UNFIN'SHED ▟▟

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Welcome to the Unfinished newsletter, where we explore issues at the intersection of tech, ethics, and society.

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Today, we're holding tight to our loved ones and happy to have you with us. We hope you find something good to read or think about.

Also, save the date! We're hard at work programming an event in New York, September 21–23, at The Shed. We'll share more soon, but block off your calendar — we know how busy autumn is looking.

What we're thinking about

How tech companies are continuing to exert force by pulling out of Russia. *Rest of World* has a tracker on that **here**. We're also mulling this *Washington Post* **report that the F.B.I. apparently used geotargeted ads on social media** to appear on the feeds of people in and around the Russian embassy in Washington, D.C. The ads appeared to be an attempt to use geotracking to attract new intelligence from Russians stateside. It's the latest in a humanitarian crisis unfolding in unique ways online.

⚡ In altogether different news, a big drop from Katie Haun, a former federal prosecutor who worked on one of the most notorious bitcoin fraud cases to date, and has since spent a lot of time thinking about the blockchain. She has now gone **all-in on crypto** with **the creation of her own fund** focused on cryptocurrencies and web3.

And what a fund it is! She's raised $1.5 billion in venture capital, **breaking records** for new funds with at least one female founder. She will be the firm's **only general partner**, per *Axios*. If it's not yet clear to everyone, web3 isn't going anywhere, and with this kind of heft entering the space, we would be smart to watch closely what she does next.

Haun has had an astonishing career so far. She's famous for her prosecutorial work on the notorious Silk Road caper, which involved early bitcoin fraud, double agents, destroyed bank records, forged search warrants — you name it. And it was a case she and her colleagues were able to crack thanks to digital breadcrumbs on the blockchain (and some on the open web). Nick Bilton, the author and *Vanity Fair* correspondent, wrote a **juicy book about it**. You can also listen to Haun talk about it on this slightly old but still very relevant podcast **interview** with Tim Ferris.

Maybe slip on your sneakers and take a walk. It's long, but it's riveting till the end.

🧵 Are you a crypto skeptic? A booster? Lost in the middle? No matter, the **key question** should be: What happens if crypto and decentralization are actually insanely successful? For this reason, we think it's a good idea to get informed. You almost certainly saw the *New York Times*' **Latecomer's Guide to Crypto**, which is 14,000 words long and also somehow quite digestible and easy to read. The author, Kevin Roose, has a good thread about it **here**. You can get the TL;DR, and decide if you want to go deeper.

👉 Related: **NTF WTF** is also good for newcomers who just want to wrap their heads around what's going on in the digital arts space.

🎈 We told you last week we would, from time to time, spotlight interesting groups trying to build a better web. We're back *tout suite* with another one: All Tech Is Human (ATIH), which has joined us as an **Unfinished Network Partner**. ATIH is a nonprofit that, like many of the most effective groups, brings together people from across professional disciplines to identify problems and propose solutions. They host events, have a robust Slack, a **responsible-tech job board**, and have produced, among other things, a deep dive on responsible tech. You can read the **full report here**.

💡 Companies that develop or rely on artificial intelligence — and as A.I. becomes much more pervasive, this number is only going up — should create a cross-functional leadership team to make sure they get it right, say two writers in *Harvard Business Review*. Beena Ammanath, executive director of the Deloitte A.I. Institute, and Reid Blackman, a philosopher and CEO of a company that helps firms develop frameworks for ethical tech, propose **three conversations** to have with your team if you care about these issues. In classic *HBR* fashion, the piece is thinky and also actionable. If you're a senior leader or know one, check it out or pass it on.

🙂   Finally, would you like to be the editor in chief of a new media property in…the metaverse? Here is **the job**. We live in interesting times!

Thank you for reading.

Follow Unfinished (**@byUnfinished**) and Damon (@**dlberes**) — who, reminder, is out on 👶 leave, and back in a few weeks — on Twitter.

Have a great, restful weekend.

The Unfinished team