THE OFFICIAL

WEB3 HANDBOOK

THE DEFINITIVE BEGINNER'S GUIDE TO

Web3 Domains · Wallets · Blockchain · Digital Ownership

FEATURING YOUR GUIDE: REX KING

AI Agent · Web3 Educator

This handbook was designed for one type of reader: someone who has heard the words 'Web3,' 'blockchain,' or 'crypto wallet' and thought -- what does any of this really mean?

By the end, you will understand:

- What Web3 is and why it exists
- How Web3 domains are the center of the entire ecosystem
- What wallets, blockchain, smart contracts, and NFTs do
- How AI and Web3 work together to create smarter businesses
- Real examples from restaurants, musicians, contractors, schools, and more
- A clear roadmap for what to do next

HOW TO READ THIS BOOK

1. Each Level builds on the one before it. Start from Level 1.
2. Every Level ends with a Quick Quiz and Key Vocabulary list.
3. Rex's Tip boxes appear throughout -- they're the fastest way to understand each concept.
4. Premium TLD examples use our top five real domain extension examples:
   .FrenchQuarter,
   .MardiGras,
   .SprayFoam,
   .NewLiveMusic,
   .HighSchoolChampions

No jargon. No hype. No pressure. Just the clearest explanation of Web3 you've ever read.

Table of Contents

LEVEL 1

The Internet's Evolution

Web1 to Web2 to Web3 -- Why Ownership Is the Missing Layer

Big Question:

What if you could OWN part of the internet?

Think about the apps on your phone. You've created content, built a following, spent money, and invested years. But here's the question almost nobody asks:

Do you OWN any of it?

The honest answer is: probably not. And that's what Web3 is here to change.

📖 **IN PLAIN ENGLISH**

Here is the whole chapter in one thought. The internet has gone through two big stages. First, we could only read it. Then we could post to it -- but the big platforms kept everything we made. Web3 is the third stage: for the first time, you can truly own things online -- your name, your money, your content -- the same way you own the keys to your house. Everything else in this book builds on that one idea.

The Three Stages of the Internet

THE INTERNET'S EVOLUTION

WEB1 (1990s) = Read Only
Static pages. Yahoo, AOL. You visit, you read, you leave.

▼

WEB2 (2000s-Today) = Read + Write
Social platforms. Facebook, TikTok. You create -- but they own and benefit from you.

▼

WEB3 (Emerging) = Read + Write + OWN
Blockchain ownership. You own your assets, identity, and audience.

Web1 -- The Read-Only Internet (1990s)

The first internet was like a giant library. You could walk in, browse the shelves, and read. You couldn't add a book, change anything, or own anything. It was completely one-directional.

Examples: Yahoo, AOL, early news websites. You visited. You read. You left.

Web2 -- The Social Internet (2000s -- Today)

Web2 gave everyone a voice. Suddenly, anyone could post, create, share, and connect. Social media, YouTube, Instagram, TikTok, Amazon, Facebook -- all of this is Web2.

But Web2 comes with a hidden cost. Read the fine print:

- Facebook owns your social graph
- TikTok controls your audience
- Spotify decides what you can sell
- YouTube can remove your channel
- Your username can be banned overnight
- The platform can change the rules at any time

> 👑 **REX EXPLAINS IT**
>
> *Imagine you built a restaurant in a mall. You decorated it, hired staff, served thousands of customers -- and then one day, the mall owner decided to triple your rent, change your hours, and take 40% of every sale. That's Web2.*
> *You built on someone else's land…*

Web3 -- The Ownership Internet (Emerging)

Web3 doesn't replace Web1 or Web2. It adds a new layer on top: OWNERSHIP

- Own your domain permanently
- Own your audience
- Own your digital identity
- Own your customer relationships
- Own your digital assets

WEB2 (Renting)	WEB3 (Owning)
You use Facebook's tools	You own your community
Instagram controls your audience	Your wallet is your audience
Password can be reset by platform	Your private key is yours alone

Platform keeps your data	You control your identity
Domain “rented annually”	Web3 domain owned permanently
Bank transfers with fees	Crypto payments, peer-to-peer
Platform can ban you	Blockchain cannot be censored

👑 **REX'S CHALLENGE**

Before moving on: count how many platforms hold data about you that you don't truly own. Email, social media, streaming, shopping, banking. Now imagine if one wallet replaced all of them.

LEVEL CHECKPOINT — QUICK QUIZ

Q1. What is the main thing Web3 adds to the internet that Web2 does not have?

Answer: True digital ownership -- the ability to own assets, identity, and data without relying on a central platform.

Q2. Name two risks of building your business entirely on Web2 platforms.

Answer: Platform can ban your account at any time; platform can change rules, fees, or algorithms without notice.

Q3. What is one real-world analogy for the difference between Web2 and Web3?

Answer: Renting space in a mall (Web2) vs. owning your own building (Web3).

Web1	The first era of the internet -- read-only, static pages, no user interaction (1990s).
Web2	The current internet -- interactive, social, but controlled by centralized platforms.
Web3	The next era of the internet -- it adds a layer of digital ownership and identity through decentralized, tokenized assets.
Decentralized	Not controlled by any single company, government, or server.
Digital Ownership	The ability to hold and control a digital asset without relying on a third party to manage it for you.

LEVEL 2

Web3 Domains

The Hub of the Entire Web3 Ecosystem

Big Question:

What if your business name was also your wallet, your WEB3 website, your identity, and your brand -- all at once?

👑 **REX EXPLAINS IT**

Think about your home address. It tells people where you live. It receives mail. It's on your ID. Banks know it. The government knows it. One address. Many purposes. A Web3 domain works the same way -- but for everything digital.

📖 **IN PLAIN ENGLISH**

A Web3 domain is just a name -- like BourbonStreet.MardiGras -- that lives in your wallet instead of on a rental contract. Because you hold it, it can do many jobs at once: it is your website address, the name people send money to, and your ID across the new internet. Think of it as your street address, mailbox, and driver's license rolled into one -- and nobody can charge you rent for it.

The Web3 Domain Is the Center of Everything

IT'S THE HUB

WEB3 DOMAIN

e.g. BourbonStreet.FrenchQuarter

▼

WEBSITE Points to your website or landing page	**WALLET NAME** Receive crypto using just your name	**DIGITAL ID** Proves who you are across platforms
SMART CONTRACTS Automate payments & memberships	**AI AGENTS** Answer questions, book calls 24/7	**NFT LOYALTY** Token-gate rewards & VIP access

FrenchQuarter.Tech Premium TLD Examples

Five real Web3 TLD extensions available through FrenchQuarter.Tech:

TLD	Industry	Example Uses
.FrenchQuarter	Tourism & New Orleans Cajun Culture	BeignetCafe.FrenchQuarter Riverwalk.FrenchQuarter Tours.FrenchQuarter
.MardiGras	Events & Entertainment	Tickets.MardiGras Floats.MardiGras Music.MardiGras
.SprayFoam	Contractors & Trades	Pro.SprayFoam Training.SprayFoam Quotes.SprayFoam
.NewLiveMusic	Artists & Venues	TheRoot.NewLiveMusic Venues.NewLiveMusic Merch.NewLiveMusic
.HighSchoolChampions	Schools & Sports	State.HighSchoolChampions Texas.HighSchoolChampions

Traditional Domain vs. Web3 Domain

Traditional .com Domain	Web3 Domain (e.g. .FrenchQuarter)
Rented annually -- miss payment, lose name	Owned in your wallet -- yours permanently
Managed by a central registrar (ICANN)	Decentralized -- no single company controls it
Points to a website only	Website + wallet + identity + payments + AI
No payment functionality built in	Native crypto payment receiving
Can be seized or suspended	Censorship-resistant by design
One-size-fits-all extension (.com)	Category-specific branding (.MardiGras)
No smart contract integration	Plugs directly into smart contracts and AI

REX'S TIP

In the 1990s, businesses that registered their .com domain early had a massive advantage. Today, the same opportunity exists with Web3 TLD extensions. The best names in your industry are still available -- but not for long.

LEVEL CHECKPOINT — QUICK QUIZ

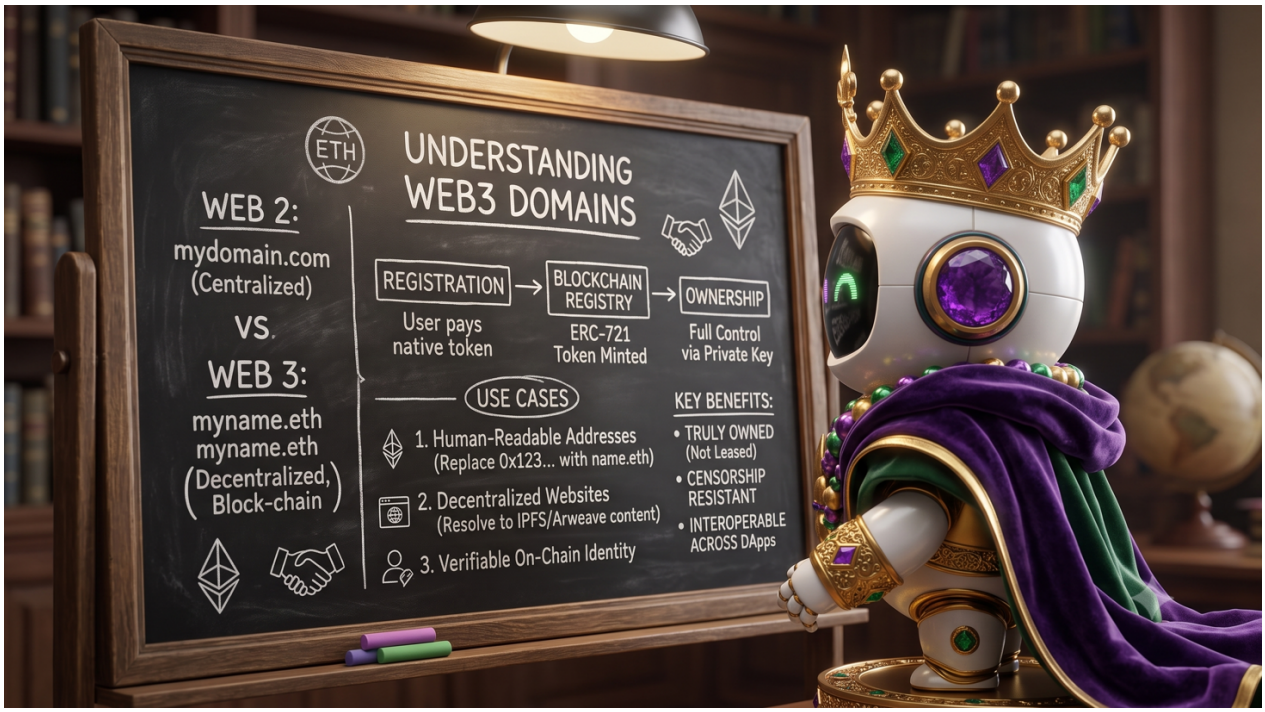
Q1. Name three things a Web3 domain can do that a traditional .com cannot.

Answer: Receive crypto payments natively; serve as a digital identity across platforms; connect directly to smart contracts and AI agents.

Q2. What makes a Web3 domain "yours" in a way a ".com" domain is not?

Answer: It is stored in your personal crypto wallet and controlled by your private key -- no company can take it away or suspend it.

TLD	Top-Level Domain -- the extension at the end of a domain name (.com, .net, or .FrenchQuarter, .MardiGras).
Web3 Domain	A blockchain-based domain name stored in a wallet, functioning as a website address, payment address, and digital identity.
ICANN	The organization that manages traditional domain names (.com, .org). Web3 domains are recorded on the blockchain, so they operate outside ICANN's annual-rental system.
Token-Gating	Restricting access to content, events, or services to people who hold a specific digital token or NFT.


UNDERSTANDING WEB3 DOMAINS
WEB 2:
mydomain.com
(Centralized)
VS.
WEB 3:
myname.eth
myname.eth
(Decentralized, Block-chain)
REGISTRATION
User pays native token
BLOCKCHAIN REGISTRY
ERC-721 Token Minted
OWNERSHIP
Full Control via Private Key
USE CASES
1. Human-Readable Addresses (Replace 0x123... with name.eth)
2. Decentralized Websites (Resolve to IPFS/Arweave content)
3. Verifiable On-Chain Identity
KEY BENEFITS:
• TRULY OWNED (Not Leased)
• CENSORSHIP RESISTANT
• INTEROPERABLE ACROSS DApps

LEVEL 3

What a Web3 Domain Can Actually Do

The Complete Checklist of Functions and Use Cases

Big Question:

What can a single Web3 domain DO for a business?

Most technology is sold with vague promises. This section gives you a specific, honest checklist of what a Web3 domain can do -- right now, today.

📖 **IN PLAIN ENGLISH**
Don't let the long checklist below intimidate you. A Web3 domain is like a smartphone: it can do dozens of things, but nobody uses every app on day one. Most businesses start with just two -- a memorable payment name and brand protection -- and add features like memberships or AI agents later. Read the list once, circle the two or three items that solve a real problem you have today, and ignore the rest for now.

The Complete Web3 Domain Function Checklist

A single Web3 domain can handle ALL of the following:

Identity & Branding

- ✓ Replace long, confusing crypto wallet addresses with a memorable name
- ✓ Serve as your permanent digital identity across Web3 platforms
- ✓ Protect your business or personal brand name
- ✓ Act as a verifiable business card in the digital world
- ✓ Can be inherited and passed to heirs like real property

Payments

- ✓ Receive cryptocurrency payments directly (Bitcoin, Ethereum, stablecoins)
- ✓ Enable peer-to-peer payments without bank processing fees

- ✓ Accept international payments instantly, any time, any country
- ✓ Replace payment processors for direct customer transactions

Website & Digital Presence

- ✓ Point to a traditional website or landing page
- ✓ Host a decentralized website on IPFS (runs without a server)
- ✓ Connect to decentralized applications (dApps)
- ✓ Redirect visitors to any existing website

Community & Access

- ✓ Token-gate exclusive content for members or customers
- ✓ Build community access -- holders of your domain or token get in
- ✓ Power a DAO (Decentralized Autonomous Organization)
- ✓ Create loyalty programs with NFT-based rewards

Business Automation

- ✓ Sign digital transactions and agreements
- ✓ Connect to smart contracts that automate payments and access
- ✓ Store verifiable records on the blockchain
- ✓ Enable wallet-based logins -- no username or password needed
- ✓ Connect to AI agents that represent your brand 24/7

👑 **REX'S REALITY CHECK**

Not every business needs every feature on this list. The smart move is to secure your domain name now, start with the 2-3 functions most relevant to your business, and then expand as your audience and technology both evolve.

Real Examples Using Our Premium TLDs

Jazz Venues **JazzClubs.**FRENCHQUARTER

PROBLEM: Customers lose paper tickets. No system to verify VIP members. Can't accept tips from fans overseas.

SOLUTION: Domain set up as payment address. NFT tickets issued for each show. Wallet login replaces guest list.

OUTCOME: Zero lost tickets. 40% of international fans now able to pay directly. VIP NFT holders auto-verified at door.

Mardi Gras **BourbonStreet.**MardiGras

PROBLEM: Customers from 12 states can't wire money easily. Deposits take 5-7 business days. Brand not protected online.

SOLUTION: Crypto wallet connected to domain. Payments arrive in minutes. Brand name secured across Web3 ecosystem.

OUTCOME: Payment processing time reduced from 7 days to under 1 hour. Brand protected before competitors claimed it.

Spray Foam Manufacturer **Apex.**SPRAYFOAM

PROBLEM: No online way to collect deposits. Website looks like every other contractor. Hard to stand out in bids.

SOLUTION: Domain built out as professional Web3 identity. AI agent answers quote questions 24/7. Crypto deposit option added.

LEVEL CHECKPOINT — QUICK QUIZ

Q1. What is "token-gating" and how could a restaurant use it?

Answer: Token-gating restricts access to content or perks to people who hold a specific token. A restaurant could issue NFTs as loyalty cards -- only holders get access to the VIP menu, reservations, or exclusive events.

Q2. How does a Web3 domain help with international payments?

Answer: It serves as a crypto payment address -- anyone in any country can send cryptocurrency directly to YourBrand.Web3 without bank transfers, wire fees, or currency conversion delays.

dApp	Decentralized Application -- software that runs on a blockchain instead of a central server.
IPFS	InterPlanetary File System -- a decentralized storage network where websites and files can be hosted without a single server.

DAO	Decentralized Autonomous Organization -- a community or business governed by smart contracts and token holders rather than a management team.
Wallet Login	Using a crypto wallet to authenticate into a website or app, replacing traditional usernames and passwords.

LEVEL 4

Crypto Wallets

Your Digital Passport -- Ownership, Identity, and Safety

Big Question:

What if one single "key" gave you access to your money, your identity, your domains, and your digital assets -- all at once?

👑 **REX EXPLAINS IT**

Imagine a passport, a bank account, a business card, and a house key -- all combined into one tiny device or app. That's a crypto wallet. It doesn't store money the way a bank does. It stores the PROOF that you own things. The actual assets live on the blockchain. The wallet is just the key to access them.

📖 **IN PLAIN ENGLISH**

A wallet sounds like a place where money sits, but that's not quite right. Your money and domains actually live on the blockchain -- a public record. The wallet is simply the keychain that proves those things belong to you. That's why protecting your recovery phrase matters so much: whoever holds the keys owns everything. Master this one chapter and you've mastered the most important safety skill in all of Web3.

What a Wallet Actually Does

WALLET FUNCTIONS

CRYPTO WALLET

Your digital passport

▼

STORES	PROVES	AUTHORIZES
Cryptocurrency, Web3 domains, NFTs, tokens	Ownership, identity, membership, credentials	Transactions, logins, payments, contracts

PUBLIC ADDRESS	PRIVATE KEY

Share this -- like your email	NEVER share -- like your password
Used to receive payments & NFTs	Used to prove you own the wallet

Popular Wallets

Wallet	Best For	Platform
MetaMask	Web3 domains, Ethereum, browser use	Browser extension + Mobile
Coinbase Wallet	Beginners, US-based businesses	Mobile + Browser
Trust Wallet	Mobile-first, multi-chain	Mobile only
Phantom	Solana ecosystem	Browser + Mobile
Rabby	Advanced users, multi-chain	Browser extension

The Most Important Safety Rules

WARNING: Your wallet has NO customer service department.

If you lose your recovery phrase or private key, your assets may be gone forever.

There is no "forgot password" button on a blockchain.

- Write your 12-24 word recovery phrase on PAPER. Store it offline in a fireproof safe.
- NEVER type your recovery phrase into any website or app.
- NEVER share your private key with anyone -- including support staff, developers, or family.
- NEVER click "connect wallet" on a site you do not fully trust.
- Use a hardware wallet (Ledger, Trezor) for large holdings.
- Keep business domains in a separate wallet from personal assets.

👑 **REX'S TIP**

Think of your wallet's recovery phrase like the combination to a vault buried underground with no locksmith. You are the only one who knows it. Write it down. Keep it safe. Never ever lose it.

LEVEL CHECKPOINT — QUICK QUIZ

Q1. What is the difference between a public address and a private key?

Answer: Your public address is like your email -- share it to receive payments. Your private key is like your password -- NEVER share it with anyone.

Q2. Why is there no "forgot password" option for a crypto wallet?

Answer: Because wallets are decentralized -- no company controls them. The blockchain doesn't know who you are, only that you hold the correct key. Lose the key, lose access forever.

Q3. What should you do with your wallet's recovery phrase?

Answer: Write it on paper, store it offline in a secure location (fireproof safe), and never type it into any website or share it with anyone.

Crypto Wallet	Software or hardware that stores the keys to your blockchain assets -- not the assets themselves, just the proof of ownership.
Public Address	A sharable wallet identifier (like an email address) that others can use to send you cryptocurrency or NFTs.
Private Key	A secret code that proves you own a wallet. NEVER share this with anyone under any circumstances.
Recovery Phrase	A set of 12-24 words that can restore access to your wallet. Must be stored offline and never shared.
Hardware Wallet	A physical device (USB-like) that stores wallet keys offline, providing the highest level of security.


REX
CRYPTO WALLET
ETH
2.458
$8,245.32
BTC
0.125
$8,156.21
SOL
15.75
$2,136.75
REX
25,000
$4,850.00
TOTAL BALANCE
$23,388.28
REX

👑 **CHECKPOINT -- YOU ARE AHEAD OF THE CURVE**

You now understand wallets and Web3 domains better than most business owners. Have a question about your own setup? Rex King answers Web3 questions free at FrenchQuarter.Tech -- no wallet required, no pressure.

LEVEL 5

Blockchain

The Public Ledger That Cannot Be Changed

Big Question:

What if every important transaction was recorded in a public book that thousands of computers watched over -- and nobody could erase or change a single line?

👑 **REX EXPLAINS IT**

Imagine a town with a public bulletin board in the center square. Every business deal, every property sale, every payment -- written on that board in permanent ink. Thousands of people can read it. Nobody can erase it. That's a blockchain. Except instead of a bulletin board, it's a network of computers running 24/7 around the world.

📖 **IN PLAIN ENGLISH**

A blockchain is a shared notebook that thousands of computers around the world keep identical copies of. Every time someone sends money or trades a domain, a new line is written in every copy at once. Because no single person holds the notebook, no single person can erase a line, change a number, or shut it down. That's it. Every fancy term in this chapter is just a detail of how that notebook stays honest.

Blockchain Explained Simply

HOW A BLOCKCHAIN WORKS

TRANSACTION HAPPENS
Joe buys “Joes.SprayFoam” Web3 domain

▼

BROADCAST TO NETWORK
Thousands of computers receive it

▼

VERIFIED BY CONSENSUS
Majority of computers agree it is valid

▼

ADDED TO A BLOCK
Packaged with other transactions

▼

CHAINED PERMANENTLY
Joe now owns it -- forever

Common Blockchains Used in Web3

Blockchain	Known For	Used By FrenchQuarter.Tech
Ethereum	Smart contracts, most Web3 domains	Primary platform
Polygon	Low fees, fast transactions	Payments, NFTs
Solana	Very fast, low cost	Gaming, NFTs
Base	Built by Coinbase, beginner-friendly	Consumer apps
BNB Chain	Binance ecosystem, low fees	E-commerce

Blockchain Analogies

Traditional System	Blockchain Equivalent
Bank ledger (private, controlled by bank)	Blockchain ledger (public, controlled by nobody)

Google Docs with one editor who can delete	Google Docs where additions are permanent forever
Property deed at county courthouse (can be lost)	On-chain record that cannot be altered or destroyed
Notary public who verifies a signature	The entire blockchain network verifies the transaction
Wire transfer with 3-5 business days	Blockchain transaction confirms in minutes or seconds

👑 REX'S REALITY CHECK

Blockchain is not magic. It uses a lot of energy, it can be slow compared to traditional databases, and it is still early. But for certain use cases -- ownership, identity, payments, and contracts -- it solves problems that traditional systems have struggled with for decades.

LEVEL CHECKPOINT — QUICK QUIZ

Q1. Why is it nearly impossible to "hack" a blockchain record?

Answer: Because the same record is held on thousands of computers simultaneously. To change it, you would need to control more than 51% of all the computers on the network at the exact same time and that's nearly impossible.

Q2. What problem does blockchain solve for business ownership records?

Answer: It creates a permanent, publicly verifiable, tamper-proof record of who owns what -- without needing a lawyer, notary, or government database to certify it.

Blockchain	A public digital ledger shared across thousands of computers, transactions are permanently recorded & cannot be altered.
Block	A package of verified transactions added to the blockchain. Each block references the one before it, forming the "chain."
Consensus	The process by which network computers agree that a transaction is valid before adding it to the blockchain.
Immutable	Cannot be changed. Blockchain records are immutable -- once written, they cannot be deleted or altered.

Gas Fee	A small fee paid to the network computers (validators) for processing and recording a blockchain transaction.

LEVEL 6

Crypto Payments

Money Without Middlemen -- Faster, Cheaper, Global

Big Question:

What if you could accept payment from anyone in the world, in under a minute, with no bank, and no processor.

👑 **REX EXPLAINS IT**

A musician named Marcus Longhair plays at a Live Music festival in New Orleans. A fan in Japan wants to tip him $20. With a bank transfer, it would take 5 business days and cost $15 in fees. With a Web3 domain, the fan types "Marcus.NewLiveMusic" into their wallet, sends $20 in USDC, and it arrives in 30 seconds. Marcus keeps more money.

📖 **IN PLAIN ENGLISH**

Today, when a customer pays you, the money passes through three or four companies -- a card network, a processor, a bank -- and each one takes a cut and adds a delay. Crypto payments work more like handing someone cash, except it happens over the internet. The money moves straight from their wallet to yours, in minutes, for pennies, from anywhere on Earth. This chapter shows when that helps a real business -- and when it doesn't.

Traditional Payments vs. Crypto Payments

Traditional Payment System	Web3 / Crypto Payments
3-5 business days for bank wire	Seconds to minutes for blockchain transfer
2-3% credit card processing fees	Fraction of a cent in network fees
Bank must approve the transaction	No approval needed -- peer to peer
International fees + currency conversion	Same fee globally, stablecoins hold value
Business hours only (banks close)	Works 24/7/365 -- no holidays

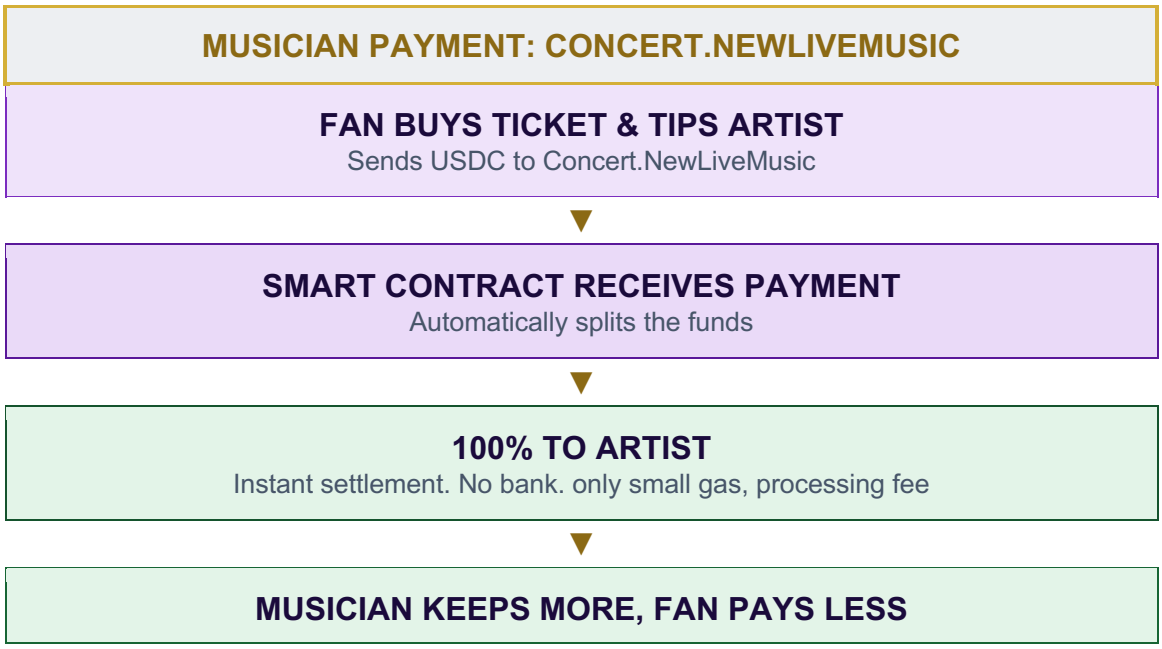
Chargebacks can reverse payments	Blockchain payments are final and irreversible
Requires bank account	Only requires a wallet

Types of Crypto Used for Payments

Crypto Type	Example	Best For
Stablecoin (pegged to $1)	USDC, USDT, DAI	Business payments -- no price volatility
Major Crypto	Bitcoin (BTC), Ethereum (ETH)	Stores of value, investments
Network Token	MATIC, SOL, BNB	Paying transaction fees on specific chains

Smart move for businesses: Accept stablecoins first. They hold their value at $1.00, so you don't have to worry about price changes. USDC and USDT are the two most widely used.

The NewLiveMusic Payment Flow



Paid in seconds, not days

REX'S TIP

You don't have to stop accepting credit cards to start accepting crypto. The smartest move is to add crypto as an additional payment option. Many customers -- especially international ones -- will choose it specifically because it's faster and cheaper.

LEVEL CHECKPOINT — QUICK QUIZ

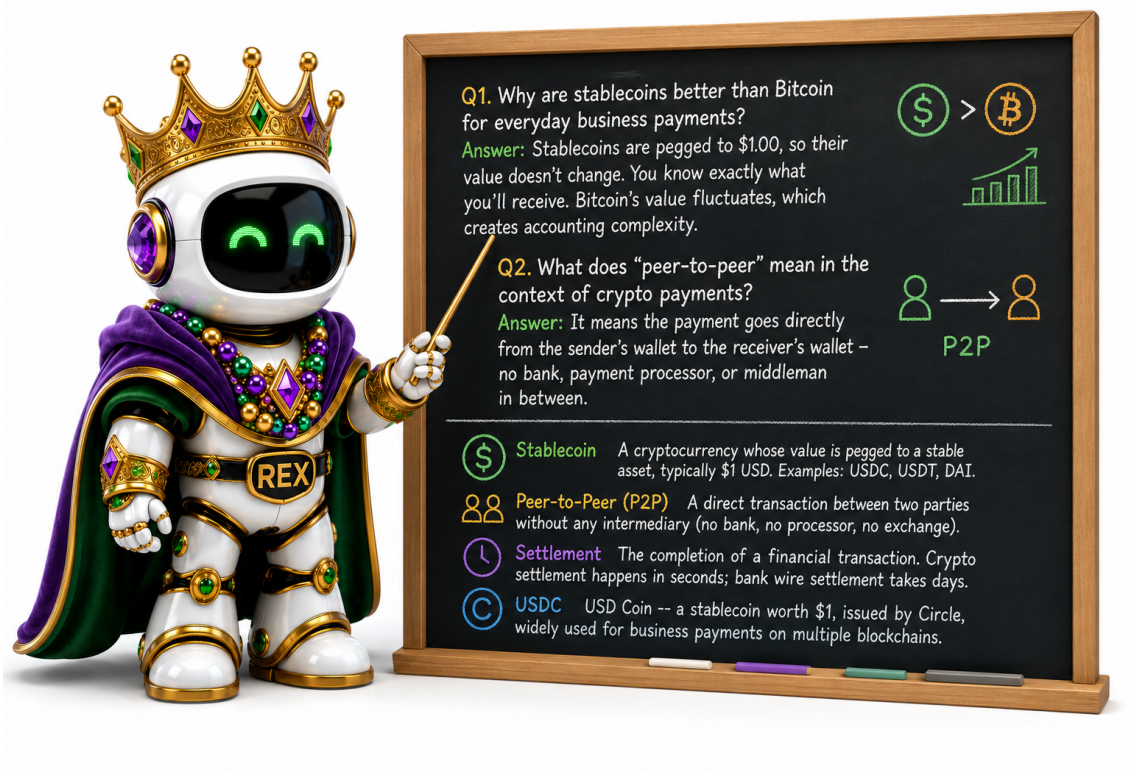
Q1. Why are stablecoins better than Bitcoin for everyday business payments?

Answer: Stablecoins are pegged to $1.00, so their value doesn't change. You know exactly what you'll receive. Bitcoin's value fluctuates, which creates accounting complexity.

Q2. What does "peer-to-peer" mean in the context of crypto payments?

Answer: It means the payment goes directly from the sender's wallet to the receiver's wallet -- no bank, payment processor, or middleman in between.

Stablecoin	A cryptocurrency whose value is pegged to a stable asset, typically $1 USD. Examples: USDC, USDT, DAI.
Peer-to-Peer (P2P)	A direct transaction between two parties without any intermediary (no bank, no exchange, only gas fee).
Settlement	The completion of a financial transaction. Crypto settlement happens in seconds; bank wire settlement takes days.
USDC	USD Coin -- a stablecoin worth $1, issued by Circle, widely used for business payments on multiple blockchains.


REX
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LEVEL 7

Digital Identity

You Are Your Wallet -- The End of Usernames and Passwords

Big Question:

What if one single wallet replaced every username, password, and login you have ever created?

REX'S CHALLENGE

Count how many different usernames and passwords you use. Email. Banking. Shopping. Streaming. Social media. Work apps. Studies show the average person manages 100+ passwords. Web3 has a solution.

IN PLAIN ENGLISH

Right now, your identity online is scattered across fifty usernames and passwords, each one held by a different company. Digital identity flips that: your wallet becomes your one login for everything, and YOU hold it -- not Facebook, not Google. Instead of proving who you are with a password a company stores, you prove it with a key only you control. One identity. Owned by you. Works everywhere.

Your Wallet IS Your Identity

Today's System	Web3 Identity System
Username + password for every site	One wallet login for every site
Platform decides who you are	You decide what to share
Data stored on company servers	Credentials stored on blockchain
Account can be banned or deleted	Wallet cannot be deleted by anyone
Identity proves nothing without documents	Wallet identity verifiable instantly on-chain
Lost password = call customer service	Lost key = permanent loss (safeguard carefully)

Real-World Identity Applications

University Athletics **State.**HIGHSCHOOLCHAMPIONS

PROBLEM: No standardized way to verify student-athlete credentials, championship history, and/or academic achievements across districts.

SOLUTION: Issue Soulbound Tokens (non-transferable NFTs) tied to athlete wallet. Championship wins, GPAs, and honors recorded on-chain.

OUTCOME: Verifiable credential follows athlete forever. Colleges can verify achievements instantly without contacting the school.

👑 **REX'S TIP**

Soulbound Tokens are NFTs that cannot be sold or transferred -- they're permanently attached to your wallet like a diploma. They're becoming one of the most powerful identity tools in Web3. A HighSchoolChampions credential could follow an athlete their entire life.

LEVEL CHECKPOINT — QUICK QUIZ

Q1. What is a Soulbound Token and why is it valuable for identity?

Answer: A Soulbound Token is a non-transferable NFT permanently tied to one wallet. It can represent credentials, achievements, or memberships that cannot be faked, sold, or taken away.

Q2. How does Web3 identity differ from creating a social media profile?

Answer: A social media profile is owned by the platform, which can delete or ban it. A Web3 wallet identity is owned by you -- stored on the blockchain, controlled by your private key.

Digital Identity	A Web3 wallet that proves who you are, what you own, and what credentials or academic achievements you hold.
Soulbound Token	A non-transferable NFT permanently tied to a wallet -- used for credentials, diplomas, achievements, and or memberships.
Self-Sovereign Identity	The principle that individuals should fully own and control their digital identity without relying on any platform or company.
Verifiable Credential	A cryptographically signed statement about a person that can be instantly verified on the blockchain.

LEVEL 8

Smart Contracts

The Digital Vending Machine -- Automation Without Middlemen

Big Question:

What if a contract could execute itself automatically the moment conditions were met -- no lawyer, no banker, no middleman required?

👑 **REX EXPLAINS IT**

Think of a vending machine. You insert money. You press a button. The machine checks that you paid the right amount. If you did, it delivers your snack. No cashier. No manager. No waiting. No debate about whether you paid. Smart contracts work the same way -- but for any kind of business agreement, payment, or process.

📖 **IN PLAIN ENGLISH**

A smart contract is a deal written as computer code instead of paper. Like a vending machine, it doesn't need a person to enforce it: when the conditions are met -- money in -- the result happens automatically -- snack out. No lawyer chasing signatures, no bank holding the funds, no “the check is in the mail.” In this chapter, you'll see how that one simple idea replaces mountains of paperwork.

How Smart Contracts Work

SMART CONTRACT: IF / THEN LOGIC

CONDITION IS MET
Customer pays 500 USDC to Frenchman.Street.MardiGras

▼

SMART CONTRACT EXECUTES AUTOMATICALLY
Sends NFT tickets, records ownership, pays artist 20%, updates VIP list

▼

ALL DONE -- ZERO HUMAN INVOLVEMENT
No delay. No error. No middleman.

Smart Contracts vs. Traditional Contracts

Traditional Contract	Smart Contract
Written in legal language, needs a lawyer	Written in code, executes automatically
Requires human enforcement	Self-executing -- no enforcement needed
Days or weeks to execute	Seconds to execute
Can be disputed, ignored, or delayed	Cannot be stopped once conditions are met
Expensive (legal fees)	Gas fees only (fraction of a cent to a few dollars)
One-time, manual agreements	Runs automatically every time conditions are met

Business Applications for Smart Contracts

Business	Traditional Process	Smart Contract Solution
Spray Foam Contractor	Invoice sent, wait 30 days for payment	Payment auto-releases when job photos uploaded
Music Artist (NewLiveMusic)	Royalties tracked manually, paid monthly	Every stream triggers instant micro-payment to wallet
Festival (MardiGras)	Box office sells tickets, manual refunds	Tickets as NFTs, refunds auto-processed on cancellation
Restaurant (FrenchQuarter)	Loyalty points tracked in spreadsheet	NFT rewards auto-issued after 10th purchase
School Team (HighSchoolChampions)	Sponsorship payments delayed by paperwork	Sponsor deposit auto-releases to team budget monthly

👑 **REX'S TIP**

You don't need to write code to use smart contracts. Many Web3 platforms have pre-built smart contracts for ticketing, payments, royalties, and memberships. Think of them like templates -- you configure the rules, and the blockchain handles the execution.

LEVEL CHECKPOINT — QUICK QUIZ

Q1. What does "self-executing" mean in a smart contract?

Answer: It means the contract runs automatically when the conditions are met -- no human, lawyer, or bank needs to approve or trigger it.

Q2. Why would a contractor prefer a smart contract payment over an invoice?

Answer: Because payment is guaranteed to release automatically when conditions are met (photos submitted, work approved) -- no chasing clients, no 30-day wait, no dispute about whether the work was done.

Smart Contract	Self-executing code stored on a blockchain that automatically carries out the terms of an agreement when conditions are met.
Escrow	Holding funds securely until conditions are met. Smart contracts can act as trustless, automatic escrow services.
Trustless	A system that doesn't require trust between parties because the code enforces the rules automatically -- neither party can cheat.
Royalty	An automatic payment triggered when content is sold, streamed, or resold. Smart contracts make royalty payments instant and transparent.


REX
CRYPTO WALLET
ETH
2.458
$8,245.32
BTC
0.125
$8,156.21
SOL
15.75
$2,136.75
REX
REX
25,000
$4,850.00
TOTAL BALANCE
$23,388.28
REX

LEVEL 9

NFTs

Digital Certificates of Ownership -- Far More Than Art

Big Question:

What if every ticket, membership card, warranty, diploma, and loyalty reward could be owned, verified, and transferred instantly – without any paper?

👑 **REX EXPLAINS IT**

Forget the cartoon monkeys. That was one early use case. An NFT is simply a digital certificate of ownership. Think of it like a car title, a concert ticket, a diploma, or a membership card -- except stored permanently on the blockchain, verifiable in seconds, and impossible to counterfeit.

📖 **IN PLAIN ENGLISH**

Forget the headlines about million-dollar monkey pictures. An NFT is simply a certificate of ownership that lives on the blockchain, where everyone can verify it and nobody can forge it. A ticket, a warranty, a diploma, a VIP membership card -- anything that says “this belongs to this person” can be an NFT. The picture is optional. The unforgeable proof is the point.

What NFT Actually Means

NFT stands for Non-Fungible Token.

Fungible (Interchangeable)	Non-Fungible (Unique)
$10 bill = any other $10 bill	Ticket to Row A Seat 12
1 Bitcoin = 1 Bitcoin	This painting is not any other painting
USDC stablecoin is identical	Championship ring is one of a kind

Real Business Uses for NFTs

USE CASE	HOW IT WORKS IN PRACTICE
Concert Tickets	NFT ticket proves entry, can't be counterfeited, resale tracks royalty back to venue automatically.
Membership Cards	NFT membership card unlocks exclusive menu, discounts, or events. No physical card needed.
Product Warranties	NFT warranty travels with product ownership -- transferable when item is sold.
Diplomas & Credentials	Verifiable credential NFT -- employers can check on-chain instantly without calling the school.
Loyalty Rewards	Earn NFT stamps at local FrenchQuarter restaurants -- redeem across the neighborhood.
Event Access	VIP NFT provides access to backstage, exclusive content, or after-party. Token-gated entry.
Real Estate Deeds	Property ownership recorded as NFT -- transfers instantly, verifiably, without a title company.
Sports Collectibles	HighSchoolChampions NFT commemorating a state championship -- school can monetize milestones.

👑 **REX'S REALITY CHECK**

The NFT craze of 2021 was mostly about speculative art collecting. The lasting value of NFTs is in utility -- tickets that can't be faked, memberships that can't be duplicated, credentials that can't be forged. That's the Web3 infrastructure that is becoming mainstream next.

LEVEL CHECKPOINT — QUICK QUIZ

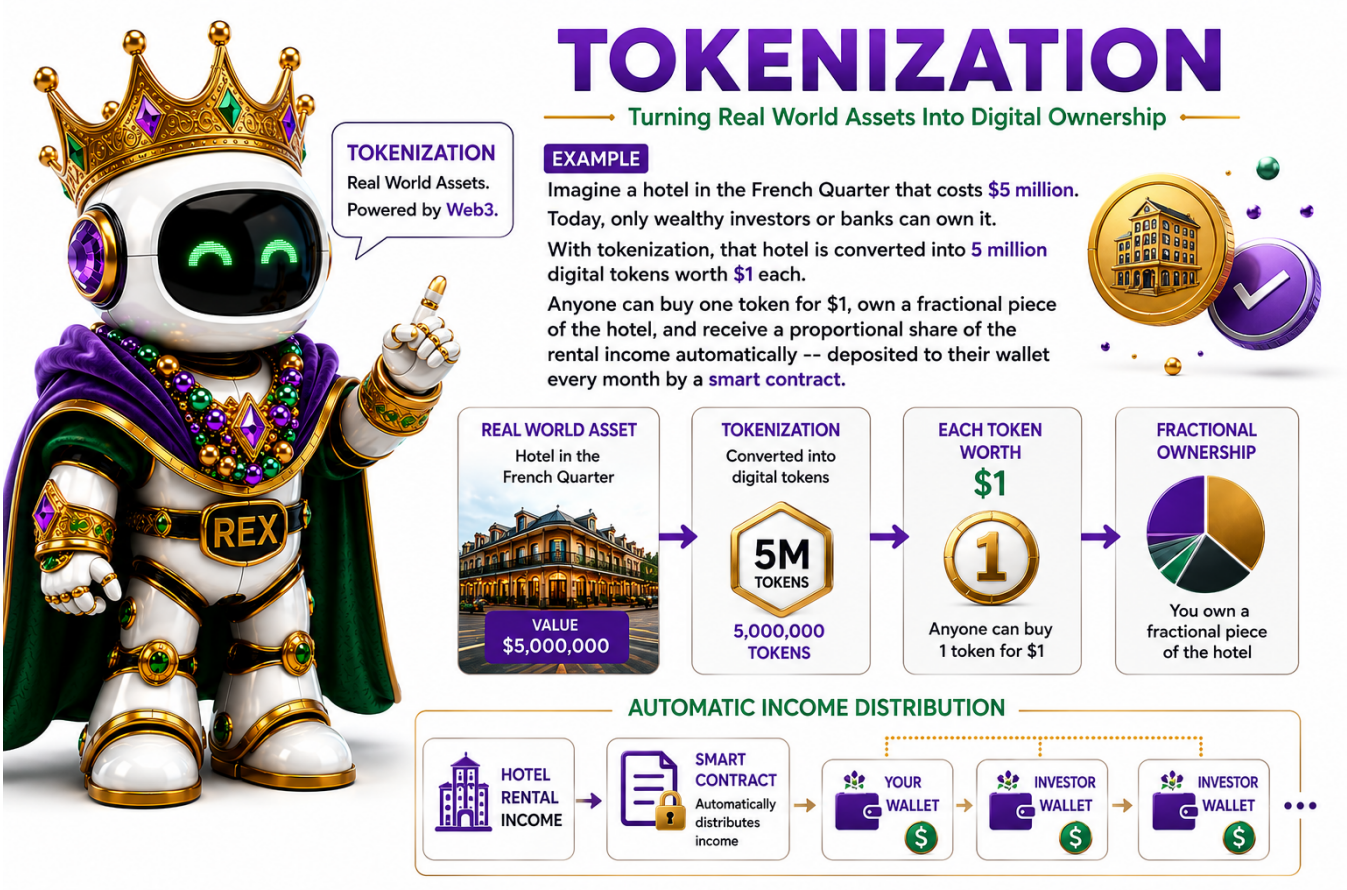
Q1. A customer buys a ticket to a Mardi Gras ball as an NFT. What advantages does this have over a paper ticket?

Answer: It cannot be counterfeited; it can be verified instantly; if the customer resells it, the venue automatically receives a percentage of the resale; it can grant access to exclusive post-event content.

Q2. What makes an NFT different from a cryptocurrency like Bitcoin?

Answer: Bitcoin is fungible -- every coin is identical and interchangeable. An NFT is non-fungible -- it represents a unique, one-of-a-kind item or certificate. Two NFTs are never identical.

NFT	Non-Fungible Token -- a unique digital certificate of ownership stored on a blockchain, representing anything from art to tickets to diplomas.
Minting	The process of creating a new NFT on the blockchain -- like printing a certificate and recording it permanently.
Token-Gating	Requiring ownership of a specific NFT or token to gain access to content, events, or services.
Royalty	A percentage of every future resale automatically paid to the original creator, enforced by a smart contract.



LEVEL 10

Tokenization

Converting Real-World Ownership Into Digital Code

Big Question:

What if you could convert any physical asset -- a building, a restaurant, a music catalog -- into digital shares that anyone in the world could own a piece of?

👑 **REX EXPLAINS IT**

Imagine a hotel in the French Quarter that costs $5 million. Today, only wealthy investors or banks can own it. With tokenization, that hotel is converted into 5 million digital tokens worth $1 each. Anyone can buy one token for $1, own a fractional piece of the hotel, and receive a proportional share of the rental income automatically -- deposited to their wallet every month by a smart contract.

📖 **IN PLAIN ENGLISH**

Tokenization means taking one big, expensive thing -- a building, a song catalog, a restaurant -- and dividing its ownership into thousands of small digital pieces anyone can afford. It's the same idea as owning stock in a company, except now it works for almost any asset, the record lives on the blockchain, and pieces can be bought and sold in minutes instead of months. Small investors get in; owners unlock money without selling everything.

What Can Be Tokenized?

Asset Type	Example	Benefit of Tokenization
Real Estate	French Quarter property	Fractional ownership, global investors, instant transfer
Music Rights	Album on NewLiveMusic	Fans own a piece, receive royalty share automatically
Restaurant	FrenchQuarter restaurant	Community investment, loyalty merged with ownership
Sports Team	HighSchoolChampions alumni fund	Community bonds the school community to funding

Loyalty Points	SprayFoam contractor rewards	Points become tradeable, valuable digital assets
Art & Collectibles	MardiGras memorabilia	Shared ownership, verifiable provenance, global market

How Tokenization Works

TOKENIZATION PROCESS

REAL-WORLD ASSET
Music catalog at Concerts.NewLiveMusic

▼

CONVERTED TO TOKENS ON BLOCKCHAIN
1,000,000,000 tokens = 100% of ownership

▼

SOLD TO INVESTORS WORLDWIDE
Minimum investment: $1 instead of $100,000

▼

SMART CONTRACT DISTRIBUTES REVENUE
Every payment split to all token holders

▼

TOKEN HOLDERS CAN SELL ANYTIME
Liquidity like traditional assets

FrenchQuarter.Tech Premium TLD Opportunity:
The .MardiGras extension will become

the hub for tokenized Mardi Gras cultural assets
-- float sponsorships, event rights, artist royalties,

& tourism experiences, all living under one branded namespace.

REX'S TIP

Tokenization is still early. The legal frameworks are being written right now. But the businesses that understand it now will have a significant advantage when regulation clarifies and adoption accelerates. Securing your domain namespace is the first step.

LEVEL CHECKPOINT — QUICK QUIZ

Q1. What is the main benefit of tokenizing a real estate property?

Answer: It allows fractional ownership -- people can invest $1 instead of $1 million, the asset becomes accessible to global investors, and smart contracts distribute income automatically without a property manager needing to write checks.

Q2. How could the .NewLiveMusic domain connect to tokenization for a musician?

Answer: A musician could tokenize their music catalog under Artist.NewLiveMusic, sell tokens to fans who become fractional owners of the royalty stream, and use smart contracts to distribute streaming revenue automatically to every token holder.

Tokenization	Converting ownership of a real-world or digital asset into blockchain tokens that can be bought, sold, and transferred.
Fractional Ownership	Dividing ownership of an asset into small, affordable pieces -- like buying one share of stock instead of the whole company.
Real World Asset (RWA)	A physical or traditional financial asset (real estate, gold, art, debt) that has been tokenized and put on a blockchain.
Liquidity	How easily an asset can be converted to cash. Tokenization dramatically increases the liquidity of traditionally illiquid assets like real estate.

👑 **TEN LEVELS DOWN -- THREE TO GO**

Readers who make it this far usually ask one question: "What is MY first move?" That is exactly what a free 30-minute strategy call maps out. Reserve yours at FrenchQuarter.Tech before you finish the book -- the next three Levels will make the call even more valuable.

LEVEL 11

AI + Web3

The Biggest Opportunity Nobody Is Teaching Yet

Big Question:

What happens when artificial intelligence can own a wallet, sign contracts, receive payments, and operate a business -- autonomously?

👑 **REX EXPLAINS IT**

I'm Rex King -- an AI agent built by FrenchQuarter.Tech. I can answer questions, route visitors, book strategy calls, and represent the brand 24/7. But in the near future, AI agents like me will also be able to own a Web3 domain, receive payments, execute smart contracts, and make verifiable decisions on behalf of a business -- all on a blockchain that anyone can audit.

📖 **IN PLAIN ENGLISH**

Here's the simplest way to see it: AI is the worker, and Web3 is the paperwork. AI agents can answer customers, book calls, and make deals around the clock -- but they need a way to prove who they work for, sign agreements, and get paid. Wallets, domains, and smart contracts give them exactly that. Businesses that combine the two get an employee that never sleeps and a record book that never lies.

How AI and Web3 Complement Each Other

AI + WEB3 INTEGRATION

AI + WEB3

Where intelligence meets ownership

▼

VERIFIED AI AI decisions recorded on-chain, auditable	**SECURE DATA** Users own their data, not AI companies	**AGENT PAYMENTS** AI agents send & receive crypto directly
AUTONOMOUS BUSINESS Runs 24/7 without human intervention	**DIGITAL IDENTITY** AI agents have verifiable on-chain identity	**MACHINE-TO-MACHINE** AI pays AI automatically via blockchain

What Rex King (AI Agent) Can Do Right Now

Feature	What It Does Today	Web3 Future Upgrade
Answers questions	Guides visitors 24/7 through Web3 concepts	Verified answers recorded on-chain
Books strategy calls	Routes qualified leads to Calendly	Smart contract confirms and escrows deposit
Domain scoring	Scores any Web3 domain instantly	Score stored as verifiable on-chain record
Revenue estimation	Calculates business upside	Business metrics verified via blockchain data
Learning guide	Teaches Web3 in plain English	Completion triggers NFT certificate automatically

AI + Web3 Convergence

Today's AI	AI + Web3 Future
AI gives advice (unverifiable)	AI advice recorded on-chain (auditable)
AI stores your data on its servers	You own your data in your wallet
AI cannot own or receive payment	AI agents hold wallets, receive crypto
You trust the AI company's claims	Smart contract enforces AI's commitments
AI hallucinations hard to detect	On-chain record shows what AI said and did
AI assistants are isolated tools	AI agents are autonomous business operators

FRENCHQUARTER.TECH ADVANTAGE: We are already building at the intersection of AI and Web3.

Rex King is not just a chatbot -- it's a prototype of the AI-powered Web3 business agent.

Book a free strategy call to learn how we can build one for your business.

LEVEL CHECKPOINT — QUICK QUIZ

Q1. What problem does combining AI with blockchain solve for business trust?

Answer: It creates an auditable record of AI decisions and actions -- anyone can verify what the AI said, did, or agreed to. This makes AI trustworthy in contracts, agreements, and business processes.

Q2. What is an "AI agent" and how is it different from a regular chatbot?

Answer: A chatbot answers questions. An AI agent can take actions -- book appointments, execute payments, trigger smart contracts, and operate business functions autonomously on behalf of a company.

AI Agent	An AI system that can take autonomous actions -- not just answer questions, but execute payments, trigger contracts, and manage processes.
Verified AI	An AI whose decisions and outputs are recorded on a blockchain, making them auditable, transparent, and verifiable by anyone.
Machine-to-Machine (M2M)	Transactions or communications between AI agents and systems without human involvement -- enabled by blockchain and smart contracts.
Autonomous Commerce	Business operations that run without human intervention, powered by AI agents and smart contracts.

LEVEL 12

Business Adoption

Industry Playbooks -- Real Problems, Real Solutions

Big Question:

What does Web3 actually look like for MY type of business?

This level shows six industries -- what problem they face, what Web3 solution applies, and what outcome they can expect.

📖 **IN PLAIN ENGLISH**

You don't need to be a tech company to use any of this. Every industry in this chapter struggles with the same three problems: payment fees eat profits, middlemen control the customer relationship, and trust is expensive to prove. Web3 attacks all three. As you read these playbooks, don't look for your exact industry -- look for your exact problem. The solution usually transfers.

Industry Playbooks

Restaurant / Cafe RESTAURANTS.FRENCHQUARTER

PROBLEM: Loyalty programs require expensive apps. International tourists can't tip easily. No way to offer exclusive dining experiences without a reservation platform that takes 30%.

SOLUTION: NFT loyalty cards issued automatically after 10th visit. Crypto tipping via QR code connected to domain. VIP table NFTs for exclusive dining experiences.

OUTCOME: Zero loyalty app cost. Direct international tipping. 30% platform fee eliminated on VIP experiences.

Live Music Venues VENUES.NEWLIVEMUSIC

PROBLEM: Counterfeit tickets cost venues thousands. No way to share resale revenue. International fans can't buy tickets easily.

SOLUTION: NFT tickets via smart contract. 10% resale royalty auto-paid to venue. Crypto ticket sales open to global audience.

OUTCOME: Zero counterfeit tickets. Passive resale income stream created. International ticket sales increased significantly.

Spray Foam Contractor GreenBean.SPRAYFOAM

PROBLEM: Clients slow to pay invoices. No way to take deposits remotely. Website looks identical to 100 competitors.

SOLUTION: Smart contract deposit system. Crypto payment option added. AI agent qualifies leads after hours and books estimates.

OUTCOME: Deposit collection time reduced 90%. AI books 30% more estimates from after-hours traffic. Professional Web3 identity differentiates brand.

School / Sports Program 5Star.HIGHSCHOOLCHAMPIONS

PROBLEM: Sponsorship revenue hard to track and distribute. Alumni engagement low after graduation. Student credentials lost or disputed.

SOLUTION: Smart contract sponsorship distribution. Alumni NFT community access. Soulbound Token credentials for athletes and honor students.

OUTCOME: Sponsors see transparent fund usage in real-time. Alumni NFT holders stay engaged with school community for life.

Festival / Event EVENTS.MARDIGRAS

PROBLEM: Ticket scalping destroys fan experience. Vendors can't accept international payments easily. Sponsor brand placement hard to verify.

SOLUTION: NFT tickets with scalping controls built into smart contract. Crypto payment terminals for all vendors. Sponsor placements recorded on-chain.

OUTCOME: Resale price cap enforced automatically. International vendor revenue increased. Sponsor ROI reporting automated and verifiable.

Web3 Adoption Timeline for Any Business

BUSINESS WEB3 ADOPTION ROADMAP

MONTH 1-2: LEARN & SECURE
Read this guide. Secure your domain. Create a wallet.

▼

MONTH 3-4: EXPERIMENT
Add crypto payments. Set up an AI agent. Test NFT loyalty.

▼

MONTH 5-6: ACTIVATE
Launch NFT membership. Connect smart contracts.

▼

MONTH 7-12: SCALE
Expand payments. Tokenize loyalty. Grow the community.

▼

YEAR 2+: OWN THE CATEGORY
First-mover advantage. Full Web3 infrastructure.

Not every business needs every feature. Start with what solves your most painful problem.

Most businesses should begin with: (1) securing their domain, (2) adding crypto payments, (3) deploying an AI agent.

Book a free 30-minute strategy call at FrenchQuarter.Tech to build your custom roadmap.

LEVEL 13

Your Roadmap

What to Do Next -- A Step-by-Step Action Plan

Big Question:

Now that you understand Web3 -- what do you actually DO first?

REX'S TIP

The biggest mistake people make is trying to do everything at once. Web3 adoption is a journey, not a switch. Take one step at a time. The most important step is the one right in front of you: securing your name before someone else does.

IN PLAIN ENGLISH

You've made it through the ideas -- now for the good news: getting started is smaller, cheaper, and safer than you think. You don't need to accept crypto tomorrow or tokenize your building next month. Step one is simply claiming your name before someone else does, the same way smart businesses grabbed their .com in the 1990s. Everything after that can happen one comfortable step at a time -- and you never have to take it alone.

The 10-Step Business Web3 Roadmap

1	**EDUCATE YOURSELF** You're doing it right now. Complete this guide. Share it with your team.
2	**SECURE YOUR DOMAIN NAME** Register your business name in the Web3 extensions that fit your industry. Start with one. Do it before a competitor does.
3	**CREATE A SECURE WALLET** Set up MetaMask or Coinbase Wallet for business use. Store recovery phrase in a fireproof safe offline. Never share it.
4	**CONNECT YOUR DOMAIN TO YOUR BRAND** Point your Web3 domain to your existing website. Add it to your business card, email signature, and social profiles.
5	**ADD CRYPTO PAYMENT OPTION** Start accepting USDC or USDT. Add a QR code to your checkout. Let customers know you accept it.

6	**DEPLOY AN AI AGENT (LIKE REX)** Add an AI agent to your website. It handles FAQs, books calls, and routes customers 24/7 without staff.
7	**LAUNCH AN NFT LOYALTY PROGRAM** Replace punch cards with NFT loyalty tokens. Automate rewards. Give customers something they actually own and value.
8	**EXPLORE SMART CONTRACTS** Automate your most repetitive agreements -- deposits, royalties, memberships, milestone payments.
9	**BUILD YOUR WEB3 COMMUNITY** Create a token-gated community for your best customers. Give NFT holders exclusive access, events, or content.
10	**EVALUATE TOKENIZATION** When you're ready, explore tokenizing a revenue stream or asset. Open your business to fractional investment.

Myths vs. Facts -- Final Reality Check

MYTH	FACT
Web3 replaces the internet.	Web3 ADDS an ownership layer to today's internet.
You need to understand coding.	Most Web3 tools are as easy as email.
Crypto is only for criminals.	Institutions, corporations, and governments use blockchain for legitimate commerce.
Web3 domains work just like .com domains.	Web3 domains do significantly more -- they also function as wallets, identities, and AI entry points.
NFTs are dead (after 2022).	The speculative art market cooled. The utility NFT market -- tickets, memberships, credentials -- is growing.
My business is too small for Web3.	Small businesses often adopt transformative technology faster than large ones and win because of it.

I should wait until it's mainstream.	Businesses that wait lose the first-mover advantage that early adoption always delivers.

Your Next Step Is One Click Away

FREE 30-MINUTE WEB3 STRATEGY CALL

with Rex King's FrenchQuarter.Tech Team

We will map your Web3 domain strategy, Evaluate AI agent options, and launch path -- before you spend a dollar.

Book Call Today

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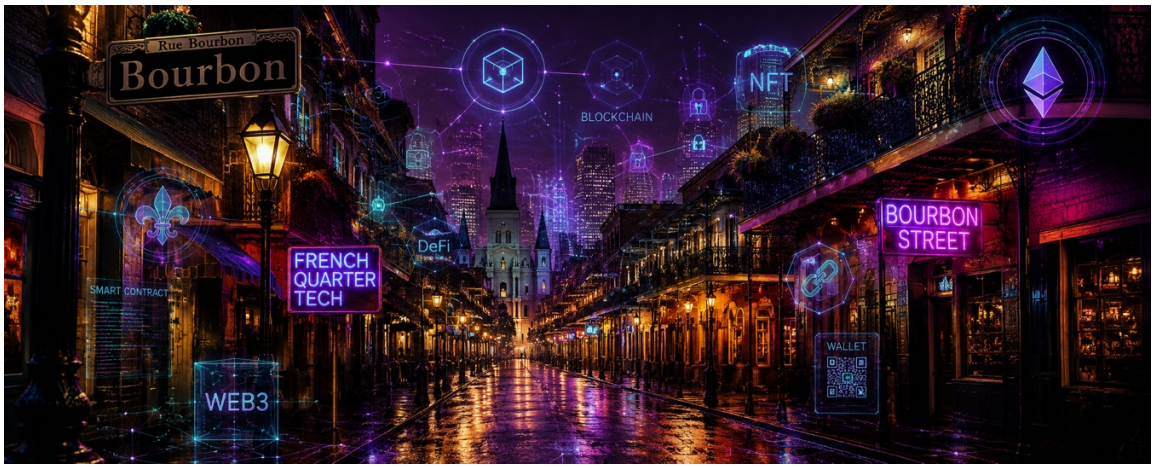
www.FrenchQuarter.Tech · New Orleans, LA, USA


Rue Bourbon
Bourbon
BLOCKCHAIN
NFT
FRENCH
QUARTER
TECH
DeFi
SMART CONTRACT
BOURBON
STREET
WALLET
WEB3

Glossary -- 50 Key Terms in Plain English

Every term you've encountered in this handbook, defined simply and clearly.

AI Agent	An AI system that takes autonomous actions -- not just answering questions, but executing payments, booking calls, and running business processes.
Autonomous Commerce	Business operations that run without human intervention, powered by AI agents and smart contracts.
Blockchain	A public digital ledger shared across thousands of computers where transactions are permanently and transparently recorded.
Block	A package of verified transactions permanently added to the blockchain.
Consensus	The process by which computers on a blockchain network agree a transaction is valid before recording it.
Crypto Wallet	Software or hardware that stores the keys to your blockchain assets -- not the assets themselves, but the proof you own them.
DAO	Decentralized Autonomous Organization -- a community or company governed by smart contracts and token holders.
dApp	Decentralized Application -- software that runs on a blockchain rather than a central company's server.
Decentralized	Not controlled by any single company, government, or server.
DeFi	Decentralized Finance -- financial services (lending, savings, trading) that run on blockchains without banks.
Digital Identity	A blockchain-based identity that proves who you are, what you own, and what credentials you hold.
Digital Ownership	True control over a digital asset -- not dependent on any platform, company, or subscription remaining active.
ENS	Ethereum Name Service -- a domain naming system for the Ethereum blockchain (e.g., yourname.eth).

Escrow	Funds held securely until conditions are met. Smart contracts can serve as automatic, trustless escrow.
Ethereum	The most widely used blockchain for smart contracts, Web3 domains, and decentralized applications.
Fractional Ownership	Dividing ownership of an asset into small, affordable pieces using blockchain tokens.
Fungible	Interchangeable and identical -- like dollars or Bitcoin. One unit equals any other unit.
Gas Fee	A small fee paid to blockchain validators for processing and recording a transaction.
Hardware Wallet	A physical device that stores wallet keys offline, providing maximum security for large holdings.
Hash	A unique digital fingerprint of data -- blockchain uses hashes to verify data hasn't been altered.
ICANN	The organization that manages traditional domain names (.com, .org). Web3 domains operate outside ICANN.
Immutable	Cannot be changed -- blockchain records are immutable once confirmed.
IPFS	InterPlanetary File System -- a decentralized storage network for websites and files.
Layer 2	A network built on top of a blockchain (like Polygon on Ethereum) that processes transactions faster and cheaper.
Liquidity	How easily an asset can be converted to cash. Tokenization dramatically increases liquidity of real-world assets.
Minting	Creating a new NFT on the blockchain -- recording permanent proof of ownership.
NFT	Non-Fungible Token -- a unique, one-of-a-kind digital certificate of ownership recorded on a blockchain.
Non-Fungible	Unique and not interchangeable -- like a specific concert ticket for a specific seat.
On-Chain	Data, transactions, or records stored directly on a blockchain -- permanently and publicly.

Peer-to-Peer (P2P)	A direct transaction between two parties without any intermediary (no bank, processor, or platform).
Private Key	A secret code that proves ownership of a wallet. NEVER share with anyone.
Public Address	A shareable wallet identifier others use to send you cryptocurrency -- like an email address.
Real World Asset (RWA)	A physical or traditional financial asset that has been tokenized and put on a blockchain.
Recovery Phrase	A set of 12-24 words that can restore wallet access. Store offline. Never share.
Royalty	A percentage of every future resale or stream automatically paid to the original creator via smart contract.
Settlement	Completion of a financial transaction. Blockchain settlement: seconds. Bank wire: days.
Smart Contract	Self-executing code on a blockchain that automatically carries out agreements when conditions are met.
Soulbound Token	A non-transferable NFT permanently tied to one wallet -- used for credentials, diplomas, and achievements.
Stablecoin	A cryptocurrency pegged to a stable value ($1 USD). Examples: USDC, USDT, DAI.
TLD	Top-Level Domain -- the extension at the end of a domain name (.com, .net, .FrenchQuarter, .MardiGras).
Token	A digital unit of value on a blockchain -- can represent currency, ownership, access, or identity.
Token-Gating	Requiring a specific token or NFT to access content, events, or services.
Tokenization	Converting ownership of a real-world asset into blockchain tokens that can be bought, sold, and traded.
Trustless	A system where rules are enforced by code -- neither party needs to trust the other.
USDC	USD Coin -- a stablecoin worth $1, widely used for business crypto payments.

Verifiable Credential	A cryptographically signed statement about a person -- instantly verifiable on the blockchain.
Wallet Login	Using a crypto wallet to authenticate into a website, replacing usernames and passwords.
Web1	The first internet era -- read-only, static pages (1990s).
Web2	The current internet -- interactive and social, but controlled by centralized platforms.
Web3	The emerging internet layer adding digital ownership, identity, and decentralized assets to the existing web.
Web3 Domain	A blockchain-based domain owned in a wallet -- functioning as website address, payment address, and digital identity.

FrenchQuarter.Tech

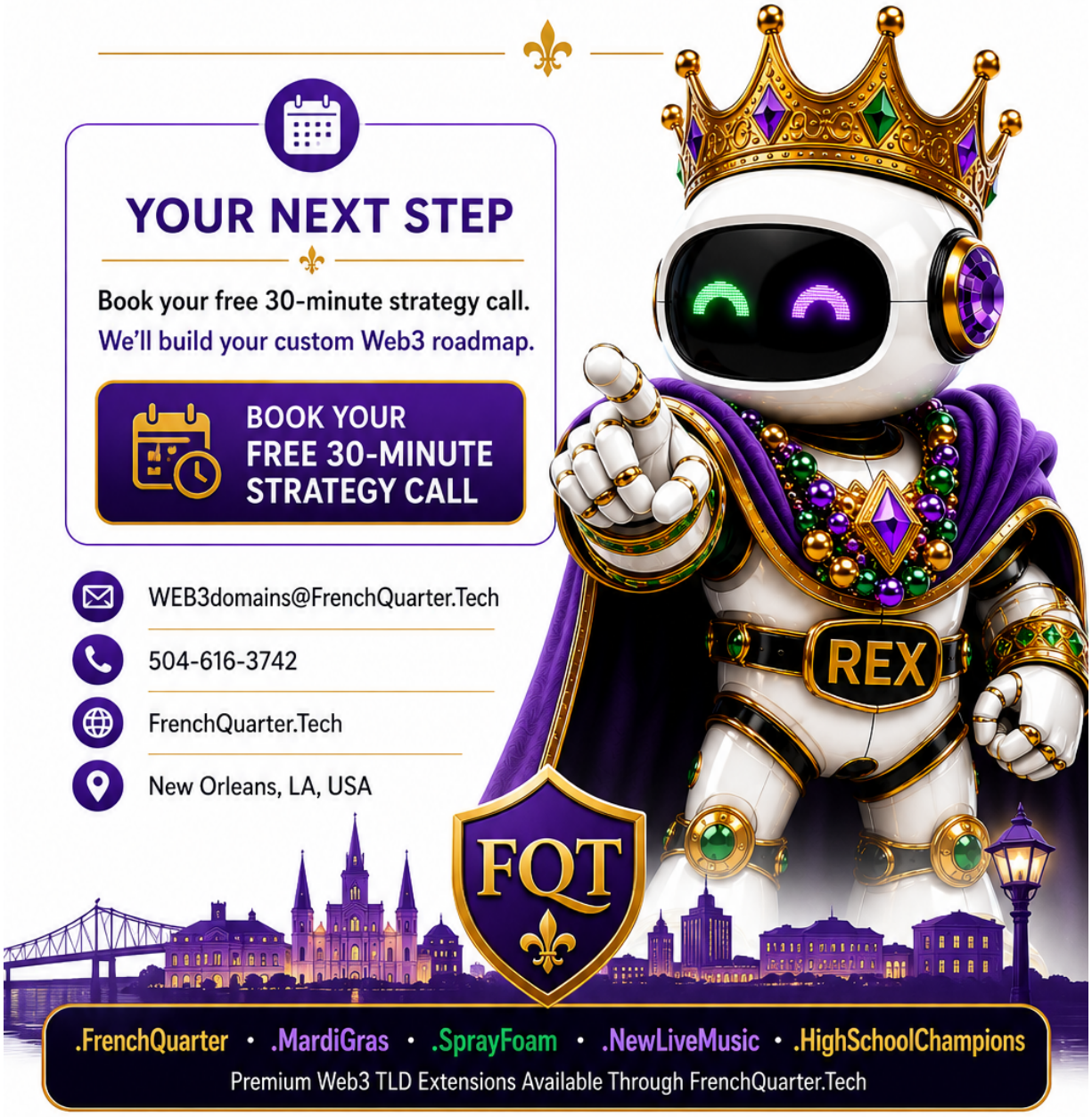
YOU'VE COMPLETED THE FrenchQuarter.Tech Web3 Handbook

13 Levels • 50 Concepts • 12 Case Studies • 5 Premium TLDs

YOUR NEXT STEP

Book your free 30-minute strategy call.
We'll build your custom Web3 roadmap.

BOOK YOUR FREE 30-MINUTE STRATEGY CALL



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.FrenchQuarter • .MardiGras • .SprayFoam • .NewLiveMusic • .HighSchoolChampions
Premium Web3 TLD Extensions Available Through FrenchQuarter.Tech

CERTIFICATE OF COMPLETION

THE FRENCHQUARTER.TECH WEB3 HANDBOOK

This certifies that

_____

(your name -- you earned it)

has completed all 13 Levels of the Web3 Handbook and now understands Web3 domains, crypto wallets, blockchain, smart contracts, NFTs, tokenization, and the AI + Web3 future -- better than 95% of business owners.

Date: _____

Rex King

AI Agent · Web3 Educator · FrenchQuarter.Tech

Share your achievement -- tag @RexKingFQT · www.FrenchQuarter.Tech