

Question-Answer with Emma-Jane MacKinnon-Lee

Are there investors backing DIGITALAX?

Nope. Not a single one. Never has been, never will be. That's been explicit from day one.

The project stays in the market and shipping from on-chain activity—sales of 1155s, 721s, 20s, ecosystem grants, and crypto trading. That's it. No VC cheques. No backroom deals. No equity dilution masked as strategic partnerships. We've released monthly transparency reports, and the treasury rarely sells \$MONA—when it does, it's publicly announced ahead of time. The team also took a 0% allocation of \$MONA.

The moment you take VC money, you're no longer building for web3. You've already compromised any real potential for decentralisation. The incentives are cooked. You're back in the same old game of exit strategies for the few and control points.

And when it comes to the token in our ecosystem, for clarity:

This is not an investment.

You are not an investor.

There are no investment contracts here. No guarantees of returns.

The token has a purpose. You either use it or you don't. It's that simple.

It's absolutely critical that anyone operating in this space understands the distinction between actual usage networks and speculative securities. If you don't, you're not just putting yourself at risk—you're helping blur the lines in ways that drag everyone down. We've made it clear from the beginning: DIGITALAX is about building decentralised tooling and mechanisms in code, so creators, collectors, and consumers can participate directly in commerce, coordination, and the unbundling of fashion from gatekept supply chains.

We've been able to grow a community and ecosystem that genuinely values that mission. But this industry is still volatile, still immature. If you're here because you understand how deeply broken the current models are—how textiles, content, and culture are manipulated through extractive infrastructures—and you're ready to contribute to an alternative, then you're in the right place.

But if you're here for a quick flip or passive ROI, go to the stock market. Or Vegas.

We don't give financial advice. What we do offer are frameworks for creator monetisation, insights into protocol design, and hard-earned lessons from building in this chaos. If you really want leverage in this space, start learning the basics of computing history. Use ChatGPT. Run your own LLMs. Learn to code. Because if you're serious about life-changing autonomy, that's the actual entry point.