MJFNewsletter
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"It's a very exciting new frontier. Web 3.0 has only really just started evolving. The entry of non-tech people has only started taking off since January 2021, so it's a new paradigm which can help people earn money for their creative work."

Asha Jadeja Motwani

ASHA JADEJA MOTWANI'S CHAMPIONING OF WEB 3.0

Asha is looking forward to seeing more enterprising young start-ups in India beginning to explore Web 3.0 opportunities as a new kind of Internet, and really begin taking part in the digital trade that's happening there.

Asha is very excited to champion new developments with Web 3.0 for the Silicon Valley community and India, which have the potential to change our daily lives for the better, and to provide solutions for major issues in healthcare, education and international development.

The next large paradigm shift in Internet applications, dubbed Web 3.0 (a term originally coined the Semantic Web by Tim Berners-Lee, the Web's original inventor) – is a major leap forward to open, trustless and permissionless networks, which can enable entrepreneurs new freedoms to trade, connect and innovate.

This third generation of Internet services for websites and applications will focus on using a machine-based understanding of data to provide a data-driven and semantic web. The ultimate goal is to create more intelligent, connected and open websites, integrating artificial intelligence in fascinating new ways that will change how we live our daily lives, with better tailored and bespoke interactions between businesses and customers, and the potentially to solve major issues in healthcare, education and international development.

Asha's current main interest is in finding and working with new Web 3.0 companies. While there are pockets of our planet where Web 3.0 is already very enthusiastically accepted and engaged with, there are also entrepreneurs in India who can use this technology and these developments to generate income. Asha is looking to really encourage some of the most promising young tech entrepreneurs to start exploring the Web 3.0, so that they can join this revolution and not be left behind.

Regulating Web 3.0

The reason Asha feels that we need to start educating and awakening the Indian start-up world to Web 3.0 is because it's really happening at great speed in the US, but she doesn't see much coming out of India, probably because the Indian regulatory system has not figured out what sort of regulations it should put in place for Web 3.0.

WEB 1.0

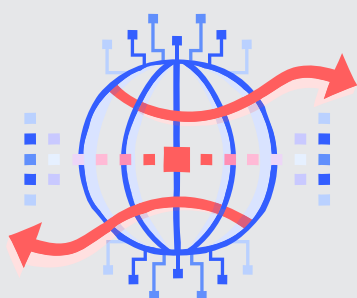### One-way communication
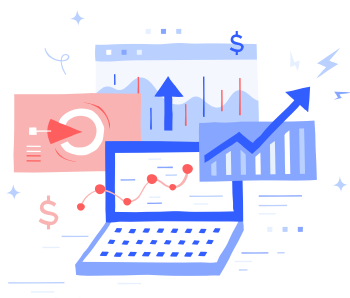
**USERS CAN ONLY
RECEIVE INFORMATION**

WEB 2.0

Two-way communication

**USERS CAN CREATE
THEIR OWN CONTENT**

WEB 3.0

Machine-to-Machine Interaction

**MACHINE LEARNING
BIG DATA, BROWSING PATTERN**

But that's something that entrepreneurs don't really need to worry about, because the Web 3.0 encompasses a whole bunch of things. It encompasses Web 1.0 and Web 2.0 of course, so it encompasses markets which are currently native only to the Internet. But is also encompasses a monetary system which people call cryptocurrency. This isn't anything scary or weird or strange; it's a system that allows people to trade in goods and services using a currency that is not tethered to any nation state. And the purpose of that is to enable a global trading platform that allows people to buy and sell goods and services without having to worry about the value of the dollar, for example.

The NFT BIBLE

According to Asha, engaging with block chain technologies is possible for most Internet users today.

"It's very easy to do. One can sell one's article, or poem or song, by tokenising it. One way to do it is to look at a thing called the NFT bible, tokenise some of your creative stuff using the NFT bible, and then sell it on any of these platforms that are now available to sell NFTs. Now, what's the good news about this? The good news is that it allows creators who are not tech-savvy to really put up their artistic output onto a platform and get paid for it. It really levels the playing field so that creators can get paid for their work.

Secondly, this allows creators to accept payment in Bitcoin or other cryptocurrencies and keep those earnings. Now currently, they may not be able to use this money in some countries which have not yet figured out a way to enable transactions using cryptocurrency, but it can be used in the US, Europe, and many of the South Asian countries, especially South Korea."

So Asha's primary interest right now is in really getting young entrepreneurs in India to start looking at one or two specific things. One is: how can they convert their ideas, their articles, their songs, their paintings, into a digital format called non-fungible tokens? And secondly, how can regulations benefit, and not stifle, young start-ups and entrepreneurs from creating world leading technologies and applications for India's developmental and growth challenges?

Please feel free to reach out to us if you have any questions about this new frontier in the Internet, or you have a start-up or idea that can make a difference to the field of computer science. Let's take the advantage of the emergence of Web 3.0 to advance development and to achieve equitable growth in South Asia!