

The Meme Coin Trilemma

What is it? And which tools are available to amplify SunPump's meme coin ecosystem?

Produced by **The Web 3 Collective** in partnership with **SunPump**

Event Overview

On April 4, 2025, The Web 3 Collective and SunPump hosted a Twitter Space that brought together key voices in the Web3 and meme coin space to discuss the "Meme Coin Trilemma" - the three major challenges facing meme coin communities today and innovative solutions to overcome them.

The discussion featured prominent meme coin projects, developers, and community leaders who shared insights on building sustainable communities and leveraging new tools like Telegram stickers to enhance engagement.

The Meme Coin Trilemma Defined



Brand Differentiation

Standing out in a saturated market where hundreds of meme projects compete for attention



Converting Curiosity

Turning casual visitors and onlookers into active, committed community members



Sustained Engagement

Keeping community members active and involved beyond initial hype cycles

Expert Insights: Community Building Strategies



SunDog (Ben)

"First runner on Tron"

The Three Pillars of Community Building:

"One is, you have to be consistent. Like, you have to show up every day. Even when you don't feel like showing up, you have to show up. You have to keep creating the content."

"The second thing you need to do is you need to partner up. Like, truly, you have to figure out who your friends are, who your allies are, and you have to realize that in this space, at its current time of development, you are better working together."

"And the third thing is you need to create sticky stuff. And this is where I really like stickers, but there are other things... you have to create the ability for people to be able to use or see the benefit in holding your token."




Suncat (John)


CTO


"Ultimately, I think it does come to leadership... when people know, okay, these guys are in it for the long run, you know, it's like, I'm gonna have confidence holding in this... everybody enjoys their meteoric rise, but, like, who sticks through the trenches that they do come?"


Stickers: The New Frontier for Meme Coin Communities

Why Stickers Matter


 **Community Expression:** Visual representation of emotions and identity

 **Token-Gating:** Exclusivity through sticker ownership

 **Global Reach:** Tap into Telegram's 1B+ user base

 **User Onboarding:** Low barrier entry to crypto

 **Cross-Community Collaboration:** Bridge between ecosystems

 **Trading Potential:** Secondary market opportunities



Alex from Sticker Store

Co-host

"These communities, they need to express all of their emotions being part of something kind of bigger there... And I think that's why it makes stickers on Telegram a particularly great project, because these communities, they need to express all of their emotions being part of something kind of bigger there."

"The marketplace is dropping this week... We do truly believe that there should be a place like that on Telegram where stickers and gifts and gaming items, all other collectibles from whatever community creates them. They should have a place where they can safely trade them and transfer them to each other."



Viktor

TON Community Lead

"It is a matter of the exposure to completely new crowd as well... What this ecosystem has to offer is a massive amount of new eyes, new users that are never even interacted with crypto. And many of them may be interested in memes as one of the discovery paths... And if you think over how much attention, potential ceiling are we talking about? Well, it's a billion monthly active users."

Innovative Use Cases



Private Community Access

Communities are building bots that check for sticker ownership to grant access to exclusive Telegram channels.

"People built bots that check whether you have a particular sticker or not. And based on that, whether you own that collection, you get invited into private channels, chats of owners of only that collection." - Alex from Sticker Store



Trading Bots

SunDog created a Telegram-native trading bot that allows transactions while generating fees for token buybacks.

"We created a Telegram native trading bot, the Sunbot. And with that, we were able to enable other people to go out and purchase other memes using a Telegram native bot on Tron." - SunDog



Sticker Marketplace

The upcoming marketplace will allow trading of stickers, gifts, and gaming items, creating secondary market opportunities.

"Our marketplace will also have the functionality for trading gifts, and we will have a very special welcome offer for those who are experienced in that sphere." - Alex from Sticker Store



Cross-Border Community Building

Stickers help transcend language barriers and create global recognition for meme coin projects.

"The most important thing for any project actually is to transcend beyond borders... to tackle different geographical regions." - Herbert Sim (Bitcoin Man)

Breaking Chain Tribalism



Trav

Tron Community

"This is exactly what this entire industry needs. Like, reaching across the aisle, crossing over these tribalistic lines and really venturing into other ecosystems. And all of us working together. Like, we're together on this, against the old establishment in the old world. Like, the division in crypto is what has really kept us back. We should be a lot further along than we actually are... That's how we're going to accelerate the adoption of the space."

A Vision for the Future

The Twitter Space highlighted how innovations like stickers are not just about cute imagery, but about building stronger communities and breaking down barriers between blockchain ecosystems.

The future is chain agnostic. We got to put all this behind, like, enough is enough, right? Like chain agnostic.

Key Participants

Dave

Host, The Web 3 Collective

Alex

Sticker Store

SunnyD

Tron representative

SunDog (Ben)

"First runner on Tron"

Suncat (John)

CTO

Herbert Sim

Bitcoin Man

MemeCore (Jason)

Meme Chain

Potato

MCN Global

Pumpkin

Live trading platform

Trav

Tron community

Viktor

TON community lead

Key Takeaways

- ✓ **Consistency is crucial** - Show up daily for your community, even through market downturns
- ✓ **Collaboration over competition** - Partner with aligned projects to build stronger ecosystems
- ✓ **Create "sticky" utilities** - Give holders tangible reasons to stay engaged
- ✓ **Embrace innovative tools** - Stickers and other Telegram integrations offer new engagement avenues
- ✓ **Focus on global expansion** - Transcend borders and language barriers to reach wider audiences
- ✓ **Break down tribalism** - The future is chain-agnostic and collaborative