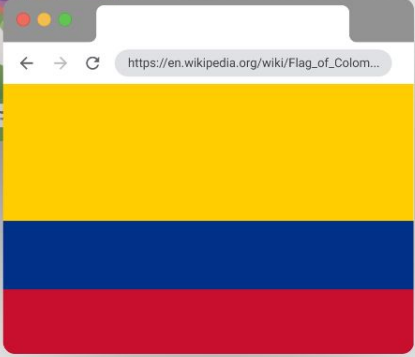
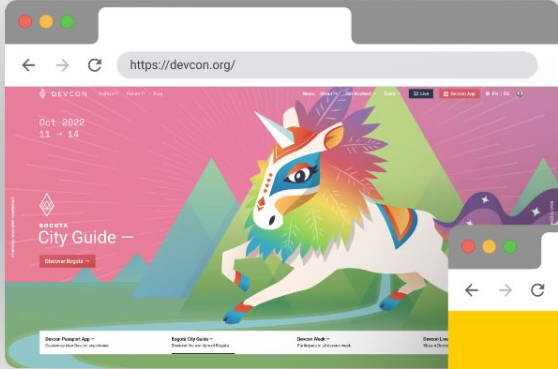


Web3 Social
the next wave of
innovation.



DevCon **Bogota**

Over the past century,

the speed of innovation and adoption has accelerated.

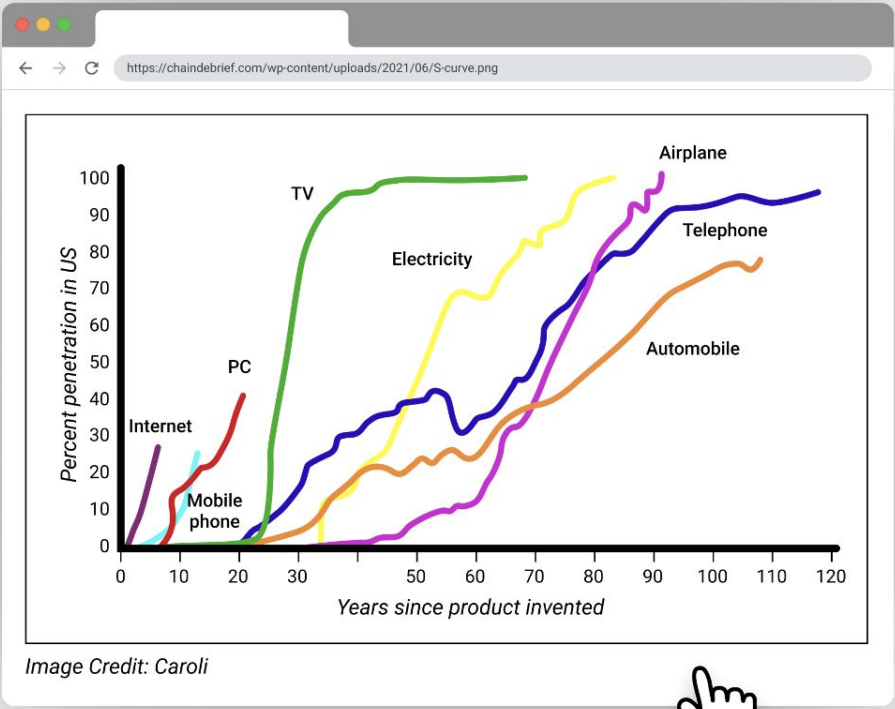
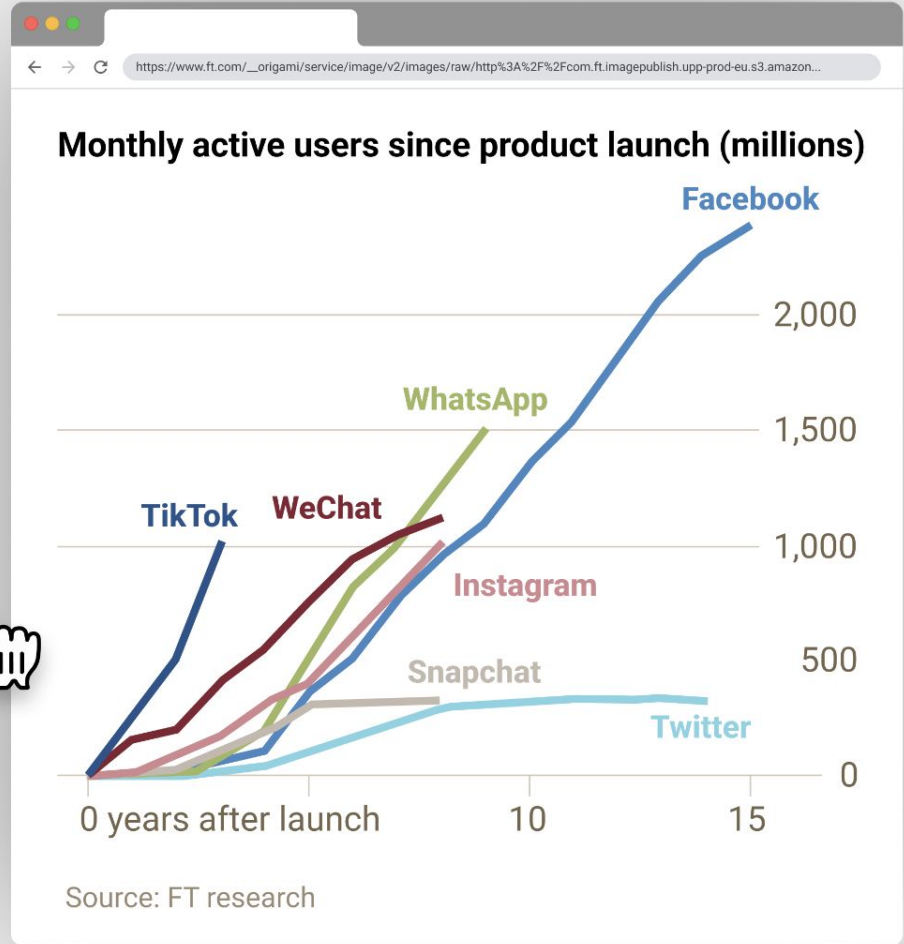


Image Credit: Caroli



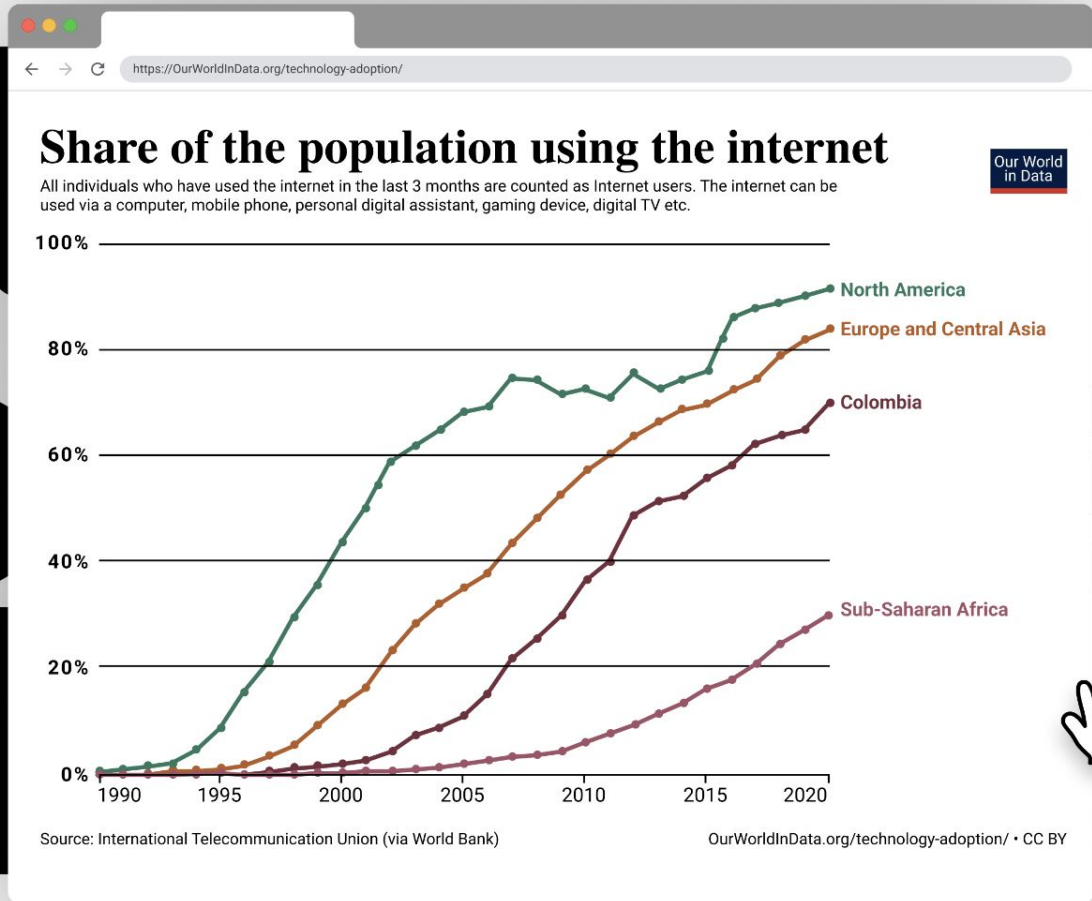
Today's tech gains adoption at speeds never seen before.



**Internet
adoption is
global.**



Internet adoption growth



**Tomorrow
will look
nothing like
today.**



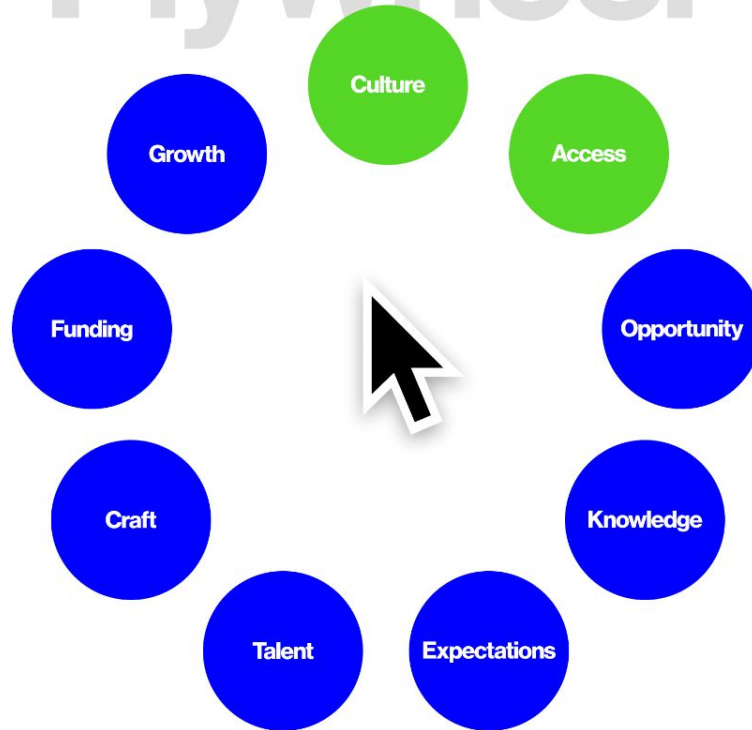
The Innovation Flywheel



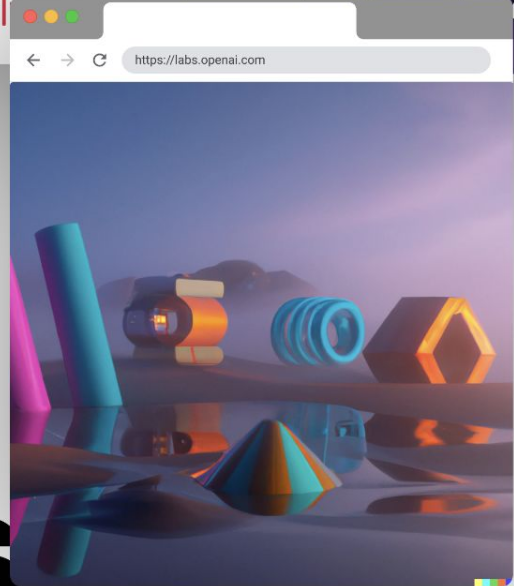
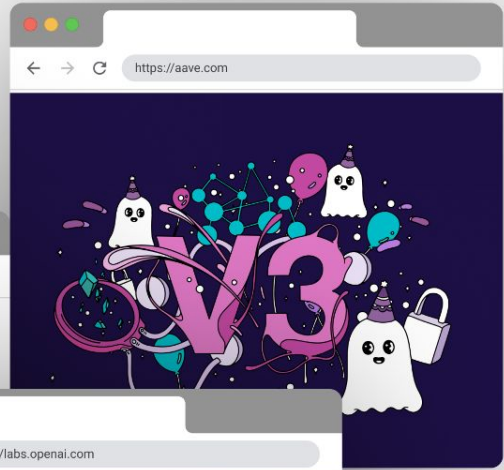
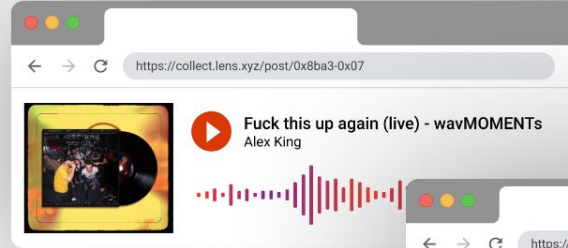
OPEN NETWORKS ACCELERATE INNOVATION



ADDING CULTURE CHANGES THE DYNAMICS

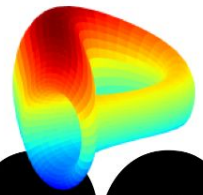


Web3 is touching every industry and creating access

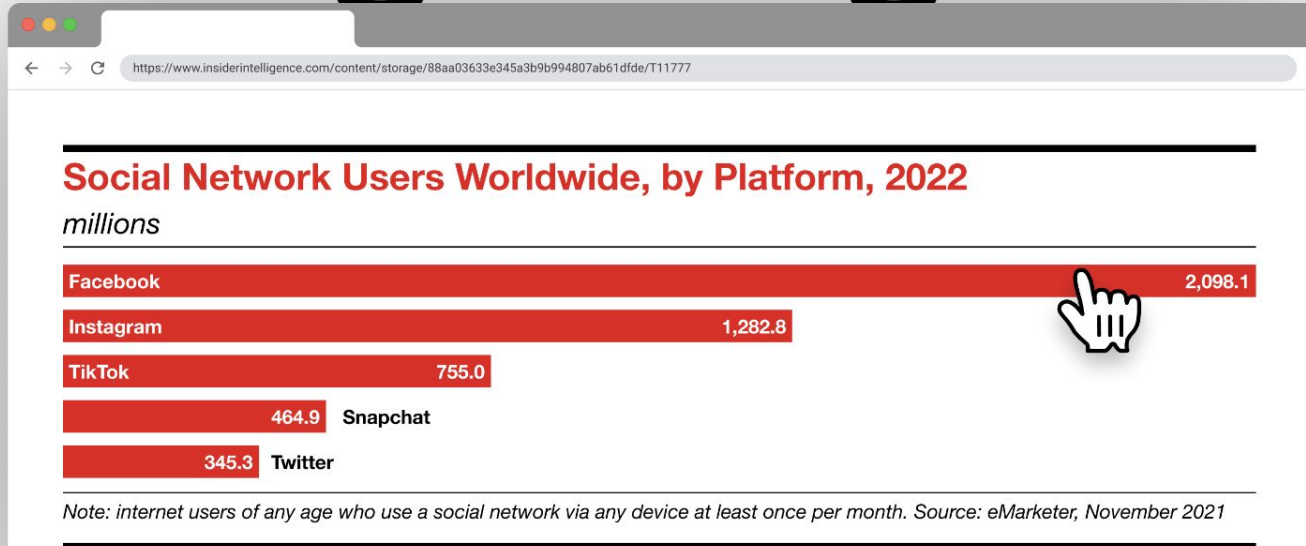


We started with DeFi,
but to get to the next 1B users,

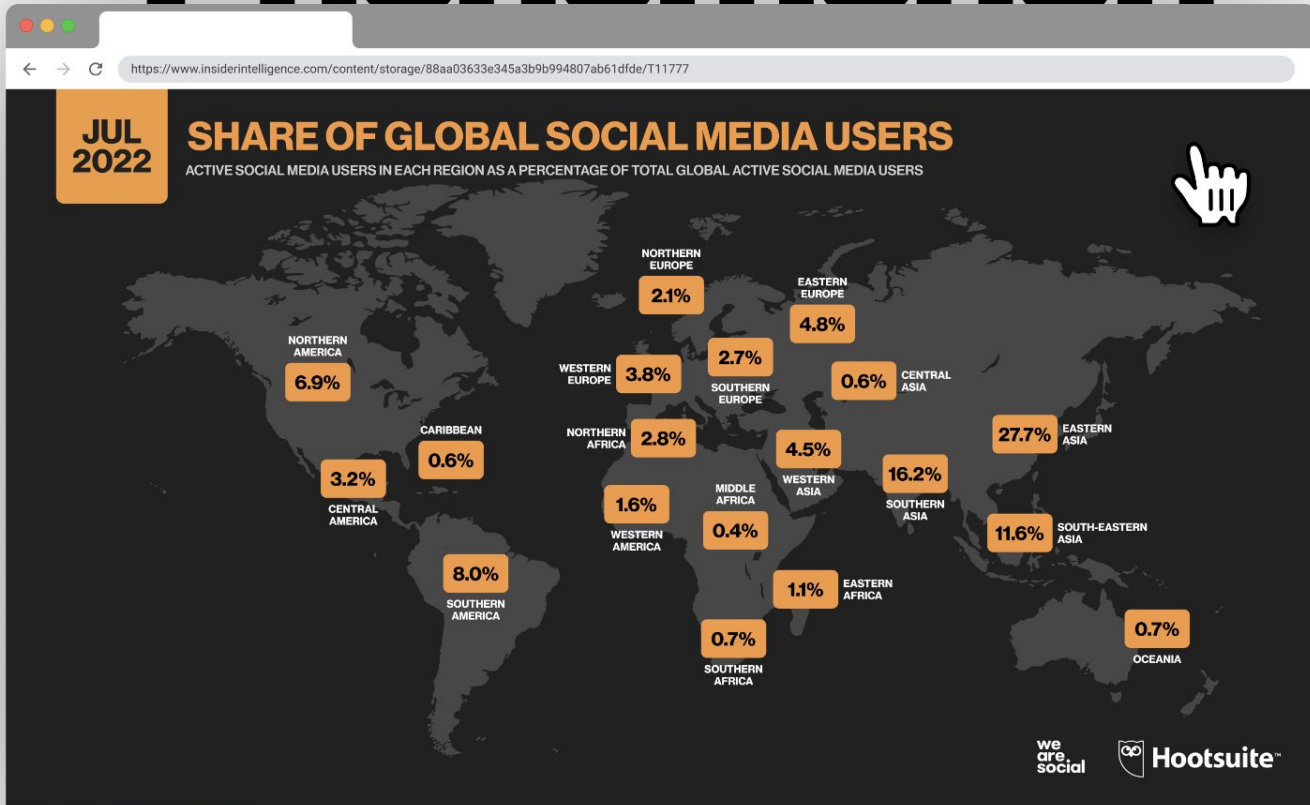
**we need
something
more.**



Social is the killer app 4.94B social users – and growing.



a Global Phenomenon



**Social media
is driven by a
strong need to**

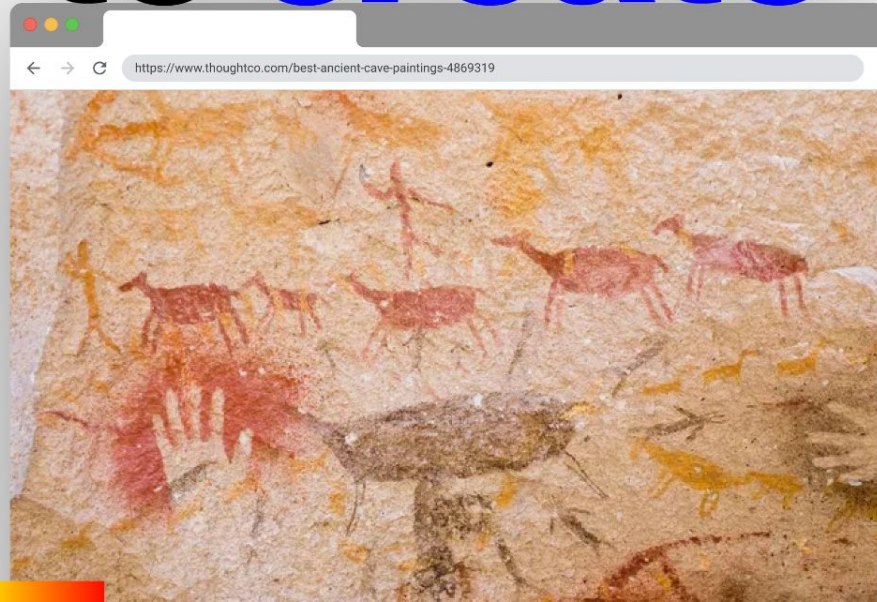
Connect



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



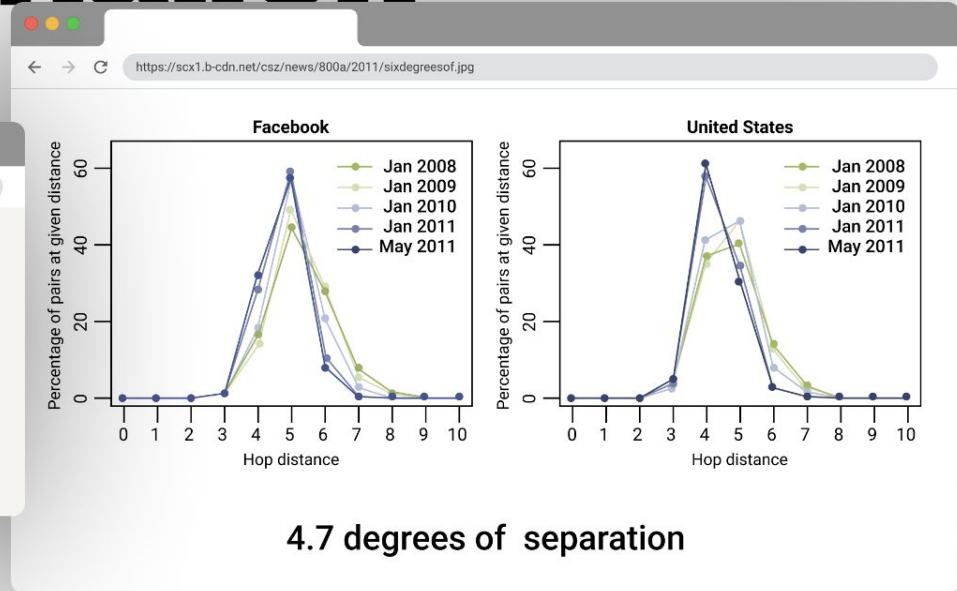
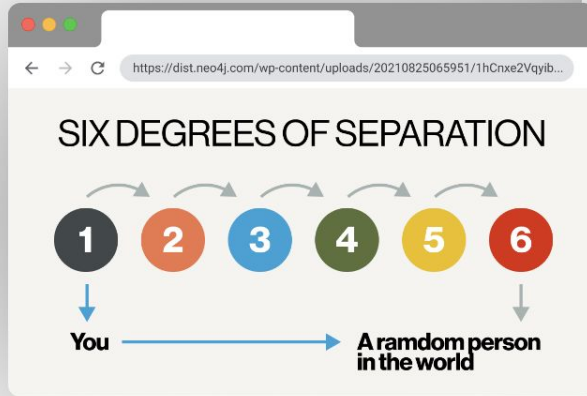
Learning

Connecting

Belonging



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.**



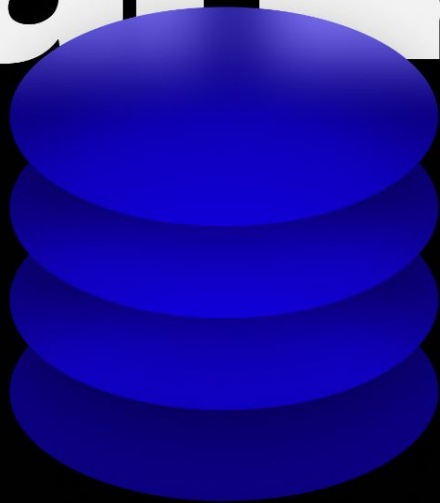
Web3 Social

**creates
positive-sum
value.**



the **Web3**

Social Layer

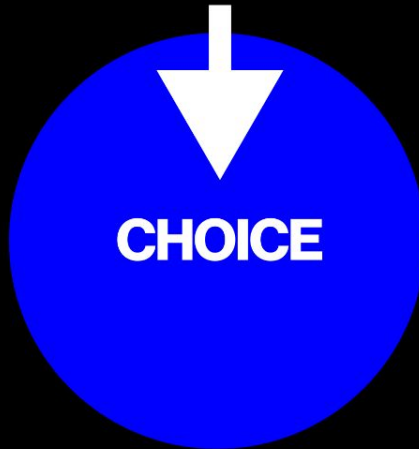


Web3 is a game changer

CREATORS



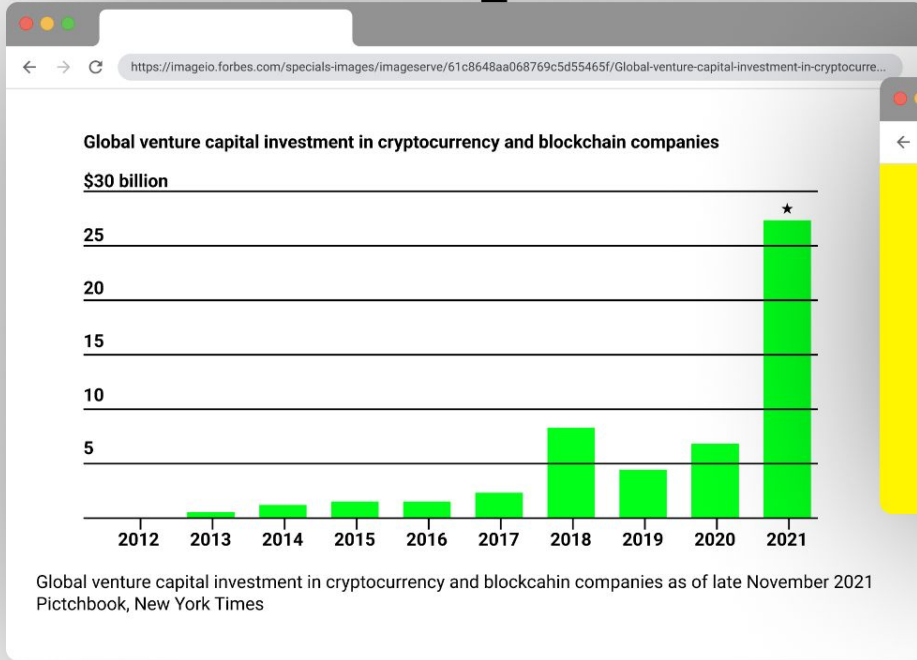
USERS



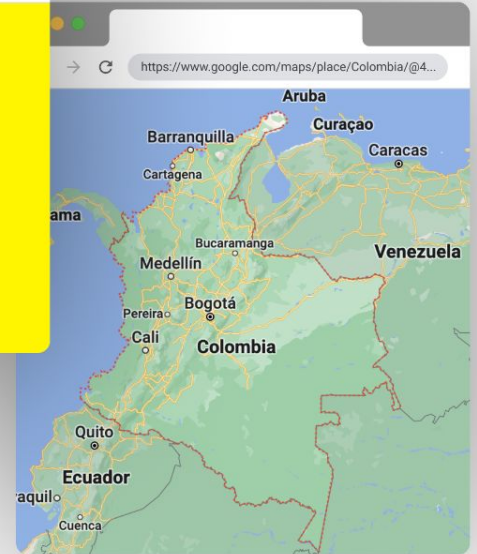
DEVELOPERS



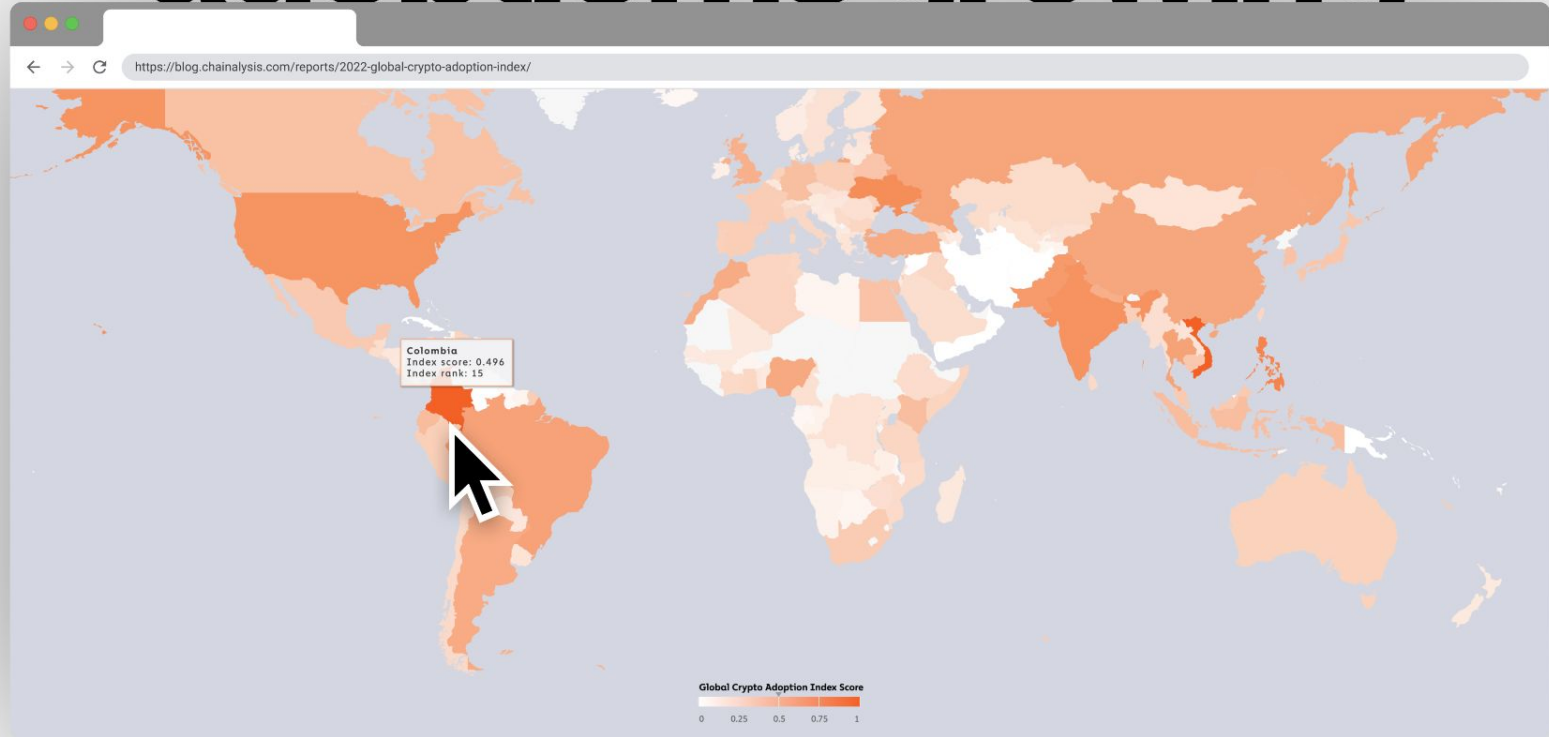
Web3 investment and adoption is growing



6.1%
of
Colombians
own
cryptocurrency



Web3 investment and adoption is growing



**Web3 Social is a greenfield
of opportunity.**



Web3 Social Ingredients

Open

Interconnected

Accessible

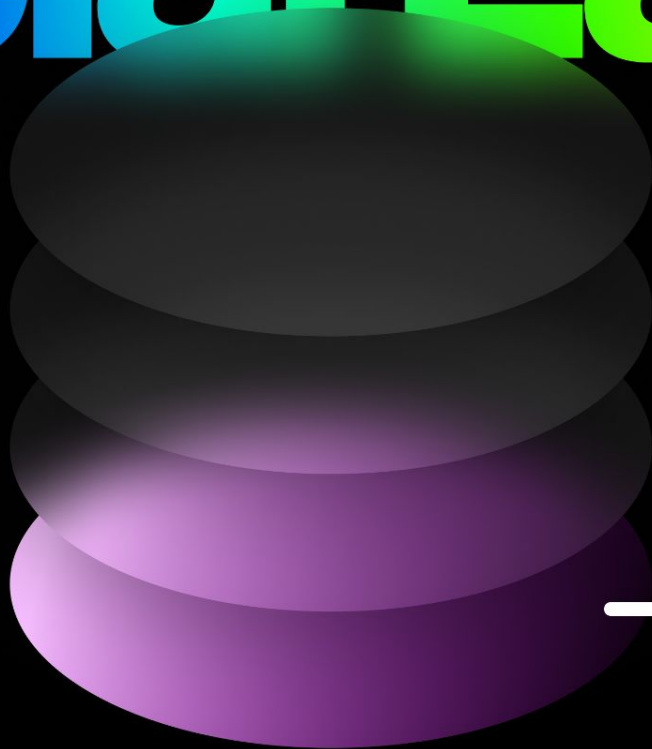
Decentralized



Social Layer



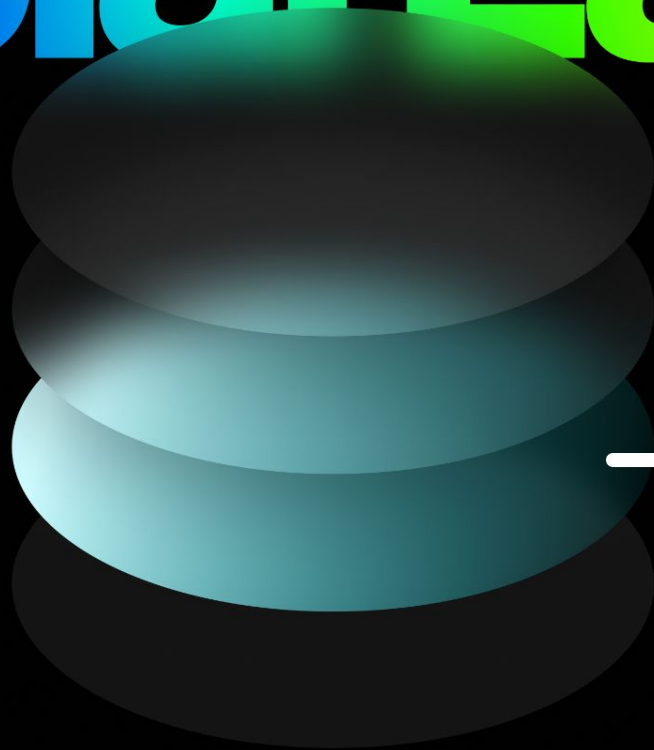
Social Layer



— Individuals
Identity
and Social Verification

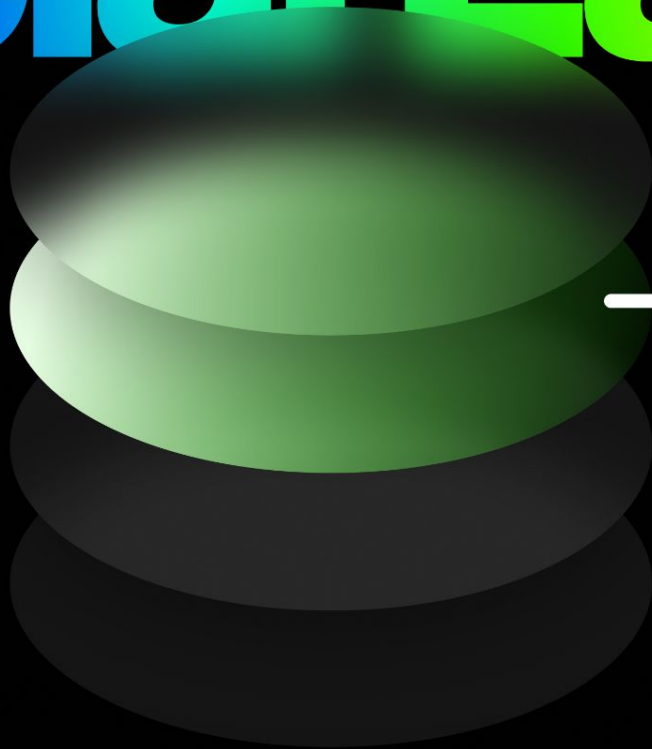


Social Layer



— **Groups**
Community Owned
Interest Graphs & Open
Algorithms

Social Layer




— **Creatives**
Novel forms of content,
unlocking creative
expression

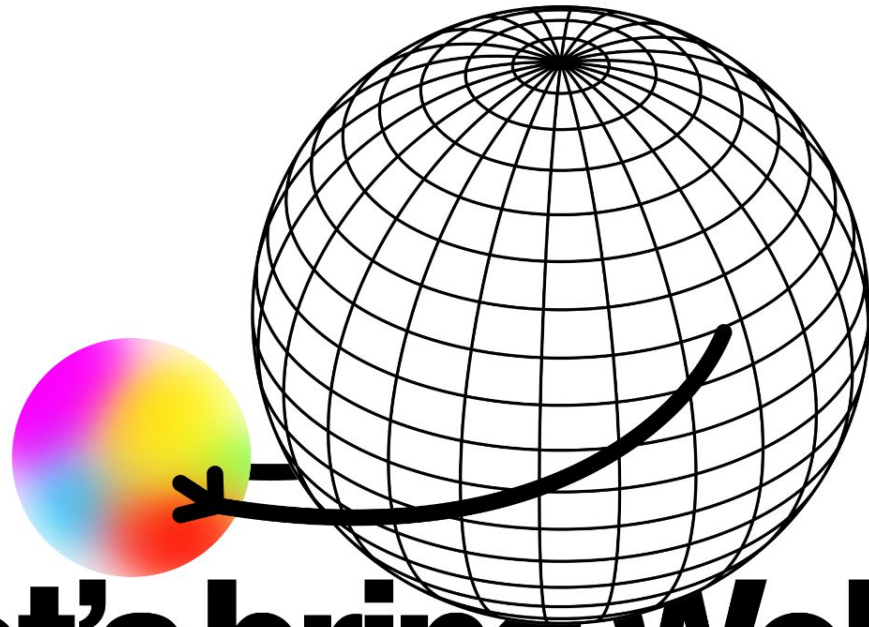
Social Layer



— **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?**





WORLD



