getting there and we're getting to that point where it's like, Oh, this is not possible in the current ad stack or monetization stack for a publisher. And then if we do it on this side, someone else does it for another industry that I don't know anything about.

And that's how we just keep

**Marty:** going. Yeah. We're talking about ads to have been shitting on ads, but there's a way that you could actually make better

**Louis:** ads [01:15:00] with this. We have a way to make better ads that we have. There's a few things up our sleeve. I don't want to get too into like the weeds of everything that can be done because then you make, you start making, you start,

**Marty:** then you have marketing leading engineering and the engineering team doesn't

**Louis:** really like that.

Yeah. And I don't. I don't know if I, um, like I said, um, they build the furniture. I hold the sign outside. The first sign I'm holding is TFTC. I ain't ready to hold any other signs right now, but I'm holding the sign. I hold the sign and, but I'll pull the sign if I have to. Yeah. And I'll not, if I have to, I'll hold the sign when I think it's going to work.

Yeah. I don't want to hold any old sign outside. Probably the best furniture. It's got to be the best fucking couch. It's got to be a cloud couch from, from, uh, from restoration hardware. I don't want to hold it. That's what I have. You like my couch? That's what I have too, but it's not here, it's still in New York City.

It sucks. Oh, it's in Philadelphia. It's just sitting in a, in a thing. Yeah. I mean, no couch, because your brother left me with no couch.

**Marty:** Yeah, he told me that

**Louis:** yesterday. I was pretty disappointed. Where's Lord Miles going to sleep? [01:16:00] We don't know. We got to get Miles a visa first. Well,

**Marty:** don't you get, like, your

**Louis:** life is crazy.

The Lord, man Just just in my life now in my life. You pull all

**Marty:** these characters into your life I I don't I think I might be

**Louis:** the calmest character. You are the calmest of the people I got Miles is the most He could probably be the biggest youtuber in the world one day, but he is the wildest I've ever pulled in By a large margin lot wilder importantly From a strict, I'll do literally anything.

Yes. Not saying that you pulled poor man. No, I'm that boy. No, I, that was the, I got lucky and met Dave, but miles is the wildest by a large margin. Yeah. No, I've seen it. I know. I went to I went to the I went to the border with him. Yeah, I was there I was in I was at in one of the videos. It is not for the faint of heart I'd help you guys rent a car.

You did rent us a car because I couldn't rent one. I don't know what happened that day [01:17:00]

**Marty:** Contributed to the miles concept freaks Do you view this as like a redemption arc

**Louis:** for me? Yeah, I don't know about like redemption arc it's more just like I think at one time I was always like redemption, redemption, redemption, and then they put me on like fucking Seroquo and I'm like, I don't think about that stuff anymore.

I'm very calm now. It's kind of crazy. I'm calm. I know you are relatively calm. I'm relatively calm now. I'm very calm in the past six months, which is very much calmer. Just like it's more just like, let's just do it. I mean, what else would we do? There's no revenge, there's no sharks. Like, what else would we do?

What else would I do? Am I going to just get a nine to five job and like sit there? Like I would, I would quit in two days. Like I can't do that. I can't do that. So like, it's gotta be something, we gotta do something that's, that's like a grandiose thing that's bigger than anyone ever thought of. I can't work any other way.

I get bored. I just quit. So this is the biggest idea I see. I did a lot of DD on ideas. I mean, you've been a part [01:18:00] of some big ideas. I've been a part of some big ideas that this feels like it's the biggest one without a doubt. If it

**Marty:** works. Total addressable

**Louis:** market. I mean, it's the entire internet. It's not just, let's just build a web.

It's the entire internet. It's in the only thing that's left to it's, it's the internet. Like what else would you, everyone works on the internet. Everyone needs the internet. This is take trying to go after the entire internet. Yeah.

**Marty:** And I know it's a buzzword, but like.

**Louis:** Yeah. I mean, we're either, I mean, people would be scared of this, but I'm not scared of this. I love it. It's either we're taking out some fang companies or we're not, or we're losing. That's it. There's no middle ground in this one. I'm telling you, there's no middle ground in this one. There's no like selling out.

There's not. It's we're taking out a fang company. Like these fang, we're going to, we're going to mess with their business or we ain't, this ain't going to work. That's the, that's the power of what Bitcoin and lightning is. It's re, it's, [01:19:00] it's just an, it's going to happen that way or it's

**Marty:** not going to work.

Relying incentives in a way that pushes people away from the platforms. And that's the other thing too, like Ghost, what we run on our site, what MASH is integrated in with TFTC, like that is getting better and better. It's getting easier than ever for people to run their own websites, to run their own publishing

**Louis:** platform.

Yeah, like think about like what you're seeing with ChatGPT and all those things. It's like, I thought about this too, like. A couple of months ago when I was like, I was like, you're going to be able to type in and create a website instantly. It's going to be better than WordPress and going to be better than all these.

You're going to be able to do things that are better than Shopify instantly.

**Marty:** I saw Will Cole playing around with one of those. He was literally prompting, all right, here's what I want this screen to look like. I need these buttons, these shades, these colors. And I was like. He said it would have taken a competent front end developer like six hours he did in 30 seconds.

**Louis:** Exactly. So if that's the world also on the just a strictly business perspective of like everyone can build A plus websites and it doesn't take any time to [01:20:00] do it, you're, you, we can go back to the world where websites actually matter. You don't got to worry about like Twitter content and you, and content that like is controlled by the platforms.

You can just build a website in 30

**Marty:** seconds. Yeah. And I also think, I do think Elon's one of the most perplexing characters in the world right now. Like, I'm not sure I'm picking up what he's putting down, particularly with Twitter. I

**Louis:** think it may be... He has some really good ideas, but then I feel like there's a lot, too many ideas.

Like, his idea of turning Twitter into, like, the universal, like, Everything up. No, no. But the universal, like I can call you on the phone or it turns like basically take out LinkedIn is the best idea he's had. And they tweeted about it once. I never heard about it again. It's like, like, go like you get rid of link because LinkedIn trash.

No one goes on it. No one uses it.

**Marty:** I haven't had

**Louis:** LinkedIn since like 27. It doesn't work. So like that was, but then there'll be [01:21:00] 50 other ideas and it's like, all right, like what is the, what are you really working on? Like what is really happening here? Yeah. Like, okay, like, yeah, obviously they, they are paying people, which is good.

That's smart. Finally, uh, people spent 10 years tweeting about it and didn't make a dollar. Like all the engagement didn't make a dollar, but I don't, uh, he just has too much going on. And like, there's, they need to turning into an everything app, which obviously, you know, that's huge in Asian countries. I don't, that's going to take a

**Marty:** long time.

Not only that, but I think the pressure from government's going to be so immense that it may be and everything up, it'll be extremely neutered.

**Louis:** Yeah. I could see that happening though, where he just gets, he's got, he's got his hand in so many things. It's like, mate, I don't know, I'm just, Twitter's still the answer though to like the best place to get information that really matters that no one in the general public is going to know for six more months.

Yeah. [01:22:00] That's true. Like I'm in the backend fixing your website. I'm like, you're writing about inflation a year ago. Now it's like, Oh, it's really, we see all those people like putting off their Twitter, like being like, I can't afford food. I can't afford food. You were writing about a year ago. You're like, it happened a year ago.

Everyone on Twitter was talking about a year ago.

**Marty:** Yeah, you can go back to March 2020 when they started the capital injections into the economy. I was like, this is not going to end well. You're shutting down the economy, cutting off supply, injecting dollars, prices

**Louis:** are going to go up. But that's why I think Twitter still has value, because where are you going to get all that information

**Marty:** at once?

Maybe Nostr in the future. Are

**Louis:** you on Nostr yet? I don't understand Nostr. The things you tell me about Nostr are wild. Like the things you can do are creepy. Interesting and awesome, but I just, uh, right now, I think that's one of those ones where I'll understand it in three years and you understand it now, like, oh, he's like, I don't understand it yet.

I get it, but I don't understand the, the working, like how

**Marty:** it works. [01:23:00] Nostr is where Bitcoin was when we first

**Louis:** met, I would say. Okay, then I want nothing to do with it right now because I can't understand all this.

**Marty:** With that being said, it's much easier to build stuff. I think development in Nostr will happen

**Louis:** faster.

It seems interesting. Some of the things you show me are crazy, crazy, crazy, interesting, but it feels like it's going to be super hard to just like, I don't know though. I mean, I mean, tick tock did it with people dancing. Like we got some teenagers that dance next to, you know, we have a massive app. That's literally how it worked.

That's all.

**Marty:** That's all tick tock. Okay. Well, that's how I think Nostra gets big is Elon. And others in his position across social media companies in the industry are just forced by the government's completely cuck and neuter and Noster makes it literally impossible to do that. And so people who are fiending for that particular information, like I would not be surprised If you're not allowed to talk about inflation In countries like Canada the UK well

**Louis:** [01:24:00] us we didn't Canada's What is Canada doing?

**Marty:** It's got the Cuban nipple crisis. You got Fidel Castro's son, who's president.

**Louis:** Like Do these, do you think these people really believe what they say? Do you think or they're just like, they just know it's, or it's what I always say that, that Washington DC is just, it's basically, it's basically Hollywood.

It's Hollywood. Everyone just making up shit. They're just making up shit. They're all actors. Like is is Like that that's what I feel like they're all actors. They're just everyone in Washington. She's just an actor They're just talking a line like the same way a director would go in but talk this

**Marty:** line.

Yeah lobbyist comes in says, all right Yeah,

**Louis:** say this there's money. Yeah,

**Marty:** say this. Yeah. Yes, it's pretty much how it works.

**Louis:** They're all scumbags. It's scary I couldn't imagine working in politics seems

**Marty:** so miserable But we got to tell people our plan for Philly politics, though

**Louis:** well If we get rich, I ain't [01:25:00] doing it.

But if we don't get rich, I'm going to become the mayor of Philadelphia and you're going to be, I'm going to be a majoring candidate. You're going to run the backend. I'm going to be the guys out there screaming like, let's go, let's go, we're doing this one more year. Like, yeah, no, four more years, whatever.

I don't even know how, I don't even know, like, but to be honest, Philadelphia may be unsavable. No, we can save it. Philly's. You think, I don't know if we can save the Northeast, dude. I told you I was in New York at 1 think you'd be in Texas? No. I was in New York at 1 p. m. There was nobody on the subway on a Tuesday.

It was like, I was like, this is wild. There's nobody here. Where is everyone? Yeah. And do you think people like it? I think I would hate it. I think I hate it. I hate it. Well, you just left. No, but I mean like, I just hate the whole like, Work from home culture that was like, people are like, I want to work from, I want to like, it feels like everyone has to be miserable.

**Marty:** It's not easy with kids, I can tell you that. Like, I literally need to come in here to get work done.

**Louis:** Yeah, and [01:26:00] it's just being like, there's no routine in that. There's no routine in like, sitting in your, sitting in your underwear all day long and typing on your computer. Yeah,

**Marty:** it is a

**Louis:** routine, it's just not a good one.

It's not a good one. It's not a good, it doesn't really bring it. And, and also like. The other thing I think about a lot too, it's like, how do ideas get done? You're not doing real ideas over like just over zooms ideas come off of just Crypto capital is not built without zoom. You ain't here. Yeah It's like doesn't happen.

It doesn't happen. You got to meet people. You got to be in the mix You got to learn things you got to do no shit. You're

**Marty:** like you got to be there for those times of inspiration Yes, like crypto capital. We were just sitting that corner and then we're like, oh First episode about the history of

**Louis:** Bitcoin start right?

Yeah, like how does that even happen if you're just like sitting over zoom? Doesn't happen. I Hope humans want to be around other humans though. I just it weirds me out. It's weird

**Marty:** We'll always want to be around other humans. That's why we do the Sunday dinner shooting on the Sunday dinner. It's literally a Tradition,

**Louis:** okay people together.

[01:27:00] I'm in on the Sunday dinner. I'm just out on you telling me you're tired from going to a spa That's the way I felt. I wasn't mad about the dinner. I like food. I like to eat. But I'm just like, you saying, oh, I'm tired to go to the spa. I'm glad, I'm glad your wife was like, ripped that right away. She snatched that one back.

I was like, thank God someone snatched that one back.

**Marty:** Yeah, you're making it seem like I was just like, at a spa the whole time. I was at a spa for an hour. During a three day

**Louis:** trip. Uh, I, I'd like to see some receipts of, of what was done there.

**Marty:** You can go ask, there's some people who are there,

**Louis:** outside this window.

We'll ask them tomorrow after, when we launch this website. Cause this is, this is the, I mean we're in. I'm in, I'm here. I ain't, said I ain't going anywhere. I live here now until we're big. Minimum. We're gonna be big. I think it's gonna be big. I think there's gonna be a big one.

**Marty:** Timing of this is gonna be perfect, cause we're relaunching the site, new strategy.

We're gonna have a shit ton of really good content. On the site. Obviously, we have the mash tools [01:28:00] integrated that's going to drive a lot of interaction and allow you guys who read the stuff and listen to this podcast to really have a fun experience on the website and then contribute to the show if you want to, to the, to the media company.

Thank you for contributing. Um, but then timing all this, you have like the fake black rock ETF approval announcement today. Like the price is gonna do what it has done historically. Inflation is going to keep doing what it's doing. It looks like world war three is about to break out and people are desperate for an answer to these systemic issues that exist in the world.

Like I told you day one, Bitcoin solves a lot of these things. You fix the money. I think you fix the world like the timing of launching this now before we get into the bull market show. We've seen this historically since we launched in 2017 we got a lot of People listening right away because we were in the middle of a bull market bear market comes You drop down a little bit plateau next bull market comes you have overshoot the last one It's like [01:29:00] follows the Bitcoin price chart like we're setting up with this Relaunch of the site and the show just keep doing what we've been doing I'm very excited for the next bull market because I think we're gonna see a lot of people coming Particularly learn about Bitcoin and inflation.

They'll come to TFTC. We're to get our SEO,

**Louis:** right? We're going to get everything right. We can't, we're going to get everything right because this is, like I said, Uncle Lou's getting old. He can't keep doing this forever. I

**Marty:** can't be doing this when I'm 60. My goal is to help you make this your last one and then we can

**Louis:** go chill.

Thank

**Marty:** God. Then we can go chill. Where are we? Where are we going to chill? Monaco?

**Louis:** You're pumping Monaco. Nah, dude, I can't. I love it, but I can't go. Dude, that's too much. You got my wife all bulled up on Monaco. We can go, but I can only go for a few days. I have too much fun. It's too much fun. You gotta go to F one.

It's too much. We can go, but that's too much fun. I've been there. It's too much fun. It's fun. Like that's a place where, you know what? We can go and I'll just, you can hold my wallet. Okay. That's how I'll do it. We'll go. But you hold my wallet and I'll, and I'll, I'm like, I [01:30:00] need this for the casino. You'd be like, no.

And I'd be like, all right. That's the move.

**Marty:** Well, you

**Louis:** haven't been betting. Yeah, I don't, I don't do it anymore. I mean, I'm, I'm in on building this thing. I'm in on building now. We got, there's parts of my life where I'm like, all right, now I gotta build. I know that there's a part where everything in the world's fucked.

Let's just, if we don't build, you're going to get, you're going to get screwed. And this is definitely the most fucked it's ever been. Like, I knew it was fucked. I knew college was fucked. That's why I, like, didn't really want to go. But this is the most fucked it's going to be. And it's not getting better.

Yeah, we

**Marty:** were talking about, I think it was two weeks ago when you were driving me home. Like, yeah, you mentioned it. And it's like, we talk about it a lot this show. And I, I love using you as a barometer for... Like people outside of Bitcoin, how they view the world and don't obsess about like the macroeconomic landscape, inflation, monetary policy.

But you said something that is really sad and I've been opining on it for years. It was like, people like literally can't afford to have kids. Like you're like telling your friends, like, don't [01:31:00] have, like, how are you going to have kids?

**Louis:** Like you can't. How can you can't? I think you can. It's just very hard.

You can, but how is anyone living off of? Like, how is anyone living off of their, just their nine to five job? I don't know how people do it. Like, I don't know how, like, I don't have kids, so I can't, I don't got to worry about it. You have multiple income streams. How do people live off of just like the nine to five?

And guess what? The people I meet that I think. The people I meet that are outside of Bitcoin and I think they get it, but they don't get the real ramifications of like there is no answer besides this. Like that's the thing, I don't, if this, if Bitcoin's not the answer, what's the, there is no answer.

That's it. That's Bitcoin. But that's what I'm saying, there is no other answer. If you, if this is not the answer, what, if it doesn't exist right now and we're in this environment, what's the answer? No one has one. We just all go broke. The government just [01:32:00] prints more money. But that, that means we go broke.

Yeah, we're going broke. Yeah. Can't keep printing unlimited money. It doesn't work like that. . It doesn't work like that. Everyone sees it now. Like we set the earth, we were in the car. I was like, we didn't see the videos of people being like, I can't afford my grocery bill three years ago. Yeah, it's everywhere on Twitter now.

Didn't exist three years ago. Yeah. Like I know everything's more expensive. I just know I don't have kids or like, I don't think I worry about myself, so I don't really worry about it. But I couldn't imagine if I had like a family to feed what I would do. Cause it's not going to get better anytime soon.

Yeah. That's pretty heavy. It's scary. It's really scary. If people aren't scared, then they're just not, they don't, if they're not scared, they just don't want to think about it. It's like one of those things where like you're in like a bad, yeah, you're like in a bad marriage. Like I'm staying in the marriage for just ever, just cause I'm, I've been married for so long.

It's like, no, it's not going to get any better. This isn't going to get better. We ain't getting, the government's not going to fix [01:33:00] this problem. There's no doubt about

**Marty:** it. That's, I mean, Truth for the commoner. That's the goal of the website and the show is like get that message through to people that message number one overall.

Yes, Bitcoin. But first of all, do not look at the government to solve your problems. They created all of

**Louis:** these problems. Yeah, I mean the dude who did the dude the bearded guy who did that song like that was the first like I was like Oh, that's a wake up. People are really starting to wake up to this thing.

Yeah, Oliver Anthony Oliver Anthony. That's his name It's like okay, that's a wake up call. Like there's this isn't getting the ink fixing this thing for you I know it's just like I don't know if I don't know how bad is that to get that people realize that it's bad Really bad. I is pretty bad already.

It's bad, but Are we gonna have to get, like, I hope we don't, knock on wood, are we gonna have to get to, like, soup kitchen type things before it's like really, people really wake up and they're like, okay, this is not, we ain't, we need to either. Yeah, the bread lines. Yeah, we either learn about Bitcoin and learn how this can actually [01:34:00] probably work, or, or we're just screwed.

Everyone's screwed. Everyone's screwed now. But I don't, don't think, I don't think most people think about it. I just don't, I don't think anyone thinks about it. Well,

**Marty:** you're pining me, or shitting on me for being a VC, but that's. Again, the vision, looking forward, taking everything you just said into consideration, knowing that people have not fully woken up yet, but these problems are going to persist.

They're going to get worse. They need a solution. I mean, that's what we do at 1031. That's what we do at TFTC, 1031, we see, alright, people are going to need these tools, let's invest in the companies that are going to build them, so it's as easy and seamless as possible, when people wake up, and they can just onboard onto the network, and then with TFTC, it's like, alright, let's just continually put out this signal day in and day out, so that when people are ready to seek the answers to the problems that they're living through, the information is just there, like, hey, I know [01:35:00] Biden and Yellen and whoever are telling you that it's okay, the government's going to fix

**Louis:** the problem.

It's not going to happen. It's 100 percent not going to happen. I don't know why anyone thinks they're going to fix anything. I mean, I don't like, I think about like the Trump stuff and I'm like that dude, like they'll ruin that. Like, is he going to allow the run? They're doing everything to get that guy not to

**Marty:** run.

They just put more gag orders on him. He's not even allowed to like, talk about particular things. And he's campaigning, and you know him, he's definitely gonna

**Louis:** get some loose lips. I mean, Trump broke everyone's brain. He, he, he was the, he was the canary in the coal mine. I

**Marty:** think he's one of the funniest

**Louis:** people on the face of the planet.

Funniest person that ever lives. My favorite, funniest person that ever lived. We take the spectrum of the let's fight about Washington D. C. shit out and just being the funniest. He's the funniest, one of the funniest people that ever lived. He's like, he's been funny for 70 years. 60 years, 70 years. He's been funny for at least 50 years.

A minimum of 50 years he's been

**Marty:** funny. And I think [01:36:00] it's funny because he breaks people's brains. It's like, why do you let this guy get to you so much?

**Louis:** That's the other thing. I don't get, like, I don't get how people would be that into politics. Like, to be like, to be like, I don't like, I got to fight this guy.

Like, like what? Like I could see like lobbyists in, in Washington DC because that's, if you look at it from the strictly Hollywood thing, there's like, I want to watch my movie versus watch this movie. But like any normal person who would care, I don't know. I would. I would. I, I would vote for whoever is going to do the, I know, not, sorry, I would, I think I'm out on anyone that's a career politician going forward.

If you're a career politician, I'm out on you. And I think Trump was the first one who like totally chipped away at that or he's not a career politician. And I think that's, that if we're ever going to fix the world, Bitcoin and really fix it, there can't be any more career politicians ever. They got to just go away.

**Marty:** Every four years, maybe, maybe we do like an eight year term limit. Just

**Louis:** like get out of here. Get out of [01:37:00] here. You can't be in this thing forever. Why are you

**Marty:** still here? I mean Dianne Feinstein was literally couldn't

**Louis:** even say yes for us. Someone said something the other day Joe Biden Was closer to the fucking Abraham Lincoln inauguration when he was born than his own inauguration.

It's like that's how old he is. Yeah, he was closer than the Abraham Lincoln. I don't know if this tweet's true, I saw it on Twitter, that he's closer to the Abraham Lincoln inauguration than he was to his own. That's, it's too old. When was, I don't know, when was Abraham Lincoln, uh, inaugurated? 1850s? Could someone tell me this?

He's Googling right now. We got a little Googling. No, it had to be later than that. That'd be 80s. When was, if he was, when was he born? When was Joe Biden born? And when was Abraham Lincoln inaugurated? Because if that's true, it's like, dude, what are, what are we doing? Why are these people like...

**Marty:** Yeah, that's like the, uh, the dinosaur stat.

Um, where you live [01:38:00] closer to the T Rex and the T Rex live to, like, uh, the bronchiosaurus or something. I'm butchering the actual

**Louis:** dinosaurs. I really, I saw someone tweet that and I, I hearted it and I was like, this is, if this is true, this is the wildest thing ever. Why is this dude our president? He has no He can't even speak.

He can't speak. He can't walk. We don't know if he's a po like He's pretty corrupt. Pretty corrupt. Can't speak. Can't walk. Can't walk. It's like, but then you have those people, those are the people making rules about the internet? Like in the next level of the internet? They don't even know how to use a phone.

They literally don't think they know how to use They can't even speak. Like, if you, uh, are we right or are we wrong? It's, it's close. It's like almost the same.

It's like right there? Yeah, it's like right in the middle. Yeah. Close enough. Close enough. That he shouldn't be the, he was born close to the inaugur or like right around the inaugur that he got inaugurated. That Abraham Lincoln.

**Marty:** Well, he was [01:39:00] closer to Lincoln's inauguration. He was born and then his inauguration

**Louis:** after being born.

Yes. Yes. Pretty close. If it's even close, that's a little bit of a sign that this guy should not be president. And then it's like, Oh, we're going to run out of it for four more years. Get out of here, man. I don't think he's going to make it.

**Marty:** No. I don't think he's going to make it to like the next election.

So he looks like he's, I mean, I don't want to. You can speak uncouthly about the president, but he's not

**Louis:** looking good. You can speak uncouthly about him. These people are morons. They're evil too. They're morons too. I don't like to think anyone's evil, but I just don't know if anyone is like, like, it's not a job anymore that anyone is like proud to have.

It's like, just like, Oh, I just went in the, like, would you really go into politics if you were smart? No. No, like no, the answer is 100 percent no. So like, what is the, you're really going to tell me that people in like their 30s and 40s, like, like I always say, she's an idiot. [01:40:00] I'd say it. She's not smart.

Like, what I really want her to run the country, like there's nobody that like, has like any like, Oh, but then you have people that come out of nowhere and that like, like, like that's what we need. More people like Trump that like actually did something with their life and then just got into it later.

That's the only way we're going to ever have a, Politics is going to come back in a way that makes

**Marty:** sense. I think we just need to dissolve the federal government, push it back to the states, just let the states make their own

**Louis:** decisions. But if the states make it, we're, Philadelphia's dead. Right?

**Marty:** Uh, I don't know.

Maybe western Pennsylvania could save the state.

**Louis:** Maybe.

**Marty:** Western Pennsylvania, I mean, as soon as you get to Lancaster, everything else, maybe minus Pittsburgh, is pretty, pretty red

**Louis:** in Pennsylvania. Yeah. I mean, Philadelphia's one of the scariest places in the world. So it's like, literally one of the scariest places in the

**Marty:** world.

How do we fix Philly? I

**Louis:** don't know. [01:41:00] I mean, maybe the Manchurian Candidate would work, but we got, I ain't doing that yet. I don't know if I'm ready to be in that world yet. I got to see how this all, this World War III thing plays out. I don't know if I want to leave Texas. I'm dead serious. Like, seriously. I don't know if I want to be in those states.

Do you feel safe in Texas? It's safer. Yeah, it's definitely like a it feels like it's like alright if I if I have to go buy something for protection I can do that. I don't got to worry about like like can't do that in New York Nope, like it They want someone's take over New York to take it over Manhattan There's no there's no you can't like there's no there's no one there has like that has guns It's got it's over the criminals do criminals do

**Marty:** yeah Guns like drill doesn't work.

Criminals are always gonna criminal. They're always gonna get

**Louis:** their guns. So like, that's why I'm like, I don't know if it's saveable. I don't know if it's saveable. I mean, you look at the video, it's like, like, San Francisco looks like, San Francisco looks like a fucking third world country. [01:42:00] Yeah, so does the Frankfurt L.

But that always did though. Yeah. It always did. Even when I was growing up. But now it feels like it's getting, it's more like getting worse. Where it's like, alright, we don't even have time to police all this stuff because it's

**Marty:** so bad. And we're not hiring the police. Police a cab as a policy

**Louis:** has not been good.

No, I don't I never understood to get rid of the police thing Like that's crazy. Like what? What do you do it? There's no police. You're gonna police yourself like no No one's gonna no one to do that. You're

**Marty:** gonna send in mental health workers to

**Louis:** deescalate the situation. No, they ain't gonna work either Like, there's no, none of this shit works, dude.

None of this works. It's like, we live in a wei I don't want to say we live in the weirdest time. Everyone probably thinks that. But like, this gotta be, this gotta be the wildest time since World War II. It has to be. We are on the precipice of World War III. There's no doubt about it. It's literally like, at our doorsteps.

I saw a tweet today that they told, that [01:43:00] they're two thousand, told two thousand Troops. Troops to get ready. Yeah. What? That's the, that's the start.

**Marty:** I think it started years ago. It'll be like, It was

**Louis:** COVID. Future history

**Marty:** of books would be like, yeah, World War Three actually started in 2020 or 2022. Ukraine, Russia, maybe, who knows,

**Louis:** but yeah, if they can't tie it to COVID.

I

**Marty:** mean, yeah, maybe it was COVID. COVID was a bioweapon. It's becoming

**Louis:** pretty clear. Yeah. I mean, I don't know if like we're, I don't, I don't, I don't know where this all ends up, but I know nothing is going to end up good. I know. And that's going

**Marty:** to end up good.

**Louis:** We're going to get through the other side. Yeah.

But like, where is the, everyone being like, we don't want World War III. You don't want war. War is not the answer to anything. Agreed. You don't want it. There's no one that wants war.

**Marty:** Especially in this day and age with

**Louis:** all the technology. Yes, you don't want war. Like you just don't [01:44:00] want it. Everyone can scream about war from their Twitter.

But if war shows up... On your doorstep. On your doorstep, you ain't gonna want war. You ain't gonna want to be in war. Someone that gets their hair cut at the, at the Frankfurt and L line still to this day still gets his hair cut there. Sometimes you do not want to be in that situation. No, you do

**Marty:** not. Well, that's like going back to the scumbag politicians.

You have people like Lindsey Graham out there. Like, come on, let's go bomb Iran. And it's like, he's

**Louis:** never going to go. Yeah. You want to bomb Iran? How about you go over there? Yeah. You go look at the Ayatollah in the face. Yeah. You go over there. That's, that's, that's also why I just hate old people. It's like, why are they making the decisions?

Do you hate all old people? Not all old people, but I hate, just, just politicians, sorry, that's a bad one. I, let me, let me walk that back. So anybody who goes to

**Marty:** the Capitol Grill and sits at the bar and drinks some wine and

**Louis:** steak, is it hate? No, I don't hate. I don't really hate. I mean, I hate that you're, you're closer to 30 than me and that's what you do.

I wish I, like, that's [01:45:00] kind of, uh, it gets a little boring, but like, other than that. Why does it get boring? It's nice. We had a good conversation. It's, it's all right, dude. You're, you're 60. You're, you're, you know what? Actually, you know what? Let me take it. I'm going to walk this back, man. I'm going to walk it all back.

We need more people who are 30 who think like they're 60. We do. Let those people go around the country. Think like they're 60, but they actually have to be alive for the next 30, 40 years to see what's gonna happen. That's actually what we need. So I'm walking it all back. We need that. We actually have to be alive to see what's going to happen with decisions they make, because these people making decisions now, they ain't gonna be here in five years.

No,

**Marty:** I think the founding fathers, the average age was what, like

**Louis:** 28. Yeah, it wasn't like, it wasn't like, I think it wasn't John Adams, like 21 or they're, they're very young, very young. Yeah. So even if you go back in time when it was like everyone lived to be 50 or 60 max, you still had to live half your life in the country.

So you better have made some right decisions, because if not, you were getting, it wasn't going to work out well for [01:46:00] you. Now it's everyone's 70 and 80, they're not going to be here, they don't have to deal with

**Marty:** this. No. So they'll just run up the debt, send us to

**Louis:** war, then die. Yeah, but that's what I mean.

Why is everyone not just like, whoa, let's not do this, let's not listen to these old people. I think

**Marty:** you're starting to see it bubble up on, on Twitter. Like I think Israel stepped back from doing a ground invasion of Gaza

**Louis:** Because I I I am NOT a Middle East expert I go to Lord Miles from my Middle East content I don't know anything about the middle.

I don't know. I'm not an expert on it either. It's to that's that's too much I'm just regurgitating

**Marty:** what I read online

**Louis:** So it's like I don't know

**Marty:** we saw this in Syria though in like 2012 2013 when John Kerry was like we need to go in There people got on Twitter like fuck no John Kerry. We're not doing this.

**Louis:** Yeah, like more of that energy We need people need to stop being like war is like this great thing for the world It's bad because we are a click of a button [01:47:00] away from a nuclear war and then we're all dead

**Marty:** Yeah, I Mean this is a I know you don't believe they're evil, but I do believe a lot of these people Our evil, maybe if not evil, at the very least, nefarious, they want to control us.

And war is a great way to drive division, to get people scared and anxious. And when they're in that state, you could easily corral them to do things that give you more control over their lives. COVID being a perfect example. That's why I like all this Israel. Um, palestine stuff, ukraine, russia. It's like mind blowing to me.

It's like, did you not see what just happened in covid? Like they literally just got you all scared and then convince you to stay in your house for two years. Like, they're doing the same thing with war

**Louis:** as well. That's why, that's why I'm not on Twitter, like, like, like, popping off about this, like, people that are popping off don't know anything they're talking about, because it's like, what is the real point of this?

Like, what is the real point of making these two countries go to war, and then, uh, Americans have to go over there, and they're [01:48:00] gonna die, and what's the point of that? What is the real point of that? Honestly, that's why I love Laird Miles, we get to see what's really happening in the world. Like, he'll go in and be like, what's really happening?

What's really going down in this world today? Because you can re everyone can sit on Twitter from the suburbs of whatever, outside of whatever city they're in and be like, oh we should, oh I have this strong stance, I have this strong stance, but it's like, you ain't, you ain't the ones going in there. You ain't the ones going in there.

My stance is don't let anyone die. Ever. Because you don't want that, you wouldn't, you wouldn't go.

**Marty:** Well that's where like, we'll find out if III does come. Rumblings of drafts and conscription. Like, and then, those people with mighty Twitter fingers sitting in the suburbs could get a knock on their door, like, alright, suit up, you're going over there.

Then you'll really learn. Like, oh shit, maybe I shouldn't have been pushing for this

**Louis:** the whole time. That's the ultimate fuck around and find out moment. Yeah. If they're scraping Twitter, like, you talked about you wanted this, you're going [01:49:00] in.

**Marty:** Right. Yeah, yeah, you seem pretty positive about this war, like, we're gonna need you, son.

**Louis:** What's the draft age? I don't

**Marty:** know, is it 18 to 35? I mean, it depends how desperate they are. Like, in Ukraine, they're conscripting, like, 60

**Louis:** year olds and women. That's what I'm saying, man. Like, like, like... You don't... Could you imagine sitting and being, like, just being, like, fucking 40 years old, and you're like, I just gotta go?

50 or, like, 45, because they don't got enough people

**Marty:** to go? I'm 32, and I'm like, I got two kids, a career, a life. I'm very anti war. I will, like, if I get drafted, I'm... I'll be a draft dodger. I don't know if that's legal to say, but you just said it, I'm not fighting these old people

**Louis:** wars. Yeah. I don't know if, if anyone, anyone really want to do that.

I don't know. Can you imagine Gen Z going to war? No, no. I don't [01:50:00] know if people were ready for like what war really

**Marty:** is. Yeah. No people have been completely desensitized to it. There we go.

**Louis:** Draft age is. 18 to 25, but probably if a war happens,

**Marty:** that'll change very quickly. Yeah, right now it's 18 to

**Louis:** 25. That would change in two seconds if it was a real serious war.

Like, well, this has got to be the closest we've ever been to World War III. Maybe the 80s, I don't know the 80s, I don't know, I'm not going to sit here and act like I have a story. Cold War, maybe. Cold War, maybe. But other than that, maybe since the Bay of Pigs, that's probably the last time it was like serious, where it's like, oh, they have weapons that could get to America quickly.

**Marty:** Yeah, no, I think, I hope not. But I do think if World War III does happen, we'll recognize that it started before today's date, in retrospect.

**Louis:** I think,[01:51:00]

I think if the tweet that said 2, 000 troops is real, we're probably going to World War III. I don't think this is ending any other way, unless, unless Trump gets back and he saves us. Like, who else is going to happen? Cause you know, they, you know, Biden and that crew, they ain't stopping this. You think Trump will save us?

I think Trump did a lot more than people give him credit for. I agree with that. Abraham cords, that seemed like an actual move towards peace in the Middle East, which seems like there was never going to be peace there. So it's like. Um, he did more than people have given credit for. He's did a lot more and did things that people will not.

Now I see a lot of like people that were staunch, like people that came out last month said it. That was the one I saw where he was like, yeah, like he's won. Like he said it where he's like, yeah, like I was Democrat that I died. But at least if I look at it from the lens of like objectivism, [01:52:00] objectivism and don't think about thinking about the message and not the messenger, you think about the message and not the messenger.

Trump had the right message. He did, but people just didn't, it was, I mean,

**Marty:** it was, uh, delivered very abrasively for many

**Louis:** people. Yeah. I think I said that on the last time I was on the show, I was like, I was like, if someone could come in and do what Trump does, but don't deliver it as abrasively, but he would win in a landslide instantly.

Yeah. Instantly. Like he would, but I don't know if that's possible. I don't know if that, I mean, If he gets in, he's winning. It's already over. In my, it's done. I'd bet any, I'd go to gambling again. Cause he, he already won. If he's allowed to be president, he's going to be president. But is he allowed? We don't even know if he's allowed.

Right. We don't know if like, some votes are just gonna go away. We don't know anything. But if he's allowed to be president, he's president. It's

**Marty:** already out. I mean, that's a sign that it's really bad. If they're literally trying to jail political opponents

**Louis:** and... [01:53:00] Yeah, that's a prevent them from that's banana republic shit.

That's like, we're, we're not, I mean, it sucks to say it. I hope it wasn't going to happen on my watch and my quick trip around this moon. We may see the end, maybe the end, maybe the end of this empire. Like, you know what I mean? Like everything die, everything ends. This may be the end.

**Marty:** I mean, I, I, I completely agree.

I think again, that's, this is another thing where. People will look back and be like, Oh, the American empire actually died in 2008 when they bailed out all the banks. Um, but to bring this back to an optimistic tip to end it on an optimistic note, like I do think Bitcoin is a way out, um, for individuals.

And I do think if America were to embrace Bitcoin. and foster innovation like which MASH is providing the world. It could be a way to, yes, recognize that the empire as it has been for 250 years is dead. Um, [01:54:00] own up to it, recognize it, admit it, and then say, Alright, we fucked this up, but we have this new opportunity with Bitcoin.

We can build an economy around this new monetary system. Let's lean into that and sort of break the cycle of empires rising, falling. Plateauing for centuries and actually ride the S curve of technology adoption at the nation state level and say, all right, we're riding Bitcoin. We're not, we're not fucking falling behind.

**Louis:** Okay. Let's even take it out. Yeah. Let's add an optimistic note. Cause we should, what would you even work on? What would like, what would you really work on? Like you watch Twitter, do it. They got rid of. 10, 000 jobs. They realize you can run this thing with that. Like, what would you really, I wouldn't work on anything but Bitcoin or AI.

Like, that's it. There ain't gonna be, you ain't gonna go to, you ain't gonna go to get your MBA at Columbia and sit on the, sit pretty with the 250k PM job anymore. They ain't gonna [01:55:00] exist. They ain't gonna exist. What else would you work on? Like if someone could give me an objective answer, I don't think many people could.

What else would you really work on? If you were like 20 and hungry, if you want to be a content creator, but that that's a saturated, that's such a saturated market, such a saturated market. That's why we're trying to fix it in one way. But what else would you really work on? I can't even name anything else you'd want to work on.

Like that's the, and that the crazy thing is, is that. Well, I will get, I don't want to, I do want to give, like, Gen Z is smarter than us on the internet. They can be, they can do things that, like, like, I know kids that have, like, 50k a month dropshipping companies. They're making 50k a month on dropshipping.

I wasn't making 50k a month at 21. It's like, they can figure those things, it's like, What else would you really work on? Like, I can't think of anything else that would make sense over the next 20 years that could actually build new companies and new innovation. AI and this, that's it. And make

**Marty:** the world a better place.

And make the world a better place. You think [01:56:00] AI is going to kill us?

**Louis:** It's scary. There's a lot of scary shit that can happen in AI. Deepfake shit's scary. That shit's scary. Yeah, I'm fucked. Everyone's fucked. I'm fucked. Everyone that was online's fucked. It's, it's, you're fucked. Everyone's fucked. Everyone's been online for forever.

Um, it's scary, but it does have some... There's a lot of cool things it can do. A lot. A lot of interesting business models that it can do, but where does it end? That's the question. It's like, what is the, who, how is that, how, how are the rails of that controlled? I do not know the answer to that question.

There's, those LLMs can do some things, at least from a business perspective, that are physically impossible. Like the one thing we're using, the scale mesh, it's impossible to do without it. Impossible to do without it. I don't want to like, there's no free ads, I don't want to judge. I don't want to give companies free advertising, but when it goes to a museum, like it's impossible to do.

Yeah, be physically impossible. It's like when I found [01:57:00] Zapier back in the day. It's impossible.

**Marty:** No To prove that I wasn't only at the sauna last week. We did have like a pretty long Discussion about AI and how businesses should be thinking about implementing it and like a simple thing like going on hugging face Yeah.

Running your own models and your own servers that really understand how you communicate as a business and the metrics like you can really cut down on OPEX significantly just by

**Louis:** huge building on OPEX. So it's like all these, all those jobs that people were sitting there thinking they were going to have forever, like the 75th PM at Facebook, they're gone.

**Marty:** Dude, it's like lawyers, lawyers, discovery, like you go to, you have a case, you go to discovery and it's like, Oh, here's 10, 000 emails. You have 10 lawyers getting paid 500 an hour to like scour through them to find evidence, like boom, pop it into an LLM, like, Oh, it cost me 50 cents. And it costs not 30 seconds,

**Louis:** 30 seconds, costs absolutely nothing.

Yeah. So yeah, you're right. It's [01:58:00] going to be, it's going to be interesting. We're in an interesting time. Let's see. Let's see. I hope we don't have to have an emergency World War III podcast, but if not, we'll be at a very interesting place in a year.

**Marty:** Are we gonna, what, if we do have to have an emergency World War III podcast, what are we gonna be saying?

**Louis:** Don't do it. Don't do it. No war ever. No, there's no, there's nothing that's worth what real war really is. Zero.

**Marty:** Yeah, dying for the, uh, the Richmond, North Richmond is not, uh, not an

**Louis:** admiral death. No, it's not. It's not worth dying for. Really not. There's no point of war. It really is not. Like, I don't see it.

Just go build shit. Build cool shit. The world is abundant. We can go to space and get anything we need and bring it back if we want to. It's like all about, if we're fighting over like, let's go to space and get what we need and bring it back. We got plenty of land. Plenty of land. You know how big the United States is?

I just drove it. Yeah. [01:59:00] There's nothing in

**Marty:** half. Apparently we have too many people on the planet though. We need less.

**Louis:** Plenty of spots to put people. Billions of spots to put people. You ever drive across the country? Yeah. Yeah. This place is huge. This is just one country. This place is huge. There's more than enough for everyone to be okay.

**Marty:** Yeah. It's just incentivizing the productive class of people to get out there and actually build the stuff that gets them access to that

**Louis:** abundance. I don't know how to build like a well or like how to mine oil or mine anything, but I can build internet things, so hopefully that's a start. Yeah. I've learned about it.

I know you have. That's why I'm here. You're like the, you're the guy. We already talked about this. If things ever hit the fan, you're the guy. Yeah. You got it all figured out from, from top to bottom. You gotta be prepared. I'm happy you're here and I'm happy I I'm here. Marty. Everyone go to mash. I think, I think we ran our course.

I think we just talked for two

**Marty:** hours. Yeah. mash.com tomorrow. I hope you enjoy the new site tomorrow. Well, [02:00:00] well, you're listening to this like , you can see the site now. Go interact with it. Put on some reactions, particularly for the, uh, content traders that we're syndicating. We're really trying to lean into this model of syndication and trying to.

Help creators monetize outside of the walled garden platforms like substack and Twitter. Uh, and then provide you guys like Uncle Marty's curating all this stuff. Try to get you the signal, get you the truth for the commoner, the content that's going to help you understand what's going on in this crazy world.

And where I believe the signal is, um, to give you actionable advice and prepare you with knowledge to go out and

**Louis:** understand the world better. So if it works, or if it doesn't work, we won't be releasing the podcast.

**Marty:** If it doesn't work, if it doesn't work, you'll be a mayor of Philadelphia. I'll be behind you and we'll be running

**Louis:** shit.[02:01:00]

That sounds so cool. Like five years ago. Now I'm like, I want none of the politics that the more, the more, the more you see these people, it's like, this is

**Marty:** miserable. Yeah, it is. That's why I was happy. We're going to be the front man. I was just going to be behind the scenes. It's a good deal

**Louis:** for me. Yeah.

Maybe we got to rethink the deal. It seemed like a bad deal for me the more I watched this thing go

**Marty:** down. Yeah, like you're gonna have to like get in, because you're shooting in the city, you have to like drive and like show face and be like, oh, everybody calm down.

**Louis:** Yeah, I, I had like a different vision. I had me like standing at like Eagles games, like waving a tail, but that's probably not it.

**Marty:** The new mayor. All right. All right. We're working together

**Louis:** again. For real this time. I mean, we're working for real at Barstool too. Yeah, but we didn't own it. We own this one. Yeah. We can do this. This is ours. Alright. Peace and

**Marty:** love, freaks.