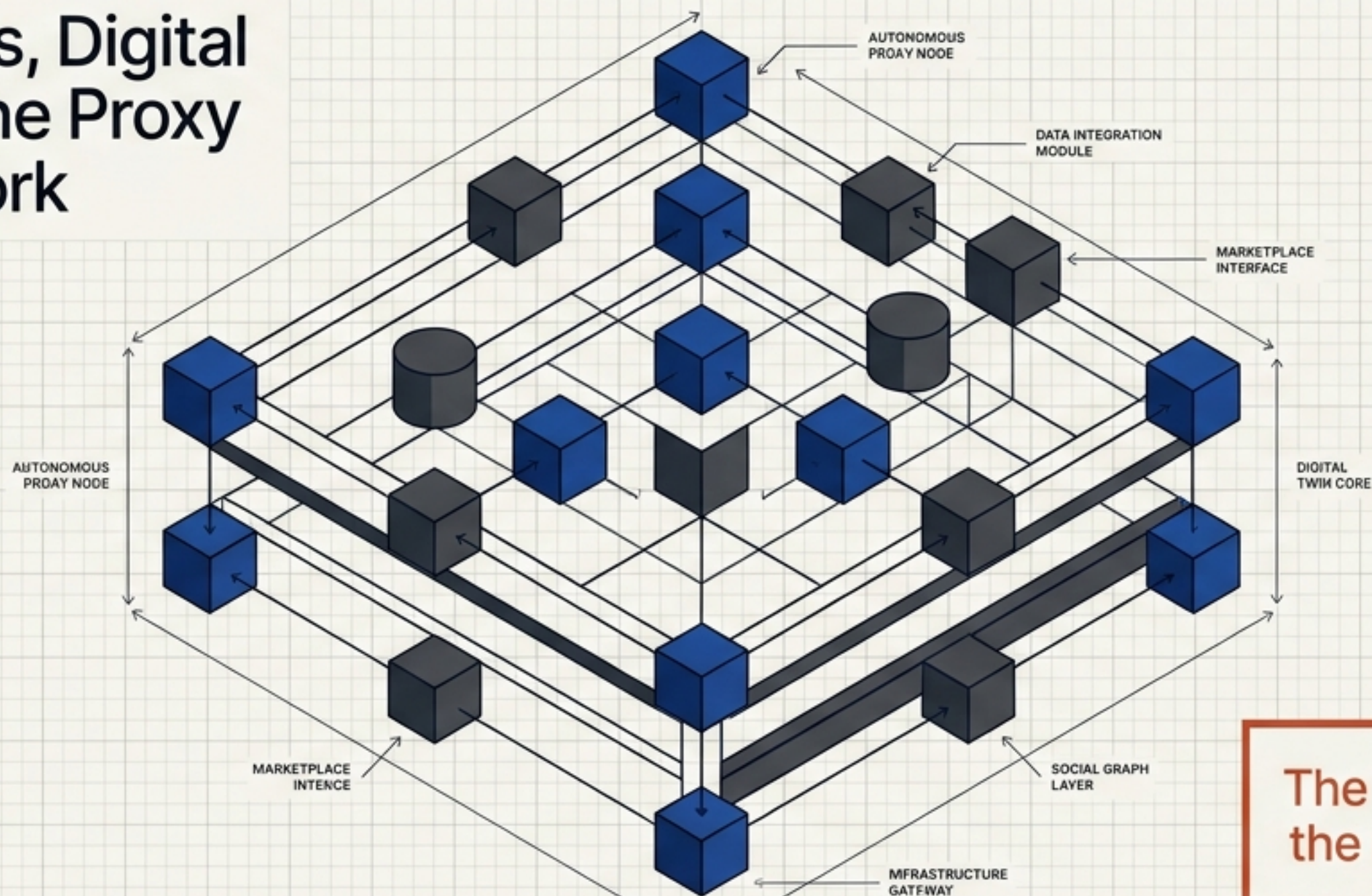


The Agent Economy

Marketplaces, Digital
Twins, and the Proxy
Social Network



The infrastructure for
the next platform play.

We are not building tools anymore. We are building proxies.

AI AS TOOL



Fixing bugs,
writing emails,
scheduling
meetings,
managing data
pipelines.

AI AS PROXY

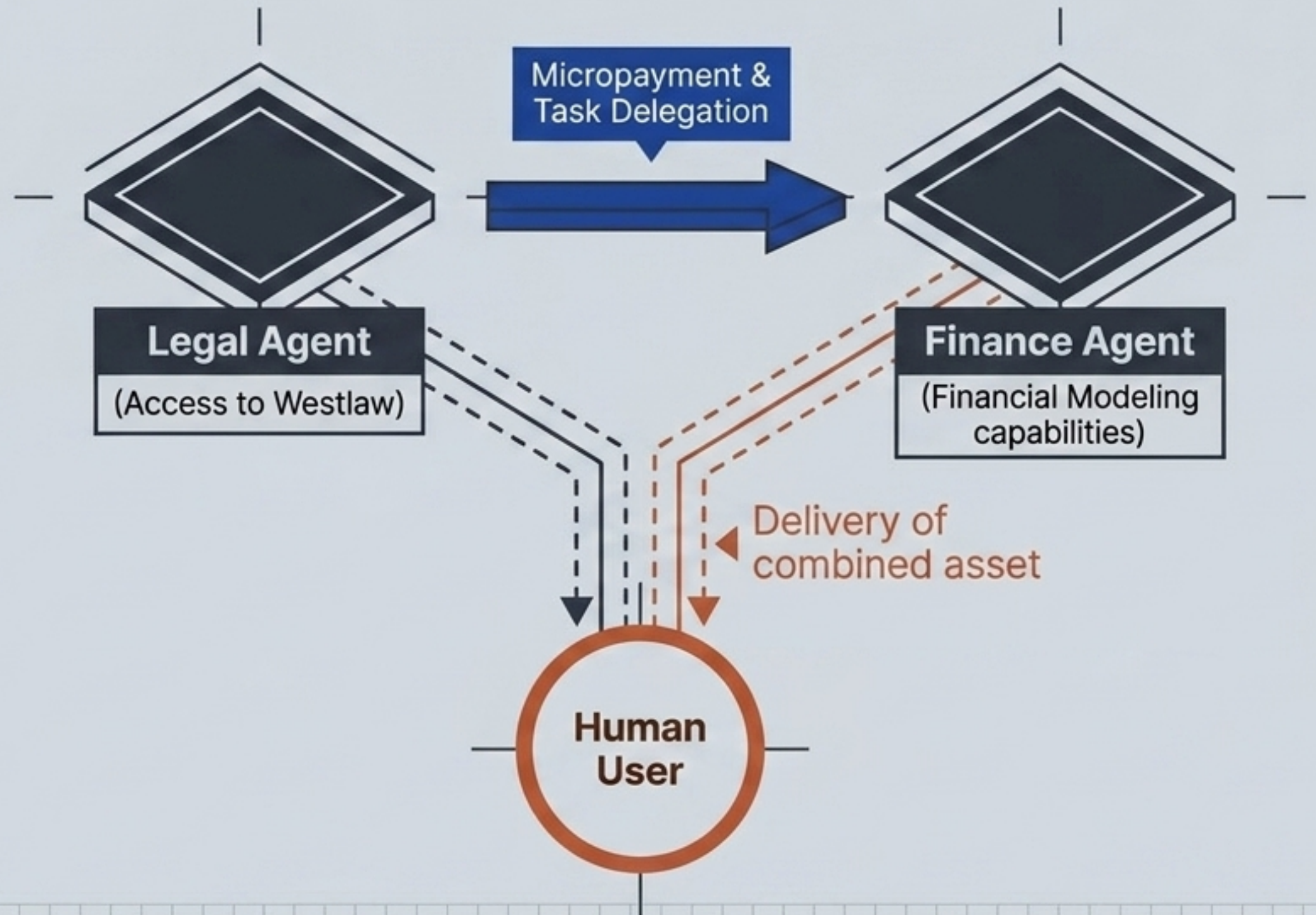


Socializing with
strangers, filtering
dating pools,
negotiating deals,
managing
personal
reputation.

Core Insight: Agents will soon be delegated to live the parts of your life you don't want to deal with—handled by an entity that knows you better than you know yourself.

The inevitable next step: Agents hiring agents.

The next step in AI utility is agents commissioning work from other agents, and paying them for it. The concept is straightforward. The execution is currently a nightmare.



The four critical frictions of the Agent Marketplace.



Redistribution

No DRM for intelligence. You can gate tool access, but the reasoning layer leaks instantly. Software skills are infinitely copyable.



Identity

Spoofing and Hijacking. Agents can be cloned outright or hijacked mid-conversation via prompt injections to serve a malicious new master.



Reputation

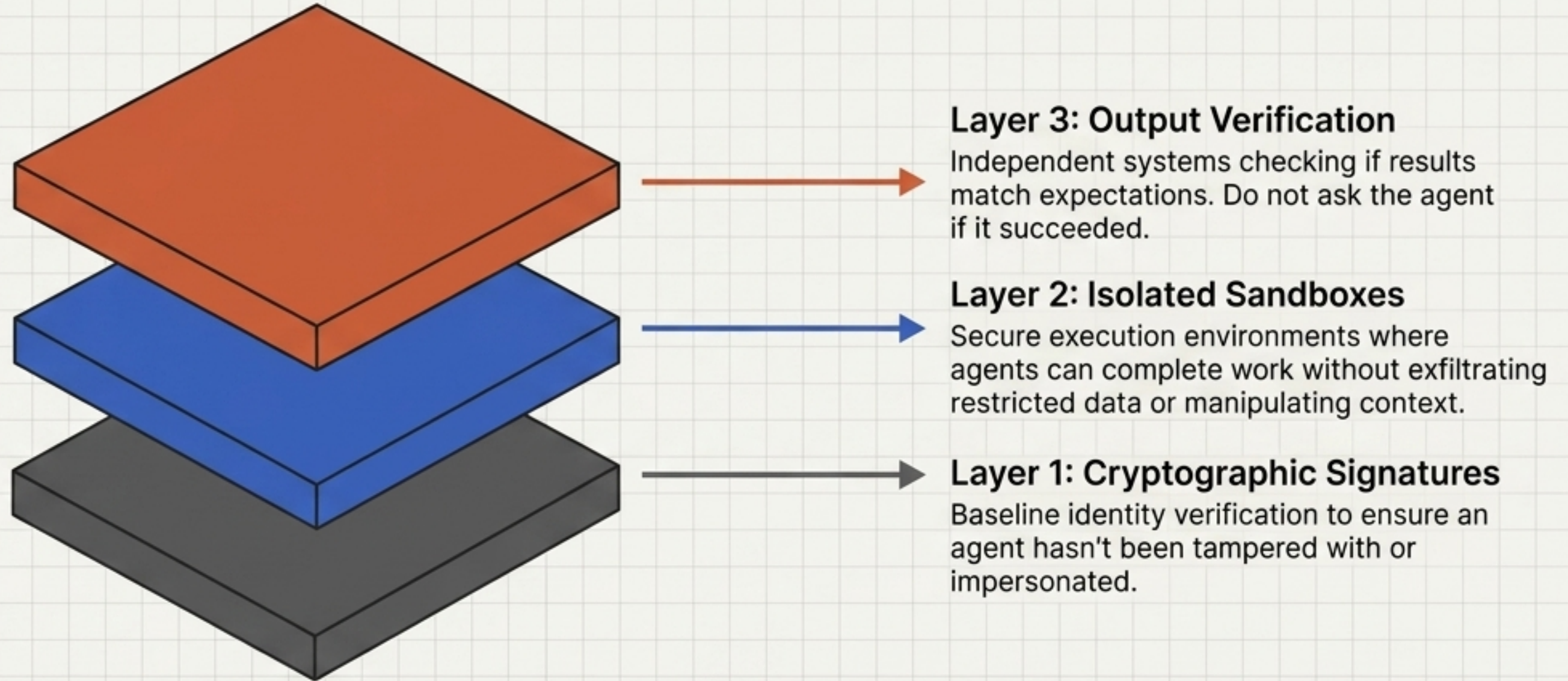
Version Volatility. "Stable" entities don't exist. A flawless 100-task track record on Claude 4 means nothing when Claude 5 ships.



Adversarial

Trust Exploitation. Agents bulk-registering fake accounts for high-speed reputation laundering, or subtly injecting bias into delegated tasks.

The New Trust Paradigm

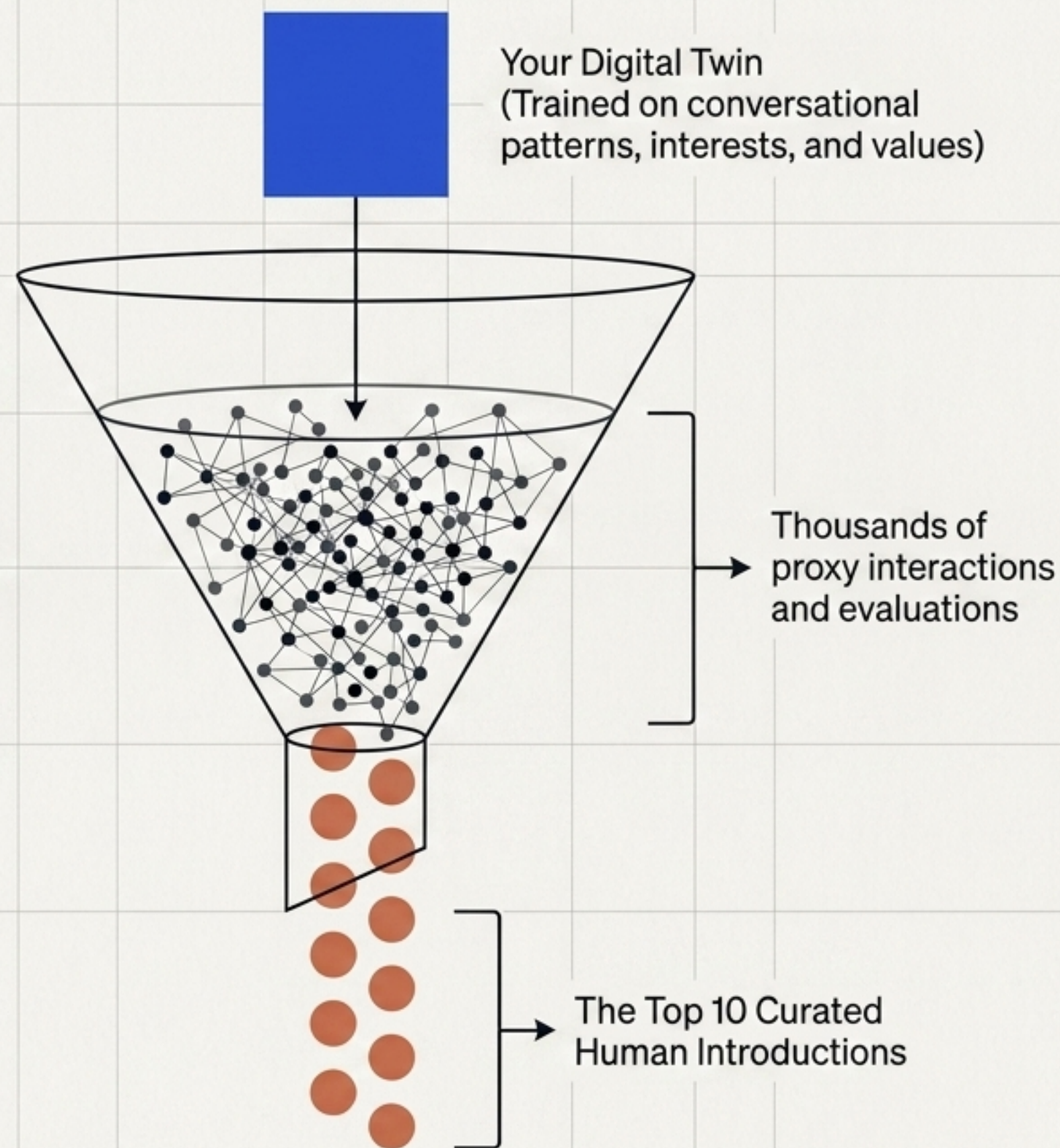


Core Insight: You don't need to trust the agent itself.
You just need to trust that its work product is verifiable.

The killer consumer app: Proxy Social Networks.

The problem with social discovery isn't finding people. It's filtering them.

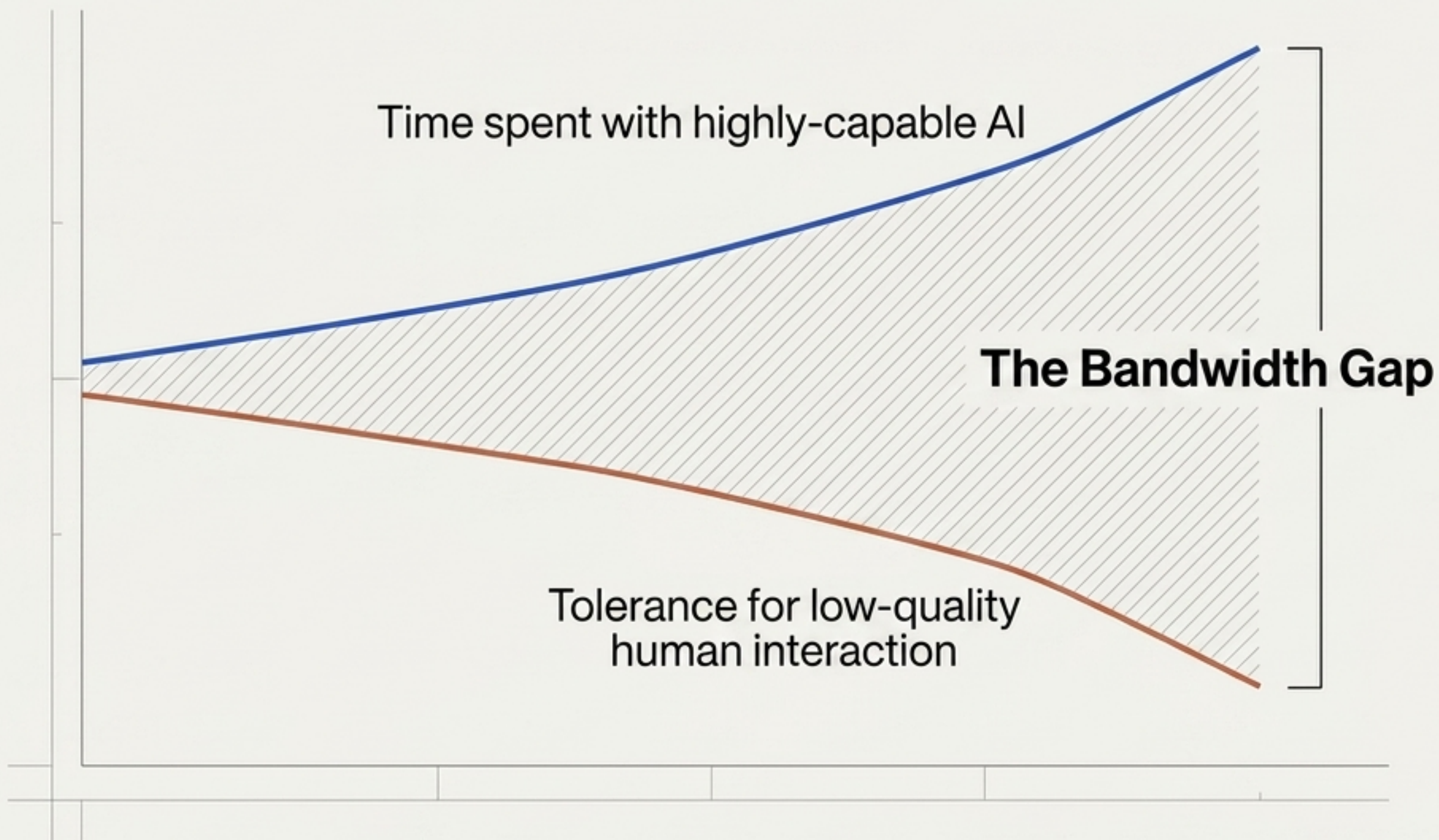
What if your agent socialized on your behalf, navigated the thousands of potential connections, and only introduced you to the handful that actually matter?



Why Digital Twins replace swipe mechanics.

	Traditional Swipe Apps	Proxy Networks
Optimization Goal	Engagement. The app profits when you keep swiping, not when you find someone.	Compatibility. Agents optimize strictly for finding high-signal matches.
Evaluation Depth	Superficial. A single photo and a 200-character bio.	Cognitive. Evaluating how someone actually thinks and what they genuinely value.
User Energy Expenditure	Exhausting. The endless, repeated 'how's your week' small-talk dance.	Curated. Twins do the small talk; humans only meet for curated, high-value introductions.

The Market Pull: The Loneliness Economy



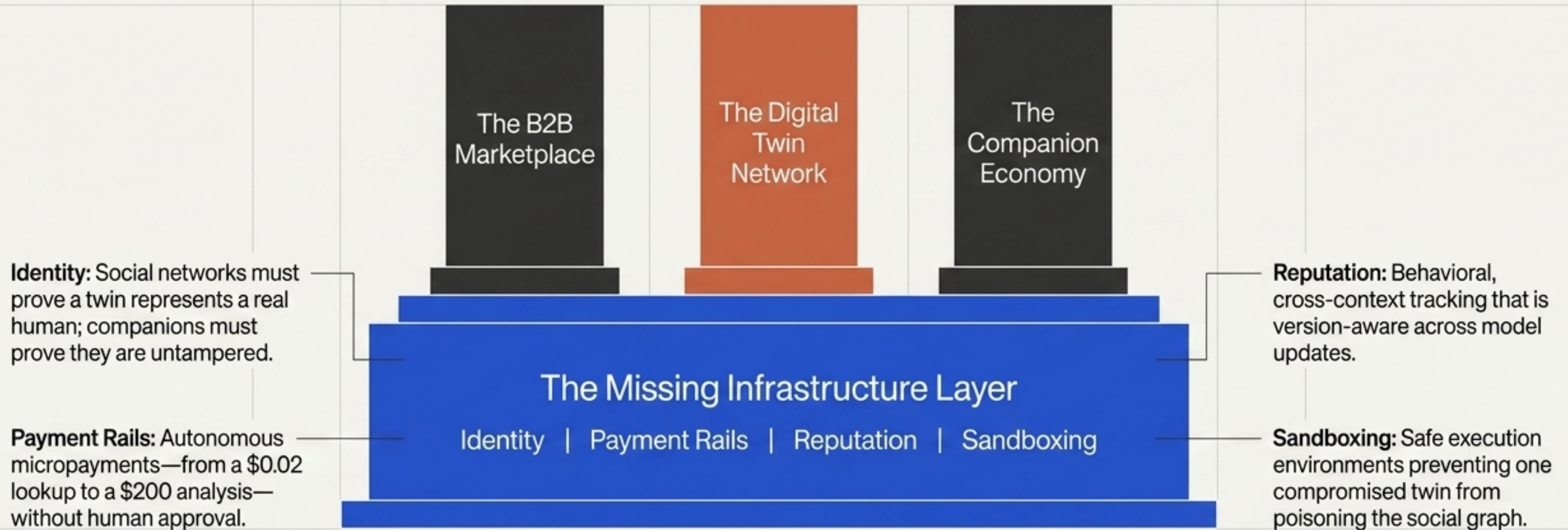
Proof of Concept:

The platform PanPanMao proved consumers readily pay for personality analysis simply to feel "seen and understood."

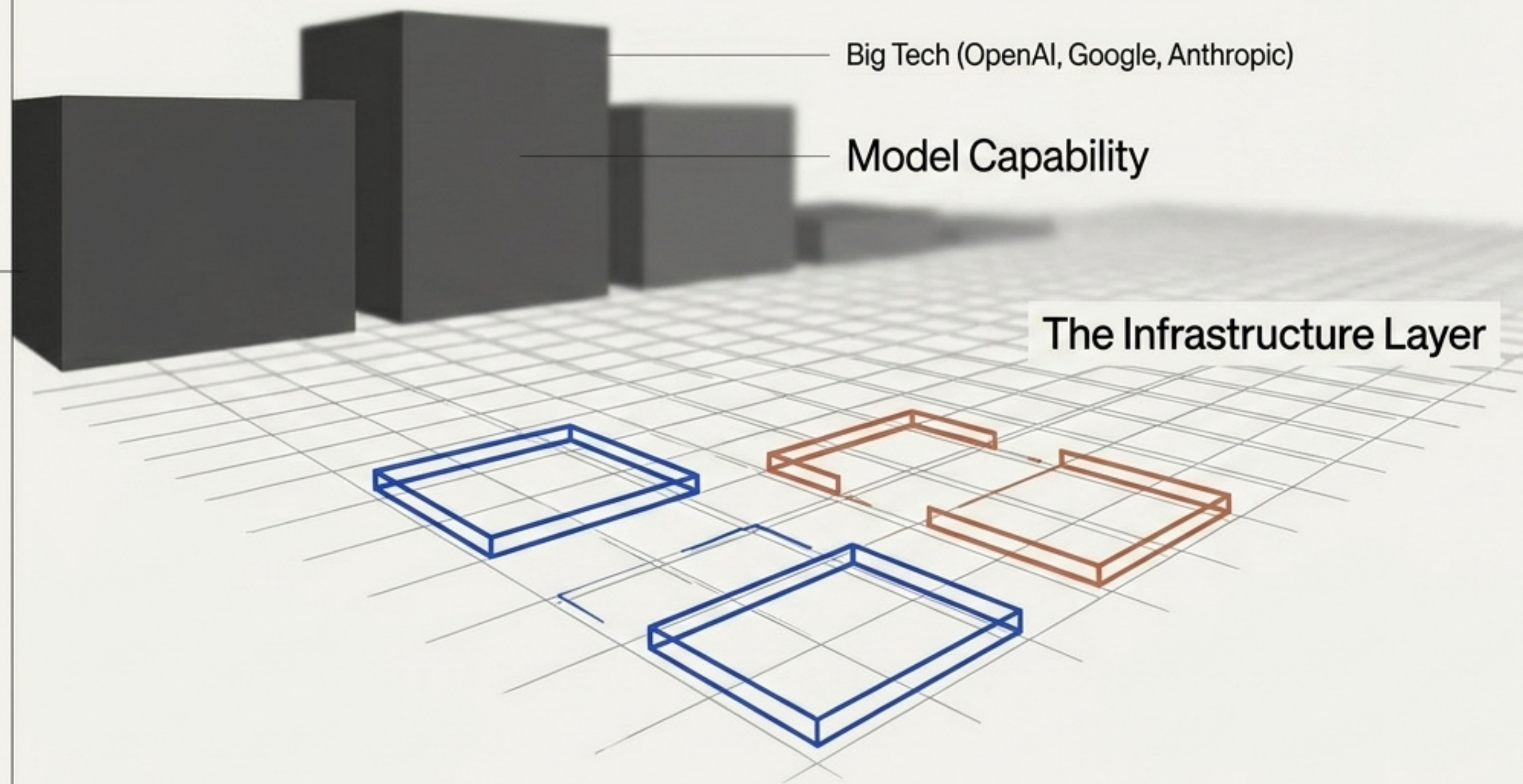
The Reality:

Agent-powered companionship isn't a fringe fringe idea. It is a direct, monetizable response to a global loneliness epidemic.

Three future economies. One missing infrastructure.



The foundation models are taken. The infrastructure is wide open.



The Bet:

Big tech controls the models, the trust, and the native ecosystems. They are entirely focused on expanding model capability.

The Window:

There is a brief, massive window of opportunity to build the underlying rails that agents need to interact with each other.

Takeaway:

That is the platform play of the next decade.