Machismo, Inflation, Remittance: Scaling Ethereum for Widespread Adoption in LATAM

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The current state of the industry
A lot of people

Big problem

Small problem

Few people

(You are here) X

@camiiinthisthing
Small problem

I'm getting 69,420% APY

(You are here)

I'm starting a DAO

Join my Discord

“to the moon 🚀🚀🚀”

Few people
How do we innovate to address real problems faced by many people?
Solve real problems.
Necessity breeds innovation.
- Solve real problems
- Address scalability
- More secure applications
Solve Real Problems: The Case for LATAM

Section 3
Consumers in Latin America exhibit behaviors that make them keen to explore crypto-based alternatives:

- Mobile-first digital payments
- Adoption of neobank
- Heavy reliance on remittance payments
- Growing political and socio-economic instability
- Social pressures
Adoption of online neobank & nonbank

- Nearly half of the population remains unbanked
- 98% of Brazilian, 94% of Mexican and Colombian, and 89% of Argentinian bank customers stated regular usage of online payments
- 96% of Mexicans and Brazilians, 87% of Colombians, and 84% of Argentinians regularly use applications such as PayPal, Modo, and MercadoPago
Heavy Reliance on Remittance

- According to a report released by the World Bank, remittance flows to Latin America and the Caribbean reached $131B in 2021.

- According to the World Bank, remittances in 2021 represent almost 25% of the GDP in both Honduras and El Salvador and 14.8% of Guatemala’s GDP.
Gender of cryptocurrency investors

DEVELOPED

Australia: 73% women, 27% men
US: 67% women, 33% men
Denmark: 81% women, 19% men
Norway: 69% women, 31% men
Germany: 68% women, 32% men
France: 55% women, 45% men
Ireland: 60% women, 40% men
UK: 65% women, 35% men

DEVELOPING

Israel: 49% women, 51% men
UAE: 68% women, 32% men
Colombia: 60% women, 40% men
Mexico: 55% women, 45% men
Brazil: 55% women, 45% men
Hong Kong: 63% women, 37% men
Singapore: 60% women, 40% men
Indonesia: 49% women, 51% men
India: 62% women, 38% men
Kenya: 54% women, 46% men
Nigeria: 50% women, 50% men
South Africa: 59% women, 41% men

Gemini 2022 State of Crypto Report
Crypto for Women in LATAM

Crypto offers a new way for women to exercise financial freedom, while operating in the bounds of what is culturally acceptable.
Solving Hyperlocal Problems

Mercado Libre + Mercado Pago

- Started in Colombia a decade ago
- Marketplace for locally made goods
- Created Mercado Pago to handle payments
- Has grown to offer various financial services, from payment processing and gateway services to mobile payments and credit cards
Solving Hyperlocal Problems

PicsPay - Brazil

- Brazil's dominant digital payments app
- Over 60M users
- BRL 6.8B in monthly transactions, equivalent to ~ $1,318,442,480 USD
Section 4

Scalability
FUEL LABS
Superior developer experience 💛 Ethereum
Scalability

- Increased throughput without sacrificing decentralization
- Users are sovereign and can validate the chain
Increased Throughput

Parallel transaction execution

Fuel uses all the threads and cores of your machine, allowing for greater throughput
More Secure Applications
Increased Security

• Price sensitive population with avg monthly income of ~$500/month
More secure smart contracts

Fuel’s Rust-based language Sway has a compiler that will call out reentrancy vulnerabilities.
More secure smart contracts

The Sway compiler *forces us to handle all enum variants* meaning that it’s impossible for us to write Sway code (or deploy Sway contracts) without handling all variant control flow paths.
Namespaced Storage Access

Developers must annotate storage access for each function = no more accessing storage on accident = no more unintended consequences
Namespaced storage access

```rust
counter: u64 = 0;
```

```rust
fn increment();
```

```rust
fn count() -> u64;
```
THE DEADEND OF EUROCENTRIC CRYPTO
Thank you!

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