

WEB3 TALENT SURVEY

what motivates and drives vision
of the most passionate talent caste

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For more details, please check the raw data: intropia.notion.site

INTRODUCTION

A intropia is a next-gen talent platform that seeks to revolutionize the way professionals learn, network, and discover opportunities in Web3 and beyond. Our success is tied to the success of the Web3 community, as we are **the first professional network centered around introductions** and utilizing a community-powered recruitment approach.

B With the rise of Web3, we wanted to explore the attitudes and preferences of professionals actively seeking projects in the space. To this end, we conducted a survey to uncover the portrait of Web3 Contributor – **their experience and skill set, what they look for when joining a project, and their vision for the future.**

C The following research provides **founders, operators and investors** with deeper insights into the Web3 workforce, enabling them to better understand and work with Web3 talent according to their expectations and real-life profile.

METHODOLOGY

D *intropia* recently conducted a talent survey, lasting **from mid-summer to the end of 2022 (Q3-Q4)**. The survey was designed with open-ended questions that tested Web3 understanding and expertise, filtering out more than 4400 responses after screening.

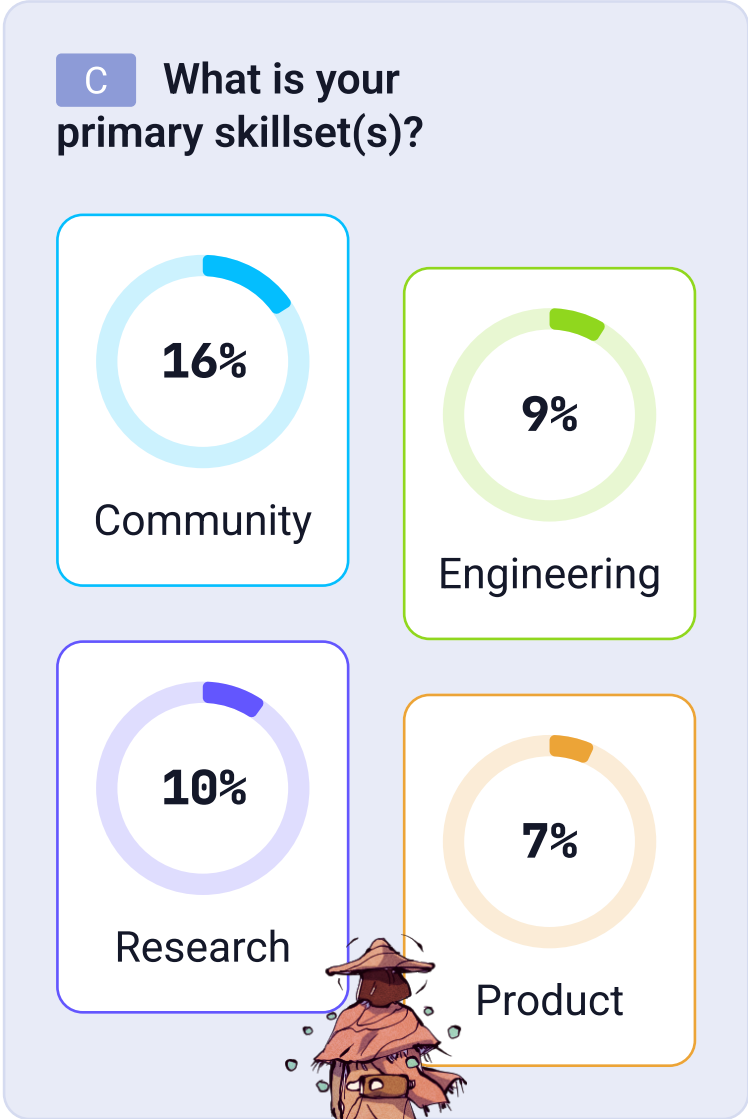
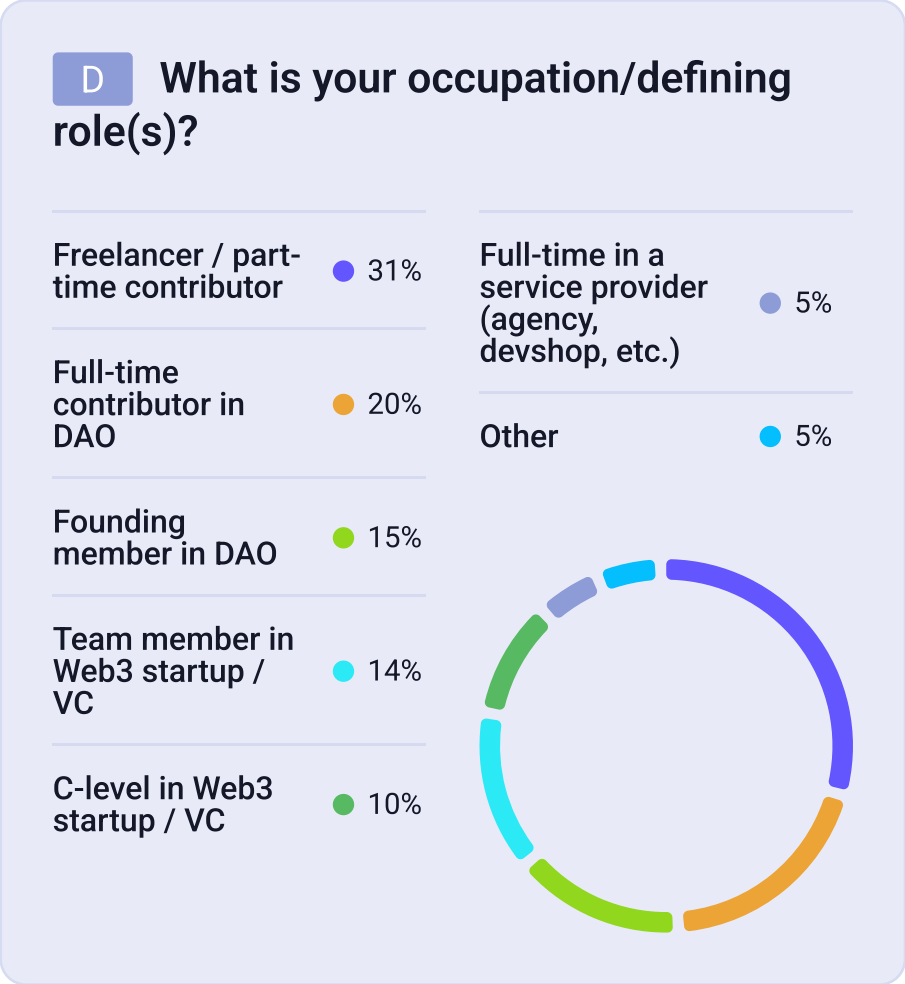
E We shared the survey through our talent community and partner platforms, such as Zerion and DAOHQ, as well as private contributor social media groups. Out of the 6,000+ respondents, we identified 1,500+ Web3 talents for data analysis and recruitment.



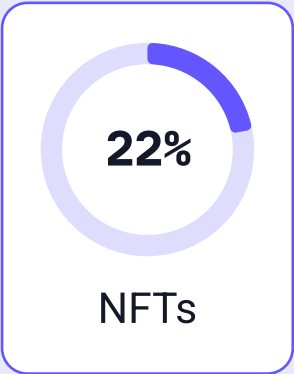
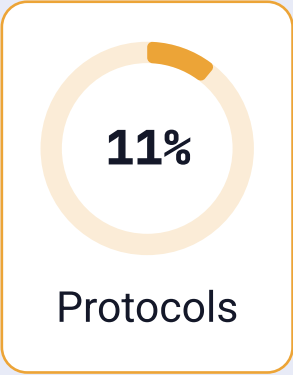
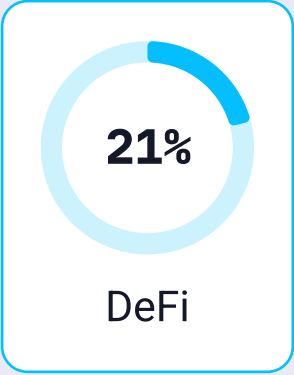
PART 1. WEB3 TALENT PORTRAIT IN A NUTSHELL

A Meet the “typical” Web3 Contributor — they're quirky, diverse, and eager to share their knowledge. The typical Web3 resident is usually between **25-44 years** old and has **5+ years of total work experience**. They come from all sorts of backgrounds, with no single specialization prevailing. Many are freelancers or part-time contributors (**25%**), full-time employees and contributors (**35%**), or founding members of their own projects (**27%**).

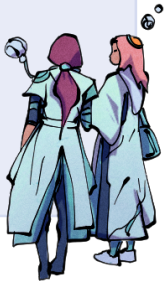
B Professionals are flocking to the Web3 industry, with most changing jobs **through referrals from their contact network** or communities rather than job boards or LinkedIn outreach. This points to the utility of community-powered recruiting platforms, such as intropia and others.



E Compared to the traditional marketplace, Web3 participants assume **multiple roles and responsibilities**, including employee, contributor, investor, and trader. On top of that, **they spend as much time researching as they do working** — with contributors clocking in 10 hours a day on average! What's more, mission-driven talents make up the bulk of Web3 specialists. For these individuals, **brand mission and challenges precede other aspects of the company**.



C What sub-industries are you most interested in?



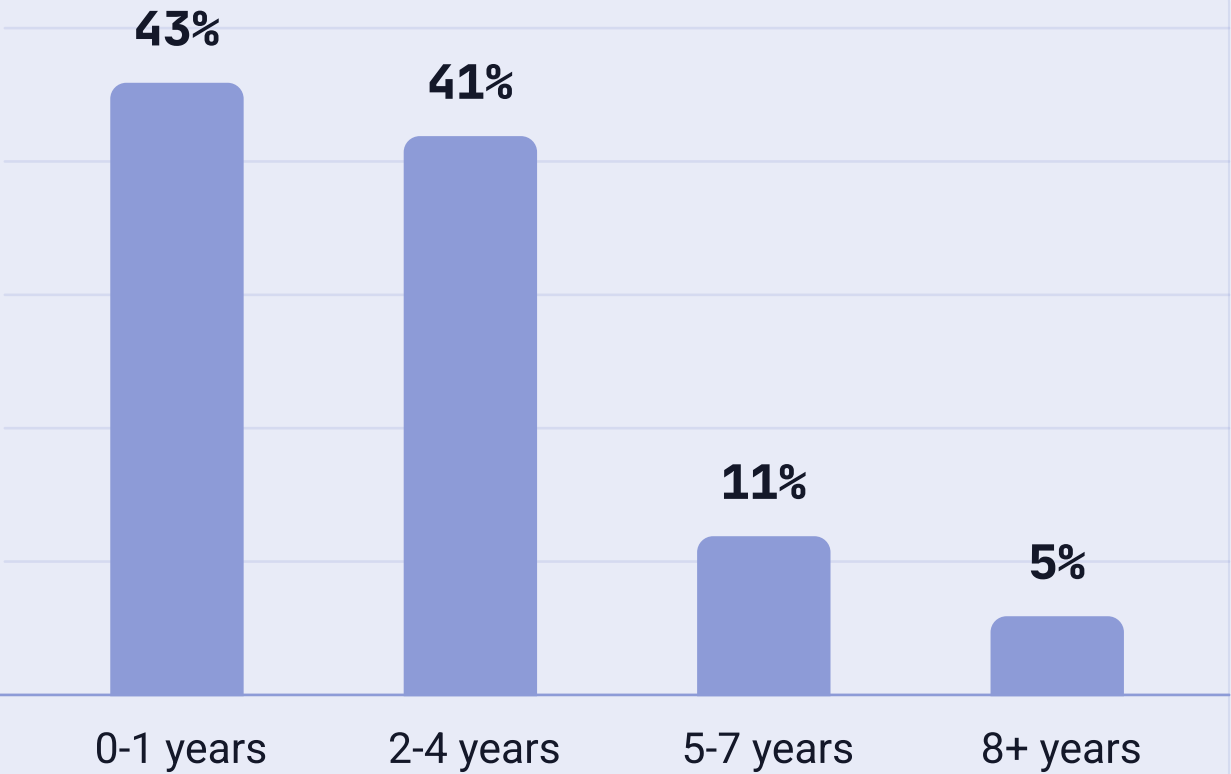
A Education-wise, most have a Bachelor's degree (36%), followed by a Master's degree (19%) and Ph.D./Doctorate (24%). Most also spend 8-32 hours per week on self-education about crypto/Web3 topics, with articles/papers, masterclasses/courses, and YouTube being their top sources for **gaining in-depth knowledge**. Twitter, Discord, and Telegram are the go-to places for **staying up-to-date** on the latest developments in the space.

B Finally, an overwhelming majority show interest in **teaching and mentoring others** (75%) and would be enthusiastic about having a **Web3 profile to showcase their skills** and expertise within the community (58% definitely try). So if you're looking for quirkiness combined with ambition, look no further than the Web3 community.



D most respondents spent 8-32 hours per week on Web3 research and self-education

E How many years of Web3 work experience do you have?



PART 1. THE DATA

A How old are you?

Over 50% of the respondents were aged 25-36, and 37-44 year olds made up the same proportion as those aged 22-25.

B What is your primary skill set(s)?

Web3 professionals are diverse in skill sets, with no one skill prevailing. The largest group of respondents is working in the "Community" category (16% of responders), stressing the importance of an encouraging and collective environment.

C What is your occupation/defining role(s)?

25%+ of Web3 respondents are freelancers/part-time contributors and 35%+ are full-time contributors in a DAO or founding members of one, demonstrating the appeal of Web3 for independent professionals and the importance of decentralized organizations.

D How many years of work experience do you have?

The majority of Web3 respondents have 5-10 years' work experience, indicating that the Web3 space is attractive to professionals with a good foundation of experience.

E How many years of Web3 work experience do you have?

43% of respondents have less than one year's Web3 experience, and almost 41% have one to four years' experience, indicating a mix of professionals from different backgrounds in the Web3 space.

F How did you start working in crypto?

Web3 provides a platform for individuals to realize their ideas, with 27% coming in through their own projects. It is also an inviting space, with 22% of professionals entering as referrals from friends and 18% starting out by contributing to OS/DAO's.

G Where are you working from?

Over 50% of Web3 respondents are working remotely from home, while being pretty distributed around the globe.

H What's your highest level of education?

36% of respondents have a Bachelor's degree, 24% have a PhD/Doctorate and 19% hold a Master's degree. 9.68% said they had an advanced degree.

I How many hours do you spend per week on Web3 research & self-education?

Most respondents spend 8-32 hours per week on Web3 research and self-education.

J What are your main sources of in-depth knowledge about crypto/Web3?

Most respondents obtain knowledge about crypto/Web3 from articles and papers (24.44%), masterclasses and courses (15.91%), and YouTube (22.41%).

K What are your main sources of up-to-date actual information about crypto/Web3?

Most respondents stay up-to-date on crypto/Web3 information through Twitter (47%), Discord (20%), and Telegram (19%).

L Would you like to teach/mentor others?

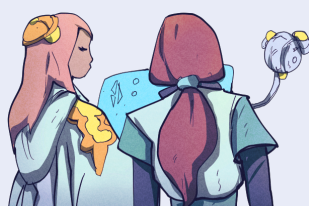
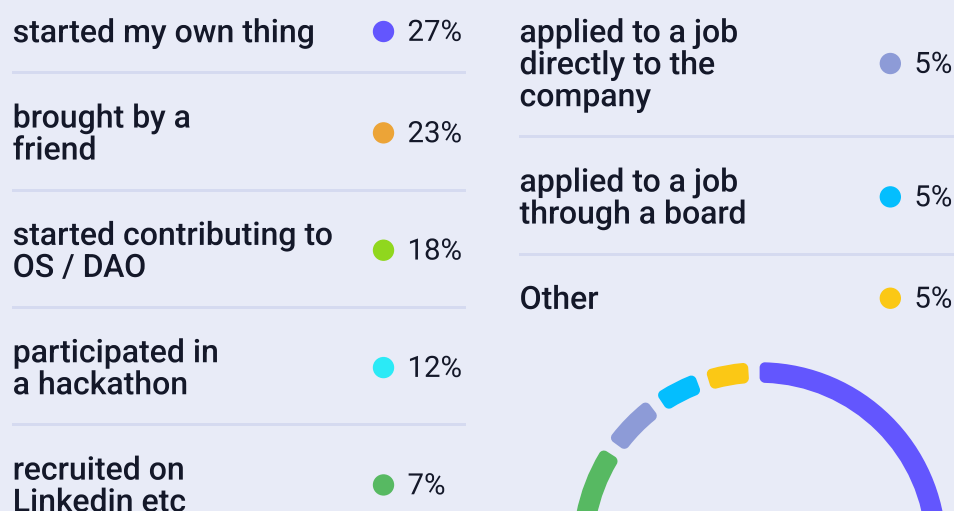
A majority of respondents (75%) are interested in teaching and mentoring others on crypto/Web3 topics.

M Would you like to have your Web3 profile?

A majority of respondents (58%) say they would definitely try a Web3 profile and 12% say it would be "dope". This indicates that there is interest in having a way to showcase skills and expertise within the Web3 community.

PART 2. WHAT CONTRIBUTORS ARE LOOKING FOR IN WEB3 PROJECTS?

A How did you start working in crypto?



B It turns out that **DAPPs and L1-L2s are the most popular types** of projects among Web3 talent. What about service businesses? Well, **over 13%** of Web3 experts are involved in them.

C Now, the burning question is how many hours do these Web3 professionals work? And the answer is that some of them are clearly overworking, with **over 18% working more than 48 hours per week**.

D Here's a fun fact for you. **More than 80% of Web3 professionals work on more than one project.**

This becomes a standard in Web3, and project operators should accept and embrace it. And speaking of that, the **top interests of Web3 contributors** are DeFi, NFTs, and L1-L2, with DeFi being the most popular.

E **Over 25%** of respondents have worked with the **Ethereum** ecosystem in the past, and nearly **24%** have worked with **L2s**. This shows the growing importance of layer 2 solutions in the Web3 space. And when it comes to **how Web3 professionals prefer to work**, they're divided equitably between freelancing, working on one project, or contributing to several of them.

F How do you prefer to work?



A What about their career aspirations, you ask? The **majority of Web3 professionals** are either looking for a full-time position or seeking to join a DAO as a contributor, indicating an active pursuit of new career opportunities. They're like bees looking for a new hive. High salary, promising niches, and equity are the **top priorities when selecting projects**, with a focus on innovative work over people. Sorry, people, but innovation wins every time.

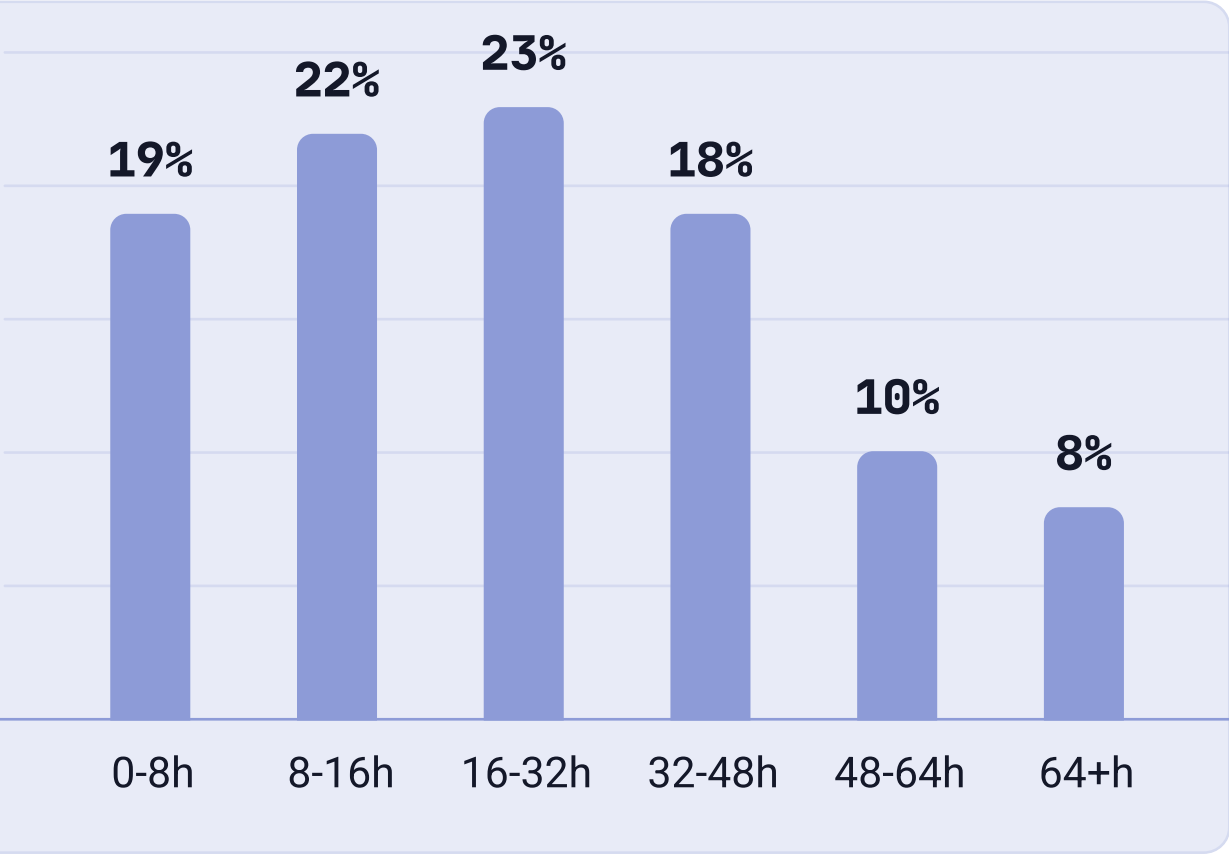
B Web3 is like a club, with **smart, like-minded individuals** who are **working towards a common goal**. It's exciting and challenging, with the potential to make a huge impact on society. However, Web3 **professionals are annoyed** by hype and scam projects. FOMO & FUD are also a concern, as well as slow adoption. It's like a party, but with gate-crashers and a dj jumping from drum'n'bass to the Mozart's Requiem.



C **57.67% of respondents rated their enjoyment of working with 10 out of 10 points, indicating a very high level of engagement among the Web3 workforce**

D So, what's next for Web3 professionals? **Ethereum** and **L2s** are the top ecosystems that Web3 professionals are planning to work with in the next year. **DeFi** is considered the most promising niche in the next 1-2 years, with **SocialFi** and **GameFi** also worth noting. As for a specific projects that Web3 contributors would definitely join, the data shows that a brand is very important and the majority of votes went to the established projects, such as Arbitrum, CyberConnect, and Aptos.

E How many hours do you work per week in Web3? (excluding Web3 research & self-education)



PART 2. THE DATA

A What kind of project(s) are you representing?

The dataset reveals that "DAPPs" and "L1s" are the most popular projects among Web3 builders, each at around 17%. Over 13% work in "Service business."

B How many hours do you work per week on Web3 projects? (excluding Web3 research & self-education)

Web3 is a new and exciting field that many professionals are still exploring. That's why most of our respondents work part-time, with more than 80% working between 0 and 48 hours.

C How many projects are you involved in for more than 2 hours a week?

Most Web3 professionals work for more than just one project. This suggests that many Web3 talents prefer to contribute to the projects they like and often have a side-hustle.

D What sub-industries are you most interested in?

Our fifth dataset shows that "DeFi" is the top interest, with over 20% of respondents. "NFTs" and "L1-L2" are also essential, with nearly 20% each.

E What ecosystem(s) have you worked with?

Our sixth dataset shows that over 25% of respondents have worked with Ethereum in the past, and nearly 24% have worked with L2s. This reflects the growing importance of layer 2 solutions in the Web3 space.

F Do you prefer to remain anonymous or reveal your IRL identity when working in crypto?

Over 48% prefer to remain anonymous, indicating that privacy is essential to a significant portion of the Web3 community.

G What ecosystems are you going to work with in the next year?

Ethereum is on top again, with over 28%, indicating its continued dominance in the Web3 space. L2s are also a focus with nearly 26%, showing the continued importance of these solutions in the Web3 ecosystem.

H In your opinion, what Web3 niches are the most promising in the next 1-2 years?

"DeFi" leads the way with almost 16%, indicating its current popularity and potential for growth. "SocialFi" and "GameFi" are also worth noting.

I What are some things you look for in a project that entice you to work with them?

Web3 professionals prioritize high salary, promising niches, and equity over teams when selecting projects, suggesting a focus on innovative work over people.

J What are some things you like about working in Web3?

Web3's appeal lies in its community of smart, like-minded individuals (20%), mind-blowing tech and exciting challenges (17%), and potential impact on society (16%), highlighting the industry's innovative and forward-thinking nature.

K What do you hate most about working in Web3?

Web3 professionals are annoyed by hype and scam projects. About 16% worry about constant FOMO & FUD, while 12% are stressed about slow adoption.

L How much do you love working in Web3?

57.67% of respondents rated their enjoyment of working with 10 out of 10 points, indicating a very high level of engagement among the Web3 workforce.

PART 3. PAYMENT & INVESTMENT PREFERENCES

A We asked how Web3 contributors normally receive payments. To our surprise, **60%** of respondents said they receive payments in **native tokens**, and **21%** receive payments **only in stablecoins**. It seems that these folks are more than willing to embrace the crypto in their daily lives.

B We were also curious to know **when they started investing in crypto**, and **59%** of respondents said they started investing or holding crypto after starting work in the space, while **40% had prior investment experience**. So, it looks like a lot of them got hooked on the blockchain bug after joining the industry. As for their investment preferences, **47%** of respondents have tried **CEX/DEX trading**, while **20%** and **17%** have invested in **holding** and **staking**, respectively. It's clear that these folks have diverse investment strategies and are open to various activities within the crypto space.

C Finally, we asked if Web3 contributors invest in any **early-stage ventures**, and **almost half** of the respondents had considered investing but hadn't started yet. **16%** invest from **time to time**, **14%** are **active angels**, and **12%** **have tried** a couple of times. It seems like they're not just looking to make a quick buck, but they're also interested in supporting new and innovative ideas.



PART 3. THE DATA

A What do you feel is missing from your current knowledge/skill set?

Community building, technical knowledge, accumulated experience, and data analysis are among the most important skills required for Web3 contributors to effectively research and develop projects.

B How do you normally receive payments?

60% of respondents receive payments in native tokens, and 21% receive payments in stable coins. This indicates that the survey respondents actively participate in the cryptocurrency economy and are open to receiving digital asset payments.

C Did you begin investing in cryptocurrency before starting to work in the space?

59% of respondents started investing or holding crypto after starting work in the space, while 40% had prior investment experience. This indicates that many survey respondents have a keen interest and knowledge of the blockchain industry.

D Do you have money invested in any of these activities?

47% of respondents have tried CEX/DEX trading, while 20% and 17% have invested in holding and staking, respectively. This indicates that the survey respondents have diverse investment strategies and are open to various activities within the crypto space.

E Do you invest in any of these kinds of early-stage ventures?

Almost half of the respondents had considered investing in early-stage ventures but hadn't started yet. 16% invest from time to time, 14% are active angels, and 12% have tried a couple of times.


F Share with us your favorite Web3 communities, if any


Respondents were presented with over 100 options, and a significant number of the responses were related to DAOs. For a detailed answer, please check out the survey's raw data by clicking on the link at the end of this report.

G What's your average monthly Web3 income for the last 6 months?

The average monthly income among Web3 talent is \$6,000. Almost half of the respondents reported earning more than \$3,000 per month, while 10 percent earn over \$10,000 a month. Some respondents earn as low as \$1,000 per month, but on average, the majority earn between \$3,000 and \$8,000.

SUMMARY





@intropia

CONTRIBUTOR PORTRAIT

Mission-driven, intelligent, self-sovereign

age

29 years old

location

remote

work experience

7 years

Web3 experience

3 years

favorite ecosystem

Ethereum

favorite verticals

L2s, DeFi, NFT

bullish on

DeFi, SSI, Web3 Social

involved in

2-3 projects

"Web3 hobbies"

trading & investing

loves about Web3

people, challenges, impact

- A

If you're looking to hire Web3 professionals, you need to know what you're getting into. These folks are a diverse bunch, with backgrounds that range from coding wizards to crypto traders. So, let us give you the lowdown on what to expect.
- B

First things first, Web3 professionals are all about introductions. That's how they get their next gig, so make sure you're doing your homework and asking around. These people know each other, and word of mouth is king – if you want the best of the best, you need to tap into their network.
- C

Next up, Web3 professionals are masters of multitasking. They might have a day job, but they're also contributing to projects, investing in tokens, and trading on the side. So, don't be surprised if they're wearing multiple hats. And let's not forget, they're always learning. Many have a Bachelor's degree, but they're constantly educating themselves through every channel possible. From Twitter to YouTube, these people are always soaking up new knowledge.

A When it comes to choosing a project, Web3 contributors are looking for something that pays well, has promising potential, and offers equity. They're not just in it for the paycheck, they want to work on something that's innovative and exciting. And speaking of exciting, Ethereum and L2s are where it's at right now. These are the ecosystems that Web3 professionals want to work with. But, let's not forget about DeFi – it's the most promising niche in the next 1-2 years, with SocialFi and GameFi also on the rise.

B Finally, let's talk payment options. Web3 contributors prefer to receive payments in native tokens, stable coins, and, lastly, fiat. Just make sure you're offering a fair salary and benefits package.

C So, there you have it. Web3 professionals are moving the industry forward, and they're always looking for the next big thing. Just remember to tap into their professional network, offer them a promising project, and pay them fairly.

For more details, please check the raw data: intropia.notion.site

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Founder & CEO

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