The Web, and with it the Internet, is entering a new era, known as Web3. A refresher: Web1 was the so-called "read-only web," a way to consume information digitally. Static and primitive by today's standards, it evolved into Web2, the so-called "read-write web," a way to create and modify content online. With the advent of Web3, the internet connection is merging with the idea of "multiverse," a term that refers to the idea of a world where digital and physical elements are seamlessly integrated.

In Web3, individuals own their own data and can use it as identifiers, property rights, and for creating new value. This is possible because of tokens. Tokens are digital assets that can represent ownership in various forms, from money to stocks, art, and even real estate. They enable property rights online. For the first time in human history, two or more people can own the same thing, and transactions can happen instantly and securely.

One of the defining characteristics of Web3 is its potential to reshape and reimagine business models and marketplaces. In cultural industries, non-fungible tokens (NFTs) are enabling new ways for creators to monetize their art and connect with fans. In financial services, digital assets are making it possible to transact peer to peer without an intermediary. This is possible because of tokens. Tokens are digital assets that can represent ownership in various forms, from money to stocks, art, and even real estate. They enable property rights online. For the first time in human history, two or more people can own the same thing, and transactions can happen instantly and securely.

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