

Your guide to **WEB 3.0** in under 5 minutes

| | ➤ Web 1.0 | ➤ Web 2.0 | ➤ Web 3.0 |
|------------------------------------|---|---|--|
| Storage | - | Google Drive & Dropbox | IPFS, Filecoin |
| Browsers | Internet Explorer | Google Chrome, Firefox | Brave, Opera, Osiris, Puma |
| Wallets/accounts | - | Paypal, bank | Metamask |
| Operating Systems | Internet Explorer | Windows, Android, iOS | Ethereum, EOS (blockchains) |
| Blockchain Layer 1 examples | | | Ethereum, Avalanche, Celo, Solana |
| Social networks | - | Facebook, YouTube, Instagram, Twitter | Steem, DTube, RUON |
| Interact | Read | Read-Write | Read-Write-Own |
| Medium | Static Text | Interactive content | Virtual economies |
| Org | Companies | Platforms/companies | Networks and DAOs (decentralised autonomous organisations) |
| Infrastructure | On-prem servers | Cloud | Blockchain and IPFS (InterPlanetary File System) |
| Control | Centralised | Centralised | Decentralised |
| Apps | Centralised | Centralised | Decentralised Apps (Dapps) |
| Customer Acquisition | - | Traditional marketing to entice and acquire | Tokenisation / token economics to bring in early adopters for special benefits |
| Go To Market Strategy (GTM) | Product or service to attract customers | Product or service to attract customers | Purpose and community |