Question-Answer with Emma-Jane MacKinnon-Lee

What advice do you give token holders?

While I am not in anyway here to give you financial advice, I can share my insights for creator monetisation and general life lessons.

Speculation is... boring. Seriously. Learning the history of computing is way more useful. If you don't already know how to code, start there. Use ChatGPT. Use local LLMs. Learn what it actually means to build systems. Because that's how we accelerate the kind of life-changing mechanisms this protocol is designed for.

Of course I hold $MONA—and other ecosystem tokens. It wouldn't make any sense if I didn't. Diamond hands. I use them directly in our smart contracts and across the products we ship. But I also understand why I'm using them—because I understand what I'm building.

Before doing anything in crypto, take a step back and ask yourself—what space are you really seeking? Because at DIGITALAX, we've been crystal clear since the beginning. This is not the place for get-rich-quick energy, pump-and-dump chasers, or price-tracking obsessives.

We don't control the market. These ecosystem tokens exist to serve very specific purposes inside the protocol. What we build, what we communicate, and what we're architecting in code is about unbundling fashion as an industry—through web3 infra and radically accessible creative tooling.

Be here because you see the deeper value in decentralising fabrics, manufacturing, virtualisation, and the kinds of cultural systems that have shaped markets for centuries.