

# Turning Passive Solana Users Into AI-Powered Economic Participants

The opportunity is not simply to attract more developers to Solana or to build another traditional creator economy.

The larger opportunity is to use AI to turn passive retail users into active economic participants, experimenters, creators, and builders on the chain.

Today, most ordinary users interact with crypto in a limited way. They buy tokens, trade, speculate, use a few applications, follow projects, and watch what established companies or professional developers are building.

During bear markets, many of these users have little reason to remain active. Unless there is a specific application, community, game, or financial opportunity keeping them engaged, they often leave and wait for the next market cycle.

AI changes what these users are capable of doing.

Vibe coding, AI-generated video, image generation, agent tools, no-code platforms, templates, public APIs, and simplified blockchain SDKs make it possible for ordinary people to create things without first becoming traditional software developers.

The goal should not be to turn every retail user into a professional engineer.

The goal should be to move them from passive participation into active experimentation.

A person might create:

- A simple game
- A small consumer application
- An AI-generated video
- A meme or entertainment experience
- A trading interface
- A community tool
- A payment experiment
- A new market
- An automated agent
- A social experience
- A strange idea that does not yet fit into an existing category

Most of these experiments will fail, remain small, or never become companies.

That is not a weakness. It is the entire point.

Ten established companies testing ten carefully planned ideas cannot explore the same possibility space as 10,000 people around the world testing 10,000 different ideas.

Perhaps only ten of those 10,000 experiments will become genuinely important. But those ten successful ideas may never have been discovered through a traditional, top-down development model.

AI in the hands of the many creates a level of experimentation that a small number of companies, venture-backed teams, professional developers, or foundation-led programs cannot reproduce.

This could create an entirely new economic layer on Solana that is difficult to predict in advance.

The value would not come only from major companies building large applications. It would emerge from thousands of people creating small products, games, videos, communities, services, tools, and experiences.

Some people would earn money from what they create. Some would build audiences. Some would create entertainment. Some would learn enough to become developers. Some would eventually create companies. Others would simply enjoy experimenting and contributing to the culture.

All of these outcomes increase activity, knowledge, loyalty, and economic participation within the ecosystem.

## **From Top-Down Marketing to Horizontal Creation**

Solana currently benefits from strong companies, applications, professional developers, events, ecosystem organisations, and foundation-supported marketing.

However, this growth model is still largely top-down.

Companies build products.

Professional teams create campaigns.

The Foundation and ecosystem organisations support initiatives.

Influencers and media accounts distribute the message.

Retail users mostly consume, invest, trade, watch, and react.

The alternative is not to remove this top-down structure. The alternative is to use it to enable horizontal expansion.

The top of the ecosystem should provide:

- Tools
- Infrastructure
- Education
- Incentives
- Distribution
- AI model access
- Public APIs
- Simplified SDKs

- Competitions
- Grants
- Events
- Recognition
- A stage for creators

Ordinary users around the world would then use those resources to create and distribute things horizontally through their own communities, languages, cultures, interests, and audiences.

This is top-down enablement followed by bottom-up experimentation and horizontal growth.

Instead of a small number of organisations creating products and marketing for millions of passive users, thousands of users would begin producing experiences for one another.

That creates a different kind of ecosystem flywheel:

Solana provides the tools and incentives.

People experiment and create.

Their creations attract, educate, and entertain other people.

Some of those people become creators themselves.

A small percentage become serious developers, founders, or economically successful participants.

The ecosystem becomes more active, culturally diverse, resilient, and difficult to replicate.

## **People Should Come to See What People Are Creating**

Crypto events and ecosystem marketing often focus on what companies are launching.

People attend conferences to hear announcements, watch product demonstrations, meet professional teams, and see what funded companies have built.

That should continue, but it should not be the only focus.

People should also attend Solana events to see what ordinary people from around the world have created.

At events such as Breakpoint, there could be side events and public showcases built around:

- AI application competitions
- Vibe-coding challenges
- Public game creation competitions
- AI-generated film and video showcases
- Meme and entertainment competitions
- Agent-building events
- Consumer app experiments
- Onchain market creation

- Solana payment experiments
- Community automation tools
- Creative uses of Jupiter, Phoenix, Squads, and other ecosystem APIs
- Live competitions where people create something during the event
- Rewards for unusual, entertaining, useful, or culturally relevant experiments

For example, showing a poker game built on Solana is interesting.

However, a larger opportunity would be to announce a public challenge for people around the world to build poker games, create supporting applications, design AI-generated promotional content, produce event videos, build community tools, or invent entirely new experiences around the same concept.

Instead of the ecosystem presenting one finished product to an audience, it could invite thousands of people to participate in expanding the idea.

This changes the question from:

“What are companies building on Solana?”

To:

“What are people around the world creating on Solana?”

## **Solana as the AI Experimentation Chain**

Solana has an opportunity to become the dominant blockchain for AI-powered consumer experimentation.

However, this will not happen automatically simply because Solana is fast, inexpensive, technically capable, or already has strong applications.

Another chain or protocol could deliberately pursue this strategy first.

A competitor could make AI creation central to its identity by giving ordinary users:

- Free or subsidised AI inference
- Public model endpoints
- Easy wallet and payment integration
- Creator-focused educational material
- Simple blockchain templates
- Consumer-friendly SDK demonstrations
- Vibe-coding tools
- Public competitions
- Small creation grants
- Global online events
- Recognition and distribution for successful projects
- A welcoming culture where experimentation is valued even when it does not become a company

If another ecosystem carefully develops this culture, it could attract the emerging generation of AI-native creators before Solana does.

The winning blockchain may not be the one with the most professional developers today.

It may be the one that is best at converting ordinary people into economically active creators tomorrow.

Solana should aim to become the easiest place for someone with an idea—but limited technical experience—to create something, connect it to an economy, launch it publicly, and potentially earn from it.

AI provides the creative and technical capability.

Solana can provide payments, ownership, markets, identity, coordination, distribution, and economic infrastructure.

Together, these could create products and behaviours that are not yet visible.

## **The Importance of Fun**

Not every creation needs to become a startup.

Not every participant needs to become a founder.

Not every experiment needs to solve a major financial or technical problem.

Fun matters.

DOGE has historically inspired people to build around it because the culture is social, accessible, entertaining, and does not require every contribution to become a serious venture-backed business.

Solana could develop an AI-era version of that spirit.

People could build because it is fun to create.

They could make games, videos, memes, strange applications, community experiences, bots, experiments, and cultural projects.

Some would remain entertainment.

Some would unexpectedly develop real economic value.

Some would lead their creators into deeper involvement with Solana.

A healthy ecosystem needs room for serious infrastructure, professional companies, speculative markets, and playful experimentation.

The playful layer can become the entry point into the economic and developer layers.

A user may begin by generating a video.

Then they may create a simple website.

Then they may add a wallet connection.

Then they may integrate payments.

Then they may use an SDK.

Then they may launch a small application.

Eventually, they may become part of the developer ecosystem without ever having originally identified as a developer.

This creates a transitional path:

Passive user → enjoyer → experimenter → creator → economic participant → builder → developer or founder.

Not everyone will complete that entire path.

They do not need to.

The value comes from increasing the number of people who move even one or two steps forward.

## **What This Could Look Like in Practice**

A serious ecosystem push could include:

### **AI model partnerships**

Solana could partner with inference providers to offer temporary free access, subsidised usage, competitions, or ecosystem-specific campaigns.

For example, a fast and affordable model such as DeepSeek Flash could be made available through a public or subsidised endpoint for approved creation events.

The purpose would not only be to give developers cheaper infrastructure. It would be to reduce the cost of experimentation for ordinary users.

### **A Solana AI gateway**

A unified Solana gateway could provide access to selected AI models, tools, blockchain APIs, templates, and educational resources.

Users should not need to understand complex infrastructure before they can begin experimenting.

The gateway could become the starting point for anyone who wants to create an AI-powered Solana application, video, game, agent, or experience.

## **Public creator buildathons**

Traditional hackathons often target experienced developers.

Creator buildathons could target a broader group:

- Vibe coders
- Designers
- Video creators
- Meme creators
- Gamers
- Community operators
- Marketers
- Students
- Curious retail users
- People with ideas but limited programming experience

Judging could reward creativity, entertainment, usefulness, originality, cultural impact, and experimentation—not only technical complexity.

## **Better presentation of existing Solana tools**

Solana already has powerful infrastructure through projects such as Jupiter, Phoenix, Squads, payment tools, wallet systems, token infrastructure, and many other APIs and SDKs.

However, these tools are often presented for professional developers.

They could also be explained through consumer-friendly creation paths.

Instead of only documenting an SDK technically, the ecosystem could show people what they can make with it.

For example:

- Build your own simple trading game
- Create a community treasury
- Launch a market
- Add payments to an AI-generated app
- Create a basic prediction experience
- Build a social tipping tool
- Make a multiplayer game with onchain rewards
- Create an AI agent that can complete a defined onchain action

The education should begin with the desired creation, not with the underlying technical architecture.

## **AI video and media creation**

AI creation is not limited to software.

Solana could organise global video, film, animation, design, music, meme, and storytelling competitions.

Instead of relying mainly on central marketing teams, the ecosystem could distribute creative production across thousands of people.

Creators could be rewarded for producing content that educates, entertains, promotes applications, explains ecosystem concepts, or tells stories about Solana.

This would create horizontally distributed marketing while also developing creator skills and increasing cultural participation.

### **Small prizes and frequent experimentation**

Not every competition needs a massive prize pool.

Frequent small rewards may generate more experimentation than a small number of large, highly competitive grants.

The ecosystem could reward:

- The funniest experiment
- The best game
- The strangest application
- The best educational video
- The best local-language content
- The best use of an ecosystem API
- The best project created by a first-time builder
- The best creation made within 24 hours
- The best project that earns its first dollar
- The best project that attracts its first 100 users

The aim is to create motion, confidence, repetition, and visible participation.

## **The Core Strategic Argument**

The argument is not that Solana lacks developers.

It is not simply that Solana needs more creators.

It is that AI has changed who is capable of becoming economically productive within a blockchain ecosystem.

Previously, creating applications, games, media, automations, or onchain tools required specialised skills, significant time, and often a professional team.

AI is reducing those barriers.

This means millions of people who were previously limited to consuming, trading, or investing may soon be capable of creating.

The chain that successfully activates those people could develop a major advantage.

Professional teams can create high-quality products.

But large-scale public experimentation discovers possibilities that professional planning cannot.

Ten companies may create ten polished ideas.

Ten thousand people may create thousands of failures, hundreds of interesting experiments, dozens of useful products, and several entirely new economic categories.

Those successful ideas cannot always be predicted or planned from the top.

They must be discovered through participation.

## **The Message**

The message to users should be simple:

Stop being only a passive investor or consumer.

Start experimenting.

Start creating.

Build something small.

Make something entertaining.

Use the chain.

Use the tools.

Try an idea.

Earn your first dollar.

Create something that other people can use, watch, play, remix, or build upon.

Solana should not only be the place where companies build products for users.

It should become the place where people around the world create products, media, games, markets, communities, and experiences for one another.

AI puts creation into the hands of the many.

Solana should provide the tools, incentives, culture, infrastructure, and stage that allow this creativity to become economic activity.

The opportunity is to move from retail liquidity to retail creativity.

The strategic goal is to turn passive users into active economic experimenters.

And the defining question should become:

**Not only “What are companies building on Solana?”**

**But “What are people around the world creating on Solana?”**