



This Is The Future Of Entrepreneurship Transcript

Ryan Moran [00:00:04]

Hi, everyone. Welcome to Capitalism.com. And welcome to this behind the scenes look at a recent project that we launched here at Capitalism.com. We recently announced a new type of mastermind. It's a mastermind where we're getting together in person, we are sharing in deal flow together, and instead of buying an expensive mastermind fee, like \$50,000 like so many people do, this Mastermind requires you to buy an NFT.

Ryan Moran [00:00:30]

Now, this is not an NFT project where it's about art or you're flipping it. This is about access to a community where the financial incentives are aligned behind the creator, me, and the consumer that's you. And I believe that this type of model is going to infiltrate businesses like yours and mine. So, I created a three year experiment to see how NFTs and crypto can be used in real use cases. Businesses like we have, businesses like internet-based businesses and internet marketing companies, because I believe that this is going to change the way that we do business.

Ryan Moran [00:01:08]

And so, I wanted to lead by example. Earlier this month, we had our first meet up as an NFT community. And to kick off the event, I gave a 45 minute keynote that went through exactly what I think is going to happen in this space and what this project is going to look like over the next three years. If you are resistant to the idea of crypto or NFTs infiltrating our everyday businesses, give this keynote a listen, because I think you're going to see how this technology is going to create new opportunities, both for entrepreneurs like us and even your customers.

Ryan Moran [00:01:44]

And if you get this right, if you see where this is going, you have an opportunity to create raving fans and people who will advocate for your business. I really think that this is the next wave of capitalism, and so I wanted to go first and show people what was possible in this space. It's a three year experiment. So, we kicked off the event by sharing exactly where this project is going. If you want to be a part of this project, you can find out more about what we're doing over at Capitalism.com/pig.

Ryan Moran [00:02:16]



All right. With that, here's what I shared with the Capitalist Pigs community. So, to kind of summarize, the thesis and the impetus behind this group is that it's a community that is financially incentivized to work together. I think almost everybody has NFTs completely wrong, and there's a reason why the bubble burst earlier this year. Thankfully so, most NFTS are down 80%, 90% or more. And it's just because in every ...

Ryan Moran [00:02:50]

If any of you have been listening to my podcast for long enough, you remember when I was talking about, in the Amazon days, that there would be a wide open west period, and then you would have a consolidation, and then you have the build phase or the acquisition phase. And right now, we're at the end ... In the Amazon world, you're at the end of the consolidation phase, and you're entering into the acquisition phase, and then comes a new wide open west, which is sort of where the puck is going.

Ryan Moran [00:03:19]

So, quick review. When there are more buyers than there are sellers, you have a wide open west period. You can throw up anything that will sell. Then you have consolidation where reviews and price points get crunched. And then you have the acquisition phase, which is all of the aggregators come in and buy things up and the space matures. And then when that crumbles, which you're seeing, then you have a new wide open west period.

Ryan Moran [00:03:44]

Same thing is happening in NFTs, just faster. You have a wide open west period where idiots are getting rich. Idiots get rich because they sell a JPEG, and then you have the consolidation phase where prices get compressed and only a few people win, which is what you're seeing right now. There's projects like Moonbirds and Bored Ape Yacht Club, which have sort of maintained and still have their community. All of the others are getting crushed, they're being flushed away from the marketplace.

Ryan Moran [00:04:15]

Then you'll have an acquisition phase where things really get bought up and organized, and then it'll be a new wide open west. All of that to say, we're just seeing the end of the wide open west period in NFTs, and the reason why that is the case is because when idiots get rich, nobody actually has to build a product. When you can just throw up something for sale and it doesn't matter what you're selling, anybody can get rich.

Ryan Moran [00:04:41]



That's kind of how it works in the early phases of any market. We saw this in the internet marketing phase. You saw this in TikTok last year, where you could just throw up any content and you would get exposure. And then as that brings more people in, you get a consolidation. You guys get the idea. Well, the general thesis around NFTs, I think, is broken and wrong, which is just that it's art.

Ryan Moran [00:05:12]

A lot of new asset classes get started in art and speculation, but they don't last that way. The way that this world will grow is that it aligns incentives, because it's the first time ever that creator and consumer have aligned incentives. And I have never seen a more aligned form of capitalism, and we decided last year that we wanted to lead in this space and to serve as an example for our peers in the community, in the entrepreneur community, to be able to use this technology to usher in what we think is a more aligned form of capitalism.

Ryan Moran [00:05:51]

And the fastest way for us to do that was to do this, was to create a mastermind that is financially incentivized for us all to grow together. Sam and myself launched the Capitalism Fund in March of 2020. And at our first meet up, I said to the group, do you realize that this is the first ever mastermind that is financially incentivized for us to have an exit together? And that really framed the conversation of the mastermind moving forward, because now, if you've ever been in a mastermind before, it is often led by one person or a group of people, and the positioning is they know something that you don't and you're there for them and you're networking and posturing and people are talking about how much money they made or what their success is, and there's just ... There's an ego involved, right?

Ryan Moran [00:06:41]

And that's just the nature of human beings. But when you're in a group where everyone is incentivized for the other person to win, and if they win, you win as well, because you've all invested together, it completely changed the dynamic. And the feedback that we got was that there were people in the room who were just starting their business and there were people in the room who were worth over \$100 million, and when you walked in the room, you couldn't tell who was who, you couldn't tell which was which.

Ryan Moran [00:07:12]

And that was one of the things that I was most proud of. The impetus behind using NFT technology to create a mastermind is that it creates aligned incentives. Whether you are involved or not, you still have the incentive just like everybody else. And so, this is kind of a grand experiment to see what happens when you get entrepreneurs all with the same incentive



in the same room for a long period of time, period of time of three years. When we ran paid masterminds, which was a \$50,000 a year mastermind, that's great, but when the value is one person or the value they can extract from the group, it just completely changes the dynamic.

Ryan Moran [00:08:02]

And that was per year. This is the aligned incentives for three years. So, this is a grand experiment to see what happens if everybody is financially incentivized to open up their rolodex, to open up their investment accounts to investment, to open up their minds, and the resources to help everybody else in the group. And we'll see what happens. And so, thank you for joining me in this grand experiment.

Ryan Moran [00:08:28]

If you've been following our business, we've had a mastermind up until recently called the Backroom. The Backroom was \$50,000 a year, and where we are thinking about this group is this sort of replaces that mastermind. So, we ran that for five or six years, and we still have it for the Fund and the brands that we've invested in and we still do meetups for the Fund and the brands that we've invested in. But in terms of selling spaces, we're not doing that anymore.

Ryan Moran [00:08:59]

We're instead putting our focus into this group, which is kind of ironic because if you extrapolate what all of you paid to be here over three years, it's actually our cheapest product in the company. I mean, it's actually ... It's a third of the cost of our lowest cost product. So, now, that will change, and our intention and our hope is that the cost to be in the group matches that of what the mastermind used to be.

Ryan Moran [00:09:33]

But the marketplace will determine that. We won't determine that. The marketplace will. And that is what is very interesting about this, is in order for us to get to the price point that we desire, we have to generate enough demand for that to be the case, rather than us simply stating what the price is. Now, I said before that I think everybody has NFTs wrong, and that is because they are failing to realize that this is where the marketplace is going, in the sense of there will need to be intrinsic demand in order to command the price that the producer or the creator wants to charge.

Ryan Moran [00:10:17]

It puts the power into the hands of the consumer rather than the hands of the creator. And so, all that can happen at that point is that the creator or the producer has to come from a place of service. And so, this strips out all ego, this strips out all pretense, and it simply puts the creator



in a position of giving to the consumer. Now, to me, this is like a capitalist's wet dream. This is, again, the most aligned incentives I've ever seen when it comes to the marketplace.

Ryan Moran [00:11:02]

And I'm in a point in my life where I really want to just think about contribution and giving to a group of people, and this actually financially incentivizes me slash us to do that. What a beautiful thing. At least, that's how we're choosing to see it, and it's my opinion that over the next five years, as we go through the build phase, every mastermind, every online community, every group that follows a specific influencer will be based around blockchain technology, whether it's NFTs or something else.

Ryan Moran [00:11:45]

I think it probably will be NFTs, but it will be around blockchain for this exact reason, because it creates digital costs into assets. And that's what we all have here. And we intend to lead in this space, and we intend to make the mistakes publicly to usher in this new era, usher in this new opportunity and this new structure of doing business.

So, let me tell you what you bought, since very few of you know what you bought.

Ryan Moran [00:12:19]

You're just like, that guy is charismatic and handsome, and just ... I'll just buy it. There's only 50 available. Scarcity, scarcity, blah, blah, blah. I better hurry up and get my crypto account made. So, this is what you bought. I almost thought about doing the cheesy Russell Brunson stack where I put \$50,000 value, total value is ... Maybe not. So, the first thing is, throughout each year, we'll be doing regular meetups ... I said like this one. Nothing like this one.

Ryan Moran [00:12:57]

It will not be like this at all. You'll have regular meetings throughout the year that would be very, very different from the one you used to here. And we'll be doing those two to four times a year. And we'll also be including the Pigs community with our larger events. We'll have a Pig's dinner at Cap Con, which will be in April, which I'll talk a little bit about, but we'll be having ... This is basically the inner circle of Capitalism.com, and this is where it starts.

Ryan Moran [00:13:33]

And we'll be meeting regularly throughout the year, just like we did with our expensive masterminds. And if you were at the last Cap Con, who was I talking to last night about, we should just do this once a month? Who was that ... Okay, so John, did you tell me we should do it once a month? If we could just do this once a month, and I was like, well, they're absurdly expensive and I lose my right hand, Ines, for three months when we plan an event, so ...



Ryan Moran [00:14:03]

But we're now building the team to be able to regularly plan these meetups and to make them excellent. And so, that's part of it. The second is we'll keep in touch in the communication via Discord. One of the things we're planning right now is just ... If you were at the first online meet up, there was no teaching, it was just getting to know the group, and we'll be doing that frequently or hand selecting a few of you to come teach something because you're great at it.

Ryan Moran [00:14:36]

But there's no one thing, the expert is not mentoring. It is a community that is collaborating and contributing to one another. The next piece is that we're bringing our deal flow to this group first. So, all of our investment opportunities, both the ones that we source internally and the ones that we get externally. For example, when Raj does his next raise for an apartment building, I hope he comes to us.

Ryan Moran [00:15:07]

So, when ... This becomes a source for capital and a source for opportunities, both with the ones that Sam and I see from our pipeline, but also from those who raise capital from the group will tell us, and we'll be bringing that deal flow here. So, that will start at six to ten per year. Our hope is that that grows quite a bit and that there is a ridiculous amount of proprietary deal flow specific to this group because of the network and the connections that we're making.

Ryan Moran [00:15:44]

But that access starts in January of 2023, so this is bonus time. And of course, as you know, you have the ability to sell your spot. So, in theory, it's free. In theory, it actually makes you money as long as the group is growing and has the aligned incentives to be able to collaborate and serve one another. Isn't that cool? Isn't that just ... It completely flips the financial model. It completely changes the conversation about how things are sold.

Ryan Moran [00:16:17]

And I happen to think that this is the way that things are going, and I've just never seen alignment of this ... It's so cool that the product is free or profitable, and yet our incentive is to do an amazing job. Now, as I mentioned, in January 2020, Sam and I raised \$1.6 million to invest in e-commerce funds, or e-commerce businesses. We completed 13 placements in the last two years and we've narrowed our investments to our five best performing assets.

Ryan Moran [00:16:55]



And those five, if we were to sell them now, would about create a two and a half times return for our investors, if we were to sell them now. Now, obviously our hope is for them to continue to grow and compound over the next two years and that becomes a 5X return for our investors. But as of right now, just our five best collectively would create a very meaningful return for our investors, and it took that amount of time and that amount of placements for us to really find our thesis, for us to really get clear on the types of businesses and deals that we love to help.

Ryan Moran [00:17:37]

And that is the entrepreneur who is low seven figures, who is usually a one or two person show, needs some help with infrastructure, needs inventory financing and some growth capital, introductions to the right people to accelerate their growth to \$10 million and beyond. That's really our sweet spot. And it took a few duds and a few errors and a few really good ones for us to be very clear about that, which is why we structured it as a fund from the beginning because we knew that there would be 2 out of 13 placements that would create the outsize return and then it wouldn't matter if the other 11 were duds.

Ryan Moran [00:18:21]

But now moving forward, we've got a very clear thesis about who we help, how we help them, and the structure that makes the most sense for the entrepreneur and for us. And what was interesting is the things that we thought would be a win-win at the beginning of the Fund were not win-wins. We had two other structures that we played with that were more beneficial to one side and not usually the side that we thought.

Ryan Moran [00:18:56]

And now, we have a structure that is total win-win for both sides and allows us to get involved in the businesses and help them scale with minimal risk to both parties and easy outs for everybody involved. And so, that's what we're doing moving forward, and we are sort of graduating into a new type of structure that will directly affect this group, which is why I bring this up. This community, the Capitalist Pigs, will serve as the first right of refusal, if you will, the first group that gets the cut at the best deals that come from this pipeline, this pipeline that we've been nurturing and cultivating over the last five years that is now starting to mature and pay dividends.

Ryan Moran [00:19:49]

So, this is the structure for ... I mentioned earlier that the Fund has sort of graduated from one structure to now prioritizing our thesis of the deals that we create the most value for, and I just want to share with you what that looks like because it will impact the deal flow that you see in



Capitalism.com
— B E T H E C H A N G E —

this group, and it will also show you where you can be involved both in this group and for deal flow outside of this group.

Ryan Moran [00:20:21]

If you want to put yourself in that position to receive some of that, knowing the structure will show you how that looks. So, Fund One or the Capitalism Fund is basically fully deployed. That capital is at work. So, we're not raising capital for it. We're also not currently deploying new capital for it. We're just using the capital that's there as working capital for the brands that we believe in in there.

Ryan Moran [00:20:49]

And we are now starting ... We have lovingly called it Fund Two, but Fund Two is a different structure. It's a holding company, and a holding company operates like a fund but has different flexibilities that aren't available in a fund structure. So, this is called Capitalism.com Ventures, and Ventures is the holding company and there will be several different arms of the holding company, but this here, Capitalism Partners, is the structure of the fund that we are now bringing into this new structure.

Ryan Moran [00:21:28]

And Capitalism Partners, we have two pending deals, both of which are in the room, which is fun and ironic. So, these deals are pending. We're in the due diligence process. We're dating, if you will. And you'll hear more about those businesses tomorrow so that you can see the types of deals ... What we're looking to work with. And so, Capitalism Partners will deploy capital, relationships, but most importantly, we'll come on as advisors for this much of the company and then we will all have incentives to grow together and also raise capital at target valuations.

Ryan Moran [00:22:09]

And since we're partners, we'll be part of that process so we can advocate for the brand and bring relationships and bring capital to the table as partners, rather than like being a broker dealer. We're just part of the business, and we're going in and helping with the raise, bringing in investor ... Bringing in influencer relationships. We've placed one and almost ... A second brand with very, very large influencers because of the network that we have, which can completely change the business.

Ryan Moran [00:22:42]

So, that's us coming in as advisors, partners, with minority stakes. The other side of this is sort of ... Is the internal brands that we will launch from scratch. So, Sam and I just reacquired my old company, Sheer Strength. We bought it for three cents on the dollar compared to what I



sold it for. Thank you, private equity group, for running it into the ground. I'm not bitter, I'm not bitter. They just bankrupted millions of dollars they owed me, that's all. I'm not bitter, I'm not angry. I'm opportunistic. I bought it back.

Ryan Moran [00:23:16]

And ... This is the very common story. I'm actually having a great time running Sheer Strength. I'm really pumped about this business. But anyway, we acquired that, and that is a brand that we own 100% of. Switch, which you all had in your bags, that fermented doggy doo-doo tasting powder that makes you feel amazing, that is owned 100% by this entity. And then we're looking at influencers that we have relationships with and saying, okay, how do we create a brand around the influencers that we love to work with? I'll show you an example here in a second.

Ryan Moran [00:23:58]

And we're building the infrastructure to be able to build and manage these brands, which we own 100% of. So, as you'll see in a second, there's an influencer that we've been nurturing a relationship with. That influencer will come and be the face of and be the audience of. We'll have the operating team. We'll pretty much ... We'll probably hire one CEO per brand, and then we'll raise the capital from this group and from other sources, and we'll have that deal flow as part of this overall structure.

Ryan Moran [00:24:32]

Does this make sense? So, that is the structure of what we are building, and these ... All of these assets become resources for this group, and they create deal flow as investors, advisors, and influencers. So, if you have a specific skill set that you bring to the table, this deal flow will put you in a position where you can be an advisor like Chad was in the last clip, or just as an investor. You're participating as an investor in an early stage.

Ryan Moran [00:25:04]

Now, the beauty of this is that if all you ever did was own an NFT, come to two events a year, and then you never participate in anything, you, first of all, are still getting an insane amount of value because it's a high level mastermind that is incentivized to serve one another, and number two, as the notoriety of these brands and these deals grows, the value of your asset still grows. So, it's still an asset for you that theoretically goes up in value. That's the beauty of this structure.

Ryan Moran [00:25:37]



So, the NFT group is first in line for all of these investments, plus any other investments that come from our pipeline, that come from the investors in this group that are doing raises. That entire pipeline is available for this community. Does anybody not know who this is? Okay. This is Jimmy Darts. He's a kindness influencer. So, he has about 10 million followers across all platforms.

Ryan Moran [00:26:07]

Now, he's doing collaborations with Mr. Beast, and he is working on a TV show with an A-list actor where ... I think it's a Netflix show. It's going to be a kindness show. And so, what he does is he walks up to people in public areas, usually Walmart, and he asks for a small act of kindness. And to the first person who reciprocates, he gives them \$500 or sometimes it's \$10,000, and people are in tears, and he tells their story. And sometimes he follows up with them.

Ryan Moran [00:26:46]

It's a beautiful thing. And I had this moment ... After I saw this ... We all have those moments where it's like, did anything that I did ever matter? Did anything in my business actually create any value at all? And I had this moment and I thought, if I retired now and all that ever had happened was that I helped Jimmy Darts get his start so that for the next 20 years he's spreading kindness throughout the world, I did a great thing. And that made me feel very, very proud.

Ryan Moran [00:27:20]

And so, we're now talking about getting him involved in one of the brands in the Fund. We're also in talks of him about starting a brand from scratch around his following. And so, that is the type of opportunity that we're cultivating and looking to expand as we nurture this group. Isn't that awesome? My favorite story. So, as a member of this group, every time a deal performs, the demand to be an early investor goes up, which creates more demand on the NFT spots.

Ryan Moran [00:27:57]

And as we collaborate, the quality of the relationships and the notoriety of the group starts to rise. As our audience grows, the exposure that each one of you receive if you're a guest on the podcast goes up, which makes the asset a stronger ... Or makes the audience a stronger asset. And it makes sense for us to be incentivized to promote the businesses and the ideas of people who are in the Pigs.

Ryan Moran [00:28:25]



If you're doing a raise, if you have a product launch, if you have a cool story, it makes sense for us to prioritize Pig holders to be able to throw that firepower because we don't take advertising on the podcast, we really never have. If we were to take an advertisement, it would probably charge \$10,000-\$50,000 for the show. That makes no sense when we could just blow up a holder that we're financially incentivized to see win. It's a beautiful alignment of incentives.

Ryan Moran [00:29:01]

And of course, as the group grows, the amount of capital and exposure rises, which allows us to have more firepower to do more deals. So, there's a virtuous cycle that starts to build. As the value of the group rises, it gives us more ability to invest in the members, which creates more value, which continues the virtuous cycle. As a member of the group, you're a participant in every single piece of that. Hope and the desire for future events is based off the opportunities that we've been able to open up as a result of doing Cap Con.

Ryan Moran [00:29:40]

So, because we do the Capitalism Conference, we have kind of a network that's unmatched, it's pretty incomparable, the people that we can get ahold of. I mean, if you say a name, we either know them or we've spoken with them or we can get in touch with them. We have been accused of many things, but never a bad event. And as a result, we're able to meet just about anybody. And part of the impetus behind this group was being able to do more of that and leverage a community to be able to meet individuals that were previously unmeetable.

Ryan Moran [00:30:24]

So, for example, if we wanted to have an event with Patrick Bet-David, we wanted to build an event with Patrick, or with Alex and Leila Hormozi, we can use our network to get in touch with them, find out what their speaking fee is, and let's just say Patrick Bet-David's speaking is \$100,000 for a 1 hour keynote, which would be fairly standard. Rather than say, hey, Patrick, fly to Austin and we'll pay your speaking fee, we would say, save the time on the plane and give that to us and spend an afternoon with us.

Ryan Moran [00:31:07]

And so, then we go to the group and we say, our next event is in Dallas. We're spending an afternoon with Patrick Bet-David. Everyone flies in. We offset the cost by selling tickets, essentially, so it's just distributed among the group, and we'll be going and spend an afternoon with Patrick Bet-David just as a group. And so, what this does is it removes the ability ... Removes the need for the entire group to spend ten years networking in to meet somebody.

Ryan Moran [00:31:37]



They can outsource that to us, and for us, we don't have to go through six months of stress of selling tickets to get people to show up to an event, which is ... We love doing Cap Con, but it's six months of work, six months of planning, six months of promoting. I mean, it looks flawless, but it is a lot of work to get there and to hope to break even.

Ryan Moran [00:32:00]

So, with this, if we have a community and we want to meet anyone in the world, instead of us, once a year flying everyone in, we just pick who we want to meet, we build the event around that person, they save their time, which means that they get more ... They'll spend more time with us, we'll come to them, which means, again, they have more time for the group, and we offset it by splitting it among tickets in the group. Does that make sense? Isn't that fun? So, all throughout the year, when there's someone that we want to meet or build or adds value to the group, we can do that, and we have the resources and the connections to be able to work our way into that or open a relationship.

Ryan Moran [00:32:47]

For example, I don't have a relationship with Cathie Wood, but I would like to, even though she lost me a lot of money this year. She lost me a lot of money this year. But she is somebody that I admire and respect and would love to plan an event around her. She's usually ungettable, but if you pay her speaking fee and everybody flies to her, you're now sitting in the room with one of the most famous fund managers in the world. That's Instagram gold, by the way.

Ryan Moran [00:33:19]

So, those are the kinds of opportunities that we want to open up to this group. That is ungettable access for most of the world that will be available for this group. Now, the most important thing to know is that, unlike other masterminds, your participation in the group actually is what creates the group. This is a mastermind that's not led by one person or group of people. Every person in the group is an owner of the group, which means that everyone has an incentive.

Ryan Moran [00:33:59]

And we are the team ... We're the centralized team behind it to make sure that things run smoothly, but everybody is an equal owner of the community. And so, the more that you invest into the group, the more that ... More profit that will spit off of that. I was ... I've created a relationship recently with one of the founders of Kundalini yoga names Guru Singh, and he and I have struck up a friendship recently. You know Guru Singh?

Ryan Moran [00:34:29]



So, Guru Singh and I were on the phone recently and we were talking about relationships and how entrepreneurs struggle with relationships because they know in business that in order to create value or in order to create profit, you have to create value first. So, in the business world, it makes total sense that you have to create something of value first. You have to give to the other person before you receive any profit. But in our private relationships, we somehow forget this rule.

Ryan Moran [00:35:04]

And in our private relationships, we assume that there needs to be profit right away before we ever invest, before we ever go all in on the investment, the other person, or the friendship. And we, as entrepreneurs, tend to be very lonely. We tend to feel very isolated, we tend to be starved for community, but we have all of the pieces of what builds a great relationship applied to one area of our life, which is giving more to the other person in the hope of getting profit.

Ryan Moran [00:35:35]

But since it's not measurable, in our personal lives, we tend not to prioritize this, we tend not to be able to justify this, and we instead try to get our needs met through work rather than relationships. But in this structure where we actually have a financial ROI to giving first, there is both literal profit to that and there is the more elusive profit of the value that you receive from the group. And so, my hope is to lead by example of what it looks like to be over-giving, to be giving first, to be prioritizing other people in this group.

Ryan Moran [00:36:23]

And my hope is that you will decide to do the same, that you will decide to prioritize this group and the relationships that come from this group, knowing that it will create profit financially, but it will also create profit in the experience that you have and the people that you will attract to this group. So, that is my hope and my desire of what happens long term in this community.

Ryan Moran [00:36:46]

The other way that you can build value here is to invite the people that you think would be of contribution to this group, who would add a tremendous amount of value. And think about that as that comes up in your business conversations over the next several months and even the next several years. You can nominate brands and influencers that would make excellent partners or opportunities for the group to raise capital for, whether we're a part of it or not. We just want to bring great deal flow to the group.

Ryan Moran [00:37:17]



One of the things that we are talking about is activating the Discord. The last thing that you want to do is check another app at the end of the day, but it is our communication channel, and it's our desire to build real community there as a way of supplementing in between the events, to think about this community as a community. The reason I wanted to do this grand experiment is entrepreneurs are starved for community, just absolutely starved for it.

Ryan Moran [00:37:52]

And part of that is because most of what we do is status-driven. How much money you make, how many followers you have, what your brand looks like, who you are on stage with. It's very status-driven, which is, by nature, isolating. It is, by nature, putting people on a pedestal, but also being jealous of the other people who are on a pedestal. And in order to build an actual community, that has to be stripped out, that has to be removed.

Ryan Moran [00:38:21]

But we, as entrepreneurs, prioritize ROI and what creates return. And so, community does not have that tangible in the short term. So, we prioritize things that have data for us to measure, have KPIs. Community doesn't have KPIs until this structure, until NFTs actually make it financially rewarding to treat this as a community. But it has to start by you thinking about the fact that, as every single person wins, I win too. And therefore, the pedestal is gone because if you kill it, that actually makes me better financially, and it makes me look good because I'm in a community.

Ryan Moran [00:39:03]

Look at this other person. I know him, I'm in a group with him. He had a big win and that's the kind of things that happen in this group that I'm an owner of. Look at Evan, the star of the podcast [INAUDIBLE 00:39:16] Look at this amazing raise he just ... Look at the big exit that Evan has. We've all experienced that feeling of when someone has a giant win and you actually feel bad about yourself. When you're playing the status game, when you're playing the ego game, it is tempting and easy to see other people's success as evidence of your own failure and insufficiency.

Ryan Moran [00:39:38]

And we've all felt that ... When somebody else wins and we see it as a reflection of us not winning. Under a community structure, it's flipped. When Laurie has a big win, when Evan has a big raise, all of you get to say, yeah, that's my people. Yeah, I'm an owner in that. Yeah, I'm part of that. I helped do that. I know that person. I'm in that. And so, it is my hope and my intent to flip that conversation to where everyone is proud of the entire community rather than, what is so common in our entrepreneurial space, of feeling envious of those other people.



Ryan Moran [00:40:20]

This summer, we launched. We sold 50 spots. We sold in three days. They were completely sold out. Awesome. That's fantastic. And especially when most of my audience does not have a MetaMask, does not know how to buy an NFT. To sell out 50 spots for something that most people don't even know what they're buying ... The fact that people didn't even know what they were buying, and they had to send up a whole new wallet to buy it, and we sold out in three days, I think, is a testament to the direction of this.

Ryan Moran [00:41:01]

And before the end of the year, we will be opening up an additional 50 to 100 spots. So, in September, we started working together. In Q4 of this year, we'll release an additional 50 to 100 spots, and that will kind of complete the seeding of the community. In January, that's when the three year timeline starts. So, everything up to that is bonus. Us figuring out our systems, us bringing on partners, us bringing in the inaugural members, us building relationships so there is momentum.

Ryan Moran [00:41:33]

So, January 1, we're actually starting. We will probably do another launch after that begins. Once we have the inaugural spots completed, we'll see how the marketplace responds, and then we'll make that decision. And our goal over the next three years is to max this group at 1000 people. So, 1000 people to where we can have ... How many of you were at Cap Con last year? Okay, so, imagine that experience throughout the year where it feels very intimate and very valuable and very community-driven, but we're having several of them per year.

Ryan Moran [00:42:19]

And since we have the group, we know that we have ... We don't have to spend six years for ... Six years. We don't have to spend six months promoting it. We know that the spots will be gone because all of the Pig meetups are just done at cost. So, everybody pays cost, we know that we're going to fill those spots, we know we can plan them quickly, and we can create better systems around that. So, that was 200 people, but it felt very intimate. Felt very intimate.

Ryan Moran [00:42:45]

And so, if you can imagine that several times a year for three years, that's what a group of a thousand members, a thousand owners would feel like, and that's our intent to be ... And as we get there, there's obviously more liquidity for your asset. There's more deal flow. There are more connections. There are more opportunities with influencers, investors, entrepreneurs that we want to meet and create a workshop around. And so, the closer we get to this number, as



we expand in that direction, the more opportunities we open up. So, the bigger the group gets, the more value that there is for us to create.

Ryan Moran [00:43:20]

So, again, our goal over three years is 1000 members. So, we decided we're going to commit to this for three years. Three years, we're going to go all in on this community. Three years, we're going to go all in on this idea. And then after that, we'll see. And maybe we just have three years and we go, hey, wasn't that awesome? Here's what we're doing now, because NFTs were a dumb idea and they're a dinosaur and they've already been replaced by something else.

Ryan Moran [00:43:45]

But we know that we can commit to three years to building a community. I remember the first time I ever did an event, one person came. So, I had a workshop and Pam, God bless her, was like, you'll tell this story when there's 1000 people that come to your events, when one person showed up. And she was right, I'm telling the story right now. And one person paid, and so I decided I'm going to just spoil this guy.

Ryan Moran [00:44:16]

I was going to spoil this guy. And so, I invited my friends, I invited mentors of mine. I'd just like to invest in this one guy, and I would just blow this guy away with this one event. And while we were on the sales call for him to pay me the \$5 grand for this event, he said, how many other people are coming? Now, I went ... Right? Because I don't want to tell him nobody, but that was the truth.

Ryan Moran [00:44:49]

So, what I said to him was, as of right now, you're the first. And if it's just me helping you for three days and there's no one else there, is that a problem? And he said, no. He said, I hope no one else comes. And he is a very good manifestor. No one else gave. So, I think about this in the same way ... It was Zack Lee.

Ryan Moran [00:45:29]

So, if at the end of three years, at the end of three years is all that has happened is that we have built an amazing community for people who now collaborate, invest together, work together, open up resources together, met three times a year, shared in deal flow, and made some money together, and it was a great experiment that showed ... Opened up doors for where this was going, is that a problem?



Capitalism.com
— B E T H E C H A N G E —

Ryan Moran [00:46:04]

No. It would be the most valuable thing that you did over those three years. So, you are the first holders of the Capitalist Pig. Thank you for experimenting with this grand experiment with me, of leading this next phase of what I believe to be an industry changing and a world changing type of structure that we get to pioneer. All right. Thank you, guys. Thank you for being here.

Ryan Moran [00:46:32]

The way I see it, one of two things is going to happen. Either, A, this community serves as an example of what is possible over the next few years, and we usher in a whole new way of doing business within the entrepreneurship space. That gets me really excited. Or, we just have three years of community and masterminding together, where we build real relationships and friendships and open up opportunities together, and then the whole NFT space goes KerPlunk.

Ryan Moran [00:47:03]

Either way, I truly believe that we are building something special with this community, and if you want to be part of it, you can find out more details at Capitalism.com/pig. I'm Ryan Daniel Moran with Capitalism.com. Thanks so much for watching. I'd love to hear your thoughts in the comments. This is an experiment for us.

Ryan Moran [00:47:19]

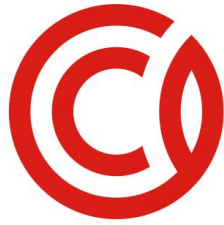
This is an experiment for the whole world to see where this technology is going to take us, and I do believe that it has the potential to change the way that we do business. So, let me know what you thought. Let me know what you took away from this, or what you're skeptical about. Let me know in the comments, and I'll interact with you there. Thanks for watching, and I'll see you next time.

Ryan Moran [00:47:38]

If you found value in this podcast and you're ready to go deeper, here are three resources where we can help you. One, you can grab my book, *12 Months to \$1 Million* on Audible or Amazon. It has over a thousand reviews, and it's the playbook to building a seven figure business.

Ryan Moran [00:47:55]

Second, you can join our community of entrepreneurs who are following a plan to build a 1% net worth by building businesses and investing the profits. You can get plugged in at Capitalism.com/1. And third, if you're looking to go deeper and build a seven figure business that you can sell, you can work closely with us inside the Capitalism Incubator, and you can get



Capitalism.com
— BE THE CHANGE —

on the waiting list and find out what we do. over at Capitalism.com/inc. That's Capitalism.com/inc.