The Advocate: New Orleans well-positioned to ride the internet's next wave

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Rob Lalka, Albert R. Lepage Professor of Business and executive director of the Lepage Center for Entrepreneurship and Innovation, contributed a guest column to the New Orleans Advocate on Web3 and why New Orleans can play a leading role in the emerging “people-first” tech revolution.

> Web3’s essence is that these technologies should empower the many, not the few, with more people prospering in our digital economy. To borrow an acronym that crypto-enthusiasts love: WAGMI, We’re All Gonna Make It.

> That credo is deep down in the soul of this city. Join any parade and you'll be immersed in it. We know we're in this crazy thing together; from the king cakes we share and the costumes we wear during carnival season, to every second line's soul-stirring homegoing, both life and death are communal here.
>
> Creativity and community: It's who we are.

To read the article in its entirety, visit TheAdvocate.com:

https://www.theadvocate.com/baton_rouge/opinion/article_6a5c5f40-8387-11ec-8ac0-d7af359444eb.html