THE FOUNDRY

THESIS

From Fragmented Web3 to a Place to Learn, Participate and Build

"Web3 made participation possible. It did not necessarily make participation easy."

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CURRENT LAUNCH STATUS

$TF has not launched. Token payouts and buybacks are not active. Our target is to launch within 30 days of 11 September 2026, by 11 October 2026. This is a target, not a guaranteed date. Members can earn XP through available verified activities while we prepare.

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THE BEGINNING

The Foundry began with a fairly simple observation. There are already thousands of crypto websites, trading tools, communities, dashboards, wallets, NFT projects, educational resources and social accounts. The problem is not that Web3 has nothing. The problem is that everything is everywhere.

Someone trying to understand a token may have one website open for a chart, another for holder information, another for social activity and another for research. If they do not understand something, they leave again to find an article or video. If they want to participate in the community, that happens somewhere else. Their wallet exists somewhere else. Their NFTs exist somewhere else. For an experienced crypto user, moving between those systems becomes normal. For everyone else, it can feel like walking into a city where nobody bothered to put up street signs.

We started asking what would happen if some of those pieces could exist in the same place. Not because Web3 needs another everything app. It probably does not. But perhaps it needs a place designed around the person trying to navigate it rather than around any single transaction. That is what The Foundry is attempting to build.

THE PROBLEM

Crypto moves quickly. That is part of what makes it interesting, and it is also part of what makes it difficult. A new token can appear in minutes. A story can spread across X before anyone verifies it. A chart can move before someone understands what they are looking at. New users are regularly asked to connect wallets, approve transactions and interact with technology they may barely understand.

The industry has built incredibly efficient ways to transact. It has not always built equally good ways to understand. That distinction matters. A faster trading interface does not automatically create a better-informed trader. More data does not automatically create understanding. A larger community does not automatically create better participation. Adding another blockchain feature does not automatically make a product useful.

The Foundry is not based on the assumption that we know how to solve all of those problems. It is based on the belief that they are worth working on.

THE USER

A lot of Web3 is designed as if everyone using it is already experienced. They are not. Some people have used crypto for years. Some bought their first token yesterday. Some understand wallets but do not understand NFTs. Some understand charts but know very little about smart contracts. Some can read blockchain transactions directly, while others are still learning what a transaction signature means.

The Foundry should be able to serve people at more than one point on that spectrum. That does not mean simplifying everything until advanced users find it useless. It means providing enough context that people can understand what they are seeing. A user should be able to discover something and then learn more about it. They should be able to encounter an unfamiliar term and find an explanation. They should be able to participate without being told the first thing they need to do is spend money.

When a wallet asks someone to approve something, the interface around that transaction should do as much as reasonably possible to explain what is happening. That is not a marketing feature. It is basic product design.

DISCOVERY

Discovery is one of the most powerful forces in crypto. It is also one of the most dangerous. Finding something early can matter. So can understanding what you found.

The Foundry is building discovery and signal tools because people are already searching for new tokens, projects and activity. Pretending otherwise would accomplish very little. What we are questioning is whether discovery has to end with a token address and a chart. Perhaps discovery should also make it easier to examine when something was created, who created it, how ownership is distributed, whether useful market information exists and what other signals deserve closer inspection.

None of those things can tell someone whether a project will succeed. They can help someone investigate before making a decision. The Foundry should provide information. The user still has to think.

EDUCATION

Web3 has an unusual learning curve because people are often learning while their money is already involved. That is not an ideal classroom. Someone may first learn about seed phrases after almost giving one away. They may learn about token permissions after interacting with a questionable asset. They may learn about slippage, liquidity, market capitalization or wallet approvals because a transaction is already in front of them.

There is excellent educational material across the internet. The difficulty is finding the right information at the moment it becomes relevant. That is why The Foundry is developing its Library and educational resources alongside its other tools.

Education should not sit in a forgotten menu item simply because it does not generate the same excitement as a moving chart. If someone is looking at something they do not understand, being able to learn about it may be one of the most useful features we can provide.

PARTICIPATION

Most communities are very good at counting people: followers, members, views, likes and messages. Those numbers can be useful, but they do not necessarily tell us whether a community is healthy. A thousand people who never return are different from fifty people who consistently help build something. The Foundry is interested in the second group.

That is why participation is becoming part of the platform itself. Someone might participate by completing educational material, testing a feature, submitting useful research, helping another member understand wallet security, improving artwork, identifying a problem, sharing an idea or simply showing up consistently and contributing to conversations.

Not every valuable contribution is financial, and not every valuable community member will be the person with the largest wallet. We think that difference is worth recognizing.

REPUTATION

If participation matters, the next question is whether it can become part of someone's history. Most online communities forget almost everything. A person may contribute for a year and still look almost identical to someone who joined five minutes ago.

The Foundry is experimenting with a reputation system built around participation, achievements, education and contribution. XP is one part of that system. Achievements are another. Membership history can become another. The intention is not to create points simply because gamification is popular. A meaningless score is still meaningless.

The question is whether a member's activity can gradually create a useful record showing that the person has been here, participated, completed something and contributed. If that history eventually becomes valuable inside The Foundry, it should be because the activity behind it was meaningful.

PARTICIPATION AND THE SHARE POOL

One universal membership connects a TF logo crest, member number, XP and history. A signed wallet verification adds a Wallet Verified badge; no membership NFT is required. Members can earn XP before the token launches without having to buy tokens, merchandise or a collectible.

The Share Pool is designed to distribute available revenue in $TF according to verified participation. The approved schedule has 25 levels, 100 XP between levels and a maximum combined personal ceiling of 2.5% per cycle. More participation can support more revenue, but more recipients also share that revenue. Inviting someone earns XP, not a promise of a higher payment.

After activation, funded cycles are checked every 20 minutes. Member allocations come before buyback and burn. SOL is retained for execution costs; unavailable funds are never promised and failed payouts are never diverted to burns. The first activation requires 5 SOL after the operating reserve. Later cycles need only sufficient funding for economical execution.

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The planned pool receives allocated creator fees actually received from eligible $TF trades and 2% of settled store profit. Public wallet addresses and transaction records will allow people to inspect deposits, payouts and burns. The token mint and pool wallets are not configured yet.

DIGITAL OWNERSHIP

Digital ownership is useful when it serves a real purpose. The Foundry tested a membership NFT on Solana Devnet and then chose a simpler account-based TF crest for universal membership. Members can verify a Solana wallet without minting an asset.

Foundry Dealers remain collectible characters. Achievements record participation in the application; possible future on-chain achievement assets remain a separate development direction. Ownership of a collectible is not required to earn XP.

THE FOUNDRY DEALERS

The Foundry Dealers are the collectible side of that experiment. They are characters built around the visual world of The Foundry. We have already used an early Dealer set to test the technical minting process on Solana Devnet. That test collection also taught us something less technical: artwork matters, consistency matters and small imperfections matter. A mint system can function correctly and still produce a collection we are not satisfied releasing.

That is why the first Dealers are being treated as development assets rather than automatically becoming the final collection. The current plan is to build a refined 100-piece Mainnet collection using a controlled trait system and manual review. Dime and David will be refining the artwork, traits and visual direction before the final collection is created.

The technology can generate combinations. It cannot decide which ones deserve to exist. That part still requires people.

THE BUILD

There is a temptation in crypto to announce the final version of something before the first version works. We would rather do the opposite. The Foundry is being built in stages. Some parts are working today. Some are being tested. Some are still being improved. Others remain ideas. Those distinctions should remain visible.

If a feature is on Devnet, we should say it is on Devnet. If something is being tested, we should say it is being tested. If something exists only on the roadmap, it should not be presented as though it already works. That approach may produce fewer dramatic announcements. It should also produce fewer explanations later.

The Foundry cannot build a project around education and transparency while exaggerating its own progress.

SECURITY

Crypto asks people to make decisions that can have permanent consequences. Connecting a wallet, approving a transaction, signing a message, swapping an asset or minting an NFT can be simple when everything goes correctly. The difficult part is what happens when it does not.

For that reason, we are treating security as part of the product rather than something added at the end. Our development process has included wallet verification, transaction simulation, explicit network identification, Devnet testing and additional verification before broadcasting certain blockchain transactions. That does not make any system risk-free. Nothing connected to Web3 should make that claim.

If a transaction can be checked before it is sent, we should check it. If a user can be shown what network they are using, we should show it. If something is still experimental, we should say so. Security is partly code. It is also communication.

THE ECOSYSTEM

The Foundry is developing several different parts of the platform because people interact with Web3 in different ways. Those areas currently include or are expected to include discovery and signal tools, advanced market charts and trading-related tools, educational resources, the Foundry Library, membership and participation systems, XP and achievements, NFT membership, The Foundry Dealers, Forge Play and arcade experiences, community collaboration, merchandise, commerce and research tools.

Other ideas will likely be tested over time. Some will work. Some may not. Some may eventually be removed. The objective is not to accumulate the largest number of menu buttons possible. The objective is to see whether these parts can strengthen one another.

THE FLYWHEEL

The individual features begin making more sense when considered together. Someone discovers something through The Foundry. That discovery creates a question, and they use the Library or another resource to understand it. They join the community and participate. Their participation begins to build reputation. Maybe they play a game, collect a Dealer, submit research or test a feature. Eventually, some users may begin contributing things that help the next person arriving.

The pattern is discovery leading to learning, learning to participation, participation to reputation, reputation to contribution, and contribution to a better ecosystem that creates new discovery. That is the Foundry Flywheel. It does not depend on everyone becoming a customer. It depends on enough people finding a reason to return.

PLAY

Not everything needs to feel like research. Communities also form because people enjoy spending time together. That is why games are part of The Foundry. Forge Play is an experiment in bringing entertainment into the same ecosystem as education, discovery and participation.

Someone may arrive because they want to play Crypto Runner and never care about token research. Another person might use market tools every day and rarely touch the games. That is fine. People do not have to use every part of The Foundry for the ecosystem to make sense. Different doors can lead into the same place.

THE COMMUNITY

We do not want The Foundry to become a platform where a small group publishes things and everyone else simply consumes them. If this project develops the way we hope, some of the most useful things inside The Foundry will eventually come from its members. Research, artwork, ideas, testing, education, feedback, games, projects and community support can all become part of how members contribute. Perhaps the most important future contribution will be something nobody on the current team has thought of yet.

That does not mean every suggestion becomes a feature. Building still requires judgment. But participation should have somewhere to go. A community becomes much more interesting when the question changes from what the team is building for everyone to what people inside the community might be able to build together.

THE SCOREBOARD

Traffic matters. Membership matters. Revenue matters. NFT sales may matter. Social-media reach matters. We are not going to pretend those numbers are irrelevant. A platform nobody uses cannot accomplish very much. But they should not be the only scoreboard.

We should also care whether people return, whether they learn something, whether members actually participate, whether the tools are being used, whether users contribute useful information, whether we complete what we say we are building, whether security problems are taken seriously and whether the community becomes more capable over time.

Those questions may tell us more about the long-term health of The Foundry than one week of traffic statistics. A viral post can disappear tomorrow. Something useful can continue being useful long after the post is gone.

SUSTAINABILITY

Building software costs money. Hosting costs money. Infrastructure costs money. Design, development, blockchain activity and community operations all have costs. The Foundry eventually needs to support itself if it is going to continue developing.

Potential revenue may come from areas such as collectibles, merchandise, premium services, partnerships and other products developed within the ecosystem. We do not know today which of those areas will ultimately matter most. That is another thing we intend to learn rather than pretend we already know.

The goal is not to monetize every interaction. It is to eventually create enough sustainable activity that The Foundry can continue operating and improving without depending indefinitely on the people who started it to personally fund everything.

THE NAME

A foundry takes raw material and changes it through heat, pressure, tools, time and work. Something unfinished enters and something more useful leaves. That idea is what attracted us to the name.

A new member may enter knowing very little about Web3. An idea may enter as nothing more than a conversation. A project may begin as an experiment. A piece of artwork may go through ten revisions before it is worth keeping. The Foundry is not supposed to represent perfection. It represents the process of learning, testing, finding what does not work, improving it and building again.

That process is often less exciting than announcing the finished product. It is also how finished products eventually exist.

THE MISSION

The mission of The Foundry is not to promise people that Web3 will make them money. Nobody can honestly make that promise. Crypto is risky. NFTs are risky. Projects fail. Technology changes. Markets move in directions nobody expects.

What we can control is what we attempt to build. We want to create a place where people can discover what is happening, understand more of what they are seeing, participate without immediately being asked to purchase something, develop a history inside the community and eventually help build things themselves.

If people choose to trade, collect or interact with digital assets, those decisions remain theirs. The Foundry should help provide tools and context. It should not pretend it can eliminate risk or make decisions for them.

THE NEXT CHAPTER

The Foundry is still early. The platform is being built. The community is small. Our public social presence is new. Some systems are working, some are undergoing testing, and some things we want to build do not exist yet. There is an enormous amount left to do. We are not trying to hide that. In many ways, that is the interesting part.

People discovering The Foundry today are not arriving after every decision has already been made. They are arriving while the platform is still taking shape. Someone may understand crypto better than we do in a particular area. Someone may be a developer, artist, security researcher, community builder or gamer. Someone who has never touched Web3 may be able to show us exactly where the experience is confusing. All of those perspectives can matter.

The Foundry does not need everyone to arrive with money. It needs people willing to arrive with curiosity and, eventually perhaps, with something they can contribute.

THE QUESTION

We do not know exactly what Web3 will look like five years from now. Nobody does. Maybe some of today's largest platforms will still dominate. Maybe entirely new systems will replace them. Maybe blockchain becomes invisible infrastructure underneath products people no longer describe as Web3.

The Foundry does not need to predict all of that correctly. We need to keep asking a simpler question: can we build a place that becomes more useful as the people inside it learn, participate and contribute?

That is what we are attempting to find out. And that is the thesis behind The Foundry.