TECH

Building on Farcaster.
A one year tale of serving Farcaster companies

WHAT IS A FARCASTER "COMPANY"?

Anyone trying to make money on Farcaster.
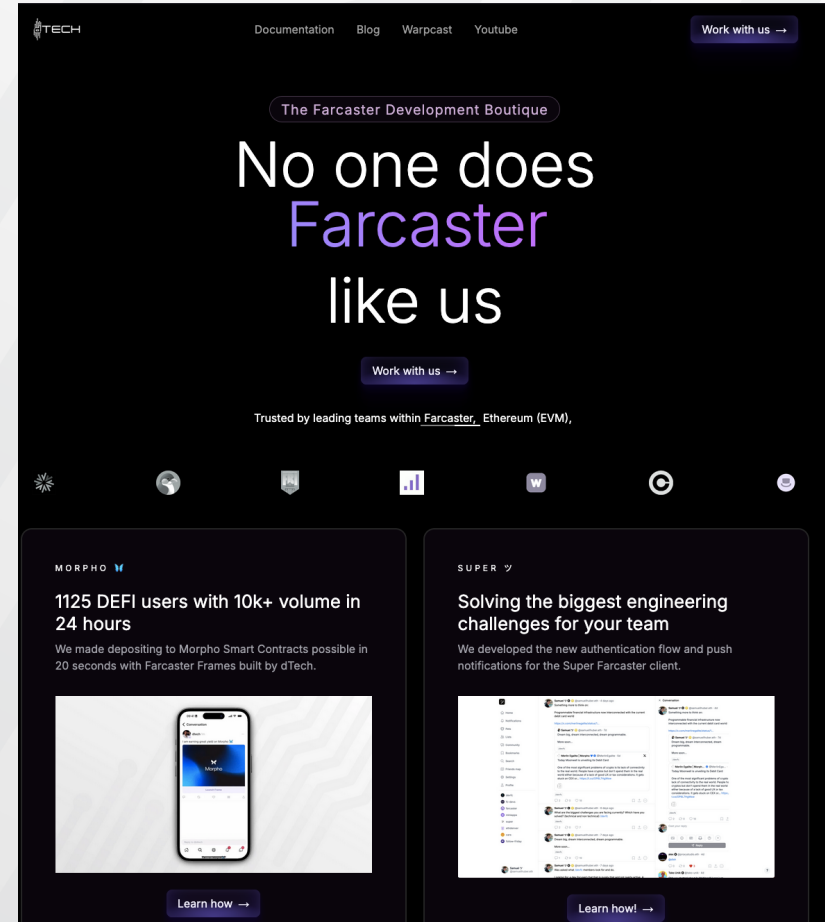 Bootstrapping
  VC backed
  Indie Hacker

And crypto companies wanting users

HOW DO WE SERVE THEM?

- **deliver apps end to end**
- **solve hardest technical challenges**
- **develop growth strategies**
- answer all questions
- provide how to guides & videos
- answer how to grow on Farcaster
- be omnipresent everywhere
- unblock all kinds of issues in DMs
- write documentation
- connect people
- angel invest

ANAKIN! COME TO FARCASTER

Here's the text transcribed:

> YOU ARE MENTALLY UNSTABLE! SEND ME ONE MORE NOTION DOC AND I'LL FORCE CHOKE YOU
> THEN I'LL MAKE YOU LOOK AT FRAMES V1, FRAMES V2, MINI APPS, SNAPCHAIN, REBRANDS,
> CAST ACTIONS, COMPOSER ACTIONS, AIRSTACK API CHANGES, DIRECT CAST API, 3 CHANNEL
> ITERATIONS, CHANNEL APIS.

What it means:

This is a satirical way of saying: "I'm overwhelmed by the number of Notion documents and complex technical tasks I'm being asked to handle." The list of terms (Frames V1/V2, Mini Apps, etc.) likely refers to specific projects, features, or internal tools — possibly in a fast-paced tech startup or product team — and the tone mimics someone hitting their limit.

It's both a joke and a cry for help wrapped in a dramatic *Star Wars* aesthetic. 😅

WE HAVE THE HIGHGROUND ANYWAY

imgflip.com

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HOW DO WE NAVIGATE FARCASTER?

HOW DO WE NAVIGATE FARCASTER?

We know it's early.
We are here because it's fun.
We adapt to changes.
We break patterns.
We are open minded.

Tactics:
- Read FIPs
- Attend DevCalls
- Ask all questions
- Provide feedback
- Collaborate together
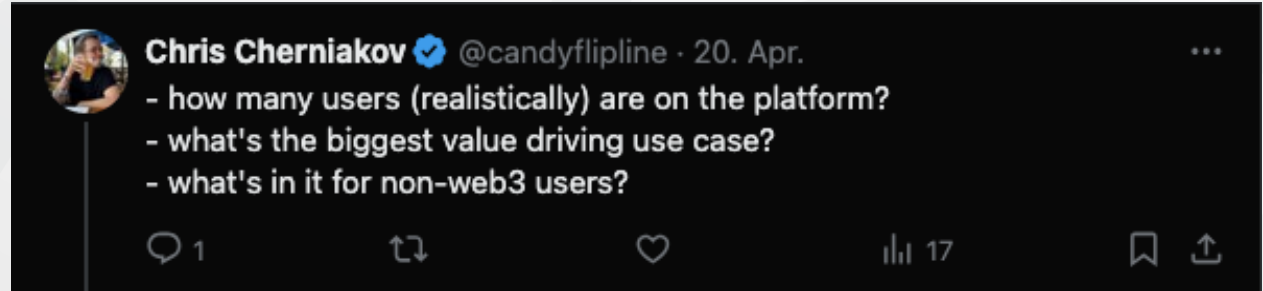- writing dtech.vision/farcaster docs

I STOPPED BELIEVING...

… that users want options. Stupid simple defaults with the option to opt out of the default for the hardcore 1% is it.
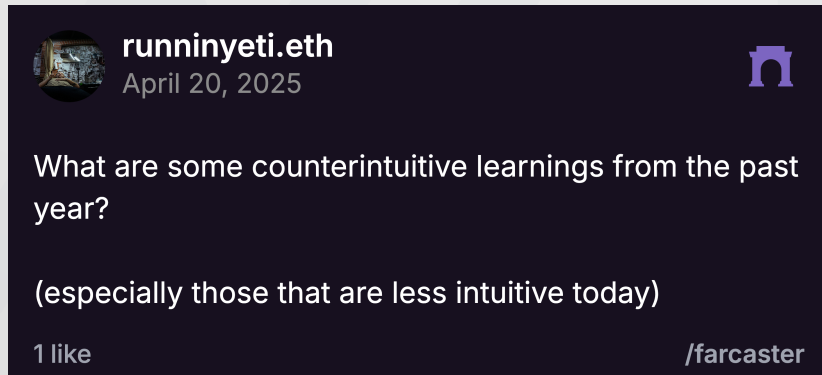
… that people will just figure it out. Hold their hand!

WHAT DID WE LEARN?

The **#1 question** and reason for declining is mostly **expected payoff** based on user size of Farcaster or company budgets. Both are fixed with **more DAU** aka users able to transact/pay.

Chris Cherniakov ✔ @candyflipline · 20. Apr.
- how many users (realistically) are on the platform?
- what's the biggest value driving use case?
- what's in it for non-web3 users?
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The **#1 learning** is no one knows Farcaster. Not even the core team and that's fine. We are figuring it out live.

Technically most developers are new and playing around. There are very little expert or hardcore skilled teams on Farcaster compared to total # devs.

runninyeti.eth
April 20, 2025

What are some counterintuitive learnings from the past year?

(especially those that are less intuitive today)

1 like   /farcaster

Most counterintuitive is that Farcaster being open, permissionless and so new means there's no beaten path and little copy cat play to do.

I BELIEVE

… communication is THE tool with most leverage.

… an open protocol is best to build on, but only if expected value is high enough. Most people won't run Hubs! Though big players will.

… show don't tell is even more important on Farcaster.

WHAT WORKS SELLING FARCASTER

Access to end user funds (via crypto)

Open data for personalization

Being able to be where your user is everyone loves! (Mini Apps, DC, Feed, ...)

Businesses (even outside web3) love the idea of Farcaster being programmable credibly neutral social!

COME TO FARCASTER

UNDERUTILIZED TOOLS/APIS

innovate at the leading edge of social experiences embedding financial rails via blockchain technology

- askgina for everything!

- Mini Apps for marketing funnels

- Neynar Webhooks for Automations

- Direct Message APIs (agents, bots, etc)

- indexing.co Farcaster → your DB to create full blown AI analytics

- Mini App context for hyper personalization based on the actual user

- mbd.xyz – look alike audiences & semantic search + recommendations based on token holdings

yes dtech.vision has built with all of these APIs.

Happy to do it for you anytime!

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Building on Farcaster.

→ build mini apps.