

# Michael Blu and James Kaplan Talk with Fotis Georgiadis

*Michael Blu, Co-founder of LGND. James Kaplan, CEO and Co-Founder of MeetKai.*

GREENWICH, CT, USA, June 8, 2021 /EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well-rounded interview, not only covering cutting edge technologies and corporate directions but also bringing out the personal side of the interviewee.

Setting out to market your company, your product, can be a daunting task. Especially in this 'changed' world. Reaching out to Fotis Georgiadis will get you on the right track to beating out your competitors. Below are two excerpts of recent interviews, part of his strategy. Contact him at the below options to get started right away.



Michael Blu, Co-founder of LGND

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You need to have an audience. Find your superpower. Finish your work. Give to others. Slow Down.”

*Michael Blu, Co-founder of LGND*

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Michael Blu, Co-founder of LGND

What are three “myths” that you would like to dispel about NFTs? Can you explain what you mean?

That they’re going to destroy the planet. There’s a pervasive belief by people who don’t really understand the technology. And maybe that was kind of true in the beginning when people were locked in to using ‘proof of

work' blockchains, those mechanisms require huge amounts of computational power. It's basically a competition on POW to see who can use the most energy to solve a complicated mathematical equation and "win" the transaction to create the block. Proof of stake however, and specifically, delegated proof of stake, which is what the WAX blockchain is, takes a completely different approach. People saw how ridiculous and wasteful that POW consensus mechanism was, so instead of seeing who can use the most brute force power to create the answer to an equation, a proof of stake blockchain just requires people to invest their own assets back into the protocol to help show they have a vested interest in honestly minting new blocks. These blocks do not have to be brute-forced with hardware to solve because it relies on a consensus mechanism that requires validators to invest their own assets back into the system in a way to create a self-checking approval system that can be done on nearly any hardware, it doesn't need to be a specialized power-hungry mining rig—it can be your phone. It's just an approval process that solves the equations easier by having more bespoke assets on-chain to help unlock the solution. You're more so devoting time instead of mass amounts of energy to solve the new blocks. So over time, POS systems can actually become more sustainable. The WAX blockchain is 125,000 more efficient than other POW blockchains. This is sustainable. Artists have been abused enough without being accused of destroying the planet.



James Kaplan, CEO and Co-Founder of MeetKai

[Read the rest of the interview here](#)

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James Kaplan, CEO and Co-Founder of MeetKai

What are your "5 Things I Wish Someone Told Me Before I Started" and why. (Please share a story or example for each.)

Never write an email that is longer than one screen on a cell phone. I can't count the number of times I have sat with high-profile individuals and never seen them scroll to the end of an email before replying (or ignoring it).

Don't undersell your potential. People are tempted to say something like, "If we just capture 1% of the market, we will be huge." Just say, "This is the market, these are the players, and we are going to eat their lunch."

If something isn't working, it doesn't always make sense to fix it. This is especially true for people. If you don't mesh with someone, don't try to force it to work. As an entrepreneur, you want to minimize politics and focus on your business.

Trust your gut, seriously. If something feels off to you at first glance, don't convince yourself that

it's fine. Listen to yourself and trust your common sense.

Always know who is signing the paper on the other side and who you will be talking to if things go south. Whenever you deal with massive entities, make sure you understand who the decision-maker is, and more importantly, who the person is that you will go to if something goes wrong. The last thing you want to be doing is trying to build a relationship with that person before it's too late.

You are a person of great influence. If you could inspire a movement that would bring the most amount of good to the most amount of people, what would that be? You never know what your idea can trigger. ☐

I know this may sound cliché, but never be afraid of being the underdog. Many movements fail to start because people are afraid of being the "David."

Can you please give us your favorite "Life Lesson Quote"? Can you share how that was relevant to you in your life?

"Overpromise, overdeliver even if it is hard." This was shared with me by a startup founder doing extremely ambitious work in hardware. It resonated with me. Sometimes, you have to ignore the advice to underpromise, overdeliver. I think about this very frequently ahead of weeks that look intractable. You have to buckle down, bite the bullet, and make the impossible possible.

[The full interview is available here](#)

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

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