

## Question-Answer with Emma-Jane MacKinnon-Lee

### Let's rewind to 2022—how did the crash impact DIGITALAX?

Yeah, that was a pretty big rug between SBF, FTX, Luna, 3 Arrows, Apes... all that noise. But let's be real, anyone serious in web3 never trusted those guys. They were LARPing in broad daylight from the start. We didn't have a crystal ball, but we weren't blind either.

And yeah, when the bottom dropped out, \$MONA reacted with the rest of the market—we're not immune to gravity, like everything else denominated in ETH. Treasury took hits, yes, but not from exposure to their schemes. We kept everything open, on-chain, transparent. And most importantly, we kept shipping.

We've been focused on building real infrastructure while most of the market chased hype cycles. Projects that raised billions in VC disappeared or delivered nothing but empty promises. We've been consistently rolling out systems to fix what's broken in creative markets, decentralized agents and manufacturing in web3 fashion. This is actually how markets mature—through building the essential systems first, not waiting for speculation.

We were never building for a bull. That was never the point. Everything we've released, every piece of tooling, has been aimed squarely at solving one of the most brutal but constant truths for indie designers and builders in this space: how do you make a living when the ground keeps shifting beneath you? Stuff that helps real designers actually earn—without having to grovel to brands, platforms, or pump cycles.

Let's be clear about our core thesis here: Money matters. Market sentiment matters. Open machines, infrastructure, and production skills matter more.

That's how DIGITALAX is dedicated to sticking through it when traditional markets are up, down or sideways.