

Question-Answer with Emma-Jane MacKinnon-Lee

DIGITALAX seems to iterate constantly. Why not stay static like other protocols?

Because we're unbundling an entire industry. Fashion isn't static. Commerce isn't static. Tools, networks, culture—none of it sits still. So why would a protocol that's meant to interface with all of that ever try to?

Other protocols chase stability by freezing time—locking in governance, interfaces, branding. But that's just another way of saying: "we're done thinking."