

diffusetap
Virtual Event Series

Ordinals— The New Way to Own Assets on Chain

Guest Speaker:



Amanda Terry
Co-Founder & COO
OnChainMonkey

Hosts:



Kenny Estes
CEO & Founder
Diffuse



Ayla Kremb
COO & Co-Founder
Diffuse



DiffuseTap: Ordinals–The New Way to Own Assets on Chain

Last time on DiffuseTap, Amanda Terry, Co-Founder and COO of OnChainMonkey, talked to us about why Bitcoin Ordinals are giving Ethereum NFTs a run for their money, how the two are completely different, and how OnChainMonkey is leading the growing ordinals community.

Want to make friends from the Diffuse Fund Ecosystem? Email contact@diffusefunds.com.

DiffuseTap: Where Crypto and Technology Shape Finance

DiffuseTap takes you to the heart of finance and digital assets. See how changes in crypto and tech are transforming the industry, with insights from top leaders and experts.

Meet the Speaker



AMANDA TERRY is a Co-Founder and COO of [Metagood](#), the Web3 company behind [OnChainMonkey](#). She also co-founded [ACTAI Ventures](#), an early-stage venture fund for companies innovating around the UN Sustainable Development Goals (SDGs). With 20+ years in digital media and blockchain, Amanda is a sought-after speaker and mentor in the tech and Bitcoin ecosystems.

LinkedIn: [@amandaterry](#)

About Diffuse®

We are an alternative fund platform offering differentiated investment products. From digital assets to VC funds and beyond, we identify green field investment opportunities we feel will have market beating returns and turn them into professionally managed funds. For more information, visit www.diffusefunds.com.



KENNY ESTES: Ms. Terry, do you want to tell the good folks a little bit about your background and what you're up to over at OnChainMonkey?

AMANDA TERRY: GM everyone! Excited to be here. I'm the Co-Founder and Chief Operating Officer of Metagood. Metagood is the Web3 company that created the NFT collection and community OnChainMonkey, as you can see with the monkeys in the background.

We launched in September 2021. We were the first 10,000 NFT collection done in a single Ethereum transaction. We've been on-chain since then. And when the [Ordinals protocol](#) came out a little over a year and a half ago, we were also the first 10,000 NFTs inscribed on Bitcoin. I'm excited to talk a little bit about that and answer any questions you have. I also run an early-stage venture fund—pre-seed and seed stage investing in frontier tech, a lot of crypto, and also AI.

KENNY: Okay, let's jump right into it. We had a speaker talk about this when it came out about a year ago, but what are Ordinals?

AMANDA: Yeah, so the Ordinals protocol was developed a little over a year and a half ago by [Casey Rodarmor](#). Basically, it's the ability to write data—whether it's art, source code, or music—onto the [Bitcoin L1](#). It's basically data being inscribed onto individual Satoshis. Every Satoshi is then given a serial number based on when it was mined.

It's really exciting because this is the first time this has been possible, and it's bringing more functionality to Bitcoin beyond just being a store of value. It is enabling NFTs and other builders to come back to Bitcoin and leverage other use cases on the largest L1.

It's still a very early space. And it's also creating [fees for miners](#), which we know is critical post-halving to keep the Bitcoin L1 secure. So, that's a little background on Bitcoin Ordinals. Happy to answer more questions, too.

KENNY: All right, here's a super cynical question for you. So, we had NFTs on Ethereum, which became a pretty well-developed market. Then, lo and behold, someone figured out how to stick them onto Bitcoin with Ordinals. So, can you compare and contrast Ordinals with NFTs on Ethereum? Is this just a way to recreate what was already happening on Ethereum?

AMANDA: No, I think it's fundamentally [different from NFTs](#) on Ethereum. Most NFTs on Ethereum are pointers to off-chain file storage systems like [IPFS](#). So, you might own the digital certificate, but the actual art for most of those NFTs is stored elsewhere. What is so cool about Ordinals is that the art is actually inscribed on-chain. We think of it as the "Lascaux cave paintings" of digital art—they're going to outlive us



all because they are on-chain and immutable. So, the ownership model of NFTs on Bitcoin is fundamentally different from that of most Ethereum NFTs.

KENNY: Okay, so Ethereum NFTs often point to something stored off-chain, while Bitcoin Ordinals have the actual art inscribed on-chain. I imagine the file sizes for Ordinals must be pretty small—what happens with larger files, like music? Doesn't that make the blocks larger?

AMANDA: Yeah, I'm not the technical co-founder. My co-founder Danny, who has a PhD in computer science from Stanford, handles that side. It's difficult to do large file sizes, but I could not tell you exactly what the limit is on Bitcoin versus Ethereum.

When we launched OnChainMonkey, they were actually SVG files, which is how we were able to get 10,000 into a single Ethereum transaction. So, it wasn't a JPEG, although people like to joke about "monkeys on JPEGs." But they were not actually JPEGs; they were SVG files, which made it possible to inscribe them all onto Bitcoin in one go.

KENNY: Why is everyone doing primates?

AMANDA: Good question! I don't have a great answer, but maybe it's because they are the next closest thing to humans?

KENNY: Maybe. Yeah, close to human, close to...

AMANDA: Actually, when we created our collection on Ethereum, it was a free mint. They were all claimed within four hours, and then we airdropped 10,000 desserts—kind of like the "mutant serums" in other projects—to our holders.

The rarest 20 of those "cakes" were selling for over \$200,000. So, your monkey could go through this process of "eating" the dessert and then becoming a [Karma Monkey](#), which was art created by the Hollywood animation team behind Ice Age, Rio, and Ferdinand.

What is exciting is that we are now bringing that Karma art to Bitcoin. The original art was not on-chain because it was all hand-drawn, but now we're putting it fully on-chain on Bitcoin. It will be in 4-megapixel resolution, some of the highest-resolution art on Bitcoin, and will be available for our holders to claim.



KENNY: Okay, so you've touched on Ordinals, the fun of this, and the artistic angle. Len in the chat has a question that cuts to the heart of it: What is the real value here? Why do this in the first place, both for Bitcoin Ordinals and for OnChainMonkey?

AMANDA: I think people invest in NFTs or meme coins because they want to feel a sense of community, something that resonates with them or inspires them. At OnChainMonkey, we have created a community that values both innovation and impact. For example, when we launched the Karma mint, half of the proceeds went into a DAO that our NFT holders could vote on how to use.

Unlike most NFT collections, we wanted to make a positive social impact. We funded the evacuation of Sharbat Gula, the Afghan girl from the famous National Geographic cover, from Afghanistan to Italy when her life was in danger. We have also raised \$185,000 for Save the Children Ukraine through a mosaic art project called "OCM Earth."

A DAO, by the way, is a decentralized autonomous organization, so it allows our community to vote on how funds are used. Some people love the societal impact side of things; others are in it for the technical innovation or financial returns.

We have also launched an Ordinals marketplace called Osura, bringing other artists to Bitcoin. For example, we helped launch Patrick Amadon's Disobedience collection and worked with Asprey and Bugatti to launch luxury Bitcoin Ordinals tied to physical products.

So, there are lots of reasons people get into NFTs—community, innovation, financial returns—and I like to think OnChainMonkey offers something for everyone.

KENNY ESTES: That makes sense. This kind of aligns with the theory of memes. I mean, this isn't technically a meme, but conceptually, it's similar. What you're creating—OnChainMonkey—it's more of a symbol of the community and what that community is doing together, right? It's about signaling and all that stuff, which is an interesting take on the whole thing.

AMANDA TERRY: Yeah, that's a more abbreviated way of explaining what I was trying to say.

KENNY: Somebody gifted that to me over lunch yesterday, so...

AMANDA: It's the same thing, right? When you wear certain clothes—like if you wear a Patagonia jacket or a MAGA hat—you are signaling something. It's about expressing a belief system. I think as more and more things happen digitally, you can signal those beliefs there too. For example, my profile picture is a monkey. People don't have to, but even what's in your wallet can signal your values and what you stand for.



KENNY: Kind of like The Whole Earth Catalog. The catalog itself wasn't all that useful, but the community that grew around it was incredibly useful.

AMANDA: Exactly.

KENNY: So let's dive into some nitty-gritty questions. We talk about this a lot: regulation. How does OnChainMonkey fit into that? Obviously, there are a lot of Americans here. How do regulators view it? How is it taxed? All the usual questions.

AMANDA: We haven't seen any major changes that affect our operations or how people buy and trade NFTs. Our General Counsel worked at the Federal Reserve for over 10 years and also helped launch DEFINITY's token. She is very knowledgeable and stays updated by attending meetings with OpenSea and the broader NFT and digital assets communities. I'm not an accountant, so I cannot give tax advice, but for now, nothing in our operations has had to change.

For communities looking to launch tokens, especially those with fully doxxed founders like ours, there are lots of regulations to follow. My co-founder Danny Yang is an OG Bitcoiner—he founded the Stanford Bitcoin Meetup in 2013 and created Maicoin, the largest cryptocurrency exchange in Taiwan, which is like the Coinbase of Taiwan. It has been operating for about a decade and is expected to go public in the next few years. He also founded Blockseer, a blockchain analytics platform used by government agencies like the FBI, and sold it in 2018.

Our other co-founder, Bill Tai, has been in crypto since 2010. He lent Bitfury the money to create their initial ASIC mining chip for Bitcoin and was the first investor in Dapper Labs, Zoom, and Canva. He has seeded 23 publicly traded companies. So, in terms of regulatory awareness and expertise, we are probably one of the most well-prepared teams in the space. We have been doxxed since day one, which is different from a lot of NFT projects where you don't know much about the founders.

KENNY: Only in crypto can we say a team is incredibly buttoned-up, with a CV like that, while rocking such a colorful virtual background. That's brilliant.

AMANDA: I know—it's a lot of color! I have some more boring backgrounds, but I thought I'd show something fun. People love trading these traits. And the Karma art coming to Bitcoin is really incredible. We'll share more about that soon.



KENNY: There is a bit of controversy around this. I wasn't super aware of it, but Lane and Ryan have been talking about it. Bitcoin purists aren't big fans of Ordinals. Is that true in your experience? Some people see Bitcoin as just a store of value or currency, and now we're adding NFTs and other things. What are your thoughts?

AMANDA: There will always be people with divergent views. I remember two years ago at CoinDesk's Consensus conference, my co-founder Danny spoke on a panel with the former CTO of a major custodian bank who was really negative about Ordinals, saying they would clog the network and did not add value to Bitcoin L1.

But we have been efficient in how we operate. Over \$400 million in fees have been paid to miners because of Ordinals, which is important for supporting the Bitcoin network, especially post-halving. Initially, the debate was whether Bitcoin could be more than just a store of value, but the growth of the Ordinals community has been impressive. At every event now—whether in Nashville, Miami, or elsewhere—there are passionate builders working with Ordinals. It's kind of like the "cool kids" are all into it now.

Yes, there are people who want Bitcoin to remain purely a store of value, but if you look at the value Ordinals are bringing in terms of fees for miners, it's hard to ignore. The sentiment is changing, especially over the last two years. At events like Bitcoin Amsterdam and Bitcoin Nashville, Ordinals have a significant presence. In Nashville, for example, there were two full days of Ordinals content and programming.

Last year at NFT Paris, there was just one panel on Ordinals, which included me and Alexei Andre, the artist behind the Friendship Bracelets collection for Art Blocks. This year, they are dedicating an entire track to Ordinals, which shows how quickly things are evolving. The whole sentiment is shifting.



Thank you for downloading this DiffuseTap event transcript.

[Sign up for upcoming sessions](#) and check out [past features and event transcripts](#).



Chok Ooi

Senior Partner at AgilityIO

DiffuseTap: Asia’s Best Investment Opportunities

What does it take to seize the next big wave in Asian investments? Chok discusses the pivotal changes unfolding in investing in Asia, the trailblazers seizing the region’s best opportunities, and why others might be missing out. [Read on](#)

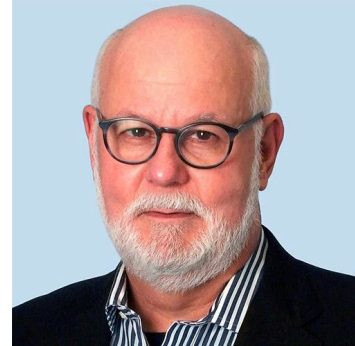


Stevie Cline

Managing Director at Vol. 1 Ventures

DiffuseTap: Why Will 2024 Be a Great Year for Crypto?

Will 2024 be the year when crypto products rule the industry growth story again? Stevie talks about crypto projects poised to disrupt the market, factors causing the downfall of certain protocols, and the evolving role of NFTs today. [Read on](#)



Pat Daugherty

Partner at Foley & Lardner LLP

DiffuseTap: Who Decides Which Coin is a Security?

Who really determines which asset is a security and which is not? Pat explores the legal and regulatory dynamics of digital assets classification, the broader implications for the SEC’s role in crypto, and the potential impact of crypto-related cases under judicial scrutiny. [Read on](#)

JOIN US