

No-Hype: Holo's Global Adoption Strategy

We get a lot of feedback from the wider community. One of the most common complaints, especially from crypto day traders, is that we do not do enough marketing.

I call bullshit.

I don't tend to cuss, but marketing before your product is available is a recipe for disaster. Holo is not a hype company, we are in this for the long haul. We are a real enterprise doing the work to build and deliver the infrastructure and applications that will power a distributed hosting platform for peer-to-peer applications. This may not sound electrifying, but it does address a real need because blockchains cannot get it all done. Some of the benefits of blockchains such as the supposed decentralisation, transparency of transactions, and the data integrity provided by the validated transactions are not worth the energy costs involved. We know this because of the gap between promises and what has been delivered to the larger world. While the business world has taken note of blockchain because of the hype, it will not get all the innovation value in the long term simply because blockchains are not efficient.

So back to the marketing. Holo has an adoption strategy which is a long term proposition.

When companies like Microsoft and Amazon (yes the behemoth that many of you hope that we can eventually topple) lost the vast majority of their value after the dot-com bust — they did not go under. That is because they had focus and flexibility. They knew that what they were building had real demand and real potential. They along with other notable organisations, like StubHub who incorporated in the month prior to the first crash in 2000, succeeded not because of their marketing spend but because they focused on the real needs of their customers. The companies that played into the hype and spent millions on marketing campaigns and splashy parties are the ones who disappeared. These companies wasted their resources before they had a product and they failed.

I want to talk a bit about the global market adoption strategy for Holo now.

It's all about Holochain.

Holo is a marketplace for hosting **Holochain** applications. Nothing matters more for Holo's success than people learning *how* to build and then *building* **Holochain** applications that can and will be hosted on Holo.

So here is what we will be doing to build long term success:

- Contracting one of the best Security
- Review teams in the world to provide the security audit of Holochain and Holo technology
- Ensuring that when we go live, US customers can purchase HOT at exchanges so they can participate in the Holo ecosystem
- Providing self-service access to developer materials, such as API documentation
- Delivering developer resources and programs that are available 24x7
- Supplying a lot of sample code that's simple to try out
- Providing quality tech support (specific to developer issues) with quick turnaround

What we have been doing these past months while we've been quiet about our adoption strategy, is working to build out our foundations. We've outlined plans for content, completed developer segmentation analysis, defined developer journeys and value propositions, set ourselves up to be in a continuous learning process through analytics and user research and we've also built up a cohesive core community. Moving into full binary releases for Holochain will mean more content, more meetups, more dev camps, more programs, more videos, more clear community guidelines, and more tools, all of which will directly lead to growing the capacity for developers to build apps.

In the coming weeks and months we have announcements planned that will touch aspects of our websites, educational programs, and online communities. We have plans for hosts, developers and the end users of peer-to-peer apps. We are also going to promote and support the accomplishments of the projects building on Holochain. And when the time comes we will promote the learning programs and the projects that will catalyse the foundations and infrastructure of the entire ecosystem. We have strategies for global PR and for localised community growth. We will walk before we run. We will learn from the programs we launch and we will automate for scale when the programs are hugely successful.

To reiterate... we won't be shilling, promoting or otherwise marketing our token, and if you ever see anyone using our name or logo to do so, be aware of them as scammers and report them.

That sums it up. Look for a few updates and announcements later this week.

ABOUT HOLO

Holo is a distributed peer-to-peer hosting platform for Holochain apps (hApps); a bridge to the new Internet.

Holo does to web hosting what Airbnb did to hotels—anyone can become a host by turning their computer into a source of revenue, getting paid in HoloFuel for hosting distributed applications. The Holo software runs in the background, allocating spare storage and processing power to serve hApps to the legacy web. Hosts choose what hApps to serve, set their own hosting prices, and manage their own priorities.



Holo