

Strategic Meaning: Turning Passive Solana Users Into AI-Powered Economic Participants

1. Core thesis

Solana's largest untapped resource may not be its professional developer community, venture-backed startups, infrastructure companies, or retail liquidity. It may be the millions of ordinary users who currently consume, trade, speculate, and observe but do not create. AI can lower the technical and creative barriers enough for these people to experiment with applications, games, media, agents, markets, communities, payment experiences, and other onchain ideas without first becoming professional developers. Solana's strategic role would be to connect this newly accessible creative capability to payments, ownership, markets, distribution, incentives, identity, and infrastructure, thereby converting passive retail participation into widespread economic experimentation.

The deeper proposition is:

Treat the user base not merely as an audience or source of liquidity, but as a decentralised creative and economic production system.

AI supplies capability. Solana supplies economic rails. Culture, incentives, and distribution turn isolated experiments into an ecosystem-wide movement.

2. What makes the idea different

Traditional developer growth

Traditional developer growth attempts to recruit more trained engineers, improve documentation, fund technical teams, and encourage developers from other ecosystems to build on Solana.

This strategy is different because it does not begin with the category of "developer." It begins with ordinary users who may be designers, gamers, traders, meme creators, community members, marketers, video creators, students, or simply curious people.

The objective is not:

Increase the number of professional programmers.

It is:

Increase the number of people capable of producing something useful, entertaining, tradable, ownable, shareable, or economically active.

Some participants may eventually become developers, but developer conversion is a secondary outcome rather than the entry requirement.

Startup accelerators

Accelerators select a small number of promising teams and help them form companies, raise capital, find product-market fit, and scale.

The proposed model operates earlier and more broadly. It supports thousands of people before they have:

- A company
- A team
- A business model
- A polished product
- A venture-scale ambition
- Proof that their idea is sensible

An accelerator tries to improve the success rate of selected companies. This strategy tries to increase the total number and diversity of experiments from which valuable companies, products, communities, and behaviours might eventually emerge.

Hackathons

Traditional hackathons normally assume technical competence, reward engineering complexity, run for a limited period, and often produce prototypes that are abandoned after judging.

The proposed creator-buildathon model would include people with limited programming experience and reward originality, entertainment, cultural relevance, speed, usefulness, audience response, and first-time creation—not only technical sophistication.

A hackathon asks:

What can qualified developers build during this event?

This strategy asks:

How many different kinds of people can be encouraged to start creating, and how can experimentation become a permanent ecosystem behaviour?

Influencer marketing

Influencer marketing pays or encourages a small number of large accounts to distribute centrally produced messages.

Here, users do not merely promote Solana. They create the things that give other people reasons to care about Solana.

Their games, tools, videos, applications, memes, agents, markets, and communities become both:

1. Products or cultural objects.
2. Distributed ecosystem marketing.

Distribution becomes a consequence of participation rather than a separate promotional layer.

A conventional creator economy

A conventional creator economy generally helps people produce content, build audiences, monetise attention, and sell digital products.

This idea is broader because creation can produce programmable economic systems, not only content.

A person might create:

- A market
- A payment mechanism
- An agent
- A community treasury
- An onchain game
- A social reward system
- A trading experience
- A new ownership model
- An application that other creators extend

The creator is therefore not limited to being a media producer. They can become a small-scale economic designer.

Top-down ecosystem marketing

Top-down marketing presents the ecosystem through companies, product launches, foundation initiatives, professional teams, influencers, and conferences.

The proposed strategy does not eliminate these institutions. It changes their role.

Instead of producing nearly everything themselves, top-level organisations provide:

- Tools
- Infrastructure
- Education
- Incentives
- AI access
- APIs
- SDKs
- Templates
- Recognition
- Distribution
- Events
- A public stage

Ordinary users then create and distribute horizontally through their own communities, interests, languages, cultures, and audiences.

The change is from **central production and mass consumption** to **central enablement and distributed production**.

3. The proposed transition

Passive user → enjoyer → experimenter → creator → economic participant → builder

This is not a rigid conversion funnel. It is a gradual reduction in the psychological, technical, and economic distance between consuming something and making something.

Passive user

The person trades, holds tokens, follows projects, watches announcements, consumes content, and uses existing applications.

Their relationship with Solana is primarily transactional or observational.

Enjoyer

The person begins participating because the ecosystem is entertaining, social, culturally relevant, or personally meaningful.

They may play a game, join a community, remix a meme, watch a creator showcase, use a playful tool, or attend an event.

Enjoyment matters because it reduces the intimidation surrounding technology. It creates emotional attachment before requiring technical commitment.

Experimenter

The person uses an AI tool, template, public API, no-code system, or guided workflow to test an idea.

The experiment may be extremely small:

- Generate an interactive page
- Modify a game
- Make a bot
- Create a video
- Add a wallet
- Automate a community task
- Launch a simple token-gated experience

At this stage, curiosity matters more than polish.

Creator

The person publishes something that another person can watch, use, play, own, remix, purchase, or respond to.

This is a crucial transition because the user is no longer only consuming ecosystem value. They are producing it.

Economic participant

The creation becomes connected to an economic action:

- Receiving a payment
- Making a sale
- Rewarding users
- Launching a market
- Collecting fees
- Managing shared assets
- Building an audience
- Selling access
- Coordinating contributors
- Earning the first dollar

The participant now understands Solana not merely as an asset to hold, but as infrastructure through which economic activity can be designed.

Builder

The person begins improving, maintaining, extending, integrating, or repeatedly creating.

They may learn APIs, SDKs, wallets, smart contracts, distribution, security, product design, or community management because their creation now gives them a reason to learn.

Some builders eventually become professional developers or founders. Many will not—and the strategy does not require them to. The document explicitly argues that value is created whenever people move even one or two stages forward.

4. Why large-scale experimentation matters

Ten professional companies testing ten planned ideas

Professional companies are good at producing polished, reliable, strategically coherent products.

However, their search space is limited by:

- Funding requirements
- Organisational incentives
- Existing market categories
- Investor expectations
- Professional consensus
- Brand risk
- Development costs
- Formal planning
- The need to justify every project
- Pressure to pursue large markets

Their ideas are generally selected before they are built. This improves execution quality but narrows the range of possibilities explored.

Ten companies may produce ten competent products, but those products will usually be variations of opportunities that already appear rational.

Ten thousand ordinary people testing ten thousand unpredictable ideas

A large population has different advantages:

- Different cultures
- Different professions
- Different languages
- Different communities
- Different senses of humour
- Different local problems
- Different obsessions
- Different audiences
- Different combinations of existing tools

Most of their experiments will fail, remain obscure, or never generate meaningful revenue. That failure rate is not evidence against the strategy. It is the mechanism through which the search occurs.

The strategic value comes from **variance**.

Ten thousand people can explore ideas that no foundation committee, venture fund, accelerator, or product strategy team would approve because many of those ideas initially appear:

- Too small
- Too strange
- Too local
- Too playful
- Too niche
- Too technically unsophisticated
- Too culturally specific
- Too difficult to classify

A tiny percentage may reveal new products, behaviours, communities, markets, or economic categories. The document's central point is that such discoveries cannot always be designed from the top; they must emerge through participation.

The model is therefore similar to decentralised research and development:

Solana does not need to know which ideas will win. It needs to maximise the number, diversity, speed, and economic connectivity of experiments.

Professional teams optimise known opportunities. Mass experimentation discovers unknown opportunities.

5. How AI changes who can create economically useful things

Before AI, creating an economically functional digital product often required several specialised capabilities:

- Programming
- Interface design
- Copywriting
- Illustration
- Video production
- Data integration
- Smart-contract knowledge
- Deployment
- Marketing
- Technical troubleshooting

A nontechnical person might have had a useful idea but lacked the team, capital, time, or confidence required to execute it.

AI compresses these capabilities.

One person can increasingly:

- Describe an application in natural language
- Generate code
- Modify templates
- Produce graphics
- Create video and audio
- Write marketing material
- Design a user interface
- Connect APIs
- Analyse errors
- Automate repetitive work
- Translate the product
- Produce documentation
- Create promotional assets
- Test multiple versions rapidly

AI does not make expertise irrelevant. It changes the minimum capability required to begin.

The key shift is from:

“Can this person independently engineer a complete product?”

to:

“Can this person direct AI, combine tools, understand a community, and iterate until something works?”

This enlarges the economically productive population.

A gamer may understand a game mechanic better than a professional developer. A community operator may understand a coordination problem. A trader may imagine a useful interface. A meme creator may understand cultural distribution. AI allows their domain knowledge or imagination to become executable without requiring them to first acquire years of technical training.

The document therefore treats AI not merely as a productivity tool for existing developers, but as a **capability-distribution technology** that expands who can participate in digital production.

6. Solana's role in the model

AI can generate software, media, interfaces, ideas, and automations. But AI alone does not automatically create an economy.

Solana's function is to provide the economic and coordination layer around AI-generated creation.

Payments

Creators need a simple way to charge, reward, tip, subscribe, split revenue, pay contributors, or receive their first dollar.

Payments turn an experiment into an economic activity.

Ownership

Onchain ownership can make items, memberships, access rights, rewards, identities, creations, and community assets portable and verifiable.

Ownership allows users to participate in the value they help create.

Markets

Solana can allow creators to launch tradable, playable, predictive, collectible, financial, or social markets around their experiments.

This lets small communities coordinate economic interest without first obtaining institutional infrastructure.

Identity and reputation

Wallets and onchain history can provide persistent identity, contribution records, creator reputation, achievements, memberships, and audience relationships.

This allows a person's experiments to accumulate into a visible creative identity.

APIs and SDKs

Existing services such as trading, payments, multisignature management, tokens, wallets, and market infrastructure can become modular capabilities that AI-assisted creators combine.

The strategic requirement is to present them as outcomes:

- “Add payments to your app”
- “Create a market”
- “Build a community treasury”
- “Reward players”

rather than beginning with low-level technical architecture.

Distribution

Solana organisations can provide showcases, discovery systems, event stages, ecosystem media, app directories, competitions, grants, creator profiles, and community amplification.

Without distribution, many experiments remain invisible and creators lose motivation.

Incentives

Frequent, small rewards can reduce the personal cost of experimentation and create momentum.

Useful targets include:

- First published creation
- First user
- First payment
- First 100 users
- Best local-language project
- Funniest experiment
- Most unusual use of an API
- Best first-time builder project

The goal is not simply to crown a few winners. It is to reward continued motion.

Infrastructure

Solana can provide reusable authentication, wallets, transaction simulation, hosting integrations, templates, indexing, AI gateways, payment modules, security protections, testing environments, and deployment paths.

The more infrastructure is preassembled, the more attention a creator can devote to the idea rather than implementation complexity.

Culture

Culture determines whether people feel permitted to make something imperfect, playful, strange, local, or small.

A technically capable ecosystem can still fail at mass creation if its culture communicates that only serious founders, expert developers, or venture-backed applications deserve attention.

Solana’s cultural role is to make experimentation socially legitimate.

The document summarises the complementary roles clearly: AI provides creative and technical capability; Solana provides payments, ownership, markets, identity, coordination, distribution, and economic infrastructure.

7. The proposed growth model

Top-down enablement → bottom-up experimentation → horizontal creation and distribution

Top-down enablement

Foundations, protocols, infrastructure providers, professional teams, investors, events, and ecosystem organisations supply shared resources:

- Subsidised AI inference
- Simplified APIs
- Consumer-oriented SDKs
- Templates
- Education
- Security standards
- Competitions
- Grants
- Distribution
- Recognition
- Events
- Infrastructure

This is not conventional top-down control. It is top-down reduction of barriers.

Bottom-up experimentation

Ordinary users choose what to make.

There is no requirement that their ideas fit a predetermined ecosystem roadmap. They experiment according to their own problems, communities, humour, interests, languages, and cultural contexts.

This is where the system gains diversity and unpredictability.

Horizontal creation and distribution

Creators make things for one another rather than waiting for companies to produce everything.

Their audiences become users. Some users remix or extend what they see. Some become creators themselves. Creations move through community channels, local-language networks, social groups, gaming communities, professional niches, and cultural subgroups.

The result is growth that no longer depends entirely on a small central set of companies or media accounts.

The ecosystem's institutions create the conditions, but the population creates the surface area.

8. Why fun, strange experiments, and small creations matter

Fun is not an optional decorative layer. It performs several strategic functions.

Fun lowers psychological barriers

People are more willing to try something when failure is socially acceptable and the activity is enjoyable.

A person may be intimidated by “building a blockchain startup” but comfortable making a silly game, video, meme, bot, or community experiment.

Small creations provide an achievable first step

A person who would never commit to building a company may spend an evening making an entertaining tool.

That first creation establishes confidence and familiarity.

Cultural participation builds attachment

People become more loyal to ecosystems in which they have created something, contributed to a community, earned recognition, or developed an audience.

Creation produces stronger attachment than passive consumption.

Strange experiments expand the possibility space

Ideas that appear unserious can reveal unexpected behaviours, markets, interfaces, or communities.

Entertainment products frequently introduce users to technologies before explicitly useful applications do.

Small creations create skills and infrastructure

Even unsuccessful projects produce:

- Experienced users
- Reusable templates
- Tutorials
- Open-source components
- Community knowledge
- New combinations of APIs
- Better documentation
- More capable creators

Play can lead into economic participation

The document describes a pathway in which someone begins with a video, adds a website, connects a wallet, integrates payments, uses an SDK, and eventually launches an application.

Therefore, fun is not separate from serious ecosystem development. It can be its entry layer.

9. The possible economic flywheel

The strategy could produce the following flywheel:

1. Solana reduces the cost of creation.

It provides AI access, templates, APIs, education, incentives, infrastructure, and distribution.

2. More ordinary users experiment.

People create small applications, games, media, agents, markets, and community experiences.

3. The ecosystem gains more experiences.

There are more reasons to visit, transact, participate, stay during bear markets, and invite others.

4. Creations attract audiences.

Each creator becomes a small distribution node bringing in their own community, language, profession, or cultural group.

5. Audiences become participants.

Some users pay, play, trade, contribute, remix, or create related experiences.

6. Some participants become creators.

Seeing peers create makes building feel achievable.

7. Some creations generate revenue or new markets.

Successful experiments attract users, capital, contributors, and professional development.

8. More reusable knowledge and infrastructure appear.

Templates, tutorials, components, cultural practices, and distribution channels improve.

9. The cost of the next experiment falls.

Each generation of creators benefits from what previous creators learned and built.

10. Solana becomes culturally and economically harder to replace.

Its advantage is no longer only technical performance or liquidity. It becomes the accumulated network of creators, audiences, tools, habits, identities, and interdependent experiments.

This flywheel converts:

- Retail liquidity into retail creativity
- Retail creativity into products and culture

- Products and culture into users and transactions
- Users and transactions into creator opportunity
- Creator opportunity into more experimentation

The resulting moat is an ecosystem of human participation, not merely infrastructure.

10. Competitive risk

The opportunity is time-sensitive because the underlying AI capability is not exclusive to Solana.

Another blockchain could deliberately become the default home for AI-assisted consumer creation by offering:

- Free or subsidised inference
- Public model endpoints
- Better templates
- Simpler wallet integration
- Safer transaction tooling
- Consumer-first education
- Frequent creation challenges
- Small grants
- Global creator showcases
- Strong distribution
- Recognition for playful and unusual work
- A welcoming identity for first-time builders

The document warns that another ecosystem could capture the emerging generation of AI-native creators before Solana does.

The first ecosystem to establish this identity could gain compounding advantages:

- Creators teach new creators
- Templates become ecosystem-specific
- Audiences follow creators
- Communities develop local knowledge
- Tools optimise around the dominant workflow
- Cultural status attracts more experimentation
- Successful projects encourage imitation
- Participants accumulate reputation and economic relationships

Once these social and creative networks form, switching chains becomes more difficult—not because the code cannot move, but because the culture, audience, knowledge, identity, and distribution are already concentrated elsewhere.

The competitive threat is therefore not merely that another chain launches better AI tooling.

It is that another chain becomes known as:

The place where ordinary people go to turn ideas into economically active creations.

11. The complete argument

The problem

Solana's retail population is economically underactivated.

Most ordinary users primarily:

- Buy
- Sell
- Hold
- Speculate
- Consume
- Follow
- Watch professional teams build

Their activity is highly dependent on market conditions. During periods with less speculation, many have little reason to remain deeply engaged.

At the same time, ecosystem production remains concentrated among professional developers, funded companies, foundations, and established creators.

This leaves a large amount of human imagination, cultural knowledge, local insight, and economic potential unused.

The opportunity

AI dramatically expands the number of people who can create digital products and experiences.

Solana can become the economic operating layer for these creations.

Instead of competing only for existing developers and startups, Solana can activate an entirely larger population: people with ideas, interests, communities, audiences, and domain knowledge who previously lacked the technical ability to build.

The mechanism

The mechanism is barrier reduction combined with economic connection.

AI lowers the barrier between idea and creation.

Templates, APIs, SDKs, wallets, and infrastructure lower the barrier between creation and onchain functionality.

Payments, ownership, markets, identity, incentives, and distribution lower the barrier between onchain functionality and economic participation.

Culture lowers the barrier between passive observation and the confidence to experiment publicly.

The practical strategy

A practical programme would include:

- A unified Solana AI creation gateway
- Subsidised inference for experiments
- Consumer-first templates
- Natural-language integration workflows
- Safe wallet and payment modules
- Guided “build this outcome” tutorials
- Creator buildathons rather than only developer hackathons
- AI film, gaming, media, meme, and agent competitions
- Local-language creator programmes
- Small, frequent creation rewards
- First-dollar and first-user milestones
- Public showcases at major ecosystem events
- Distribution through official ecosystem channels
- Recognition for playful and culturally relevant work
- Paths for successful experiments to receive deeper technical support
- Security guardrails for inexperienced creators
- Metrics focused on sustained creation rather than event registrations

The document proposes that people should attend events not only to see what companies have launched, but to see what ordinary people around the world have created.

The long-term economic outcome

Over time, Solana could develop a new economic layer composed of:

- Small creators
- Microbusinesses
- Community markets
- Consumer applications
- Games
- Agents
- Media
- Local-language products
- Niche financial tools
- Playful experiments
- New forms of digital work
- New economic categories that cannot yet be predicted

A small number of experiments may become large companies. Many others may remain modest but collectively generate significant transaction activity, cultural production, audience growth, education, loyalty, and economic circulation.

The most important outcome is not that every user becomes a founder.

It is that a substantially larger percentage of the ecosystem becomes productive rather than merely consumptive.

The strategic risk

Solana may incorrectly assume that technical performance, existing liquidity, professional developers, and established applications will naturally make it the preferred chain for AI creation.

They may not.

Consumer creation requires deliberate product design, cultural positioning, education, incentives, distribution, and social permission.

A technically weaker competitor could win if it makes ordinary creators feel more capable, visible, welcomed, rewarded, and economically connected.

12. Assumptions, weaknesses, missing pieces, and implementation difficulties

Assumption 1: AI-generated creation will be usable enough

The strategy assumes AI tools will allow nontechnical users to produce functional, secure, and meaningful outputs.

AI can reduce implementation barriers, but generated applications may be unreliable, insecure, poorly designed, or difficult to maintain.

The gap between “generated a prototype” and “operates safely with real money” remains substantial.

Assumption 2: Creation tools will become simple enough

Wallets, transaction signing, RPCs, program interactions, token standards, account models, permissions, hosting, and security can still be intimidating.

The strategy requires more than better documentation. It requires productised, opinionated, consumer-safe creation paths.

Assumption 3: Ordinary people want to create

Many users may prefer consumption and speculation.

The opportunity does not require everyone to create, but it does require enough people to find experimentation appealing.

The ecosystem must determine which motivations work:

- Fun
- Status
- Community
- Learning
- Income

- Competition
- Recognition
- Curiosity
- Audience growth

Assumption 4: Small experiments produce cumulative value

A flood of low-quality applications could create noise, scams, abandoned projects, repetitive content, and user fatigue.

The strategy needs discovery and curation systems capable of surfacing worthwhile creations without suppressing experimentation.

Assumption 5: Incentives will create genuine participation

Prizes can attract reward farmers who optimise for competitions rather than sustained creation.

Reward systems must encourage continuation, real users, collaboration, learning, and economic validation—not merely submissions.

Missing piece 1: Security

Inexperienced creators connecting AI-generated software to wallets and financial assets creates serious risks:

- Vulnerable code
- Malicious dependencies
- Incorrect transaction logic
- Excessive permissions
- Key exposure
- Fraudulent templates
- AI hallucinations
- Unsafe smart contracts

Consumer-grade security layers, audits, simulations, spending limits, verified components, and sandbox environments would be essential.

Missing piece 2: Quality control and trust

Users need to know which applications are safe, functional, maintained, and legitimate.

This may require:

- Verified templates
- Reputation systems
- Creator history
- Transaction previews
- Community reviews
- Risk labels
- Automated testing
- Curated discovery

- Clear support status

Missing piece 3: Retention

Buildathons and competitions can generate temporary activity without creating lasting creators.

The strategy needs a post-creation journey:

- Publish
- Find users
- Receive feedback
- Improve
- Monetise
- Collaborate
- Learn deeper skills
- Access advanced support

The key metric is not how many people start an experiment, but how many continue creating after the initial campaign.

Missing piece 4: Distribution

Creation without discovery produces frustration.

Solana would need a reliable distribution layer where small creators can reach relevant audiences without already having large social accounts.

This could be as important as the creation tools themselves.

Missing piece 5: Economic demand

Making it easy to create does not guarantee that anyone wants the resulting product.

Participants also need help understanding users, validating demand, pricing, community building, and distribution.

AI lowers the supply-side barrier; but it does not automatically create demand.

Missing piece 6: Fragmentation

Thousands of isolated experiments may fail to reinforce one another.

Shared standards, composable templates, remixing systems, interoperable identities, common payment modules, and open components would help experiments accumulate rather than disappear.

Missing piece 7: Measurement

Traditional metrics such as hackathon submissions or wallet connections would not be enough.

Useful measurements might include:

- First-time creators
- Published creations
- Repeat creators
- Creations still active after 30, 90, or 180 days
- First transactions
- First revenue
- Real users
- Remixes and extensions
- Local-language participation
- Cross-creator collaboration
- Conversion from consumer to creator
- Conversion from creator to sustained builder
- Economic activity generated per incentive dollar

Missing piece 8: Organisational ownership

The strategy crosses developer relations, marketing, education, AI partnerships, grants, events, product design, community, and ecosystem distribution.

Without a dedicated owner, it could become a collection of disconnected campaigns rather than a coherent long-term strategy.

Missing piece 9: Legal and regulatory exposure

Making financial creation accessible to inexperienced users may increase the number of projects involving tokens, payments, speculation, contests, and markets.

Templates and programmes would need clear legal boundaries and safeguards across jurisdictions.

Missing piece 10: The cost of subsidisation

Free inference, grants, competitions, infrastructure, and distribution cost money.

The ecosystem would need to test whether frequent small incentives generate sustained activity more efficiently than large grants or professional developer programmes.

Core weakness

The document is strongest as a strategic vision and weakest as an operating model.

It clearly identifies the population to activate, the reason AI makes activation newly possible, and the ecosystem advantage that could result. It is less specific about:

- The exact first product
- Who owns the programme
- How security is enforced
- How creations are discovered
- How creators are retained
- How quality is filtered

- How success is measured
- Which user segment should be activated first

The next step would therefore be to convert the philosophy into a narrow, measurable initial system rather than launching a broad “AI creator” campaign.

13. Final formulation

One-sentence thesis

Solana should use AI, economic infrastructure, incentives, culture, and distribution to turn ordinary users from passive consumers of company-built products into active experimenters who create economically connected products, media, games, markets, tools, and communities for one another.

Executive summary

AI is changing blockchain participation by making it possible for people without conventional development backgrounds to create software, media, games, agents, markets, and digital experiences. Solana can capture this change by treating its retail population as an untapped productive network rather than merely an audience or source of liquidity. The ecosystem's professional institutions should provide AI access, safe infrastructure, templates, APIs, education, incentives, distribution, and public recognition, while allowing ideas to emerge from users themselves. Most creations will remain small or fail, but the scale and diversity of experimentation can uncover products, behaviours, communities, and economic categories that professional planning cannot predict. The goal is not to make everyone a developer. It is to move millions of people at least one step from consuming toward creating, participating, earning, and building. The defining transformation is from people coming to Solana to see what companies have built to people coming to create and show what they have built themselves.

Simple name for the strategy

Retail Creativity

Alternative strategic label:

The Retail Creativity Flywheel

Five possible slogans

1. **From retail liquidity to retail creativity.**
2. **Don't just use Solana. Create on it.**
3. **Come to see what people are building.**
4. **An idea, an AI, and an economy.**
5. **Built on Solana, created by everyone.**