Understanding Latin Americans to design a local flavour DeFi platform

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How do we understand Latin Americans?
Tropykus User Dive: Engage-Educate-Evolve

Community driven research

Engage

Evolve

Educate

Engaging > recruiting
Cocreating value > extracting value
Growing together in the long term

+1400 Latinamericans interacting in our community.

Our research is embedded in our community dynamics.

We have our Tropykus Builders (lead users, beta testers and contributors) an group of motivated members with exclusive benefits.

We cultivate long term relationships to improve their personal finances.
5 learnings to build Web3 personal finances in Latinamerica
Convenience eats decentralization for breakfast.

Average people seek for obvious benefits.

DeFi benefits are not understood instantly, it requires a process.

Decentralization must be invisible.
My local currency is the enemy due to devaluation.

USD is my store of value for the future.

Hardcore to existing mental models with USD

We “kill” for dollars. And we do not want to spend them.
Saving is not a common habit in Latam. When saving is not taught, abusive loans are the only option. Start paying your debts, then it is time to save.

Before learning about Web3, we need to learn how to save money.
Loans are hard to get and even harder to pay.

Interest rates are rather high in banks and credit history is an big obstacle.

Urgency is not your ally when getting a loan.

Conscious decisions create healthier personal finance.
Scams are frequent
Governments do not protect people’s rights
Banks take advantage of its privileged position

Trust is a scarce resource in Latam.
We believe that better personal finances can be built in Latam
Friendly reminder:

We are here for the **impact**, not for the technology.
¡Gracias!

Join our community!

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