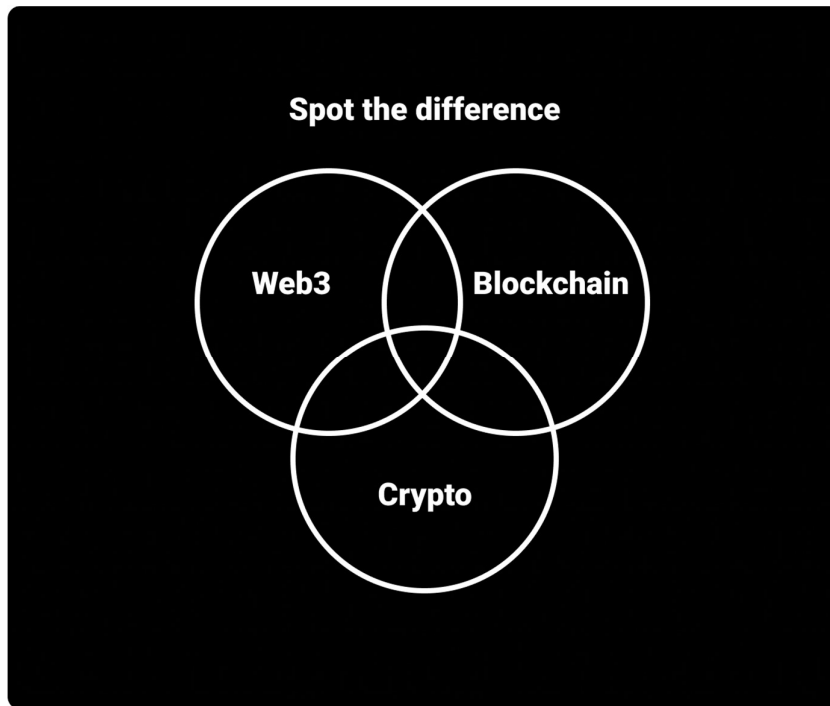# Web3 VS BlockChain VS Crypto

Web3 is a movement

The term implies a Web1 and Web2 that came before it. It's branding for a **new era of the internet**. Decentralization, transparency, and self-custody are some of the concepts and core beliefs that come with the use of this term.

Accordingly, the users that belong to this group will have these things top of mind as jobs-to-be-done.

Blockchain is tech

This is the underlying technology of Web 3. This is where the "blockchain" people come in. These are likely developers or nerds that geek out over the underlying tech of the industry. Important things to them are security, ease of building, and the support network required to build cool stuff.

Crypto is a business

Finally, this group will care most about APYs (annual returns), token price, and "wen moon" (when will they get rich). They probably couldn't care less about the innovations in technology or core tenets or web3.

These aren't the only user groups in this industry and more sub-cultures are popping up as the market matures. It'll be interesting to see how they interact with their web2 counterparts as web3 grows larger.

Know the market and then dive in

So which group you want to belong to? A web3 person? A blockchain person? Or maybe a crypto investor.

Before dive into web3 (or blockchain or crypto), this simple mental model is a helpful first step to get an initial vibe of the market.