

## HOW KONSENSUS NETWORK WAS BORN

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KONSENSUS.NET

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v1.0.0

Published by [konsensus.net](https://konsensus.net) 

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## ABOUT THIS PIECE

*Niko Laamanen · 2024*

An article published by [konsensus.net](https://konsensus.net).

## CHAPTER 1

# HOW KONSENSUS NETWORK WAS BORN

It was February 2018. I had just burned my hands playing with shitcoins. Depressed. Defeated.

But I didn't know how to quit, so I picked myself up and became the chairman of the first "crypto" association in Finland. My mission? Lure as many people in as possible and explain there is no second best to #bitcoin.

I made tens of YouTube videos (<https://www.youtube.com/playlist?list=PLe6w6V>) wrote articles, talked to politicians and media until I came across



Figure 1.1: How Konsensus Network Was Born

@Saifedean's The Bitcoin Standard. My mind was blown, and after spending 10 hours reading it front to back, I logged on to Twitter and messaged Saif: I need to translate the book into Finnish so I can give it to my dad.

To acquire the license, I had to have a company, and thus, Konsensus Network was born on the 21st of January 2019. To complete the translation with absolutely no money in my pocket, I had to get creative. I read the book Starfish and Spider: The Unstoppable Power of Leaderless Organizations and realized that was the only way to make it work with no upfront funding. To this day, the starfish model lives strong in Konsensus, even though our collective of translators has grown from the original team of five to over fifty. I don't really know, and that's the whole point of a starfish organization: No one works "for me" or "for Konsensus." Everyone works for themselves.

I never expected Konsensus Network to turn into a serious business. In fact, we already started in 2018 as a collective of like-minded individuals making educational videos on YouTube. However, I was blown away by the demand for the Finnish translation: a fringe topic handled in a fringe language. Of course, it helped to have @Saifedean come to Finland to the launch event (<https://x.com/OmniFinn/status/1174105576340688896?s=20>). We naturally treated him to a sauna and reindeer. We even got exposure in local papers (<https://x.com/thlbr/status/1186278038113308673?s=20>) (<https://x.com/OmniFinn/status/1169520086849380353?s=20>)

Fun fact: we changed the iconic images on the book cover to culturally match. So, in the Finnish version, you will find a squirrel skin instead of Rai-stone and a gold coin instead of gold bars.

I got this feeling that if I can make it work in Finland, of all places, I can make it work anywhere. And I was right. Fast forward to 2021. Konsensus Library has been growing about 200% yearly (still growing at the same pace, by the way). It's the first #bitcoin bull market for Konsensus, and I am eager to see if it affects our sales. And boy, oh boy, it did. Our sales grew about 230% (faster than the #bitcoin price, I might add), led mostly by the sales of The Dutch version of The bitcoin standard, led by @St4rnold

and featuring @svrnhdl, who later on became a co-founder and management powerhouse in Konsensus. We had our first (scarcely) profitable year, which fueled my fire to ramp up even more.

In 2022, another significant figure joined as a co-founder, another translator, no surprise. It was @edouard\_knw from the French team. His role was pivotal in funding our next great push to the English market. From very early on, it was one of my goals to become an all-inclusive publishing house, starting from original works and expanding with translations, but I never thought it would happen this fast.

Thanks to Ed and Thibaut, we now had a management team. It was April 2022, we were hungry and driven by the mission, and we still are, now more than ever.

With the great @knutsvanholm we got our shot. He was our first “white glove” customer who gave us all of his titles in all languages

## SOURCE

*Originally published at [konsensus.net/article/konsensus-origin](https://konsensus.net/article/konsensus-origin)*