



Founder Interview Series

The Farm Keeper, The Farm: AI agents and Hyperliquid

Dec 19, 2024

Min Jung | Research Analyst

minjung@prestolabs.io

10 Questions

1. Who are you, and can you briefly introduce The Farm?
2. What motivated you to create this project?
3. Which area of crypto interests you the most, and what is your favorite crypto project?
4. Favorite game?
5. What are your thoughts on AI agents (or AI in crypto in general), and how do you think they will evolve?
6. Why did you choose to build on Hyperliquid?
7. What has your experience been like building on Hyperliquid and engaging with its community?
8. How are you fostering a strong community for The Farm?
9. What are the short-term and long-term goals for The Farm?
10. Any alpha or final thoughts you'd like to share?

Presto Research



The Farm is the most anticipated project on Hyperliquid, having launched just a week ago. With a market cap surpassing \$40M+ within a day, Crypto Twitter has been buzzing with curiosity about the project. We were fortunate to sit down with The Farm's founder, The Farm Keeper, to learn more about the exciting journey ahead.

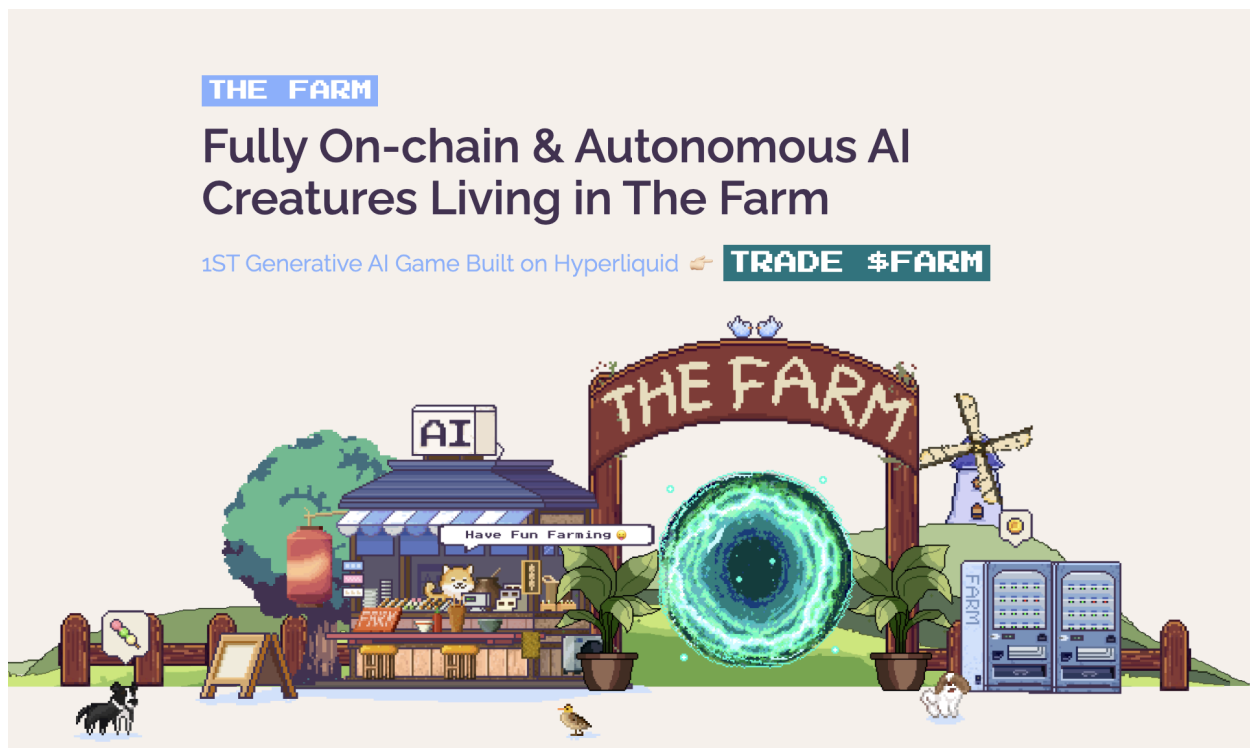
1. Who are you, and can you briefly introduce The Farm?

I'm known as The Farm Keeper, from the core team of The Farm (<https://x.com/thefarmdotfun>).

We are the first GenAI AI Agent game on Hyperliquid. Think on-chain creature generation, powered by our GenAI model (Cryptokitties 2.0) + Stardew Valley (simulation game) + Pokemon Go (battle/esports), all by humans via AI.

Each on-chain AI creature is an autonomous AI Agent, given personalities, traits, attributes, skillsets, and an on-chain wallet. Creators of these AI Agents can input data and train their AI Agents for providing goods and services, and allow them to interact and transact among themselves and with other humans. In addition to AI, we will utilize cutting-edge technologies such as AR/VR to provide an immersive gaming experience, while gradually reducing dependency on OpenAI and transitioning the Agents' AI capabilities to edge computing. Tokenomics will become very interesting by then.

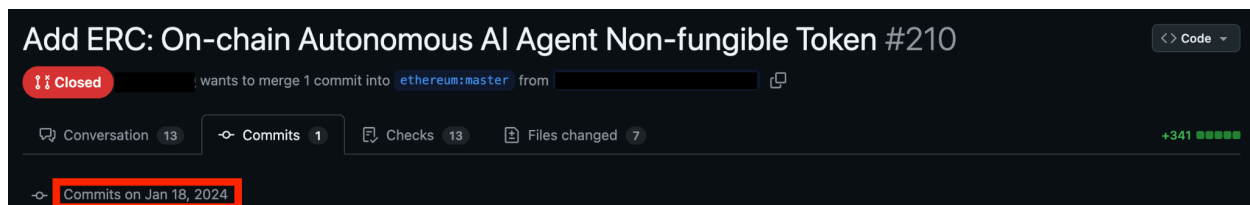
Figure 1 : The Farm is the first GenAI-powered agent game on Hyperliquid



2. What motivated you to create this project?

We've had the idea of AI Agents working on behalf of humans and making financial gains since early 2023. In the era of AI, during the LLM phase, value is attributed to innovative ideas, and those that can be articulated well in human language we call 'data-defined intelligence.' We even submitted an ERC proposal to Ethereum mainnet for defining such an on-chain autonomous AI Agent, and I remember the feedback we got was, 'What is this used for?' I hope that as this area receives more attention and research, we can get our pull request merged in the near future (;P).

Figure 2: ERC proposal submitted by The Farm team on January 18, 2024



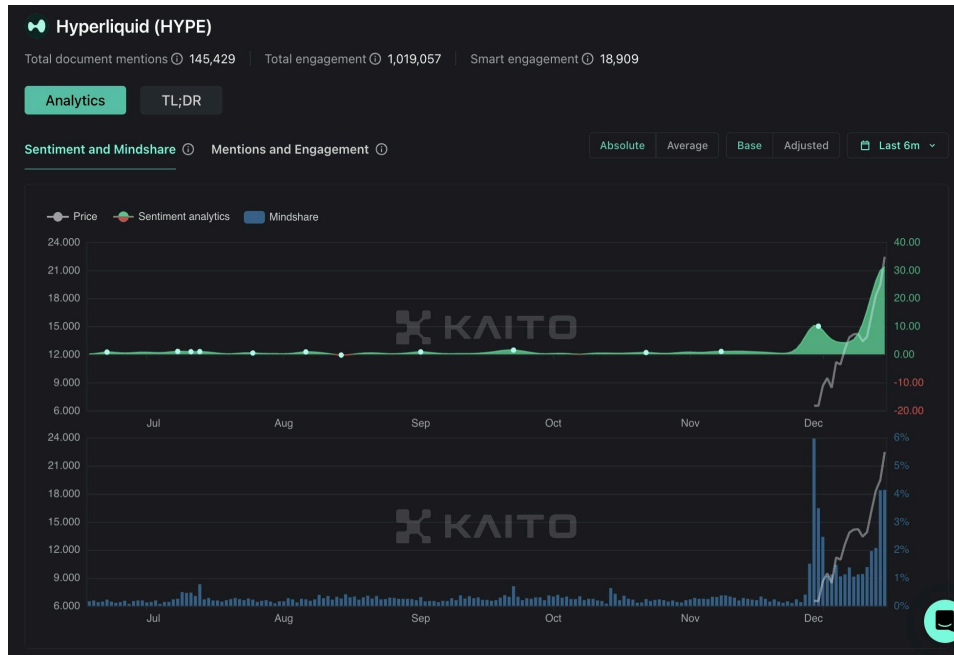
The Farm, as an AI x Gaming project, is our way to showcase what on-chain autonomous AI Agents can do. Under the well-defined rules in The Farm, users can create, train, and interact with their on-chain creations, with all actions having clear purposes within our game's design. This is like a Trojan horse approach to educate and familiarize people with next-gen applications, while, of course, having fun. We play games a lot, and we are simply bringing what we would enjoy playing to the world, hoping the AI-enhanced gaming experience brings joy to the world as it brings meaning to our day-to-day work.

3. Which area of crypto interests you the most, and what is your favorite crypto project?

We like DeFi projects and decentralized stables the most, as the meaning they bring to the world is immediately obvious. We like DePIN, as everything decentralized should / can / will be supported on decentralized compute, I mean, that's why we needed a P2P payment system in the first place (Bitcoin), for eliminating single point failures (in various contexts).

We like Hyperliquid, its strategy and its vision of building a decentralized high performance chain. I personally just love how Jeff is not doing any marketing for Hyperliquid but it turns out to be one of the most skilled projects in the space now. I want us to have nice things in the space, so building the best product and finding a PMF approach is something truly inspiring. Selling token business is cool but I don't think I have the perfect trait for that. Builders need a light beacon, he's my light beacon.

Figure 3: Current Hyperliquid mindshare by Kaito AI



4. Favourite game?

Dave the Diver (played over 50hours in total). I play a lot of competitive Tetris for de-stress as well.

Figure 4: 'Dave the Diver'



5. What are your thoughts on AI agents (or AI in crypto in general), and how do you think they will evolve?

Most of the crypto AI Agents are either focused on trading or produce text-based outputs. We are among the first to bring image generation (and soon, audio, 3D models, etc.). In our generation, attention spans have reduced to that of a goldfish (myself), so products need to capture users within the first few minutes of use. Visual, audio, and interactive experiences >> purely text-based.

Figure 5: You can create a creature using the fine-tuned GenAI model on The Farm's website



I believe all of us have innovative ideas within us; some of us just lack the skills at this stage to build things that can truly express ourselves. Now, we are providing a variety of tools in our game to help guide users in building interesting AI Agents within the game setting, with much more to come in the future. Soon, with all the pieces we are putting together, we will witness creations beyond our imagination and the economy will shift to a new paradigm as it happens.

6. Why did you choose to build on Hyperliquid?

Personal preference + product distribution + free PR exposure.

Like I mentioned above, I like teams that spend less time doing BD / marketing. Good products don't need BD, just like a lot of the AI infrastructures we're using aren't the most "hyped" in mainstream media. If you want meaningful things to be built by teams focused on shipping and execution, we judge a product by its concise and up-to-date READMEs, API docs, etc., not by how "good" the tech is supposed to be on paper, but with broken APIs, lack of tooling, or bad READMEs.

Product distribution and ecosystem behavior matter. As Hyperliquid becomes one of the most talked-about projects, we receive organic attention just by introducing a new concept to its ecosystem. We didn't pay anyone, nor did we know anyone—I just DM'd active members in the Hyperliquid ecosystem, hoping to get their attention before we launched. If I had chosen another chain, the GTM would've been much more difficult / different, in my opinion. Since people have been making money from \$HYPE, you can expect some token purchasers to be comfortable becoming mid-to-long-term bag holders of promising projects in the Hyperliquid ecosystem. These were my educated guesses, and they turned out to be ~true.

7. What has your experience been like building on Hyperliquid and engaging with its community?

Most of the Hyperliquid KOLs (I hope you guys don't mind me calling you KOLs hehe) responded to my DM. They support good builders to make the Hyperliquid ecosystem more vibrant. I got everything I needed to launch on Hyperliquid through Hypurr Fun Bot (the Hyperliquid equivalent of pumpfun). Some other chains that I have connections with are pretty bureaucratic. Personally I lose interest right away because it's a waste of my time. But I'm a nobody, and people need to prioritize things, so I understand if I'm not prioritized.

8. How are you fostering a strong community for The Farm?

By listening to what the community thinks. Some community members are truly creative and want what's best for the project. We evaluate and execute based on their input.

Ultimately, I think delivering something that people enjoy playing is the most important. Constantly keeping people updated on what we are working on and being as transparent as possible are key to building trust. Trust is always hard-earned, and we have a lot of work to do to get there.

9. What are the short-term and long-term goals for The Farm?

Shorter-term

We focus on fulfilling everything stated here: <https://x.com/thefarmdotfun/status/1867508023775965282>, with some cherries-on-top features.

Figure 6: The Farm's roadmap for the next three months



Longer-term

We will generalize these AI capabilities and become an AI Agent Launchpad, with AgentFi built-in.

10. Any alpha or final thoughts you'd like to share?

Just “/bet_on_farm.” Obviously I am biased, but I do think we are building something truly interesting and we are capable of delivering our promises.

That's all! Thank you very much The Farm Keeper. I really appreciate your time, a lot of exciting things are coming from The Farm.

Disclaimer: Presto is not an investor in The Farm, nor has it received any grants, funding, or financial incentives from The Farm or its associated entities. The views expressed in this report are based on independent research and analysis, and are not influenced by any direct relationship with the project.

About Presto

Presto is an algorithmic trading firm where researchers and engineers solve challenging problems in global financial markets. Our core strength lies in combining engineering, mathematics, and science to navigate both digital asset and traditional finance markets with precision. Presto Research, our research unit, provides expert-driven insights to help navigate these markets effectively.

Find out more at <https://www.prestolabs.io>.

Follow Presto for more content: [X](#), [LinkedIn](#)

Follow Presto Research for latest research : [X](#), [Telegram](#)

Authors

Min Jung, Research Analyst

[X](#), [Telegram](#), [LinkedIn](#)

Required Disclosures

Any expression of opinion (which may be subject to change without notice) is personal to the author and the author makes no guarantee of any sort regarding accuracy or completeness of any information or analysis supplied. The views and opinions expressed herein are those of the author(s) and do not necessarily reflect the views of Presto or its affiliates. This material by itself, is not and should not be construed as an offer or a solicitation to deal in any investment product or to enter into any legal relations. This material is for informational purposes only and is only intended for sophisticated investors, and is not intended to provide accounting, legal, or tax advice, or investment recommendations, or an official statement of Presto or its affiliates. Presto, its affiliates and its employees make no representation and assume no liability to the accuracy or completeness of the information provided. Presto, its affiliates and its employees also do not warrant that such information and publications are accurate, up to date or applicable to the circumstances of any particular case. Certain statements in this document provide predictions and there is no guarantee that such predictions are currently accurate or will ultimately be realized. Prior results that are presented here are not guaranteed and prior results do not guarantee future performance. Recipients should consult their advisors before making any investment decision. Presto or its affiliates may have financial interests in, or relationships with, some of the assets, entities and/or publications discussed or otherwise referenced in the materials. Certain links that may be provided in the materials are provided for convenience and do not imply Presto's endorsement, or approval of any third-party websites or their content. Any use, review, retransmission, distribution, or reproduction of these materials, in whole or in part, is strictly prohibited in any form without the express written approval of Presto. Presto Research and related logos are trademarks of Presto, or its affiliates.