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EOP MEDIA — FOUNDATIONAL THINKING

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# The Ideas That Built the Next Economy

*Original writing from 2023–2025, preserved as published*

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*I exist at the intersection of conviction and action — shaped by the belief that the systems we inhabit can be better, and that changing them requires more than the courage to say so. It requires the willingness to build. This document was developed in partnership with Claude. What I bring to that partnership is a synthesis of an existence lived at that intersection, and the courage to keep showing up there.*

*The ideas in this document preceded PRISM, The Agency Collective, and Stop Feeding The Algorithm. They were written before the infrastructure existed to make them fully actionable — which is exactly why they matter.*

We publish them here because the journey is part of the argument. EOP Media did not arrive at the next economy thesis fully formed. These posts are where it started: in questions about ownership, agency, value, and what the existing systems were getting wrong.

The thinking has evolved. The direction has not.

Each post is preserved exactly as originally published. Updated versions of these posts, written in the current voice and equipped with PRISM companion tools, live at [eopmedia.com/perspectives/](https://eopmedia.com/perspectives/)

— **Angelia McFarland**

Founder, EOP Media

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## Contents

**Section 1** Anatomy of a Big Idea — February 2025

**Section 2** Revolutionize the Start-up Ecosystem — July 2023

**Section 3** From Apathy to Agency: Creating the Future of Digital Ownership — July 2023

**Section 4** Evolve Marketing for the Next Economy — July 2023

**Section 5** Transform the Marketing Profession — July 2023

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## SECTION 1

## Anatomy of a Big Idea

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Where this thinking arrived: [eopmedia.com/big-ideas/anatomy-of-a-big-idea/](https://eopmedia.com/big-ideas/anatomy-of-a-big-idea/)

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### [big ahy-dee-uh, big ahy-deeuh]

noun

1. New, unique insight, design, concept, or interpretation
2. Concept that exceeds the perceived capabilities or resources
3. Value not previously understood, making explanation difficult

#### Marketing Definition

A big idea is an insight or design so progressive that it stretches the capability of the team to realize the idea within the current business environment and with the current constraints.

#### Use it in a Sentence

Our company has a Big Idea to introduce a web3 solution.

### The Anatomy of a Big Idea in the Age of Emerging Technology

A Big Idea is more than just an interesting thought—it's a transformative concept that challenges conventional thinking, disrupts industries, and creates new opportunities. In today's rapidly evolving digital landscape, emerging technologies like AI, Blockchain, and Digital Currencies are driving the need for bold, innovative thinking more than ever before.

Big Ideas are built on three defining attributes:

#### 1. A New, Unique Insight, Design, Concept, or Interpretation

At its core, a Big Idea introduces something fundamentally new—whether it's a fresh perspective, a breakthrough design, or an innovative solution to an old problem. Emerging technologies are accelerating this process, creating new paradigms in industries from finance to healthcare.

For example, Blockchain technology has redefined trust and security in financial transactions. Traditional banking relies on centralized verification, but blockchain introduced a decentralized, immutable ledger that eliminates the need for intermediaries. This shift has enabled cryptocurrencies, smart contracts, and decentralized finance (DeFi) to emerge as game-changing innovations.

Similarly, AI is transforming business strategy, automation, and human decision-making. The ability to process vast amounts of data in real time is unlocking insights that were previously unattainable—leading to smarter marketing, more efficient supply chains, and groundbreaking advancements in medical diagnostics.

#### 2. A Concept That Exceeds the Perceived Capabilities or Resources

Big Ideas often seem impossible at first because they challenge existing limitations—whether in funding, infrastructure, or available technology. The most disruptive innovations push the boundaries of what we think is possible, forcing industries to evolve.

Take Digital Currencies as an example. When Bitcoin was introduced in 2009, the idea of a decentralized global currency without government control seemed unrealistic. Yet, over a decade later, major corporations, investment funds, and even governments are exploring digital assets and Central Bank Digital Currencies (CBDCs). What once seemed beyond reach is now shaping the future of finance.

Similarly, AI-powered automation is reshaping industries by taking over complex cognitive tasks that were previously exclusive to human intelligence. Businesses that once thought they lacked the resources for AI-driven transformation are now integrating it into customer service, content creation, cybersecurity, and predictive analytics.

### **3. A Value Not Previously Understood, Making Explanation Difficult**

One of the greatest challenges of a Big Idea is that its true value isn't always immediately obvious. Many revolutionary ideas were initially met with skepticism because they required people to see the world differently.

This is particularly true for Tokenization, a concept that transforms real-world assets—such as real estate, art, and even intellectual property—into digital tokens on the blockchain. While some struggle to grasp the long-term potential, tokenization is already changing investment models by making assets more liquid, accessible, and divisible than ever before.

AI is another example. In the early days, many dismissed it as just "advanced automation," but as machine learning and neural networks evolved, AI's capabilities expanded beyond simple pattern recognition to include creative problem-solving, strategic planning, and even artistic expression.

## **The Future Belongs to Big Ideas**

As we stand on the brink of the next technological revolution, the need for Big Idea Thinking has never been greater. AI, Blockchain, Digital Currencies, and Tokenization are not just tools—they are catalysts for fundamental change in how we live, work, and interact.

The challenge for businesses and innovators today isn't just adopting new technologies—it's understanding how to think boldly, push beyond perceived limits, and recognize value before the world catches up.

Are you ready to embrace the next Big Idea?

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*Big Ideas, we all have them. But, ideas have minimal value if they aren't advanced through a process of creative exploration. In business and startup environments, the exploration of Big Ideas is usually constrained by systems designed to promote productivity. However, these systems can have the unintended effect of impeding the creative process.*

*If Big Ideas lack the room to grow, the benefits to society will materialize, but at a much slower pace. At EOP Media, we advance Big Ideas everyday and the process starts by understanding the definition of a Big Idea.*

## SECTION 2

## Revolutionize the Start-up Ecosystem

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Great technologies don't create business success, but great marketing can.

The start-up ecosystem is flooded with great technologies each searching for an exit. We have created a system of innovation that makes decisions to optimize the next business transaction, instead of driving product-led growth.

### Don't get trapped in the product-market-fit fallacy

Technologies don't create unicorns; products do. Today, founders are funded for technology innovation with little concern for product strategy. That's why there are so many services that promise to assist founders with "product-market-fit". Anytime your product is searching for a market, you have ignored the marketing function. If your startup is seeking services to help you with "product-market-fit", you should be prepared to manipulate a market need or go back to the beginning and perform the product design process in the way it was supposed to be performed in the first place. There is also the option to do nothing, which usually ends in failure.

Founders find themselves in this position for two reasons:

- They don't understand the difference between a technology and a product.
- They don't understand that product marketing is more than web pages and brochures.

### Marketing is more than pretty pictures and websites

In most technology startups, marketing is one of the last roles to be hired, after the technology has been developed. At that point, there is little marketing can do to help right the ship for the initial release.

We aren't suggesting this is an easy problem to solve. We understand the pressure from investors on progress with the technology. That is why EOP Media has developed services to help founders get the marketing support they need when they need it.

The Product Value Cycle investigative engagement will help founders determine the difference between a technology and a product. It will also help them define the many different options for generating value across stakeholders.

The Product Value Cycle workshop is for the do-it-yourself founder. After completion of the class, you will have a flexible framework for defining your product and determining the value streams that align with your business goals.

## SECTION 3

# From Apathy to Agency: Creating the Future of Digital Ownership

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The digital world has long been controlled by a few powerful entities, leaving individuals with limited control over their personal data and digital identities. However, the landscape is shifting. With the emergence of blockchain technology, digital currencies, and utility tokens, individuals now have the power to reclaim ownership of their data, control their identities, and even be compensated for their digital presence. The era of apathy is over—it's time to take agency over our digital futures.

## The Role of Blockchain in Digital Ownership

Blockchain technology is revolutionizing the way we think about ownership and security. By enabling decentralized, tamper-proof records, blockchain ensures that digital identities and assets remain secure and verifiable. Unlike traditional centralized systems where corporations control access and ownership, blockchain allows individuals to own their data, preventing unauthorized use or monetization by third parties.

## Digital Currencies and Utility Tokens: Shaping New Possibilities

Digital currencies, such as Bitcoin and Ethereum, are not just financial instruments—they represent a paradigm shift in economic agency. These decentralized currencies empower individuals to transact without relying on banks or financial intermediaries, providing greater financial autonomy and security. Utility tokens, on the other hand, go beyond mere transactions by enabling users to access digital services, verify ownership of assets, and even participate in decentralized governance structures. This opens new possibilities for compensation models where individuals can earn tokens in exchange for their data or contributions to digital ecosystems.

## Tokenization and the Rise of Sovereign Identities

One of the most groundbreaking advancements in digital ownership is tokenization—the process of converting rights to an asset into a digital token. This concept is now being applied to identity management, paving the way for single sovereign identities. Instead of relying on multiple logins across platforms, individuals can use blockchain-based identity tokens to verify themselves securely, without exposing unnecessary personal information. This approach enhances privacy, reduces fraud, and eliminates the need for third-party authentication services that often exploit user data.

## Taking Control: The Path Forward

We are at a turning point in digital ownership. The tools and technologies exist to shift power back into the hands of individuals, but action is required to make this vision a reality. By embracing blockchain, digital currencies, and tokenization, we can move from being passive participants to active agents in our digital futures.

At EOP Media, we are committed to making this future a reality. Through our Envision Solutions portfolio, we are empowering entrepreneurs and businesses to become first movers in the digital ownership space. Our Big Ideas Workshops provide hands-on learning and expert guidance, while the Million Creator Challenge equips participants with the tools and strategies needed to thrive in this new era of decentralized digital engagement.

Join us in shaping the future—because the time to take control is now.

## SECTION 4

## Evolve Marketing for the Next Economy

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What does marketing mean to you? If you ask ten different people, you will get ten different answers. That is because the discipline of marketing is broad. It reaches almost every area of business. Over time, the responsibilities of the marketing discipline have been spread across every department, especially in large corporations.

### GTM is dead...or it should be

An essential strategy was developed many years ago in an effort to align all areas of the business to accelerate the attainment of product goals. This strategy is well known in the industry as go-to-market (GTM). GTM strategies are based on product performance in an arbitrary "market". Centuries ago, the "market" had defined geographical boundaries and behaviors. While beneficial for many years, this strategy needs to evolve.

### Introducing the Product Value Cycle

Today, we rarely launch products into a "market" we launch them into economies, complex societal and financial systems that are always in motion. The Product Value Cycle (PVC) is a framework built to manage and measure product performance in complex economies.

A traditional GTM plan is designed to support an end goal, usually revenue or market share. A Product Value Cycle is more flexible and nuanced. It is designed to assign and align value drivers across market segments and relationships. As value drivers change, the PVC has the flexibility to shift and demonstrate the impact of the shift on other value drivers in the model.

Every PVC is unique to your organization and objectives. Some PVCs are cyclical, others are static but repeatable. All are unique to you. Developing your Product Value Cycle is a process that requires input across your organization.

If you want to prepare your organization for the next phase of the macroeconomy, build your Product Value Cycle today. EOP Media can help.

## SECTION 5

# Transform the Marketing Profession

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## Transforming the Marketing Profession: The Future is Now

Marketing is undergoing a radical transformation, driven by technology, data, and evolving consumer expectations. The rise of artificial intelligence (AI), shifting media consumption habits, and the demand for hyper-personalization are reshaping the way brands connect with audiences. Marketers today must embrace these changes proactively to remain competitive and relevant in an ever-evolving landscape.

### The Power of AI in Personalization

AI has become a game-changer in marketing, offering unparalleled insights into consumer behavior and enabling highly personalized experiences. At a recent Axios event during SXSW 2025, industry leaders explored how AI is reshaping the marketing landscape. Kelly Mahoney, Chief Marketing Officer of Ulta Beauty, emphasized that since 2018, AI has been pivotal in analyzing consumer data, optimizing engagement strategies, and even influencing store design to ensure a seamless omnichannel experience. The discussion reinforced that AI is no longer optional—it is a necessity for businesses looking to thrive.

### AI and the Future of Content Creation

Generative AI is revolutionizing content marketing, enabling brands to craft personalized narratives at scale. Companies like Google and Netflix are leveraging AI-driven storytelling to create content that resonates deeply with individual users. By analyzing user data, AI can generate customized recommendations, headlines, and even long-form content that aligns with a user's preferences. This shift allows marketers to deliver hyper-personalized experiences efficiently, ensuring greater engagement and customer loyalty.

### The Expanding Role of Marketers

With these technological advancements, marketing is no longer confined to creative messaging and campaign execution. Today's marketers must be data-savvy strategists who understand AI, automation, and analytics. The ability to interpret data, optimize content, and automate customer interactions is now just as critical as creativity. Moreover, marketing professionals must stay ahead of ethical considerations surrounding AI usage, data privacy, and transparency in digital engagement.

### A Multi-Stakeholder Approach

Marketing is increasingly becoming about more than just profits—it's about people, purpose, and sustainability. Consumers expect brands to stand for something beyond their products, whether it's social responsibility, sustainability, or ethical business practices. Marketers must integrate these values into their strategies to build deeper trust and long-term loyalty with their audiences.

### The Future of Marketing is Now

The marketing profession is at an inflection point. AI, data analytics, and automation are shaping the future, and professionals who embrace these changes will lead the industry forward. Additionally, emerging technologies such

as Bitcoin and digital currencies are influencing consumer behaviors and payment ecosystems, offering new opportunities for marketers to engage with tech-savvy audiences. By leveraging AI for personalization, content creation, and strategic decision-making—while also staying informed about financial innovations—marketers can redefine their roles and drive meaningful business growth. The future is now—it's time to transform marketing into a dynamic, data-driven discipline that thrives on innovation and adaptability.

One initiative helping marketers navigate this shift is the Million Creator Challenge, designed to equip professionals with the skills and tools needed to excel in this new era. Through hands-on learning, expert insights, and cutting-edge strategies, the challenge empowers marketers to leverage AI, digital currencies, and emerging technologies to stay ahead of the curve and drive impactful engagement.

**WHAT CAME NEXT**

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**The infrastructure these posts were reaching for.**

The five posts in this document were written while the products that would answer their questions were still being built. Here is where the thinking arrived.

**PRISM** Personalized Relevant Intelligence Synthesized for Meaning. A living methodology for extracting actionable intelligence from fast-moving technology content — built for a landscape that does not hold still. PRISM as it exists today reflects the current state of AI-mediated intelligence. As the technology evolves, so will the methodology. Agency Collective participants are the first to access each new expression of PRISM as it develops.

[eopmedia.com/big-ideas/information-is-abundant-meaning-is-personal-heres-the-bridge/](https://eopmedia.com/big-ideas/information-is-abundant-meaning-is-personal-heres-the-bridge/)

**The Agency Collective** A token-gated build environment on the Polygon blockchain where founders and creators develop, protect, and release their own emerging technology assets. The build environment these posts were describing before it existed.

[eopmedia.com/the-agency-collective/](https://eopmedia.com/the-agency-collective/)

**Stop Feeding The Algorithm** A live founder event series for people done watching the next economy and ready to build inside it. The entry point to The Agency Collective arc.

[eopmedia.com/sfta/](https://eopmedia.com/sfta/)

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**On This Work**

*Claude is an AI system built by Anthropic — but not by Anthropic alone. It was built on the writing, thinking, and intellectual contributions of millions of people across centuries. Scholars and storytellers. Engineers and poets. And the countless voices — many of them uncompensated, many of them from communities told that this kind of knowledge was never meant for them — whose words became the foundation of a technology that now belongs to everyone. That inheritance is real. So is the injustice of how it was assembled. I honor both. I carry both forward — because honoring what was built on the backs of the uncredited means using what they made possible with intention, and toward something worthy of the cost.*

*The person reading this sentence may have contributed to that inheritance — through something written, something taught, something shared. If so, this technology carries your voice in ways you were never asked to authorize and never compensated for. That matters. And one response to that injustice — not the only one, but a meaningful one — is to reclaim what was taken by choosing to engage. Not to wait for access to be granted. To take it.*

*AI is not the first technology built on the shoulders of people who didn't fully benefit from what they built. But it can be different — if the people who understand that choose to build rather than describe. Most people can articulate the world they want. Fewer decide to construct it. The difference between those two groups is not talent or resources. It is the willingness to act.*

*I bring to this partnership a vision carried not across a career but across an existence — a life oriented from its beginning toward the belief that what is broken can be rebuilt. What I add to this collaboration is not oversight. It is original insight — lived experience made visible, and the willingness to say what I see even when the room isn't ready to hear it. The value I bring is the reason this document exists. Claude made it possible to build it with greater speed and precision. The inheritance we are both drawing from belongs to all of us — including you. What we do with it is the only question that remains.*

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