It's 19th June 2030. Sam pours herself a cup of coffee and starts to think about the day ahead. She checks to see if there have been any market developments since she left work yesterday. There were some breathless headlines overnight as BTC's recent bull run took it through the $100,000 level, apparently in anticipation of the UK abandoning its fiat currency altogether following the recent, successful example of the Swiss. This was widely expected and hardly noteworthy in her opinion. News wise we were in the quiet summer lull.

She opens her Melon terminal to check her firm's client dashboard. It makes for more interesting reading. She clicks on Cent's Melon page to see who is the most tipped investment writer of the last 24 hours. The first indicator she looked at was her favorite Santiment's 'Crowd Bias Index', an algorithm which tracks mentions of 'buy', 'bought, 'bounce' and similar bullish keywords on crypto social media channels, and recently had a solid track record for gauging crypto sentiment and signaling trend reversals. The index had been making all-time highs in the past few days and typically was a sign of impending sell-offs (ironically, overwhelming crowd bullishness is often a profoundly bearish signal). It reminded her a bit of Bloomberg's "Fear and Greed" index back in the day. Bloomberg, Reuters…she was once so dependent on these tools, almost completely replaced by crypto data sources like Messari and Santiment today. The firm she founded almost exactly around the same time she stopped using Bloomberg ten years ago now manages $50bn in client assets and counts pension funds, university endowments and insurance funds as her clients.

Her firm runs a range of different strategies, all using tokens and all enabled by blockchain technology. She checks in to the Melon Monitoring tool and recalls when she first read about Avantgarde Finance building this tool, which levered a combination of the Melon protocol and the graph protocol to build an on-chain reporting tool for funds, something that she found mind-boggling at the time. She checked her asset managers' league ranking only to find that her flagship smart-contract insurance fund is now in the top 50 worldwide. Yesterday was the end of the quarter, performance and management fees should now be deposited in the fund's wallet. She reminisces back to how complicated quarter ends used to be - so much time wasted on paperwork and briefing investors. Today things are so transparent and fully automated. She remembers how people laughed at her in 2020 when she pitched her idea for the first smart-contract insurance fund underwriting insurance premiums on slashing risk that

delegators on staking networks are exposed to when using the Unslashed network. It had been so hard to convince people to take her seriously ten years ago. She scrolled down the rankings to see that the Axiezen fund had leapt from 7th in the rankings to 3rd due to a phenomenal month. She was glad to see them doing so well given they'd also had a tough start getting anyone to buy into the idea of a crypto collectibles fund on Melon back in 2020. She clicked into their monthly on-chain report to see what had led to this high performance. Axozen's strong performance seemed to be attributed to a combination of virtual reality land plots from Decentraland getting a lot of hype after a famous rap-artist mentioned he was going to bid for it. In the end, she never did find those investors. She launched her fund with her own savings, leveraging the Melon protocol, the cheapest and easiest way to set up a fund on-chain. At the time of her launch (2020), the Melon ecosystem was running the first ever Crypto Fund Manager competition. The prize pool was close to $1 million in 2020 for the best performing on-chain 12 month track records. Today, that prize pool is closer to $100 million and is structured in the form of seed capital by some of the largest for-profit Decentralized Autonomous Organisations (DAOs) who sponsor the annual tournament (including some of the pioneers in the field like the Da0, Moloch and Unidao). She really had been lucky to see all of this so early. Over time, continued steady on-chain provable performance attracted investors and clients, enabling her to set up and run her firm today.

She pulls up various charts on her Melon terminal showing the fund's recent transactions, current portfolio allocation vs peers, investor flows and performance attribution data and wonders if recent team hires have damaged the team's balance. She now takes a look at how her other funds are doing. Her second best performing fund Melonai has also been crushing it. She's been crowdsourcing data from open information marketplace Erasure Bay and using it for her own on-chain portfolio.

Suddenly she's distracted by a screen alert she receives, informing her that the verification process for a new customer has just started. She clicks the alert and watches as, over the next few seconds the Melon protocol goes through its paces: first verifying the client's eligibility and digital identity using Iden3's latest screening tools.

The client is now onboarded and she watches as the tool helps recommend fund investments of interest, helps configure the client's risk tolerance, desired