Web3 Social: the next wave of innovation.

DevCon Bogota
Over the past century, the speed of innovation and adoption has accelerated.
Today’s tech gains adoption at speeds never seen before.
Internet adoption is global.
Share of the population using the internet

All individuals who have used the internet in the last 3 months are counted as Internet users. The internet can be used via a computer, mobile phone, personal digital assistant, gaming device, digital TV etc.

Source: International Telecommunication Union (via World Bank)

https://OurWorldInData.org/technology-adoption/ • CC BY
Tomorrow will look nothing like today.
The Innovation Flywheel
OPEN NETWORKS ACCELERATE INNOVATION
ADDING CULTURE CHANGES THE DYNAMICS
Web3 is touching every industry and creating access
We started with DeFi, but to get to the next 1B users, we need something more.
Social is the killer app
4.94B social users—and growing.

Social Network Users Worldwide, by Platform, 2022

<table>
<thead>
<tr>
<th>Platform</th>
<th>Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>2,098.1</td>
</tr>
<tr>
<td>Instagram</td>
<td>1,282.8</td>
</tr>
<tr>
<td>TikTok</td>
<td>755.0</td>
</tr>
<tr>
<td>Snapchat</td>
<td>464.9</td>
</tr>
<tr>
<td>Twitter</td>
<td>345.3</td>
</tr>
</tbody>
</table>

Note: internet users of any age who use a social network via any device at least once per month. Source: eMarketer, November 2021
SHARE OF GLOBAL SOCIAL MEDIA USERS
ACTIVE SOCIAL MEDIA USERS IN EACH REGION AS A PERCENTAGE OF TOTAL GLOBAL ACTIVE SOCIAL MEDIA USERS

JUL 2022

NORTHERN AMERICA: 6.9%
CARIIBBEAN: 3.2%
CENTRAL AMERICA: 0.6%
SOUTHERN AMERICA: 8.0%
NORTHERN AFRICA: 2.8%
WESTERN AFRICA: 1.6%
SOUTHERN AFRICA: 0.7%

NORTHERN EUROPE: 2.1%
WESTERN EUROPE: 3.8%
SOUTHERN EUROPE: 2.7%
MIDDLE AFRICA: 0.4%
NORTHERN AFRICA: 1.1%

EASTERN EUROPE: 4.8%
EASTERN ASIA: 27.7%
SOUTH-EASTERN ASIA: 11.6%
SOUTHERN ASIA: 16.2%

MIDDLE EAST: 4.5%
CENTRAL ASIA: 0.6%
OCEANIA: 0.7%
Social media is driven by a strong need to connect with others.
and by a strong need to create
Social media allows us to connect one-on-one and in groups.
Social is vital to our lives.
With more connections, our world gets smaller.
The sum of our relationships is our social capital.
Yet we give it away to big tech companies whose interests do not align with our own interests.
Web2 social is a zero-sum game.
Users are locked into network silos.
Creators lack control of their means of distribution.
Developers are hindered by lack of freedom and flexibility.
Web2 Social is ripe for disruption.
Web3 Social creates positive-sum value.
Web3 is a game changer

- **Creators**
  - Ownership
- **Users**
  - Choice
- **Developers**
  - Access
Web3 investment and adoption is growing

Global venture capital investment in cryptocurrency and blockchain companies as of late November 2021
Pitchbook, New York Times
Web3 investment and adoption is growing.
Web3 Social is a greenfield of opportunity.
Social Layer
Social Layer

Individuals
Identity
and Social Verification
Social Layer

- Groups
  - Community Owned Interest Graphs & Open Algorithms
Social Layer

Creatives

Novel forms of content, unlocking creative expression
Monetization
Pioneering Web3-native business models that align the interests of users and developers
Web3 Social unlocks the power of creativity, connection, and innovation.
Let’s bring Web3 to the world through the Social Layer
Who will build the next generation of social apps?