



**Jake** 00:59

Thank you so much, Jake for taking the time. And joining me on the show today. It's a real pleasure to have you on been looking forward to this conversation for a while for one reason, because you are like the guy on bit clout, which is something that's been super intriguing to me. And I want to learn more about and talk with you about today. And second, and maybe even most importantly, you're the first Jake to be on pod of Jake besides myself as the host. So it's awesome to have a guest and we're just to Jake's having a good conversation, hopefully, and looking forward to having some fun with it. I think the first place to get started is for those who don't know you, if you could sort of walk through your story, and really from as early as you're willing to start to where you are today. And then we'll get digging in on some of those aspects from your story as well as Bitcoin and all that.

**Jake Udell** 01:44

Let's do it. Yeah, I reject pretty much every podcast that comes in. But when I saw part of Jake I could I could reject my fellow Jake. It's amazing. Yeah, man. So how early you want me to start?

**Jake** 01:55

Uh, well, I guess one interesting place to start could be I read that when you were in like your early teens, you started selling sports memorabilia, autograph sports memorabilia on eBay, and ended up sort of making a business out of it. I don't know if that is your first entrepreneurial thing. But I love hearing sort of early entrepreneurial stories. So whether it's that or something else in your childhood, that you can sort of talk about and set the stage for this, you know, entrepreneurial gene that I think you have that carries over today, identifying something like big cloud really early and getting heavily involved.

**Jake Udell** 02:28

Yeah, you got it. Yeah, I started my first business when I was 13. I just had this moment where, you know, when I was really young, I wanted to figure out ways that I really need anything for the holidays. And so if my parents wanted to buy gifts for me, we go and we you know, donate to families. And then when I was like 1213 I still



get really into sports. And so I wanted some sports memorabilia for my walls. And so I got some went to hobby store, bought some stuff and then come January, I wanted to get some more stuff and I told my parents, hey, you know, I want to go and go back to the hobby store and my parents had no you gotta wait to your birthday. My birthday was February 21. But you know, you're 13 you can't you have no patience. So I just started exploring the internet. I found you know, Walter Payton autographed eight by 10 photo on eBay. I purchased it without my parents permission. I emptied out my piggy bank, I brought it down to my parents said here you go, you got to write a check this What are you talking about? This is crazy. You law before the days of Pay Pal or anything like that existed. And we I bought another item. And when I bought the second item, it came and I just didn't really like it. And so I just sold it on eBay. And it sold for more than I paid for it. And so that was the beginning. And then yeah, to your point, I started chasing athletes and celebrities outside their hotels, getting their autographs or selling them on eBay from the time I was 13 till I was you know, 18 years old, pretty much and it became pretty, it became a pretty robust operation, you know, you would kind of like tape cameras to our head to make sure that we were capturing the moment long before GoPros existed, maybe I should have invented the GoPro, but I didn't. And I couldn't go to every event you know, so we used to hire people around the country to kind of like go to different events and and get the autographs because I was still in school and I would kind of like sleep through class and then when class was over would be the start of my work day. And I just I don't know what drove me back then. You know, it's kind of just the the passion to create value, I guess for other people and give them something that they might want to hang on their wall and I just have always sort of had that in me. I didn't really need the money for anything. I just I just love the pursuit of the chase.

**Jake** 04:31

Yeah, it's amazing. It's just like young people hustling for the sake of hustling I think and awesome to hear you know you got you're 13 years old the time sort of have these people around the country going to these events and getting the autographs for you. It's one thing to like buy the sports card or the autograph and then resell it and another way or whatever but it's another thing to actually go out and



get the autographs. So really cool to hear and especially like at such a young age, doing that and then like said like sleeping through classes and going to work at night. Super Cool. So, so growing, you know, growing up beyond that, I don't know if there's any highlights that you want to touch on in between this, but I know you then later on went and tried to, basically you thought you were going to make a career as a, you know, as a musician, basically as a performer. And then there was a transitionary point where like, you realize that, you know, you actually wanted to be you wanted to manage the talent and basically found something that you believed in, can you walk through sort of that chapter of your life a little bit?

**Jake Udell** 05:28

Yeah, sure. Um, I guess, you know, when I got to college, I had been doing so many deals where you call Muhammad Ali or magic Johnson's agent on the phone and get them to sign a bunch autographs for you, and the recession hit. And all of a sudden, all this inventory that I had invested in was worth so much less, though people needed milk for the refrigerators, they didn't need any jerseys for the walls. And so I thought, you know, whatever. I'm going to go do next. If I could be financially well off being a little popper, Hoxie, like chasing around these celebrities. I wanted whatever I was going to do next, I have a really big impact on the world. And I was looking at the people that were, you know, living next door to us in Northbrook, Illinois, where I grew up, and they were well off. But if they wanted to go and have some mission that they really believed in, whether it was you know, ocean conservation, or, or anything, really, they were going to have trouble I thought getting people to follow them because they didn't have a following social media was just starting to become, you know, become what it is today. And it just seemed like there was an opportunity where people in the limelight, were in a position to use their voice for causes they believe in in a way that was so much more significant than the rest of the population. And so I thought, okay, what's the number one way I can make an impact on the world, and somewhere in my twisted, 19 year old brain, I decided that I should become a rapper. And so I was watching Kanye ti little Wayne and Jay Z performance swag, like us at the Grammys, and I thought, I can do that. So I just set out to become a rapper. And within a year, I had DJ counter DJ drama, hosting my mixtape. And there's, there's more to



that, you know, I, you know, we're gonna go there. I'm not gonna go much deeper than that. But I was the worst artist period. And so you kind of had this moment in time where people were like, how is this guy getting any sort of any sort of notoriety on social media, because he's so terrible. This makes no sense. And so it led to other artists reaching out to me and me starting to do the marketing for them, because every rapper has a side hustle. And I always knew I wasn't gonna be the best writer, producer. I wasn't good enough to be a model. I wasn't gonna open up a clothing store. I just had to figure out what it was gonna be about me that would push me over the top. And digital marketing was just the perfect place for me to start. And so that's that was kind of how I how I got my foot in the door a little bit.

**Jake** 07:46

Yeah, it's funny, I guess these people realize like, Alright, if this rapper can go and build a following, he can certainly build it for me if you know, I'm a maybe a more talented artist. It sounds like but I mean, I sort of You call yourself bad, but it sounds like your ad. DJ Khaled work with you on the mixtape? How did you? You know, how did you pull these things off? If Are you sort of being humble and you actually weren't so bad?

**Jake Udell** 08:11

Well, you know, it's funny people in, in rap music, I guess, in all music, you know, I think that they'll do anything for money. And so I was kind of using the revenue I generated for my sports business, to put it into my career. And then some right I was, I was basically spending every dollar possible to try to pursue my career, because my mentors told me you to spend all this money to achieve, to achieve greatness in music. And that wasn't true, especially in this new world of social media that was sort of coming up. And it sort of led me to make all the mistakes that I could possibly make. And then when I finally started managing artists, by the way, I never wanted to be a music manager, I should mention that I had no interest in it sounds like the worst job in the world, right? people calling you about their problems, their deals, etc. Instead of you pursuing your own your own career. But I had met these these kids from Chicago, they went by Corella, they went to my high school, and we kind of just reconnected,



um, you know, after some time, and they were just always growing musically in this way that was just so unique. And, you know, speaking of money, I mean, they had negative 24 hours in their bank account. And I remember they were washing their hair with laundry detergent, because I'm pretty sure at that point. I don't know if it was like laziness, or they couldn't afford shampoo. It was just a unique period of their life. But um, you know, we started working together. And I always look at like the way these different tech startups get off the ground. And it's very similar, I guess, to what we did back then, which is you just have to sort of fake it till you make it and find a way to to get that to sort of get that first moment where you can get your foot in the door. And so what we did what we did was, um, you know, they wanted to be part of dance music and dance music was this giant man's Island. I mean, The only thing worse than telling my parents that I was going to be a rapper was that I was now going to manage female DJs for a living. And it wasn't that my parents or anybody else around me was sexist, although, you know, maybe people were it was more so which they definitely the industry was, but it was more so that people were scared for me because they were like, there are no female DJs that are generating enough revenue that would make this so that you could actually make a legitimate living doing this. And so it was very difficult to figure out how we were going to get the noticed. And they had put out some songs that had, you know, they got 100,000 plays, or whatever on Soundcloud before I got involved, and their original managers really great in building the brand and like figuring out who they were going to be in the marketplace. But we had to find some way to actually get them noticed. And so there was this Skrillex song that had leaked online, uh, maybe, you know, that I guess it was leaked online, this is back in 2011. And it clicked from his set, and I listened to it, and so did nothing like Skrillex. And so I asked the band if they would basically remake it, and make it sound like Skrillex. And so they did. And, you know, I told them, Look, you know, I said, How long can you get this back to me? And the producer said, Look, it's gonna take me three and a half weeks, I said, Chris, you got 48 hours. If you get this back to me in 48 hours, I'm gonna change your fucking life. And I didn't even know Jake, what I was going to do with it. I mean, this was like totally off the cuff, you know, sometimes the greatest moments of inspiration, they come at the most random of times, but we knew that these kids could do you



know, to hit, do kind of what to dance music with the Black Eyed Peas did the hip hop. And so we just believe so much that was possible. They were the first artists, I believe the more that I believed in myself, I was prepared to do anything for them to make it. And so we took this song, they finished it by Sunday night. And we took it and the guy that I was managing them with, he said, Look, I'm gonna go to all these blogs at this time, I wrote this press release, I got the social posts approved back when social media was third person and that first person as it is today. And I said, Nathan, no, we can't do any of that. And he said, why not? I said, I need people to think this came from Skrillex. You know, dance music is there's no room for women in dance music right now we need to make it where one of these guys co signs us. But we don't have any way to get a hold of Skrillex. We don't know anybody Atlantic Records. We don't know any of these people. So we got to find a way. And so I took this old chain letter from fraternity I was in college. And I just changed the first email in the chain to say it came from an MIT student. And I changed the timecode to sabiston Sunday morning. And I said hacked into Atlantic Records and got the leak. And the second email I changed was I like copy paste this into Microsoft Word document, right? I think they're our backs against the wall. We had nothing to lose, like, I just wanted to make it in the music industry. And the second email said, can I send this to people? 30 minutes? Sure, go for it. Fourth email, you know, play this to the pregame tonight, 15 mil? Who's Corona 16 mil? How do you know this is the Skrillex single, and it just kind of like kept building with these sort of manufactured emails, if you will, with the timecode is changing a little later, little later a little later. But always with these.edu university email addresses that were part of the original chain. And the second to last email said How come this isn't any my favorite blogs yet? And I forwarded that to to my business partner. And he said to me, how did you convince all you know the guy from MIT that this was a hack, this is crazy. And at that point, I knew it was going to work but I needed a university email address. And so my friend just graduated from Hofstra, you know, because mine was I graduated a year prior. So mine was already defunct. And he gave me his hofstra university email address, and I sent out a copy paste the email chain, I sent that one real email and said I'll send this to a couple of my favorite blogs right now. We attach the song instead of calling it a remix, we call



it Skrillex featuring Corella breathe vocal edit like it was the official version, copyright Atlantic Records property of owsla dude that said, like I said, we have nothing to lose. And we were just just, you know, a couple 22 year old just trying to make it in the music industry. And I bc seed every major music media outlet in the country. It's like news and tv.com and thought runestone, calm etc. And it was sent out a Sunday night when nobody was in the office it by Monday morning. You know, so many different publications that not only picked it up, but you couldn't really shut it down. You know, today, you just shut down a stream with one click, it's no problem. But back then you couldn't do that because it was all p2p on these torrents. And so there's 25,000 households that are, you know, torrenting this thing. And then we started to get emails from Atlantic Records. But long story short, which is a very long story. But that was kind of how we got our first break. And people started to pay attention.

**Jake** 14:24

Yeah, that's awesome. Did you ever get like, what what happened was Skrillex and like the fallout of all this, and also like, how do you go from you know, that that's a again, it just shows like an incredible amount of hustle and everything, but how do you go from sort of faking it to now like where Cruella is like, you know, you've made it?

**Jake Udell** 14:41

Yeah, that's a great question. So to answer the first one with because you're so right, you have to actually have it. You can't just fake it. And you know, there's other things we've tried where you fake it and it doesn't work because the person doesn't have it. And the same thing applies to tech companies, right? If you have great marketing and you don't have the right product, then there's Not going to be that product market fit because you didn't have the right product in the first place, no matter how good the marketing was, but Skrillex his team. Yeah, we got three emails from Atlantic the next day Atlantic Records, the first one say, can you take this down immediately. And the brilliance was we didn't have it up anywhere. Like we didn't post it on social media. People were just uploading the song that was in the email file. So we kind of ignored that one. And the second one said, can you tell us more about this? And we're like, Ah, this is





growing pretty quickly. Maybe we should ignore that one, too. And the third one was the funniest one. It was fun to tell this story to the chairman of Atlantic Records years later, but the the third one that came in asked us for the splits is that can you tell us the splits, which in music is who wrote which part of the song and the only time you asked for the splits is if you believe it's an official release? And so I didn't know you know, the relationship between stroke centers record label, I thought maybe they had just missed the role. They thought they'd missed the release. Um, I had heard from Skrillex his team that they thought the reason that it did well, was because it was actually made what the song was supposed to be, but who knows about that, but the funniest story was his videographer was on his boss and included it into a video of Skrillex performing live, and Skrillex came in Listen, you know, saw the video said, Oh, what is that? He says your song and he said that my song he says, Yes, your song. He says, No, it's not my song. And the reason he thought that was because it was you know, number one and number two on hype machine, which used to measure like popular songs on the blogs. Yeah. And so yeah, he Skrillex water basket, but take it out, because I guess la golden came. They were dating at the time, and Ellie came to check it out. It was like, hey, that's the beat of yours that I wrote over. So wound up being a Skrillex. And Ellie Goulding song, but I actually got to tell Skrillex the story over dinner as well. And his tongue came out pretty pretty far. So yeah, that's it. Yeah. But you do have to, you do have to really have the goods with Corolla it was, they were bringing something completely different to dance music. I mean, they were bringing the rock to the rave in a way that no one had ever done before. And they just brought a lot of energy to the space. You know, they weren't the traditional white males from Europe, with the black and white t shirts with over manicured photographs and, and making the same type of songs. I mean, they were truly interested in doing something authentic to them that was completely differentiated and relevant at the time, and that's really what's, you know, the key, I think, to success in anything is, can you be different? Can you be relevant? And can you get that exposure? And they had all three?

**Jake** 17:23

Yeah, that's awesome. I like the parallel that you make to like tech companies, because no matter what you're building, it's just a matter





of like distribution, product market fit. And whether it's a DJ or you know, an app, it's sort of a lot of overlap, I think, and, you know, no one's no one's seeing this more up close and personal than you going from doing it on the music side to now basically doing with big cloud, before we get to big cloud, like specifically, or maybe big crowd is the answer. But I would love to hear like, how did you get into crypto more generally, in the first place?

**Jake Udell** 17:55

Um, I think I've just been always fascinated by tech in general, like, you remember, as Spotify, so we're sort of overtook the music industry, there was this moment where I felt like I was beginning to champion them and other people in the music industry didn't see what was happening. You know, they thought, oh, Spotify is not paying us anything. And you started to look at the math. And it was like, No, actually, Spotify is, is paying a lot as long as there is critical mass and adoption on this. And it seemed like there was going to be given the numbers that were going on in Europe. And so I even remember around that time, there was a guy that was entrepreneur residents over there who's become a bit of a magnet in the in the tech world as well. And they've da Wallach, who had written wrote a piece called Bitcoin for rock stars. And that was sort of, you know, back in 2013, the first time I read about it, and I was kind of late to the game, I've been more of a consumer product on the tech front guy, like, you know, for the past two years, I've been working with the team building community calm. And that's sort of been more of a focus to me and through community Comm. Really, I was even reading your blog post about the social dilemma, really thinking about what does it mean for creators to actually own their audience and be able to reach them directly. And most apps today just don't allow for that they enable the ability to instantly publish, but they don't guarantee any instant distribution. And so our idea was, what would it look like if we actually did it over text, almost like building a social network over text and making direct deals with carriers like Verizon t mobile and at&t to make sure that whether it's JLo or Gary Vaynerchuk, or Diddy that these people could, you know, text out a million people and it would reach them all through 110 digit phone number instantly. And the point of that was just that every five or 10 years, there was going to be another Tick tock, there was gonna be another Instagram there was



going to be another YouTube, but the phone number was like the one true atomic unit of identity. And through that process, I started to really understand the struggles of creators, because creators were sort of going through a unique with them, and they say, Oh, you know, it's crazy. My social media, I went up by 5 million followers last month. But I actually my engagement went down, you know, not even in terms of percentage, like in terms of the number of people are so many more people here, but I'm getting so much less engagement, like, What do I do? And how does that impact my business. And the challenge with social media is the addiction to the gamification is so strong. I truly believe that a lot of the people who are creators in the world, they're paying attention, sometimes more to the numbers on these platforms that have sort of created this arena where we all play this game than they do to building their actual business. And so for the last two years, I've really been thinking about what does it look like to be in a position where you can not only control your distribution channel, but what would it look like to enable monetization in new ways and kind of studying, you know, everything that comes up from the Patreon and the sub stacks and everything. But I think that web two doesn't really hold a finger to what is going to be possible in web three. And so the first time I heard about big cloud, and it was like, hang on all this attention all this currency, you know, if somebody looks up, Ilan musk on Google, they're running ads against that he doesn't get paid for any of that. Well, why not? And what would it look like if you could actually monetize yourself in social tokens seem to be quite a crazy way to do so. And I haven't really studied the social token space at all. But when I read the first Bitcoin white paper, it just seemed like this is sort of where crypto needs to go. You know, you've heard about blockchain for the last 10 years blockchain blockchain blockchain blockchain. But what consumer product on the blockchain have most people ever used? It just, there isn't really one, in my opinion. And so this is where big cloud starts to be really interesting, because it's attracting a new audience who wasn't a big fan of crypto so that to really succinctly answer your first question, I only started investing in crypto in the beginning of last year, sir, as the pandemic hit, and it took a big hit. And I said, Okay, I need to really be a part of this. But even then, it was taking something that actually played in my world in my ecosystem, that's now dragged me into the entire world of crypto very quickly, and I'm so



fascinated and, and eager to, to learn as much as I can and provide value where I can, with what I do.

**Jake** 22:16

Yeah, it's actually a really cool sort of getting into crypto story, because most people were introduced through you know, basically Bitcoin, sometimes, like aetherium, and some different daps, and things like that. But for you is really this history of like, like, and yeah, maybe you'd come across Bitcoin here and there.

**Jake Udell** 22:34

Yeah, of course, but you know, defies like whole new world to me.

**Jake** 22:38

Yeah, it's more. So now, like, you know, this is drawing on themes that you've basically lived through, and like seeing with the artists that you represent, and things like this. And so it's, it's actually the sort of like a different avenue that you got onboard through. And I think, frankly, that's an avenue where if you ask this question to a lot of the main names in crypto, and five years or so, a lot of their origin stories, I think, whereas now it's like Bitcoin, in five years, it's gonna be NF T's, or it's gonna be big cloud. And it's gonna be a lot more of these, like consumer friendly things that are just reaching much larger audiences. And then, like, deep tech, people are like, really, you know, libertarians or whatever. Like, there's all these different generations of crypto people. And I think right now, you can really feel it going mainstream. And I think in large part that's, that's probably due to big cloud. And, you know, lefties and like similar platforms like that, that are just reaching broader audiences that does that resonate with you a little bit?

**Jake Udell** 23:34

Yeah, of course. I mean, if you think about most, I guess cryptocurrency in general, and even blockchain as a whole. It's fundamentally built for financial transactions and smart contracts. But in the real world, and in web two, there is so much collaboration and engagement that happens beyond the transaction, like, sure I go with the bank, because it has the best rates. But if the bank doesn't respond to my emails, and doesn't treat me well, I'm not going to stay



with that bank. And so I think that this world of like collaboration post transaction, on the blockchain, or using blockchain data to create off chain value is so nascent right now. And there's so much opportunity. And I do think that it might be those softer sides of it that do attract people, as you're saying into the larger crypto ecosystem.

**Jake** 24:27

So let's, for the people who aren't so familiar with big cloud, let's try to take it from like fundamentals, I think few have as good of an understanding as you do even you know, myself, I've spent some time on the platform and I wrote a blog about it, but still sort of wrapping my head around some of the aspects and of course, a lot of these aspects will take like years to play out and it's hard to prescribe how like the different features may be developed and how creators will of course, like take this tool and make use of it, you know, for themselves and for their communities and alike and help himself, demonetised and all of that. But um, I guess if you were to introduce someone who doesn't know, big crowd at all to bit clout, how do you sort of go about doing that?

**Jake Udell** 25:09

Yeah, of course. Great question. So it begins with the fact that you, as the creator of big cloud, have an opportunity to monetize yourself. And the way you do that is through what's I believe the killer app of the cloud is the creator coin. And so the way that it works is if you think about traditional social media, you don't get paid to post you don't get paid to, to participate either. So the web to period don't get paid to create, you don't get paid to participate. But in web three, you are going to get paid to create and paid to participate. And so I think that the way I like to think about it, is right now, if you I guess, if you rewind 10 years ago, or over 15 years ago, now, I guess, closer to 15. I was a junior sophomore in high school, when Facebook came out, like imagine if Facebook came out, and it was on to university campuses. And Zuckerberg said at that point, hey, Jake, and Jake, anybody in your network, anybody in the world, go ahead user name and likeness, do whatever you want, do whatever apps you want shopping, dating, gaming apps, whatever your heart desires. And it's up to you to provide utility got more, you know, Garner market



adoption and charge a fair price. And if you do it, you get to reap all the rewards. And if you fail, well, that's your failure as well. But go have fun. I'll see you later. You don't owe me anything, by the way. And that's sort of the the underlying thesis of the big cloud blockchain because big cloud right now. It's really a proof of concept, the website, it's or sorry, the website, it should say itself bit. Cloud comm is a proof of concept. It's kind of like Twitter with money attached. And people are speculating on people's reputation by buying their Creator coin selling their Creator coin. And part of it is based on, you know, celebrities who have joined are who have yet to join. And other parts of it is like new creators who are in the ecosystem, who are just kind of, you know, making their name and then providing value to the community. And people are purchasing their coin, because they believe they're going to continue to provide value to the community. And over time, hopefully, these purchases of the Creator coins actually have value beyond the pure speculation. Like maybe you'll get access to a pot of Jake podcast earlier than anybody else. If you hold a certain number of coins, or maybe you'll be invited to some event, or maybe you'll get some package in the mail or whatever, like whatever the gift is, or the reward for being a social token holder, sort of staking those coins. So at its core, it's the ability to monetize all of these things that happen in Instagram, or in the Facebook or in the Twitter ecosystems that are currently only being monetized by the company. They're only being monetized for the sake of the shareholders. And so instead of going to work for Facebook, or work for Instagram, which we all do pretty much every day with our social interactions with big cloud, the vision is that you're actually going to work for yourself, and big cloud isn't big cloud comm anymore than aetherium is aetherium comm or Bitcoin is Bitcoin Comm. Big cloud itself is an actual underlying blockchain. And the vision for this underlying blockchain is to decentralize social media altogether. And what I mean by that is, you know, in diamond hands, who's the founder in his vision paper, he put out what you can find the original one it big cloud, white papers calm. And then you can also just go to look up, I'm sure diamond hands vision, you'll find the full vision for big cloud. But it's pretty remarkable the way he talks about the fact that social media innovation is arguably arguably been stifled by being controlled centrally. Because if you're a new social media upstart, you need data. And you need to build great



algorithms and to have data to build great algorithms, you need users, and you can't really get users without having a great algorithm in the first place. So it's kind of this chicken and egg scenario. And with diamond hands vision is, is the way that Bitcoin decentralized money, what if big, cloud decentralized social media by making all of that data public, and by making all that data public, any entrepreneur hypothetically, can go use that data to create their own potential startup that lives on top of the Bitcoin blockchain uses social media brings all that data back to the blockchain and empowers the community as a whole. And it was interesting to you know, when I spoke to him a couple of weeks ago, one of the things that came up was this idea of the fat thesis protocol and the fat thesis protocol, or I guess, bent protocol thesis, I don't know. Basically, what that says is that in the web two world, most of the the rewards have been given and reach to the application layer, the Google's the Facebook's, etc. But crypto up until this point, most of the rewards have actually been going to the protocols themselves, a theory and Bitcoin investing in those has been more successful investing in the application layers that exist on top of them to this point, and big cloud wants to be and aspires to be one of the blockchains, that reverses that trend by creating immense opportunity for people who want to and choose to build on top of it, because it is beyond the transaction, it is attention. And when you have people's attention, you can monetize it in any number of ways on the blockchain, it gets really interesting to think about all the potential and possibility for what our world could look like if this stuff was not managed centrally, but was actually available for the public.

**Jake** 30:44

Right? So let me try to break that down a little bit. And that was a lot. No, no, no worries, it's perfect. But I just want to sort of run it back a little bit in plain English for people who are just hearing this for the first time, and then maybe we can dig down some different avenues from there. But I think one thing to sort of note is that you mentioned how like, big cloud comm is not big cloud, I think that's an important differentiation to make. That certainly wasn't obvious to me when I first came across it, which is basically like, big crowds, calm, you mentioned this, it looks like Twitter, with money attached. And when we say with money attached, basically, you talked about these



creator coins, every profile, like imagine if when you created a Twitter profile, there was just this feature where people can sort of buy coins attached to it. And the price is basically set on an algorithm where the more people want to buy the, you know, the share, or the coin of your Twitter profile, or in this case, the creator coin on your bit Klout profile. Basically, the more people buy, the more the price goes up, the more people sell, the more the price goes down. And it's just all algorithmic and not science. And so you can imagine, you know, there's a certain natural max on things because if you get to a certain point for like Elon Musk's profile, you know, it's not feasible for people to pay like a billion dollars or coin or something like this. And I think that's how the underlying protocol works as well with bit cloud. So there's, there's there's creator coins, basically, which you pay for in bit cloud, which you get an exchange for Bitcoin. So people who have Bitcoin basically got a bit cloud comm for now. And then they exchange their bitcoins for bit cloud. And then if they like, they can use that big cloud to purchase individual creators. And that's sort of the summary of what exists today from my perspective. And of course, there's all these different features that you sort of hinted at, are super exciting, because they represent this possibility of, you know, disrupting and decentralizing social media in the same way that Bitcoin has done to in the financial world, to, you know, the central bank, basically, with a central bank, in this case, being like Facebook or Twitter, etc, who have reaped the rewards from basically, like you said, you know, everyone, when you go on Facebook, and you create a bunch of content, to some degree, you're working for Facebook, same goes for Twitter, they're basically selling your attention and your value creation to advertisers. And so I'm excited about the long term of big clout. But the short term, even just the simple bit, cloud comm is also really interesting. So I guess what have you seen early days, just with big cloud comm that has taken what you said was like a proof of concept. And Shawn, like, Okay, this, you know, this is killing it like, this really works.

**Jake Udell** 33:36

Yeah, you know, just you and me on this call right now. But there's all these people that are going to be listening to this out there. And I'd say to them, how many times in your life if you met somebody, where you left a meeting, they're presenting you some business





proposal, some ideas, some concept, and you said, Wow, that concept or business may work or may not, but this person, this person is a rockstar, I just want to, you know, I just want to invest in that. Um, and, you know, up until bid cloud, there's really been no way to do that. And so this idea that everybody in the world is going to have a token of themselves, is seemingly starting to take shape. Hopefully, big cloud works. But, you know, regardless, it seems like there's going to be this wave that occurs where the same way you have an Instagram profile, you're going to have your own token, which is just kind of a wild concept. And so what I've been seeing early on on the platform has been this really interesting early adopter community, who is creative and passionate and excited about the possibilities of actually being a part of something that rips the fabric open on what social media has been all this time. It's a lot of early crypto believers. You know, people that are excited about that. And also a lot of people are passionate about social media. And you're for the first time seeing these two worlds of crypto and social converging. And they're not just converging around a crypto project, they actually get to interact on this website and meet new people and network. You know, it's interesting, I got a little bit of a spat the other day on Twitter with with Mark Cuban. And, you know, he was talking about how it's mainly just big cloud port that's currently on the site, you know, people just talking about big cloud. And yeah, I mean, this is this is what people are excited about right now on the site. But what's interesting is the fundamental thesis behind big cloud is that people are going to be able to already creating, there's over 2000 people that already created their own nodes, you can craft whatever feed you want, though, they freed the nodes a couple weeks ago. So now, you know, Mark, and see I said, whatever type of porn he wants, but I think that there's this, this sort of community that's building that is so engaged. And just so as I mentioned, they're just excited about what we could potentially create together. Because we're living in a world where there's no rules. And I think typically people think of a world with no rules. And they think, oh, there must be chaos there. And sure, I mean, there's, there's some pastors like there's anywhere else. But I think that the same way a bank is probably more chaotic than Bitcoin, big cloud may wind up being way less chaotic than what we see with traditional social media. Because the people that are on the platform, have this sort of self organizing feature to



them, that allows them to create checks and balances for the community themselves without needing anybody from the very small, big cloud team or, or, you know, to step in and say, Hey, you got to do this, you got to do this, here's the rules, etc. So big cloud comm right now it is largely centralized. But the vision for big cloud as a whole is to create an entire decentralized ecosystem that evolves the way we view social media and view our ability to even be a creator. Like, what would it mean to be a full time creator, for you or myself on on other platforms and having to deal with brands paying us to do things and, you know, as a, as a, as an executive and an entrepreneur, I, I haven't really found my groove and be a creator of any other platform. But when you start tying these sort of immediate rewards of people being able to invest in you, there's a lot of positive that comes within, there's gonna be a lot of negative too. But there is a lot of opportunity in terms of what may be possible, because creators should hypothetically be able to monetize significantly more, if you take the traditional means of social media, and you add on the ability for their fans to actually invest in them. So five years from now, following somebody on social media may not be the dominant way in which we choose to stay in touch with them, we may choose to invest in them, because we believe in them and we believe that they're going to continue to grow. And we want to express our appreciation and our support, not through likes or through comments, although we may do that, too. But also with our hard earned money.

**Jake** 38:01

Yeah, it's, there's so many interesting points in there. I want to comment on like a few things. So one, like, you know, the the early content that's emerging on big clout, you know, it's useful to keep in mind that like, early Twitter was people posting like a ham sandwich that they have for lunch. And now it's like the dominant news source around the world forever.

**Jake Udell** 38:19

sets out Instagram. Exactly. Red Bull, Red Bull posting pictures of their cans. Yeah,

**Jake** 38:24



yeah. So you have to start somewhere. But I think to be overly critical on the content that sort of emerged as popular on Bitcoin in the early days, is, you know, fine, like fair critique, but, and maybe sort of shielding your eyes from, from the larger potential there and incentives that the dense decentralized system creates, will probably take some time to play out. And like you said, you know, maybe there's, there's just a larger variance, which I think is how technology largely works, where there may be a lot more better stuff. And there might be some downsides and negative stuff as well. But sort of TBD, it seems that decentralizing social media is probably a net good thing. And sort of distributing value across, you know, through the protocol across all these different creators, as opposed to just in Facebook's bank account. And Zuckerberg bank account is, is probably like not a good thing. That's super interesting. And then the other thing you mentioned, sort of hinting at the future, for big cloud is this concept that it's not just big cloud comm where there's one feed, there's going to be, you know, 10s, hundreds, maybe 1000s of nodes, running their own feed, and you can sort of follow you know, it's not just about following individuals, it's following, basically curators of individuals, and you can sort of choose your news source, whereas now you're on Twitter and you follow whoever you want to follow. And then the algorithm creates your feed basically in a way that will probably get you like pretty addicted and You know, it's just, they're incentivized by their business model. Like, I'm not saying Twitter's evil or anything, but I certainly have gotten a lot of value out of Twitter. But they're just incentivized by the fact that the business business model is same as same as Facebook to sort of maximize your engagement. And in order to do so they figured out how to, you know, maximize your engagement. And that, you know, they don't really care, like, Oh, we don't want these people to be addicted or whatever. So a bit quiet, you can have individuals curating feeds, and they don't have those same incentives, where they're just trying to predict you, they might just say, Hey, you know, I really like the NBA, I'm going to find all the best contributors on bit clout, who are who are clouding about NBA type related stuff. And I think they're really good. And I think their information is great. And maybe the content is funny, or whatever it is. And maybe there's like a separate node for and correct me if I'm wrong on this stuff. But like, maybe there's a separate node for like, funny NBA or like, MBA drama versus



like, pure, like, you know, basketball stats, and whatever. And people can sort of follow their own feeds from there. Is that accurate in terms of like, what the future looks like in terms of all these different nodes running? Or do I have that totally wrong?

**Jake Udell** 41:09

No, you haven't, right. And it's a, I've been so excited about, like, what's gonna be the Instagram of big cloud, what's gonna be the Reddit of big cloud. And what you're talking about is so much more simple, yet potentially, just as valuable. Because if you think about the way you you briefly alluded to the algorithms, these social companies, you know, we I sign up, I follow, I set up a Twitter, I follow pot of Jacob blog of Jake Schumann's blog and Jake on there. And you, you have this sort of moment where you're choosing to connect with that person. Like, if you go to dinner with a bunch of people, your first instinct after dinner isn't just to go follow them immediately on Instagram, sometimes you do, sometimes you don't, depending on the person, your behavior patterns. But if you choose to do so, you do show because you want to connect with that person. However, Instagram is interested in showing you the content that's going to keep you on their platform the longest, regardless if it's from the people you care about or not, because that's how they make money. And so I think the thing that needs to be emphasized here is the massive shift from going from an advertiser only model, to or largely advertising model, to a model that relies on the public to actually invest in things they care about. And as a result, take the advertiser out of the equation and to your point, give you the content when you want how you want it, the ability to sort of with one engineer, just create, you know, your own node and start something up. And then really, to your point, bringing in the evolution of the Curia, you know, the curator, like this may be the era of the curator, who, who can build the site that's got the best algorithm that the most people like are the most different algorithms that people like all hosting on one site. I mean, that's going to be some really interesting. You know, things we're going to see play out here over the next six months. And I believe it's something like 75 companies have already been being built on this, which some people in crypto have told me is a record for a new cryptocurrency like this, or new blockchain, I can't verify that. But I can definitely verify that there's dozens of companies because I've



talked to many of them. And it's really going to be going to be interesting. It's a one of things I wanted to ask you. as, you know, obviously, I am very, very passionate about the world of decentralized social media, and what could be possible as this comes to fruition, because I do believe creators not only deserve the right to own their audience, but also the right to reach them instantly, indirectly and monetize it. I'm very passionate about those things. But there are some underlying there are some underlying I'm trying to think of what the word is say is like qualms about big cloud that are fears about big cloud, that I feel like if we didn't address, it wouldn't be fair.

**Jake** 43:53

Yeah, sure. So there's a few concerns that, that I had none, which are, you know, can't be overcome. So that's, you know, if you sort of list your top few issues and realize that they all have seemingly pretty easy solutions. That's like a pretty easy way to become bullish on the platform. We can you want to go into those. Now. I also want to, well, let's go into those now. And then I'll get to where I want to go. But

**Jake Udell** 44:21

it's your show, buddy. I'm not your type.

**Jake** 44:23

Yeah, no, no, but it's a good question. I think it's really important, especially coming from a guy like you you're super bullish on the platform, how to super successful time thus far, and you're talking with all the movers and shakers to address the concerns is something really valuable. And and I like to just take as reasonable of approach as I can, basically with the show in general. So I do want to dig in here. I think the major concern that I have, which I think can be quickly addressed is thus far. And I shouldn't say major concern. It's more of a consideration and a sort of curiosity about how it's going to impact the cloud both in the immediate future and then You know, eventually in the long term, which is that currently as I sort of mentioned earlier, you know, you can you basically in order to get bit clout, you have to put in Bitcoin, exchange your Bitcoin for bit clout and then you need bit clout to buy creator coins you know I can go buy your Creator coin, which I will, you've already bought mine which



which is awesome, and you need big cloud to do all of that. And the tricky thing is like thus far, you know, there's no way to reverse that out, you can sell your Creator coin back in exchange for bit clout. And people I'm assuming plenty of people have made a nice return on the creator coins. If they discover someone early and then invest. And then you know, later they decide to sell a portion of them and get out, get out Bitcoin In exchange, but you can't then go as of yet, as far as I'm aware and go and sell the big cloud back in exchange for Bitcoin, which then of course, there's, you know, plenty of exchanges where you can exchange Bitcoin for Fiat, I don't know who would do that right now. But, you know, people at least want to be able to do get dollars and some parts of the world or their local currencies or, you know, exchange Bitcoin for aetherium, or whatever it is. So there's basically no off ramps. So the challenge is, you know, when does that come? And what happens when that becomes available, as there's so much pent up demand of people who have sort of made an early killing on bit clout in terms of bit clout that they then want to go and get, you know, Bitcoin exchange? How do you view this whole transition happening? And, and if you have any idea, like, when do you envision it happening? And is it going to be big cloud, that's building thing? Are they gonna be partnering with exchanges? Basically, this whole subject is sort of the the critical thing from my perspective that I want to see, just to continue to build my conviction in the platform and the protocol.

**Jake Udell** 46:48

Yes, the first step, right, if creators are going to be monetizing on the platform, they need to be able to remove the big cloud back to US dollars. And, you know, as somebody who comes from the traditional world that hasn't really lived in web three, as long as many of the people that are probably listening, this was sort of a foreign concept to me. But in studying it more, it seems like many successful crypto projects have started in a whale shark was saying, on the site that when you look at something like tasers, for example, he invested in tasers, and then he had, you know, held his money for a while he couldn't sell for a while, then eventually he was allowed to sell he sold, so many kept some. So it seems like it's not a completely foreign concept for the crypto world. But they do need to create that offering. And one of the ways they expose how transparent they are



being about that offering process is they actually released the entire API of the protocol as it pertains to exchanges so that anybody can actually go ahead and set up their exchange right now, because they released all the code enabling you to do so. And so I assume we're weeks away, I don't even think it's months away. I think we're weeks away from being able to offload big cloud, which leads to a whole bunch of other questions we can address in a second. But I think that the other thing that people need to recognize is that this concept for many sounds so crazy, I'm investing people, I'm gonna have my own coin. And if you told me eight weeks ago that I was gonna have my own coin, and that it was gonna be trading for one day at \$1. Meanwhile, \$20,000, I would think you're out of your mind. I mean, I had no plans for this at all. And I'm up, I'm a planner. So these things don't typically just show up and happen. But one of the things that's interesting is despite the fact that there's always businesses that get a lot of great investors that still fail, I think that big clouds unique in the fact that it's almost like the 92 dream team of investors. That doesn't mean it's going to work. But you know, you look at across the board, you have, you know, you have novalis Schumacher at the very top right, who are just obviously icons in our world, the best at what they do, and just total visionaries, and how they think about business and value creation. And then you have the entertainment industry and board because you have Scooter Braun and Ashton Kutcher and guy Oseary and, and Troy Carter all have you know, invest and when I say invested, by the way, these people didn't invest in the company fit cloud is not a company for anybody listening, Bitcoin is a protocol. So these people actually just purchase tokens at rates that are earlier though you could purchase them today. And then you have Andreessen Horowitz. And I've heard rumors that this is actually sequoias first token investment. So we know Sequoia is involved. I don't know if they've made other token investments or not. But that's interesting. And then to just top it off for you, you have Coinbase and Gemini and the other big funds from the crypto space, you know, the black changes in the dg eyes. And so, you know, distributed global and so it's really fascinating to see this world where all these people have sort of taken this chance putting their name their reputations at stake on this concept because they believe that the world needs to move in this direction, at least in some capacity. Otherwise, why would they make their you know, why would they give it





their support in any capacity? And so I do think we'll see the exchanges, I do think will continue to also To see ways that creators can actually monetize right now, the way that creators technically monetize is that the creator coin when it's purchased, like if you buy my Creator coin right now I have it set where 20% of that of the, you know, the fee for the coin actually goes to me directly, most people haven't said it 10% as it should be, for most people, I think when you get a little bit higher up, it's you want to control a little bit more of your supply. And so it's important that people can't, you know, just sell a bunch of you, and then your price changes really instantly, but call it 10%. And a lot of people say, Well, why is your Creator? Why should I not be entitled to 90% or 60%, or at least 50%? Well, nobody's gonna invest in you, if you have to double in price, just to break even right, it's an investment, they're not actually paying you the money, they're investing in you. And so the fact that you get 10% of that is actually, I think, pretty fair and interesting. Some may disagree, but right now that 10% goes back into your own coin. So I get 10% of my coin, I don't get it directly in big cloud or in dollars. And as they sort of evolve this ecosystem, I'm assuming there's gonna be ways for for that to occur. But I also think that there will be ways, you know, for people to pay you directly, either in big cloud or in your own coin, for, you know, you recording a post, let's say, or doing various things that would actually result in advertisers being able to play in the ecosystem if they wanted to, I just think there's going to be all sorts of ways for creators to monetize it's going to be really interesting. You know, if you hold two of my tokens, you get x, you get Y, if you've held them for a year, you get x&y differently. I just think there's, you know, with NF T's, there hasn't been that need as much to figure out beyond the digital art, how are the creator and the owner actually interacting with each other and providing value to each other? It's really, it's mainly art. But I think with social tokens, there's this new opportunity to create value in that exchange that goes beyond the speculation of the monetary value of the token itself.

**Jake** 52:02

Yeah, it's interesting when things start to go beyond speculation and turn into, like, there's actual things that you can exchange the coins for. And I think that both in terms of like what you said, whether



it's like a sponsored post, or access to premium content, or you know, some famous like, I don't know, you on Musk is always the famous guy, tech guy that comes to mind for an example. But he says, Hey, you know, my 10 biggest holders by January 1 2022, let's ring in the new year's together, and you're invited to SpaceX headquarters to celebrate with me or whatever like that, like, you can imagine the people who would sort of be vying and you know how much they would be willing to buy of that price for that sort of reward. And maybe that's like too big of an example, even to really make sense. But things like this, where you can get pretty creative in terms of incentivizing your audience to invest in you in exchange for, or rather exchange, you know, the coins of them that that you have bought in exchange for like, maybe their time, or their attention, or they're responding to a message or they're re clouding your your cloud, like you said. So there's all sorts of applications, and it's gonna take some time, probably to see how the most successful people on the platform are taking advantage of these different features. But I guess another concern, or, you know, consideration, at least that people talk about a little bit, I wrote briefly about it. And again, I think it's super solvable, but worth addressing just for the sake of giving everyone like the full picture is this concept. It's sort of twofold, actually, where, on the one hand, you have people like Elon Musk, and you know, other celebrities who have had their account basically reserved on big clouds. So it's like at Elon Musk, and it's reserved, and it has like this clock next to it to show that it's reserved and hasn't been claimed by Ilan yet. And he can basically go and tweet to, you know, tweet the code to claim it on bit cloud to basically verify that it's him. But the whole concept of reserving these top profiles, I understand has been, like, slightly controversial. And then on the other side of that you have accounts that were not reserved. So I think it was like the top 15,000 influencers or something like that, that was reserved, but then you have ones outside of that, that are also like reasonably big names. And people are sort of rushing to claim those big names. And then so I'm getting followed by, you know, one example was like Travis Callen ik and like I'm pretty sure it's not Travis Callen ik but that person now has the claim on that profile name. So I guess how do you see this issue being basically reconciled over time? Or maybe Is it something that doesn't need to be fixed?



**Jake Udell** 54:42

Yeah, totally. let's address the first one first. So did cloud uploaded the top 15,000 names from Twitter without those creators permission, and they started points, you know, in there, whether it was Barack Obama or Donald Trump or Kanye West or Kim Kardashian. They gave These people coins and people could trade on those. And I've talked to so many different lawyers about this, you know, there's everything from lawyers saying that this is public name and likeness, the same as somebody can take a picture of you leaving a restaurant posted on Getty Images and sell it to other lawyers saying that this is absolutely illegal and is going to be shut down and you know, etc. But I'd like to defer to somebody much smarter than myself on this topic. I was listening to navall talk the other night in clubhouse. And he was saying, you know, if you look at the way that tech companies started, this is very normal to onboard a bunch of businesses, sort of without their permission, you look at Yelp, or Glassdoor, for example, they did very similar things. And so it's sort of accepted in the world of Silicon Valley to do something like this. Now, for the creators themselves. One of the things that's interesting that big clouds set up. So geniusly is if you tweet out your public wallet key, you not only get to claim your profile, but you get 30% of your market cap instantly. So you know, there's for some people, there's hundreds of 1000s of dollars in there for some people, 10s of 1000s. For some people, it's actually millions of dollars in big cloud, waiting in big cloud value waiting to be claimed. And it's just such an interesting growth hack. And then there's always the creators that say, you know, I don't want this and I thought we might see class action lawsuits, and this and that. And now it's so far, we haven't seen I don't mean it so far. But it's been a month and a half. And the only people that seem to be really standing up against it. Are people from the crypto community, which is kind of interesting. I guess they think that this was done in a you know, in a way that doesn't represent the true nature of crypto and everyone has a different definition of what cryptocurrency and blockchain should be or could be. So that's their prerogative. But it has been interesting to talk to some people from the music industry where they'll say to me, Hey, you know, I want to file a cease and desist. And it's like, Okay, well, if you want to do that, you could just probably let the team know, hey, like we want our profile taken, I don't think you need to



go through the whole legal process of filing a cease and desist. But do you really want to do that? Because what happens if over the next five years, the vision for big cloud becomes true? And hypothetically, what if we live in a world where you're back with the Facebook analogy from earlier where your Creator coin value follows you around the blockchain, or at least the social blockchain? The same way that your Facebook login follows you around the internet? You know, do you really want to be the person that said, No, I don't want my my Creator coin to be on this on this website at all. So that's interesting. The second point, you bring up about the faking of names and squatting on names and trying to be somebody that you're not, that's a huge problem that needs to be figured out. I assume at some point, there'll be some sort of way to flag a profile. You know, in the first couple days that the the site was live, I saw somebody joined, I thought it was really them, I invested a bunch of money, and I lost a bunch of money very quickly. And the good news is you only make that mistake once. But you don't want that mistake to happen to you know, a 16 year old girl who or guy for that matter who was using their allowance to purchase their favorite recording artist coin and happens to buy the wrong one. And so right now there is a verification system. It's not perfect, and there's gonna need to be stronger ways that the community itself probably flags profiles that they think are either mischievous or faking identity. Yes, it's a problem. But this thing's only been up for I think, eight or 10 weeks. So there's maybe less so there's plenty of time for that, I think be figured out.

**Jake** 58:25

You said before, you didn't really find your free will you said exactly. But like you didn't really find your stride on any particular platform. Prior to this, you certainly have now you're a top 10 profile on this hugely up and coming thing, like you mentioned, backed by just incredible list of investors, which is part of what what got me interested in the first place is like, you know, I think if you, if you look at an amazing list of investors like that, and you don't, you know, you think you know better that it's going to fail For this reason, or that reason, it's like, you know, how smart do you think you are? So for me, it's like, I see those guys, and I'm like, I'll give them the benefit of the doubt that like navall, jump off a16z Sequoia, all these people who by the way, I probably have more insight



and information than I do just by having access to like, the founder, and you know, the core group and whatever it is, I give them some benefit of the doubt and say, Hey, you know, I'll throw in some money here. So I actually started my Bitcoin profile. I want to say like, maybe three weeks ago or so, maybe \$94 Yeah, so the \$94 that I put in and it's worth like six.

**Jake Udell** 59:30

Yeah, these were six grand ready.

**Jake** 59:32

Yeah. So and, and that's the crazy part, right? It's like, I've been doing, you know, blogs and podcasts for podcasts for several months blogging before that, like six months prior. And I can appreciate like, it's very hard to monetize as a creator. But then you go on bit cloud and you find like, I already have these people who hit me up on Twitter and they say, like, Hey, man, like your podcast is great or whatever, like you're writing. I think you're gonna be super successful. Just keep at it. And now big cloud, they actually have an opportunity to like put their money where their mouth is, and invest, and maybe it's just, you know, 10 bucks or whatever it is. But it's not just like a Patreon thing anymore, where they're just donating out of the kindness of their heart or whatever, they actually are getting sort of a stake in my reputation, maybe for lack of a better word, where if and as I sort of realized that potential that they see in me, they'll actually make money for it. And all along the way to your point about like the founder share, or the creator share, I forget what it's called. But um, you know, when they invest \$10, I get one dollars worth, or whatever it is. So I'm actually benefiting all the way as well, which is how I think you know, that \$94 that I put in, there certainly been appreciation of like the creator coin price, but also I'm getting 10% of, you know, everyone who invests the amount that they invest, I get 10% rewarded to myself. So it's a really incredible system. And, you know, no one, like you said earlier, you know, you have this background with, with music and everything. So you can certainly appreciate, and I over the last year have been able to appreciate how it's difficult to monetize as a creator, even if you're like a really successful musician, it's, it's tough. And now big cloud represents sort of a path forward there.



**Jake Udell** 1:01:09

It's so does, and I couldn't have said any of that better, I was just smiling the whole time, because it's about to bring up Patreon, you're just you're just one step ahead, as usual. But it's a, it's amazing how on some of these other platforms like Instagram, you don't get paid to create it all YouTube, you get paid to create, but it's fully their rules, right. And with Bitcoin, you get to set the percentage of what you want to make, which is kind of interesting. Obviously, platforms will come along that will, you know, attempt to set their own rules, and you can choose to join those platforms or not. But it is really interesting to think about the ecosystem, because I think that despite the website, currently just being this very simple, laggy proof of concept, it has captured imaginations, not just because of the site itself, but because of this tremendously large vision that diamond hands, and maybe even the rest of the team has put together that has enabled you to imagine a world that exists without one person in charge, which I know many people that are big in crypto have been advocating that message for years as it as it applies to money. And we'd love to see it come to fruition not just with Bitcoin and aetherium and all the other amazing cryptocurrencies, but hopefully with social media as well.

**Jake** 1:02:25

Right. So I know we're running over on time. I got one more question. Do you have time for it?

**Jake Udell** 1:02:29

Yeah, Bri, I'm good on time. So

**Jake** 1:02:31

so. So basically, you know, I, for all the people who have listened this conversation. And now you know, maybe they knew about big cloud, but they didn't know so much, or they didn't know how they felt. And now they're super bullish, and they want to get on the platform and start getting involved as quickly as possible. They need someone to look up to, and to sort of model their approach to the platform after and I don't know a better person than you. Like I said, You're a top 10 profile. And you're surrounded by people like both claimed profiles



and unclaimed profiles, which is basically these unclaimed profiles is like, I think Ariana Grande or ground a not sure how to pronounce that, but probably should. But she's like a top 10 person even though she hasn't claimed her account, yet, people are still investing, I guess, speculating not only on her value, but on the likelihood that she will join the platform at some point. So there's basically like a bunch of famous people in the top 10. And that, and that's like Elon Musk, and others like that, then there's like trim off. And no diamond Hans himself, the creator is, is somewhere near the top, but you're right in the mix. And I don't know how many weeks ago, you sort of got involved, but it's very new for everyone. So how did you rise to the top on bit cloud? And what strategies do you think are, you know, more generally applicable to people who get started now?

**Jake Udell** 1:03:48

Yeah, it's a great question. I remember like, maybe now three months ago, seeing one of your former podcast guests, Blau, who actually used to manage for a brief stint. You know, yeah, that amazing NFT auction that was running. And I remember seeing whale shark at the top, you know, bidding against another bidder three and a half million dollars to get a plough enough to like, Who the fuck is this whale shark guy. And now here I am 12 weeks later on big cloud, and I'm in a boy band with him called the big cloud boys because somebody put our faces on the Backstreet Boys. And here we are. So a lot can change in 12 weeks. I mean, I I didn't expect any of this to happen. I came on here to invest in creators and support the future, the creator economy and the vision for decentralized social media. When I read the white paper, I didn't even fully know what it meant to have my own coin. And the site at the beginning there were so many you know, you're trying to post things that wasn't working. It was so it was so crazy that once again, I didn't think that this was what it was going to be but it has become something and we asked how I did it. I just tried to post things that I thought people would care about that were interesting to me on things that reference scented that the trends of this movement, the trends of current social media, the trends of crypto as it pertains to social media and just crypto in general. And most importantly, I just tried to provide value to the community. So you know, within like one week of being on the platform, I started a, I don't know if you'd call it a podcast. It's like a club. I eventually it'll be a podcast. It's





like a clubhouse right now called Cloud hour where every once a week we bring on a guest, you know, we've had Blau on we've had Pamela Anderson on, we had Elio trades last week. Tonight, we're having Logan, Paul, creators on big cloud, where we talk about big cloud in the future social media and also obviously touch on the generalities of their lives. But I think that the main goal that I've had, has been to provide value to the ecosystem and connect with as many people as I can, that are doing interesting things, I don't necessarily necessarily care what their background is, or how much money they have on the platform. Although I will say that it does. It's one of probably the qualms in it right now is that money does represent, you know, if you invest 20 \$30,000, or 50 \$100,000, into somebody, you get on their radar very, very, very quickly. And so I didn't put that much money into this platform, compared to crypto whales, but I made some good investments they paid off quickly. And now I've really tried to support the community and try to figure out what are going to be the projects that are built on top of this thing. And so for anybody that's joining, you know, you can just join, but if you join, and you truly try to make an effort, I think it'll be some of the best networking of your entire life. Because this is the beginning of a movement that is, you know, begins with big cloud, and maybe it ends with big cloud, maybe it ends somewhere else we don't know, but the decentralization of social media is diamond hands put forth in his vision is surely here. And whether it becomes mainstream or not, will be up to the people that are in this community building it. And I just pride myself on being somebody that believes that this vision is possible and wants to see it happen.

**Jake** 1:06:58

Yeah, that's awesome. And I think hopefully helpful to people who are interested in getting on board. I know for me, like, you know, you don't have to dive into the deep end, you just create a profile, put a little bit of Bitcoin in, for me, it was like 94 bucks, and sort of start, you know, clouding a little bit, which is, we've been using the verb a lot, but it's the big cloud version of tweeting, and, you know, get some content on there, see if it resonates with people, tell some of your followers from Twitter or wherever to get on and follow you on bit clout and just see things happen. And you might get lucky like me, or you might, you know, you might know what you're doing like Jake,



and Bill, you know, one of the top profiles on the platform. So Jake's just for for people listening in, definitely go follow Him and hopefully invest at it's at Jq del JKEUDL on cloud Comm. And you'll see there that he's got over a million dollars USD locked into his profile, and and the valuation or the market cap, rather of his profiles, like approaching 4 million, which is must be somewhat of a head trip after just a matter of weeks. But I think you're doing all the right things. You've got this clubhouse, like you talked about talking with Logan Paul tonight. So it's awesome to watch you. And it's awesome to watch the platform develop. And, you know, I think we've only scratched the surface on a lot of these exciting elements in the last hour or so. But super excited to see how things play out. Is there anywhere else where where people can go and follow you. Obviously big clouds most important, but anywhere you want people to like if people are interested to learn more about you to look or anything like that?

**Jake Udell** 1:08:32

Oh, yeah, of course, anybody that wants to connect and is inspired by this conversation, feel free to text me, you know, I have a community number, because that's my baby. So 312-500-7854 once again, 312-500-7854. And, Jake, I'll leave you with this. You know, if Bitcoin came out in the middle of March, it was March 16. And it's been a month and a half. I can develop a market value in myself. This is not my mark my market values 3.8 million, but the coins that I've been given through my founder award are well over half a million dollars. If I can do that in a month and a half. What is that going to look like for the future of creators across the world. It's pretty inspiring.