

Knute Fosso launches Web 3.0 podcast

Prolific marketer and founder of Hodlperks set to share thoughts on implementation and development of Web 3.0 in new podcast series, 'invent tomorrow today.'



Phoenix, Arizona Apr 26, 2022 ([Issuewire.com](https://www.issuewire.com)) - As a new generation of interconnected technology moves from novelty to big business, finding practical and actionable information will be more critical than ever.

With that in mind, Knute Fosso, marketing expert and founder of the Web 3.0 business Hodlperks, is

pleased to announce the launch of his podcast, *invent tomorrow today*.

The podcast will explore the pitfalls and the possibilities during the early days of ever-evolving Web 3.0 technologies and their impacts on business.

“As Web 3.0 goes mainstream, business owners, serial entrepreneurs, and investors are desperate for answers on how best to implement this disruptive technology to their benefit,” Fosso said. “*Invent tomorrow today*. will bridge that knowledge gap and empower business professionals at every level to take advantage of the expanding abilities of Web 3.0.”

Taking his knowledge to a podcast could also be seen as innovative. The podcast industry itself has seen explosive growth in recent years and is quickly becoming the most consumed audio product globally.

“Podcasting is a perfect platform for Web 3.0 discussions,” Fosso said. “It can be far more in-depth than much of the short form written work that dominates blogs and news websites. It also allows a personal connection with the audience in a way written documents can’t. That is an important part of fully grasping the possibilities within this new complex technological framework.”

Fosso has embraced Web 3.0 tech as he moved from a successful stint as a mass media buyer into an online presence that helps others find entrepreneurship opportunities in the modern digital landscape.

“I was finding in my social channels confusion and misunderstandings on what Web3.0 is,” Fosso said. “I was constantly answering my follower’s questions, and so I thought what better way to bring those answers to the masses than launch a podcast exploring the questions I was already seeing every day.”

While Fosso is working to educate the public through his podcast channel, he is also working at the forefront of the Web 3.0 space as the founder and owner of Hodlperks, a recently launched startup that works as a platform to connect and manage rewards for digital asset communities.

“Brands are coming to embrace blockchain technologies, NFTs, and digital collections,” Fosso said. “Hodlperks is a way to reward loyalty to members of an NFT community, while at the same time bringing traditional business into the fold.”

As that process evolved, he enjoyed sharing the information he had learned during the launch to inform the public about the potential behind the next generation of communication.

“Hodlperks will be an amazing tool as legacy brands move to embrace new ways to interact with their customers,” Fosso said. “I see Hodlperks as the vehicle to unexplored potential and *invent tomorrow today*. as the key.”

“I kicked off the podcast discussing the unique challenges of building a Web 3.0 business,” Fosso said. “It seemed like a natural launching off point, and I hope everyone enjoys listening to it as much as I did create it.

Invent tomorrow today is hosted on [Buzzsprout](#) and can be found on all major podcast platforms, including [Spotify](#), [Amazon](#), and [Pocket Casts](#).

For more about Fosso, visit his [Flow](#) page.

He also maintains a presence on social media, including [Facebook](#), [Tik Tok](#), [Twitter](#), [YouTube](#), [LinkedIn](#), and [Instagram](#).

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