

Blockchains and WordPress

Leveraging decentralization for a more...

...user-first

...community-driven

...open web

Jeremy Saxey - March 24, 2023



Jeremy Saxey

Co-owner/CTO @ RadiateWP

15 years in WordPress (professional)

In blockchain (hobby)

- ≈2010 ??? - learned about
- Late 2017 - lost money
- Late 2020 - active



Who's in the audience?





**Getting into crypto
for the tech**

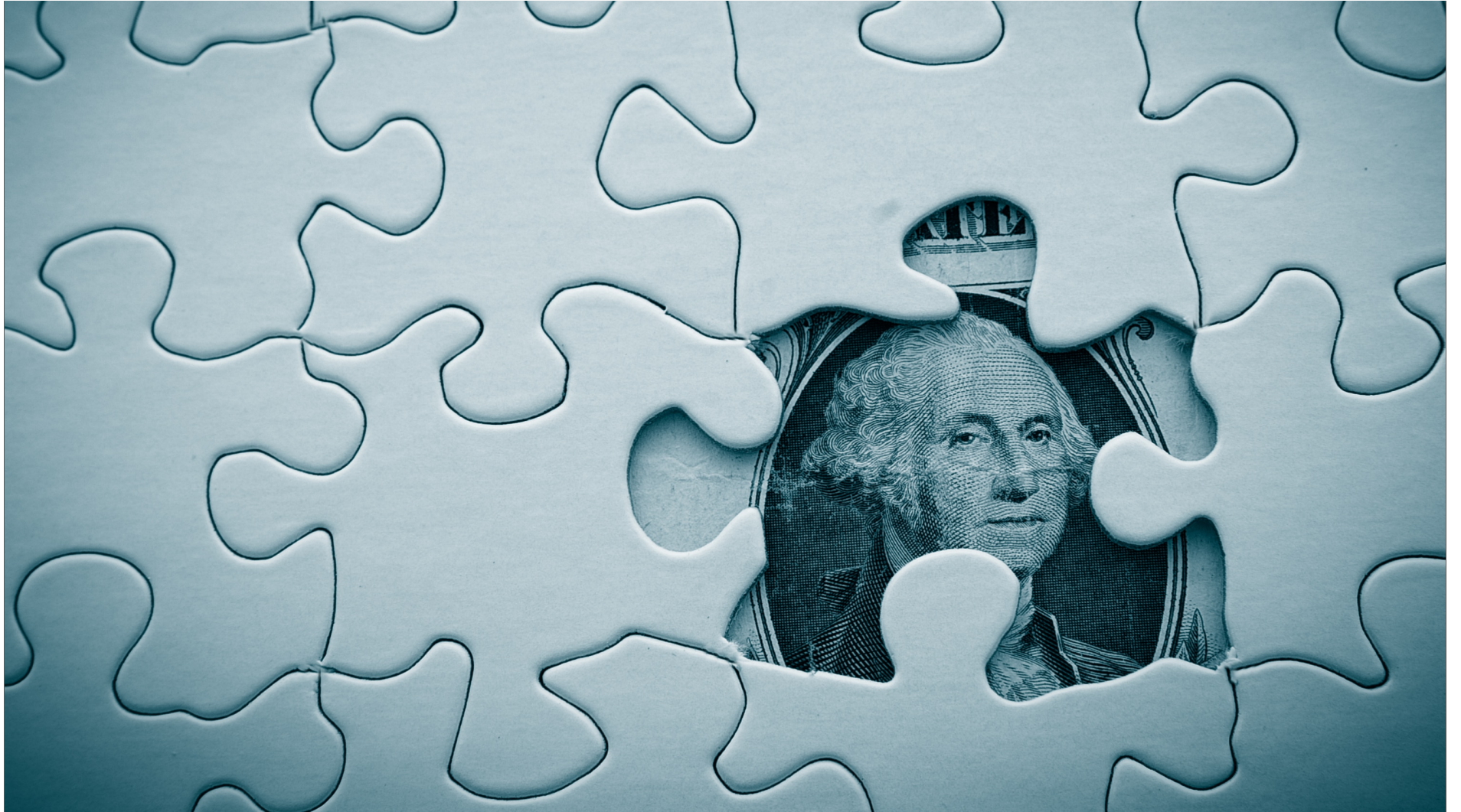


**Getting into crypto
for the memes**

My journey into...

1. Internet (distributed network)
2. Bittorrent (peer to peer file sharing)
3. WordPress (democratized publishing)
- 4.
- 5.

The internet is missing
some things...





My journey into...

1. Internet (distributed network)
2. Bittorrent (peer to peer file sharing)
3. WordPress (democratized publishing)
4. Bitcoin (decentralized money)
5. Blockchain (decentralized data)*

Data in Web2

The world's most valuable resource is no longer oil, but data

The data economy demands a new approach to antitrust rules



David Parkins

May 6th 2017

[Share](#)

Why is data so valuable?

Attention 👁️

...is the most valuable asset

The image features a teal background with several white, wavy, horizontal lines that create a sense of movement or depth. The text "What gets attention better?" is centered in a white, sans-serif font.

What gets attention better?

In other words...

Misalignment between attention and humanity's well-being

**General
Data
Protection
Regulation**



Our culture around data should change

Website Owners

- Personal data is a liability
- We want less/none of it



Database

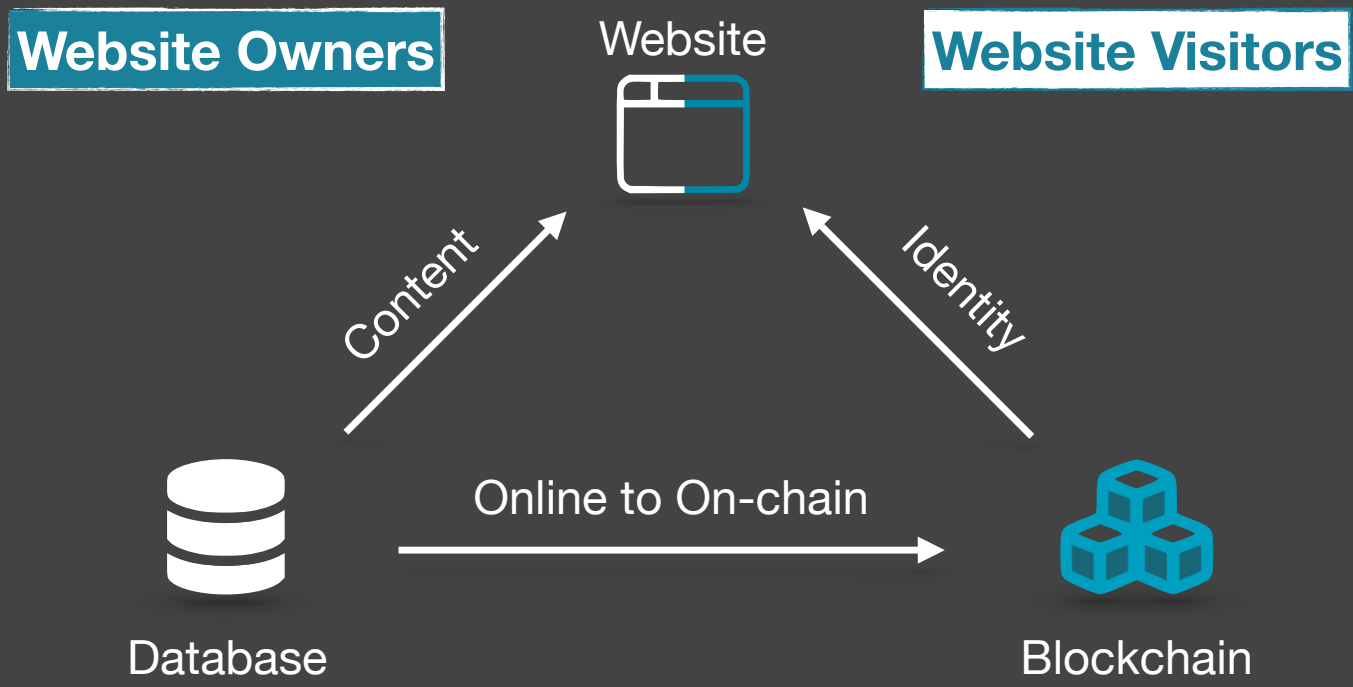
Website Visitors

- Don't own your data, don't own your identity
- I can give less/none of it



Blockchain

Our culture around data should change



Data in Web3



NFTs



POAPs



Money

Data in Web3

Technically speaking...

NFTs

- Non-fungible tokens
- Unique digital asset

POAPs

- Proof of Attendance Protocol
- Also NFTs with special metadata

Money

- Coins (Bitcoin, Ether, Doge)
- Fungible tokens (Stablecoins like USDC)

Data in Web3

Practically speaking...

NFTs

- Digital collectibles
- Digital Identity (PFPs)
- Lots more
- Monetary value
- Build & foster communities

POAPs

- Bookmarks for your life
- Event ticket stub
- Event-based business card
- No monetary value
- Build & foster individual reputation

Money

- DeFi
(decentralized finance)
- Money stuff

My experience in a Web3 community



EVM 1074

My experience in a Web3 community

- r/ethfinance participation (retroactive)
- Whitelist made
- NFTs created
- EVMavericks (EVMs) were born
- ManeNet DAO was created
(DAO = Decentralized Autonomous Organization)



EVMavericks

ManeNet

WatchTower

EIPandas

[Edit on GitHub](#)

EVMavericks ManeNet DAO

ManeNet DAO advances the decentralized Ethereum Web3 ecosystem by aligning shared member incentives with funding, developing, and promoting public goods and education.

 [Join us on Discord](#)

My experience in a Web3 community

- NFT holders get members-only Discord channels
- Came up with a mission statement
- Formed teams and leadership
- Any member can make a proposal
- Members vote on proposals (1 vote per NFT)
- Projects to work on
- Community to ask questions

My experience in a Web3 community x2



Hodlercon 2022



Hodlercon 2022

- Also r/ethfinance
- Luau DAO was formed
- Luau DAO presented at EthDenver '23
- Vote with NFTs for Hodlercon '24 location



Beachbum 109



Beachbum 110

Where's WordPress in Web3?

Where's WordPress in Web3?

- Blockchain tech is nascent
- Poor UX
- Not mainstream ready
- Build tools dev-heavy
- Not no-code ready
- But...getting close
- EVMs to the rescue ;)



Forums

Groups



Sign in

Sign up



Welcome to Caches. A web3 community.

Caches is a web3 authenticated multi-topic forum on all subjects related to the Ethereum protocol and Web3 technology. Hosted, created and curated by members. To sign up or sign in, please use [Metamask](#) or [WalletConnect](#). If you are unsure, or need help please see [our knowledge base article](#) on how to install metamask, create a free account and sign in anonymously.

Login with Ethereum

Check us out first



Public Forums

Drop in the public forums for discussion on web3 and Ethereum developments and technology



Public Groups

Looking for a web3 project or group on a specific topic? Check out our groups



The Rostrum

Read our member blog for the newest opinions, views and news on Web3 and Ethereum

Group discussions

caches.xyz (WP, Web3, Community)

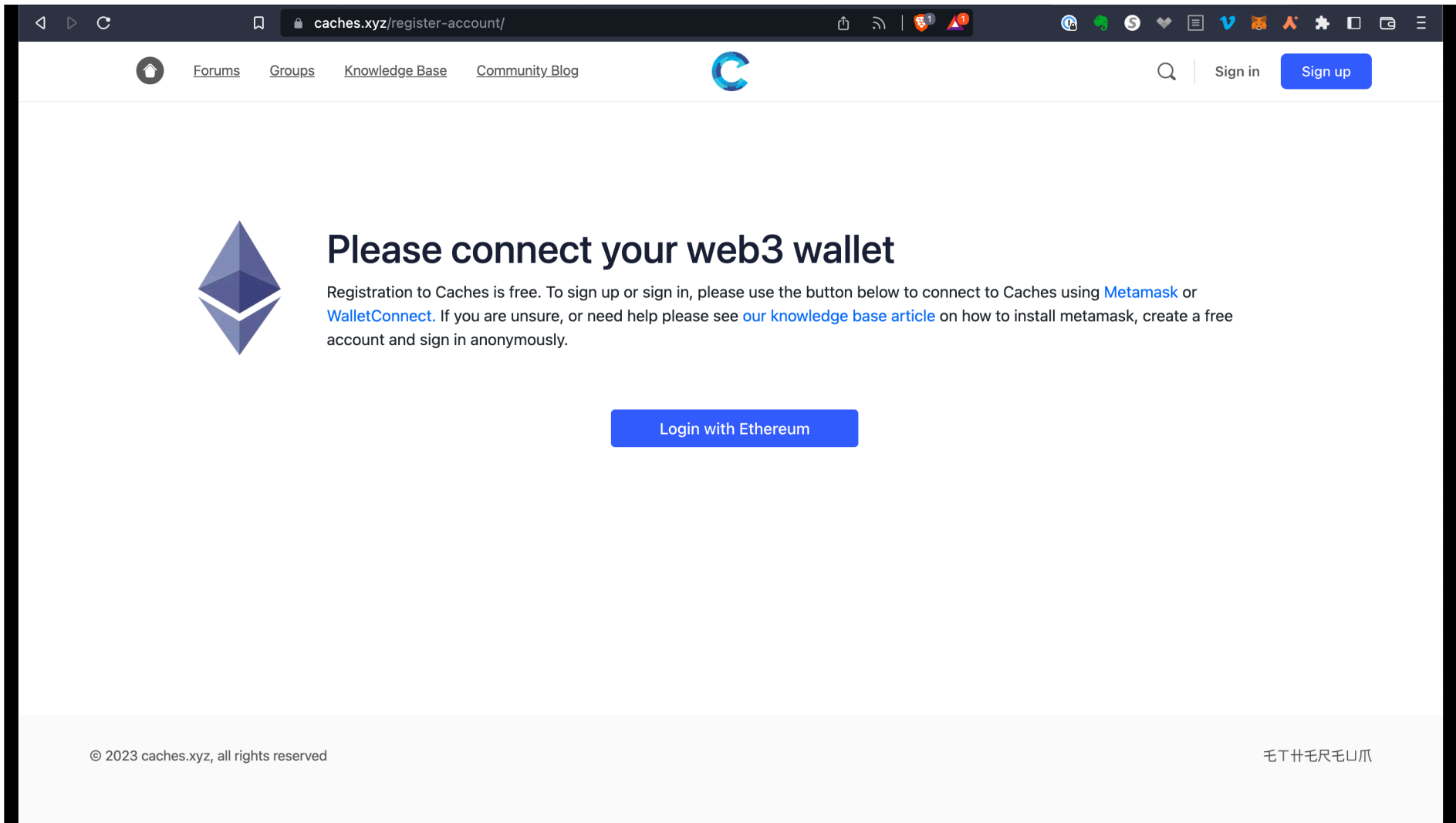
Built with:

- WordPress
- bbPress for Forums
- BuddyPress for Groups
- BetterDocs for Knowledge Base
- GamiPress for points

caches.xyz (WP, Web3, Community)

Sign-in with Ethereum:

- No ID/PW needed
- Hides wallet address
- Creates random username
- No email address used
- Completely anonymous
(even to admins!)




Please connect your web3 wallet

Registration to Caches is free. To sign up or sign in, please use the button below to connect to Caches using [Metamask](#) or [WalletConnect](#). If you are unsure, or need help please see [our knowledge base article](#) on how to install metamask, create a free account and sign in anonymously.


Login with Ethereum

cache.xyz (WP, Web3, Community)

Signup with Ethereum...




MetaMask
Connect to your MetaMask Wallet



WalletConnect
Scan with WalletConnect to connect

MetaMask Notification

Optimistic Ethereum Balance
Juxta 0.003178 OETH

 <https://cache.xyz>

Signature request

Only sign this message if you fully understand the content and trust the requesting site.

You are signing:

Message:
Sign this message to validate that you are the owner of the account. Random string: 640cf815d517f

Prior to clicking confirm:

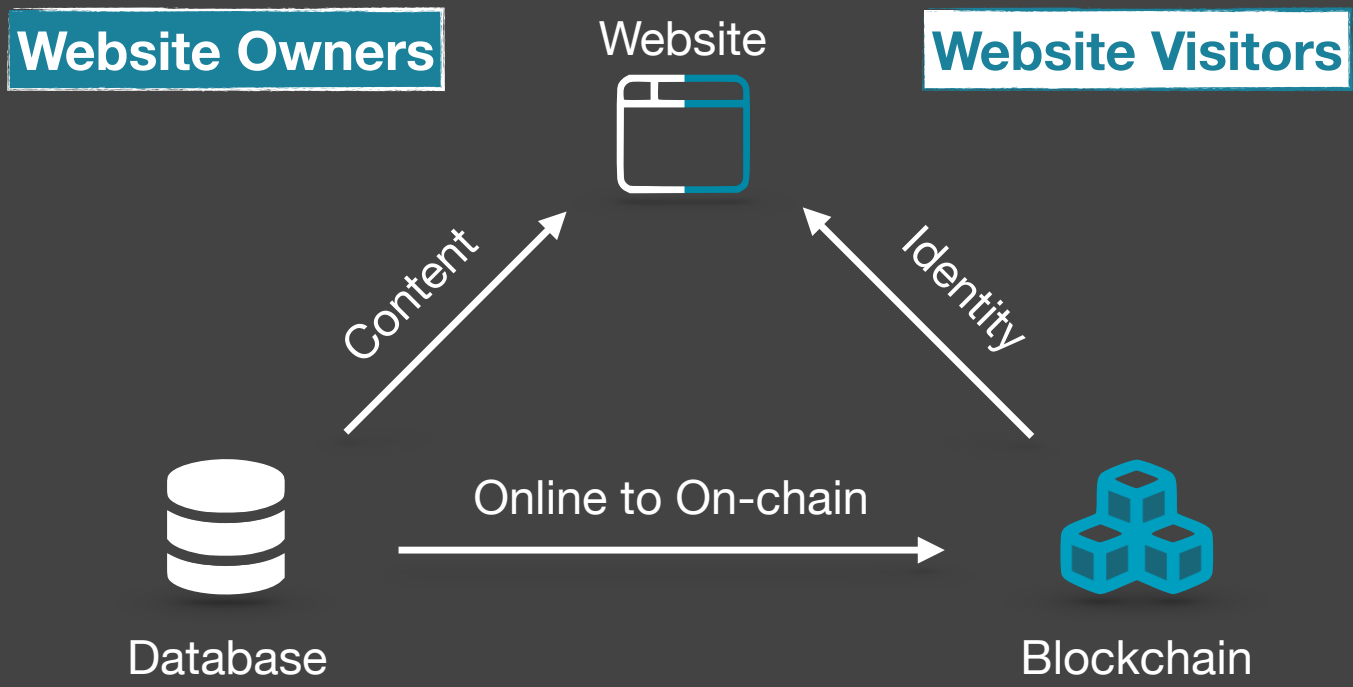
- Plug in your Ledger device and select the Ethereum app
- Enable "smart contract data" or "blind signing" on your Ledger device

Please Enter Your Details to Verify Your Account

Handle (Required)

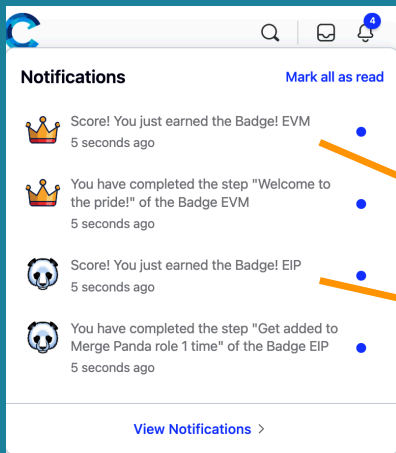
Email (Optional)

caches.xyz respects Web3 identity



cache.xyz (WP, Web3, Community)

After signup with Ethereum...



caches.xyz (WP, Web3, Community)

Assign roles based on NFT


- NFT-gated content
- Post creation
- Moderation
- “Secret” Communities


caches.xyz (WP, Web3, Community)


Not signed up/in with Ethereum...


Groups

All Groups 5

 **ETH Addicts Anonymous**
Public • Active 17 hours ago
Do you love Ethereum? Do you love talking about Ethereum? You. Us. Same. ❤️

 **EVMavericks**
Public • Active 17 hours ago
The Ethereum Virtual Machine powers the protocol. The Mavericks power the community.
<https://dao.evmavericks.xyz/>

 **Just Bricks**
Public • Active 3 days ago
They're just bricks.


 **Surviving The Internet (OpSec)**
Private • Active 4 days ago


cache.xyz (WP, Web3, Community)


Signed in with Ethereum with an EVM NFT...


Groups


All Groups 5

 **ETH Addicts Anonymous**
Public • Active 17 hours ago
Do you love Ethereum? Do you love talking about Ethereum? You. Us. Same. ❤️

 **EVMavericks**
Public • Active 17 hours ago
The Ethereum Virtual Machine powers the protocol. The Mavericks power the community.
<https://dao.evmavericks.xyz/>

 **EVM Holders Only**
Hidden • Active 18 hours ago
This group is only for owners of the EVMavericks NFT.

 **Just Bricks**
Public • Active 3 days ago
They're just bricks.

 **Surviving The Internet (OpSec)**
Private • Active 4 days ago

cachees.xyz (WP, Web3, Community)

Gamify based on NFTs

- Get 500 extra points
- Get a badge
- Create unlimited groups
- Web3 reputation intact





Web3 Identity is BYOD
(Bring Your Own Data)

Our culture around data should change

Website Owners

- Personal data is a liability
- We want less/none of it
- Bring your own data



Database

Website Visitors

- Don't own your data, don't own your identity
- I can give less/none of it
- Bring your own data



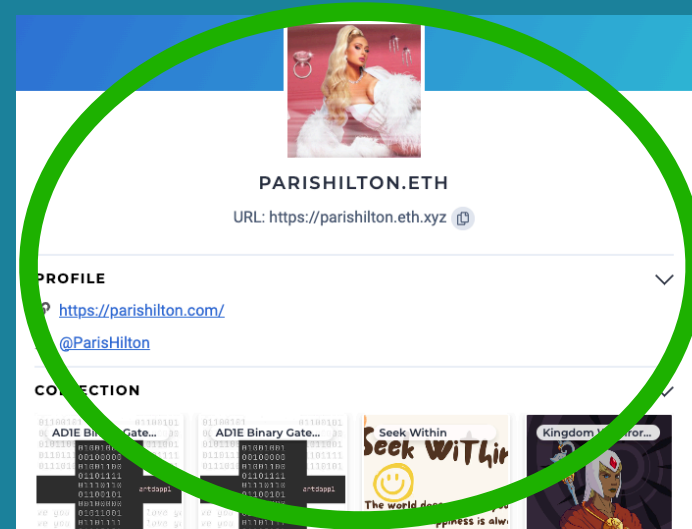
Blockchain

Bring Your Own Data

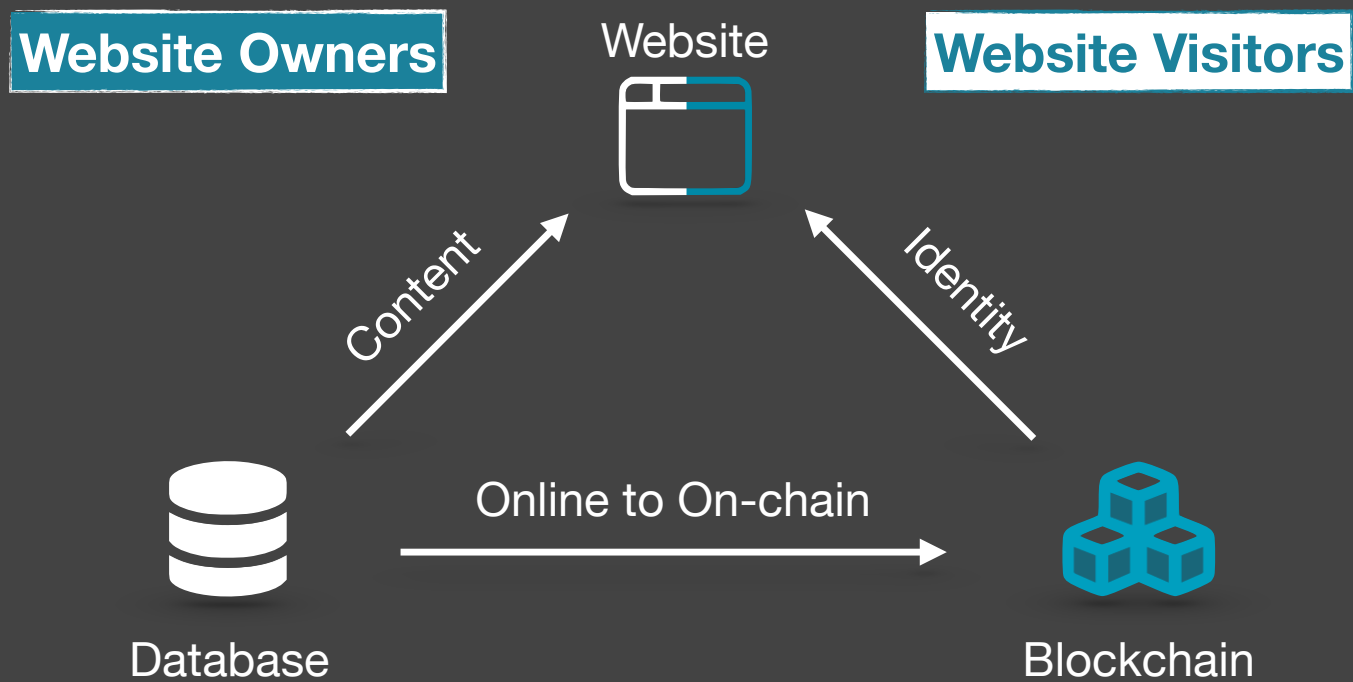
Don't have to pay for blue checkmark



Your NFTs prove your identity



Data flows both ways



Data flows both ways

Website Owners

Website

Website Visitors



Content

Identity



Online to On-chain

Database

Blockchain





No code NFT Creation on WP

The screenshot shows a 'Mint NFT' form with the following fields and controls:


- Upload File**: A toggle switch is turned on. Below it is a dashed box containing the text: 'JPG, PNG, GIF, SVG, MP4, WEBM, MP3, WAV, OGG, GLB, GLTF. Max size: 500M'. A 'Choose File' button is centered within this box.
- Contract**: A dropdown menu with the text 'Select a contract' and a downward arrow.
- Asset Name**: A text input field containing the placeholder text 'e.g. Redeemable T_Shirt with logo'.
- Asset Description**: A text area with the placeholder text 'e.g. After purchasing, you will be able to get the real T_Shirt'.
- Unlockable Content**: A toggle switch that is currently turned off.
- Explicit content**: A toggle switch that is currently turned off.
- Show advanced settings**: A button with rounded corners.
- Create NFT**: A large, dark blue button at the bottom of the form.

Community tool




Mint NFT

* Upload File 

JPG, PNG, GIF, SVG, MP4, WEBM, MP3, WAV,
OGG, GLB, GLTF. Max size: 500M


Choose File

* Contract


Select a contract 


* Asset Name

e.g. Redeemable T_Shirt with logo

Asset Description 

e.g. After purchasing, you will be able to get the real
T_Shirt

Unlockable Content 

Explicit content 

Show advanced settings

Create NFT

Decentralized Infrastructure





You look cute today,
dude



You're so sweet,
bro

Community & Identity

More decentralized



More resilient



Moar
tools bruh

EVM 1074

**What can WordPress do
for your web3 community?**

What you can do today

- Get a wallet (Metamask)
- Get the POAP app
- Get my POAP that we've met! (coming soon???)
- Get the (unofficial) POAP for WordCamp Phoenix '23 (coming soon???)
- Visit caches.xyz and use login with Ethereum & explore the site!

The background is a solid teal color with several overlapping, semi-transparent, wavy shapes in lighter shades of teal and grey, creating a layered, mountain-like effect.

Thank you

{ Feedback Welcome }

Slides and resources available:
radiatewp.com/about-us