

#### Intents Are Real

Squid, Enso, Ilnch Fusion and living products that are improving user experience.

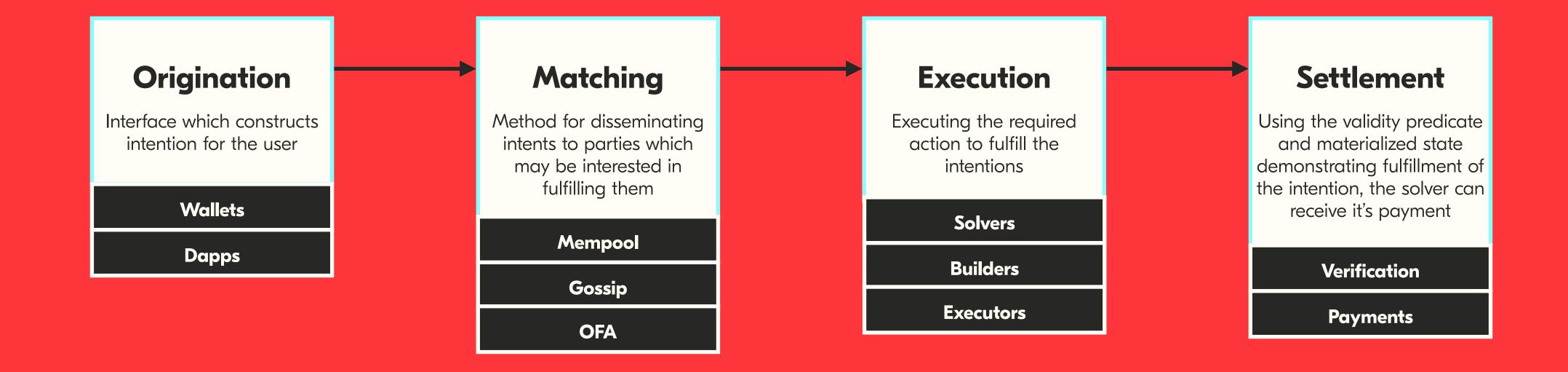
These products provide routing, bundling and aggregation as services that abstract away infrastructure details.

Users will no longer have to care about gas, bridging and other leaky abstractions

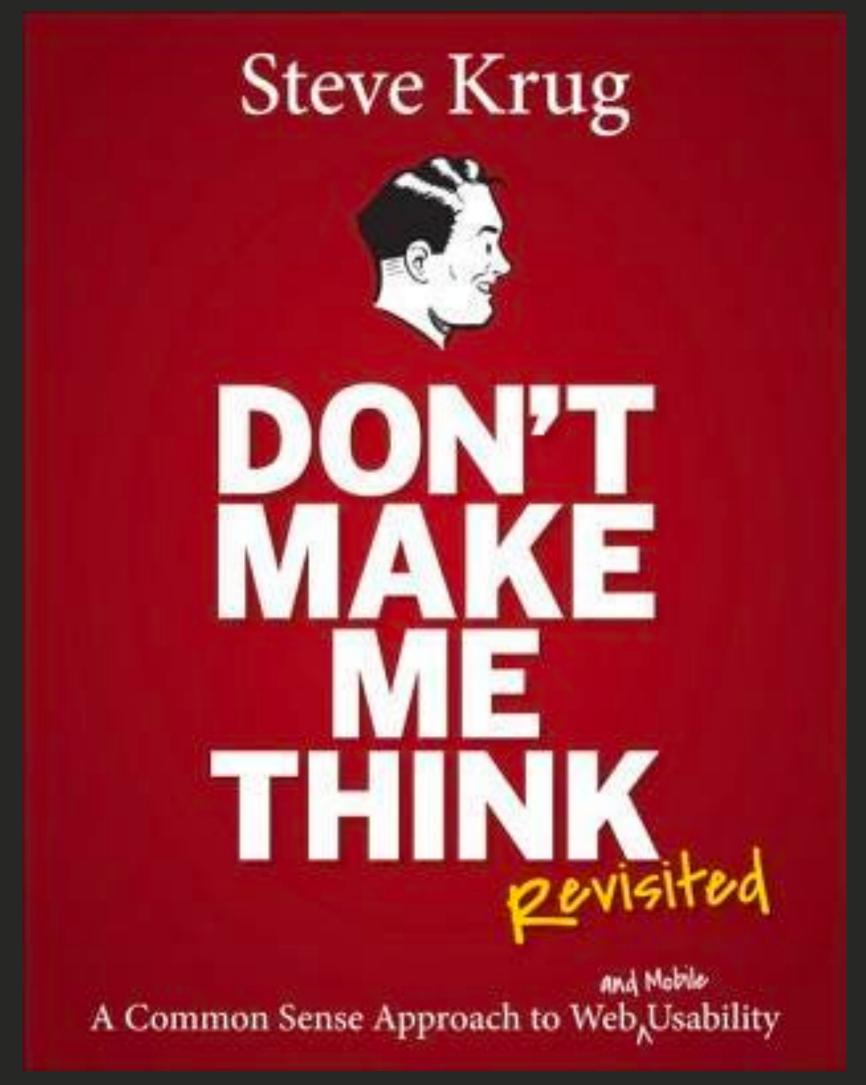


# A new supply chain

The world of intents has a modular supply chain







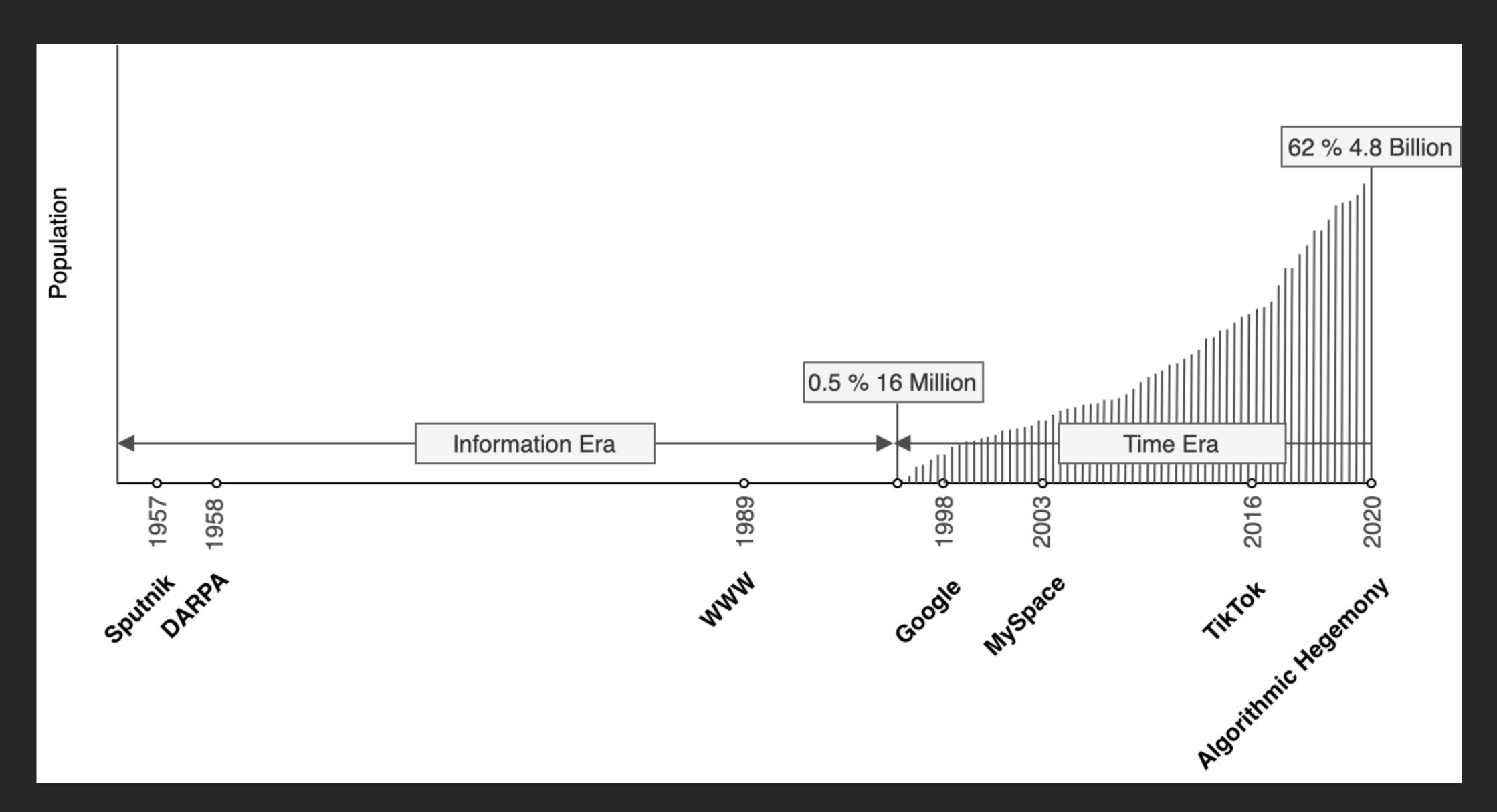
### Intents are Pathological

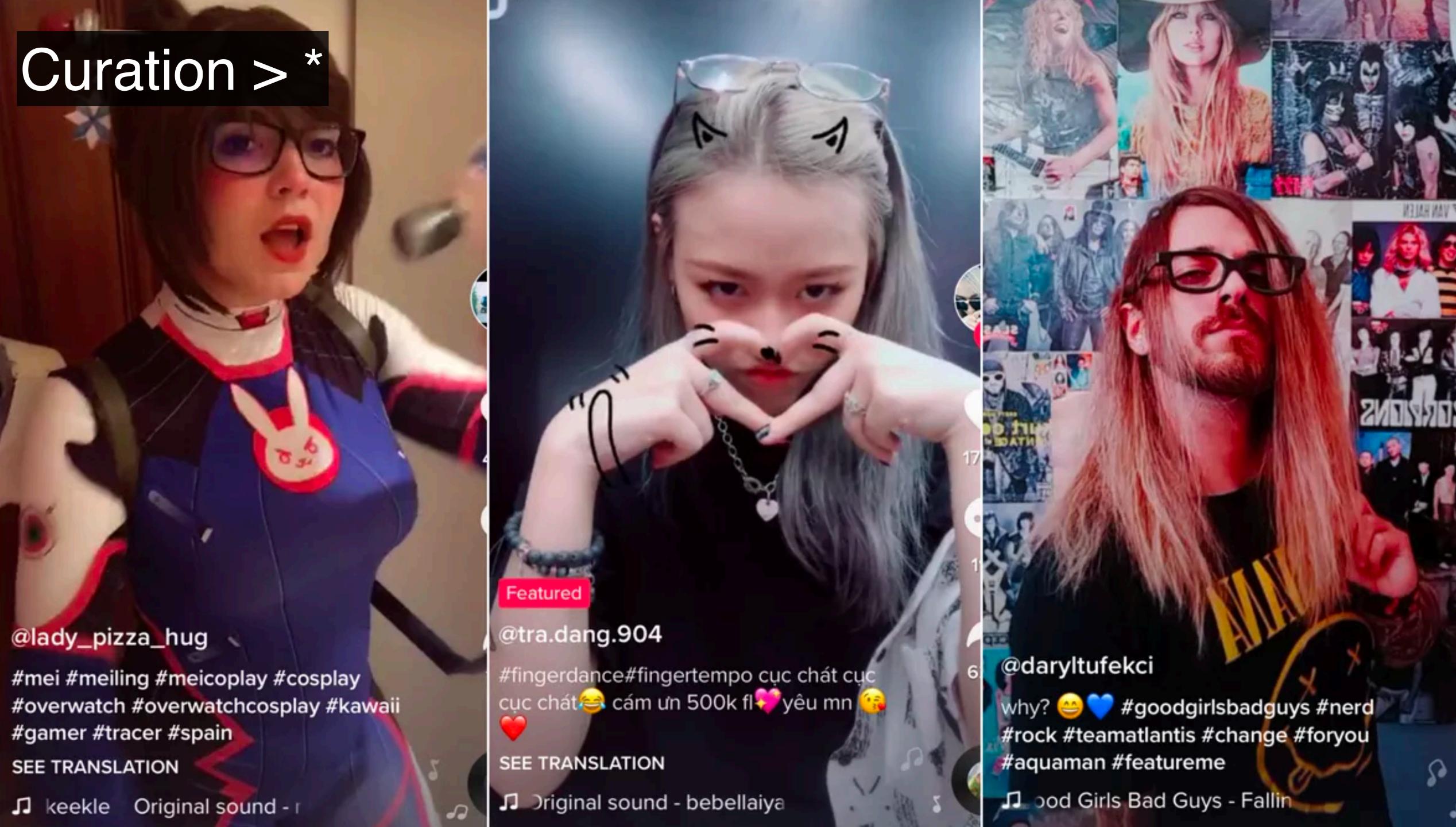
Intents allow the expression of preference over future states of the system, but what informs that preference?

This assumes consumers know what they want and they don't

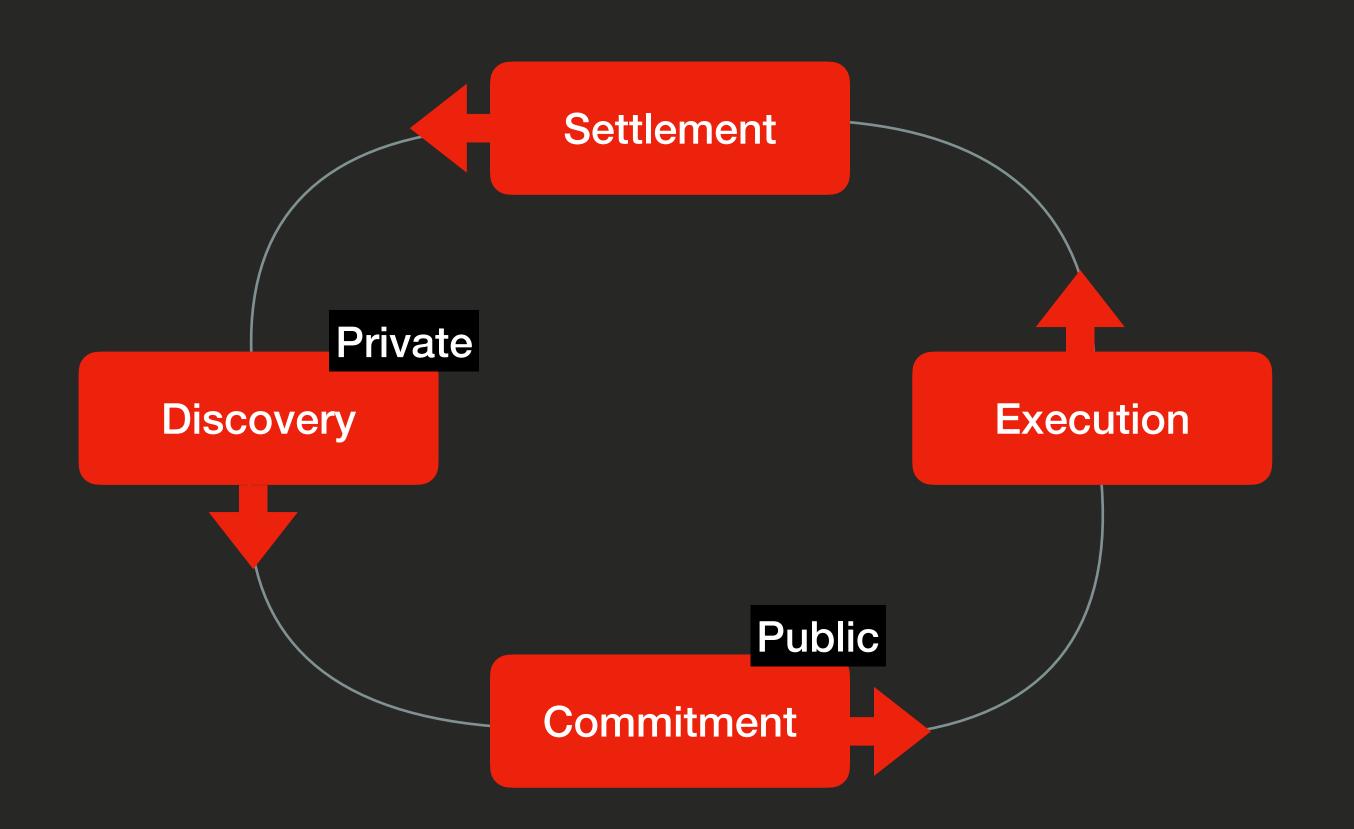
Intents miss 30 years of UX that we ignore at our own peril.











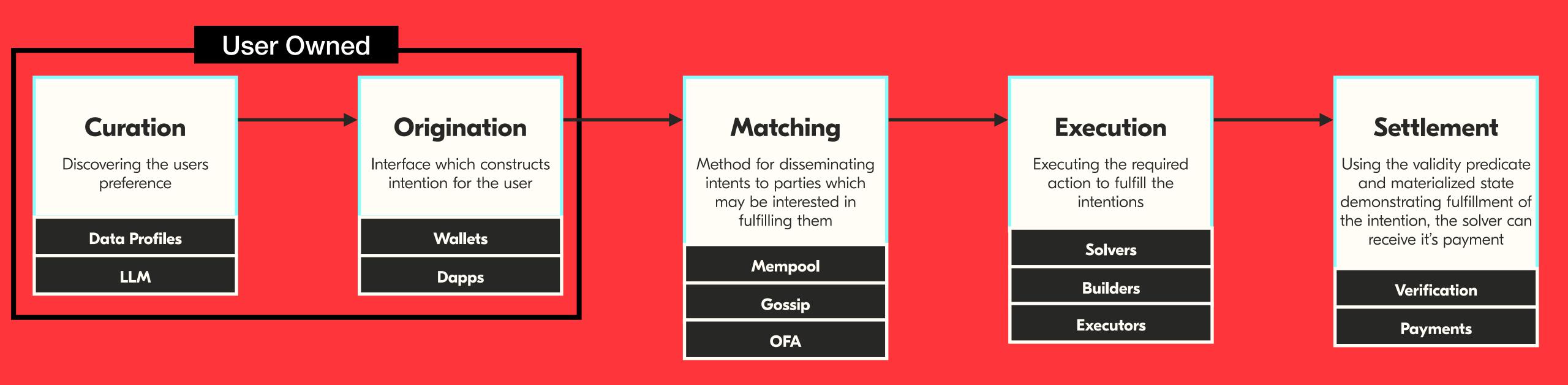
# **Curation Flywheel**

Intents should be informed by a discovery stage Consumers aggregate over public data to bootstrap initial constructions

Each iteration informs and refines preferences



## **Extension to the Supply Chain**





### The Case for Curation

Intents are real but insufficient to inform users in a world of abundance

A discovery process driven by the curation flywheel can help.

Curation should be part of the supply chain the user owns.

