Crypto Business Models & Defensibility

PRESENTER

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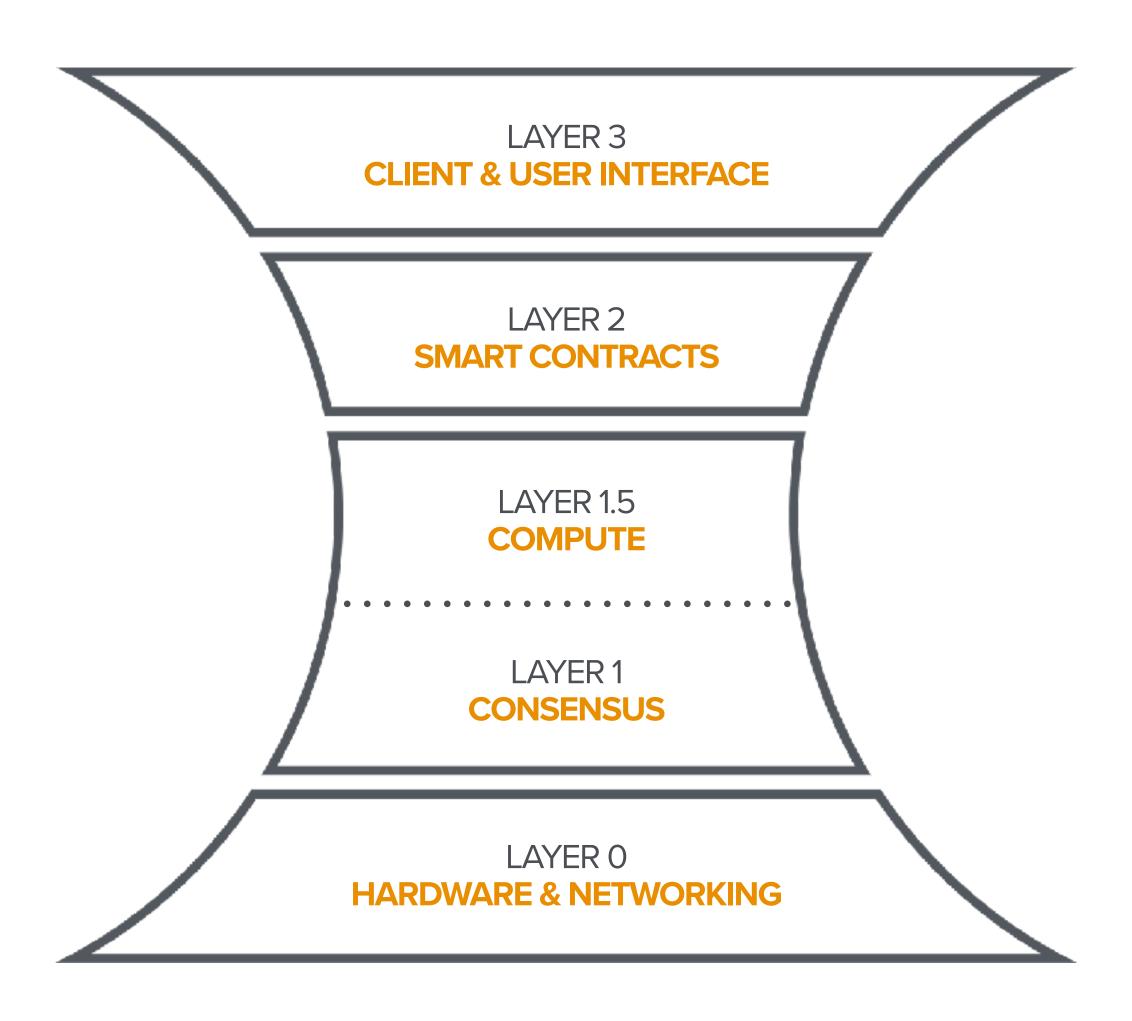
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Blockchains are computers.

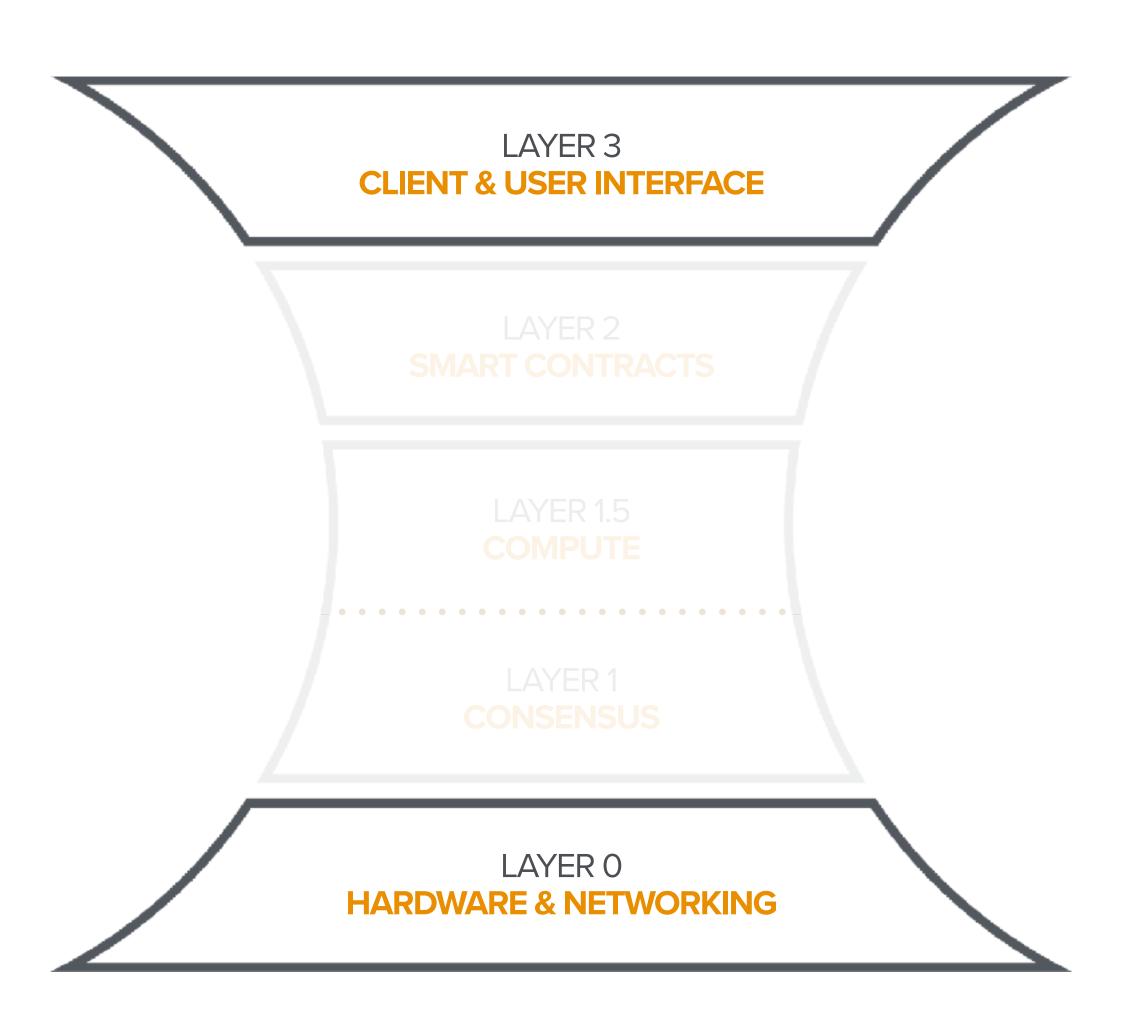
Blockchains are ecosystems.

Blockchains Are Ecosystems

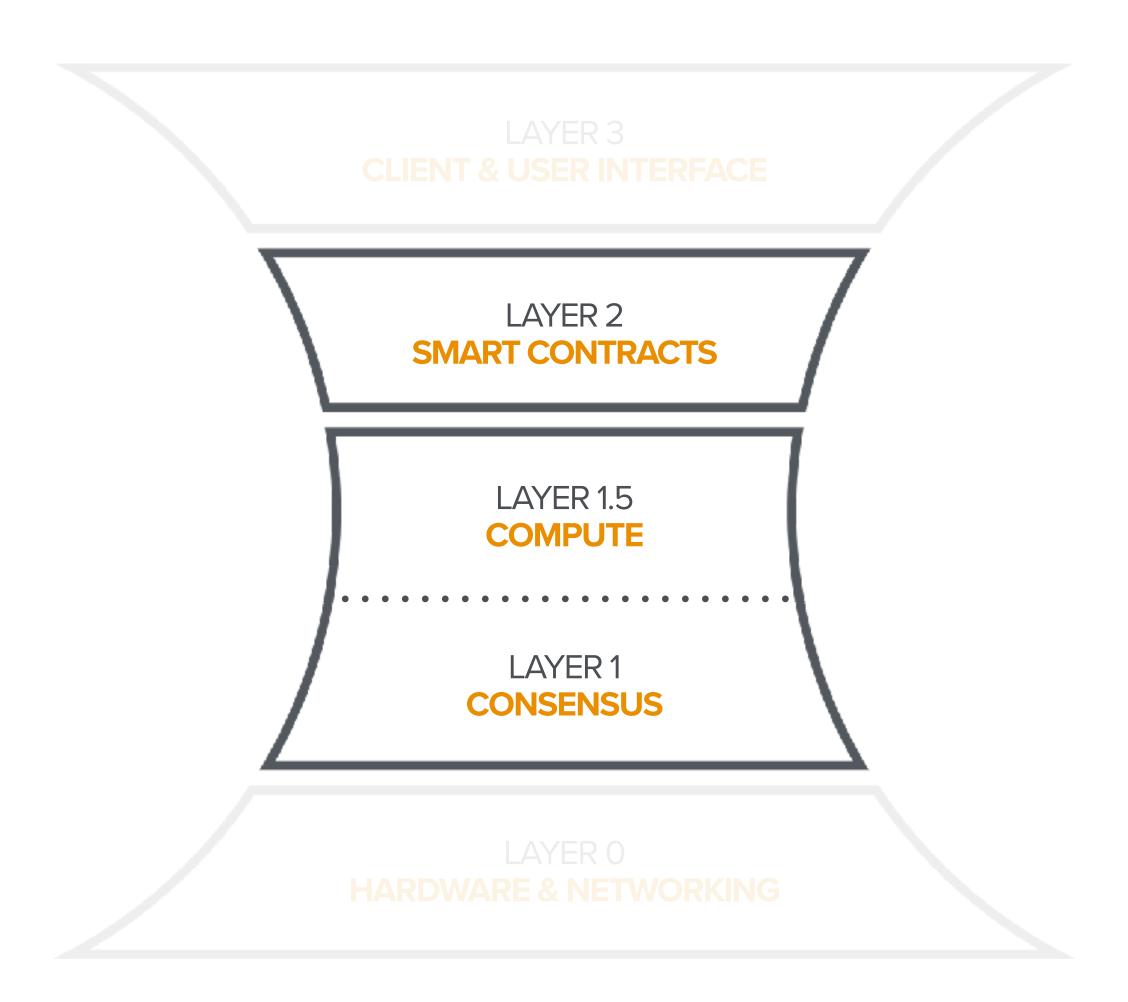
A Walk up the Stack



The Periphery

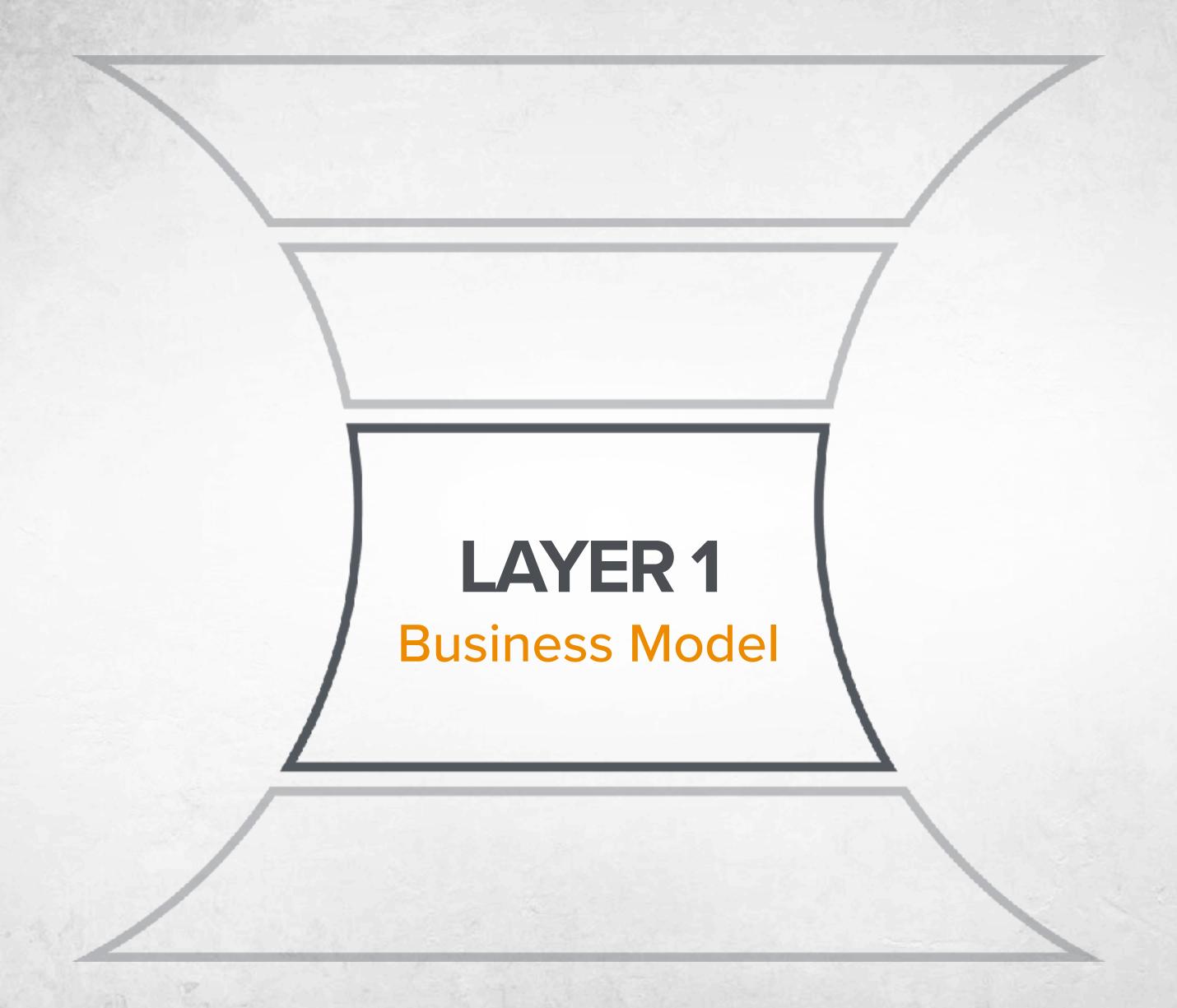


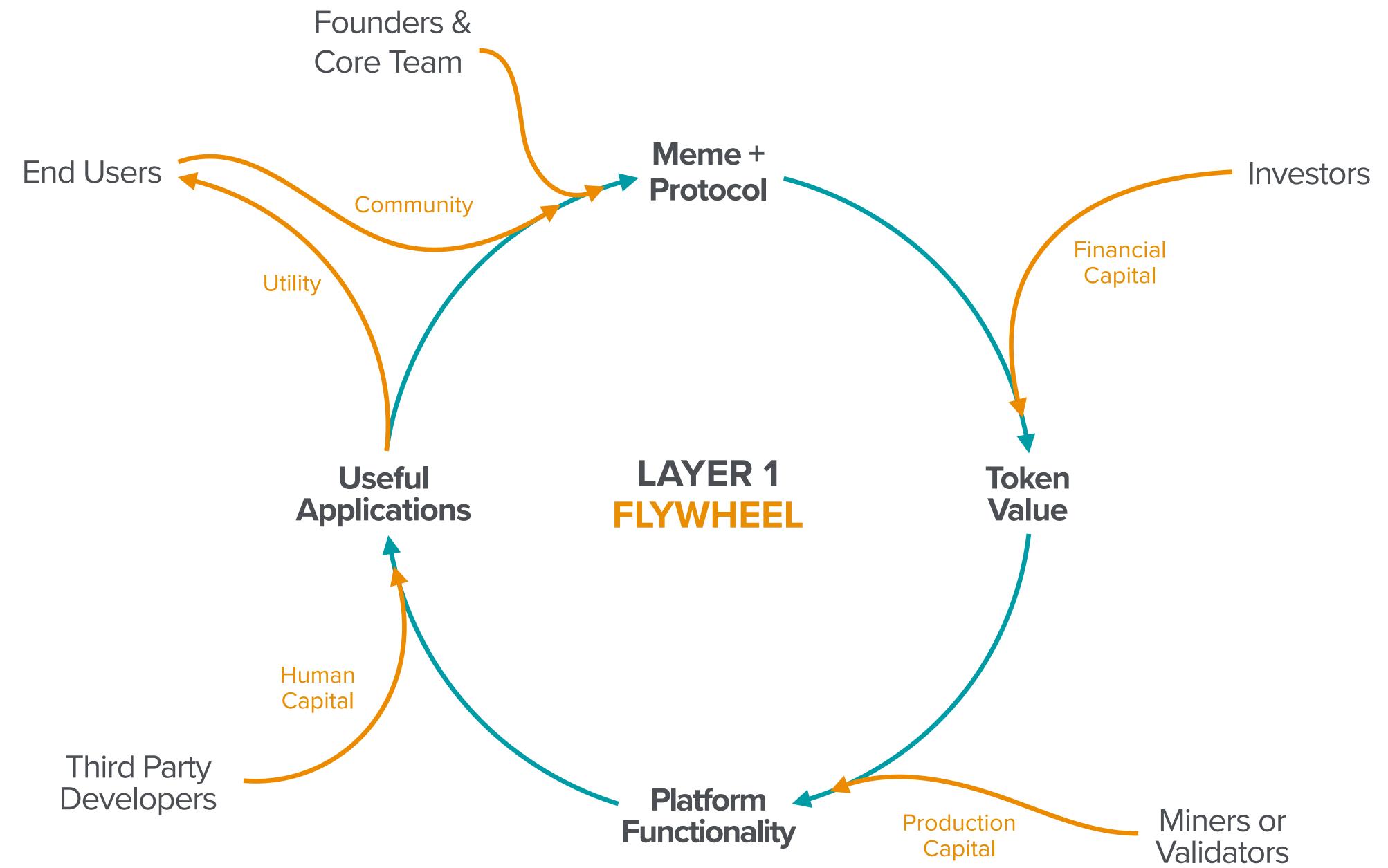
The Core



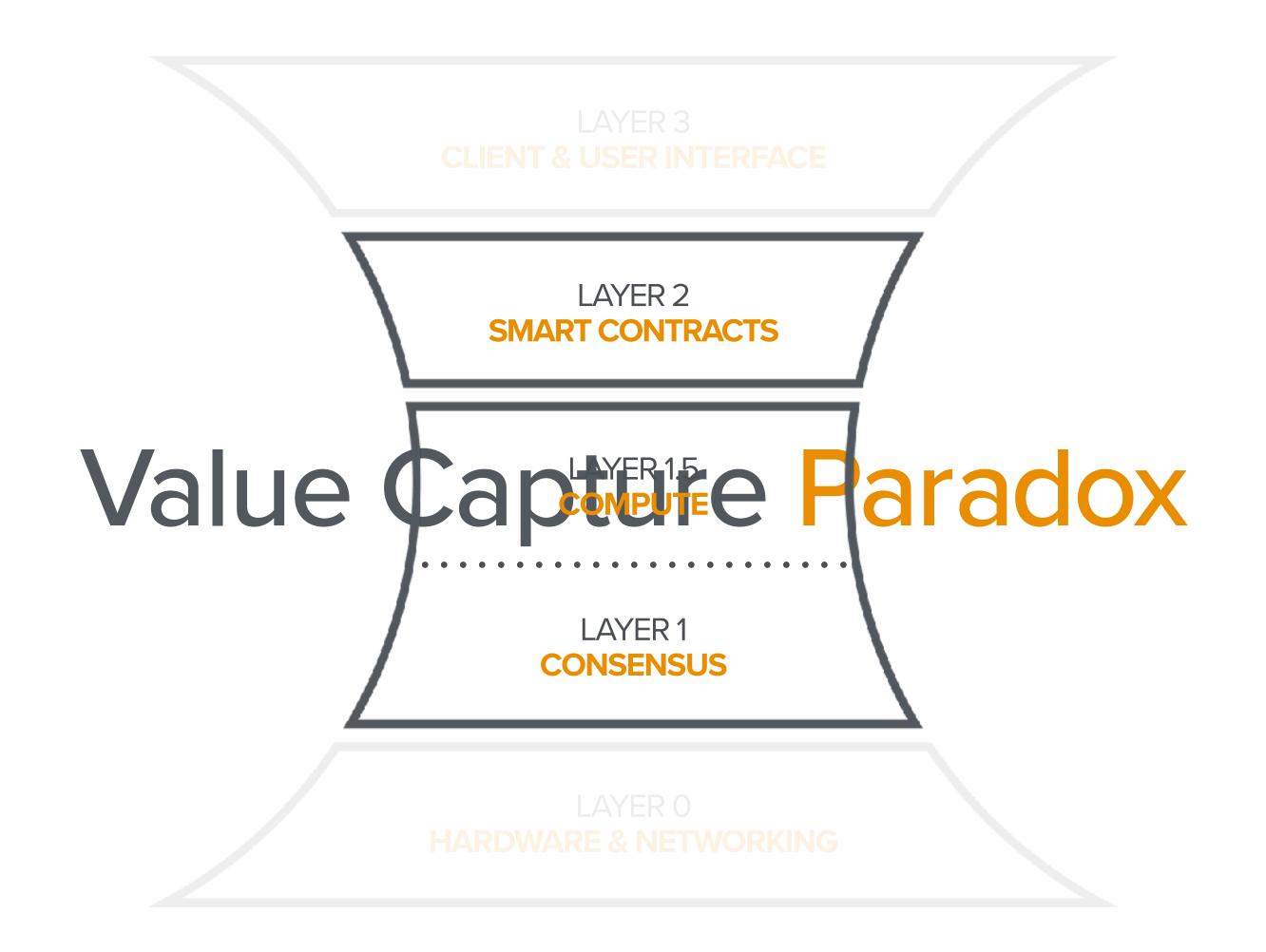
Core Crypto Business Model







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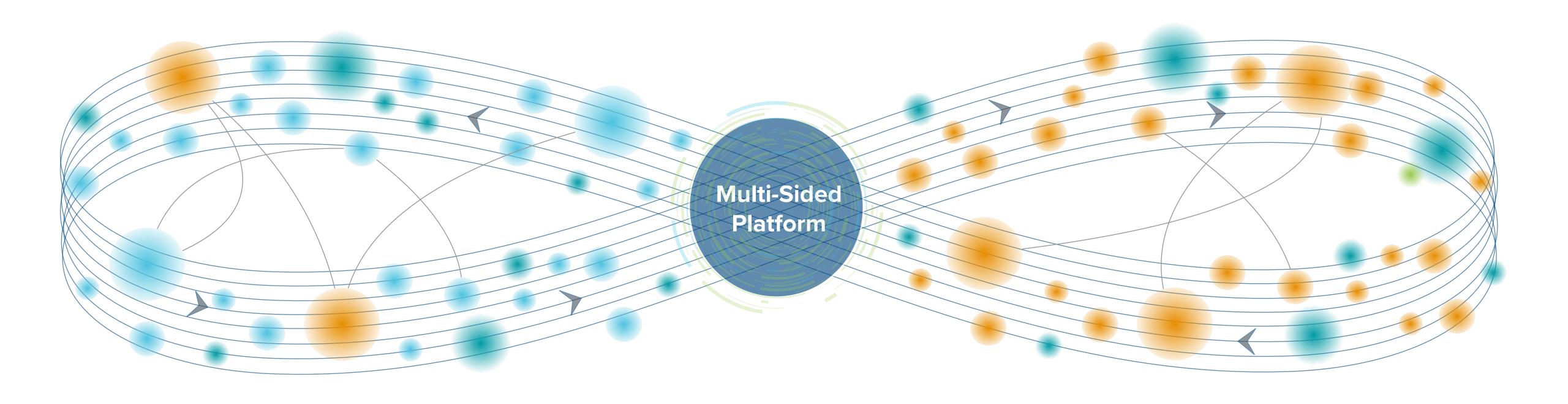


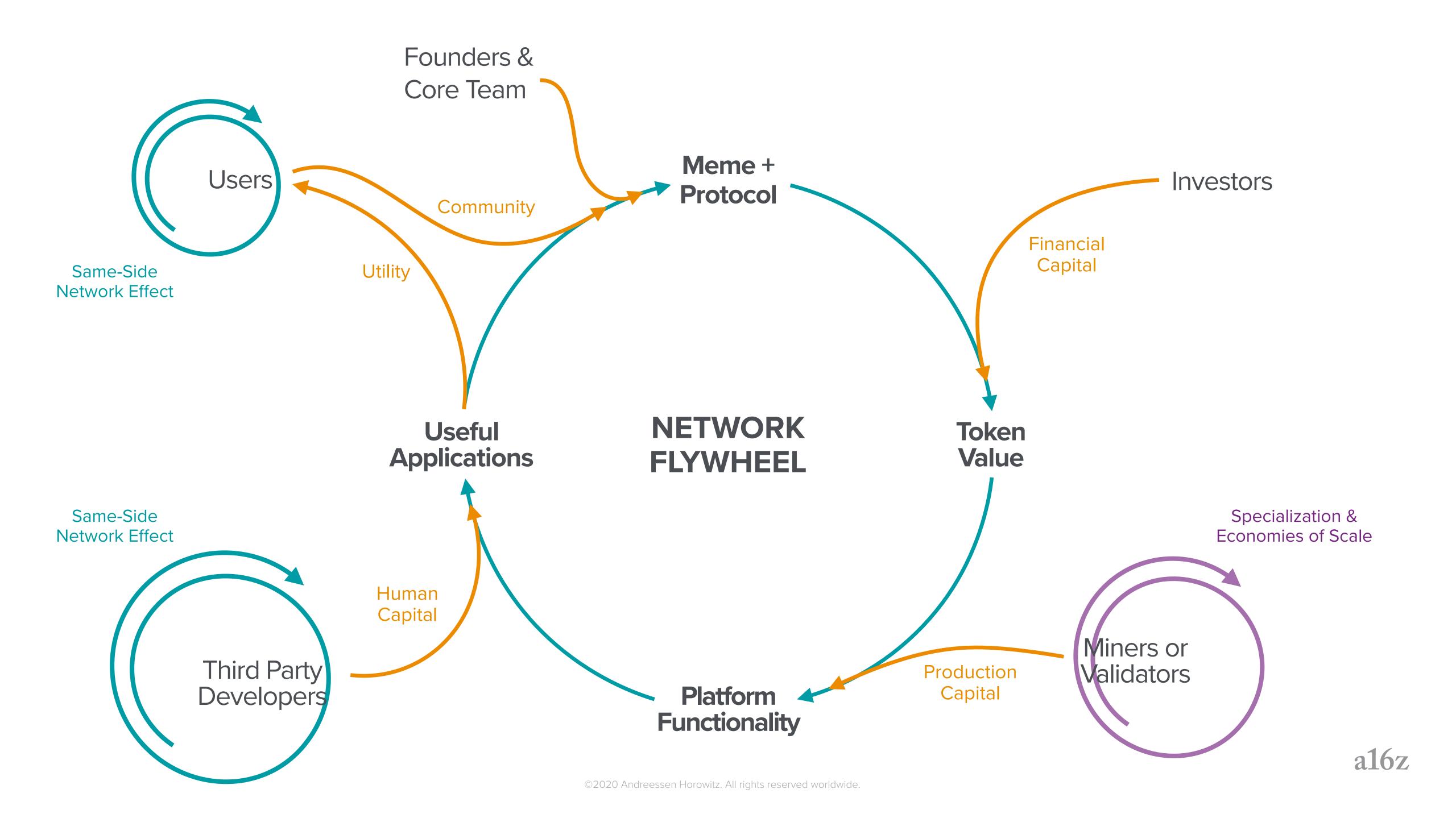


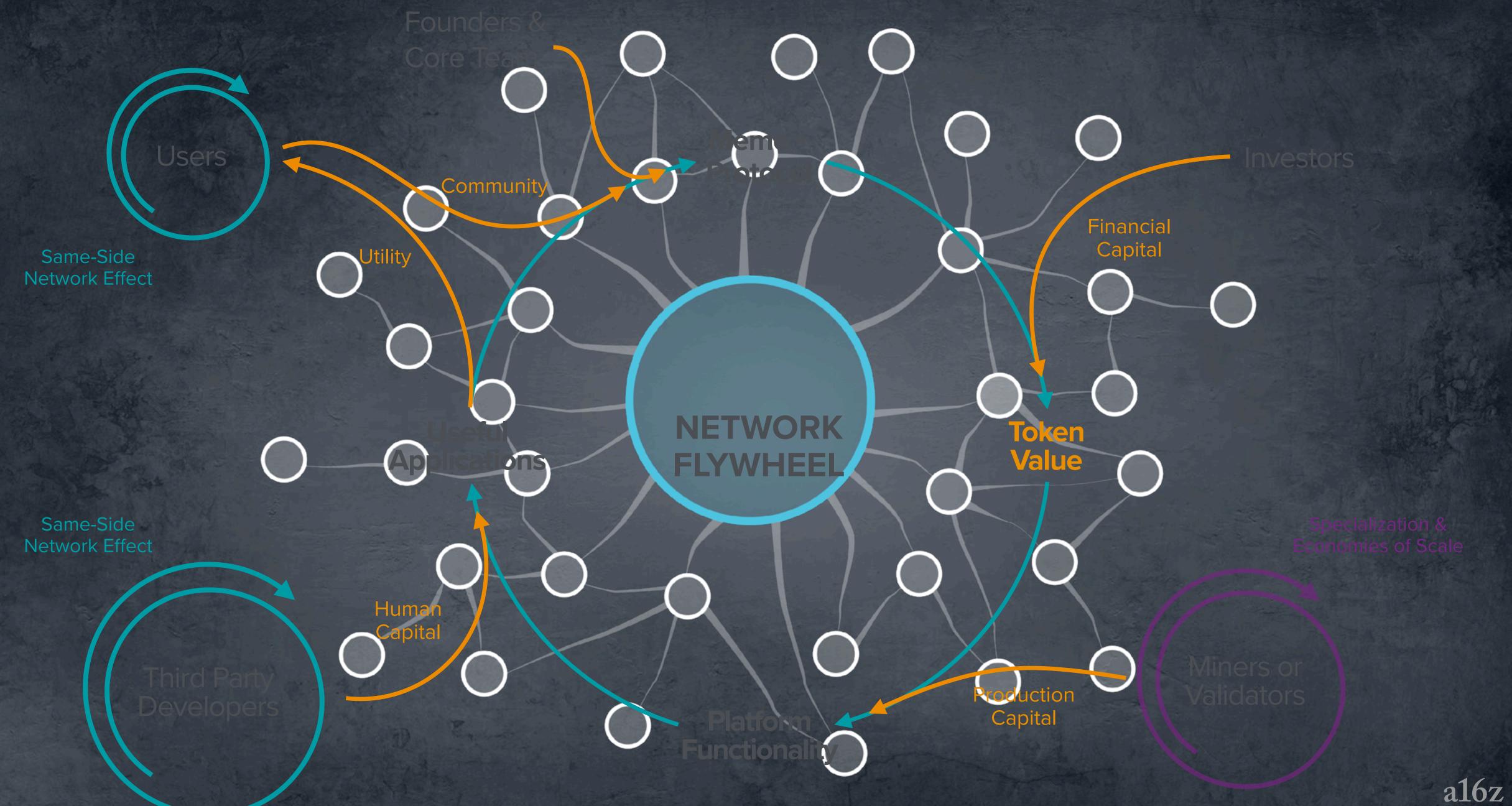


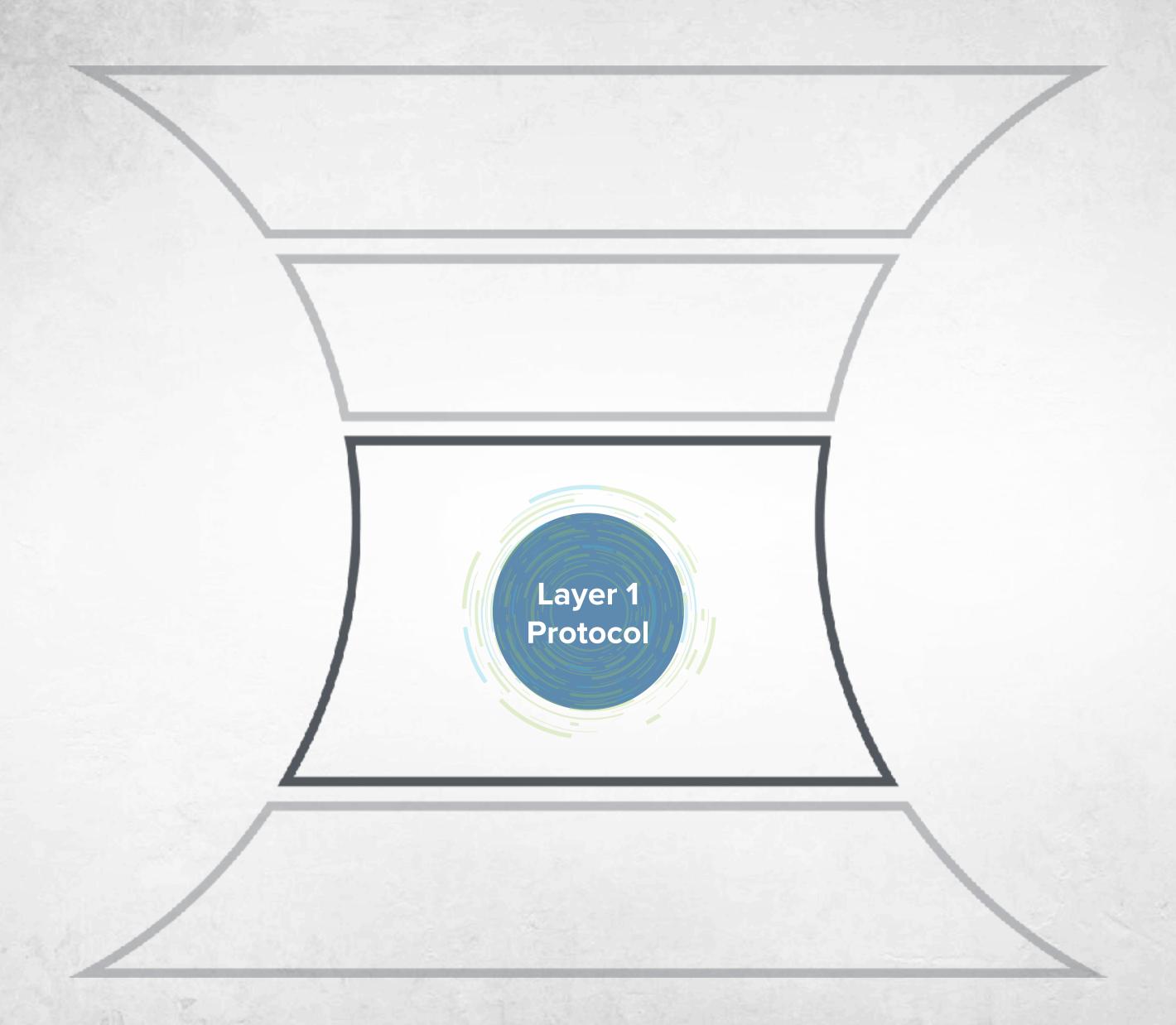
Cross-Side Network Effects

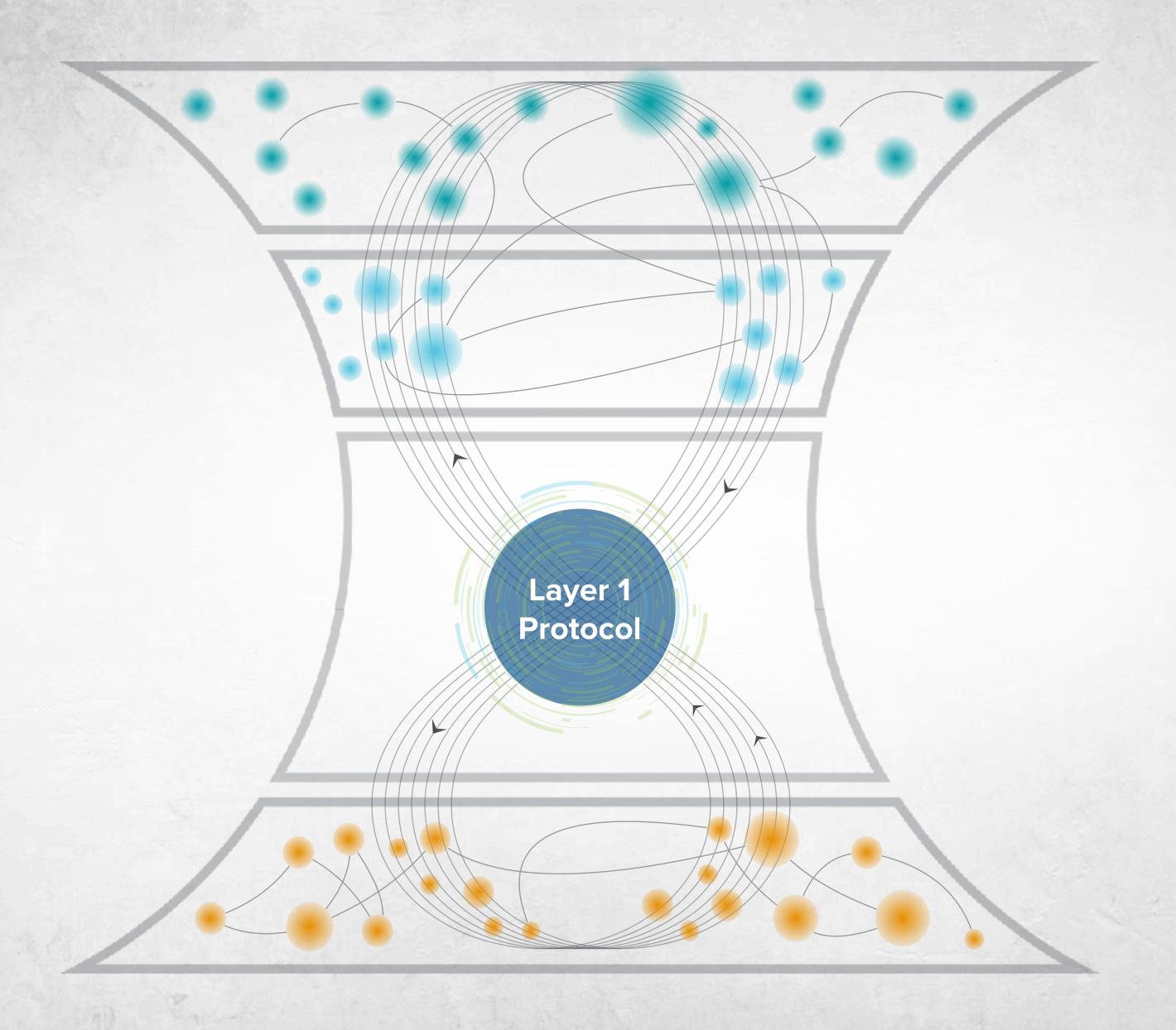
Examples: Lyft, iOS









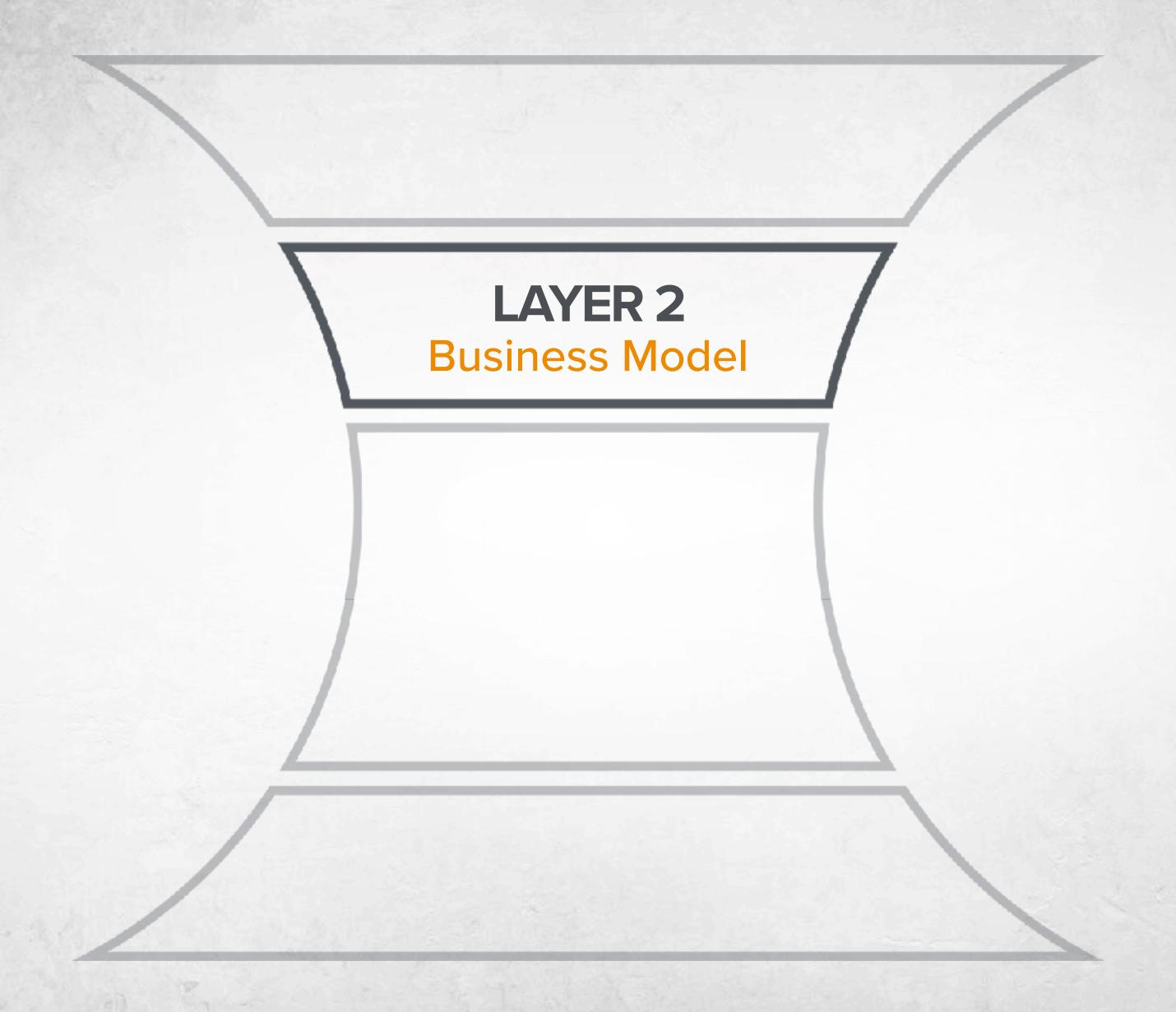


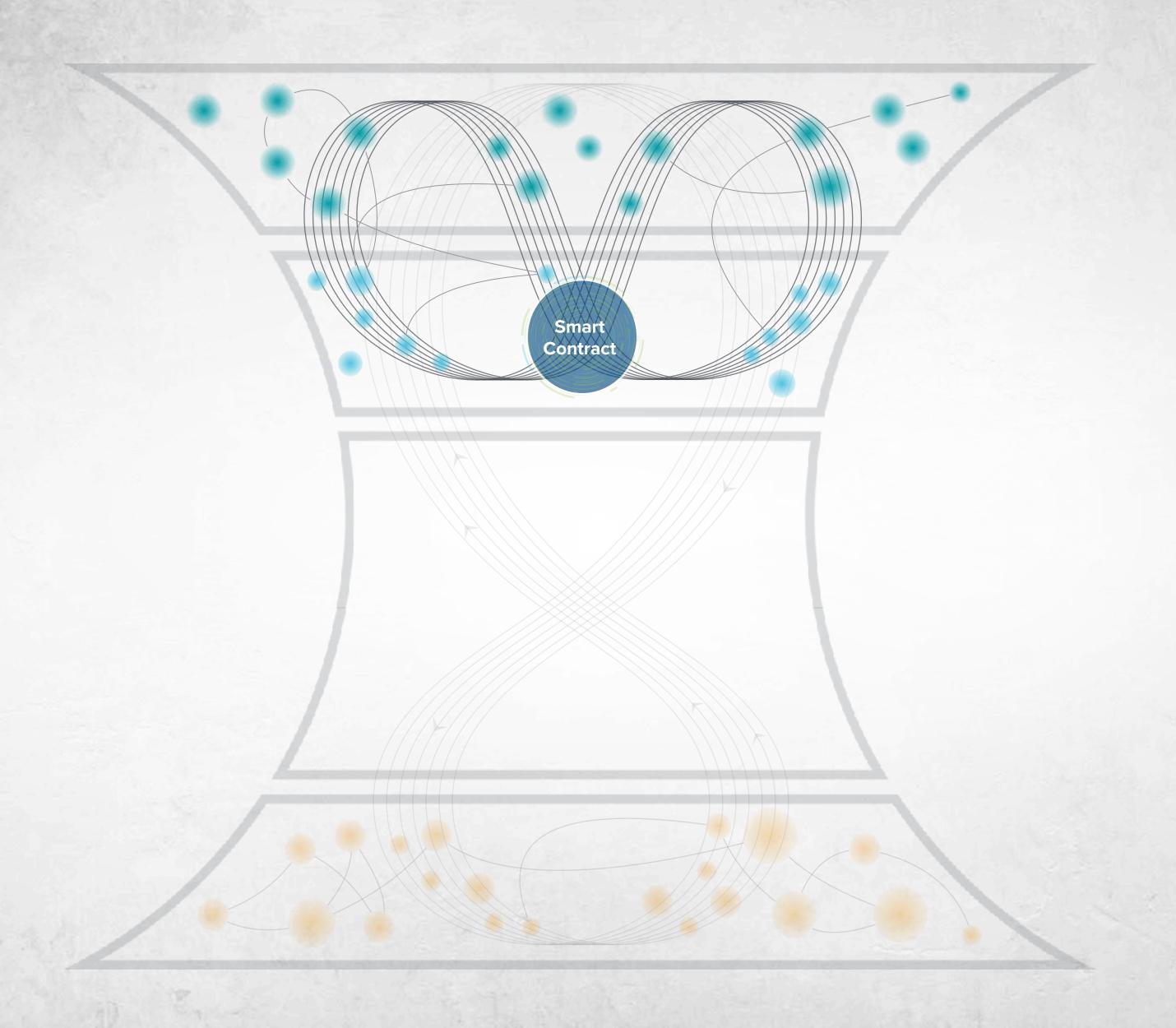
Community Owned & Controlled

Community Owned & Controlled



Autonomous Programs

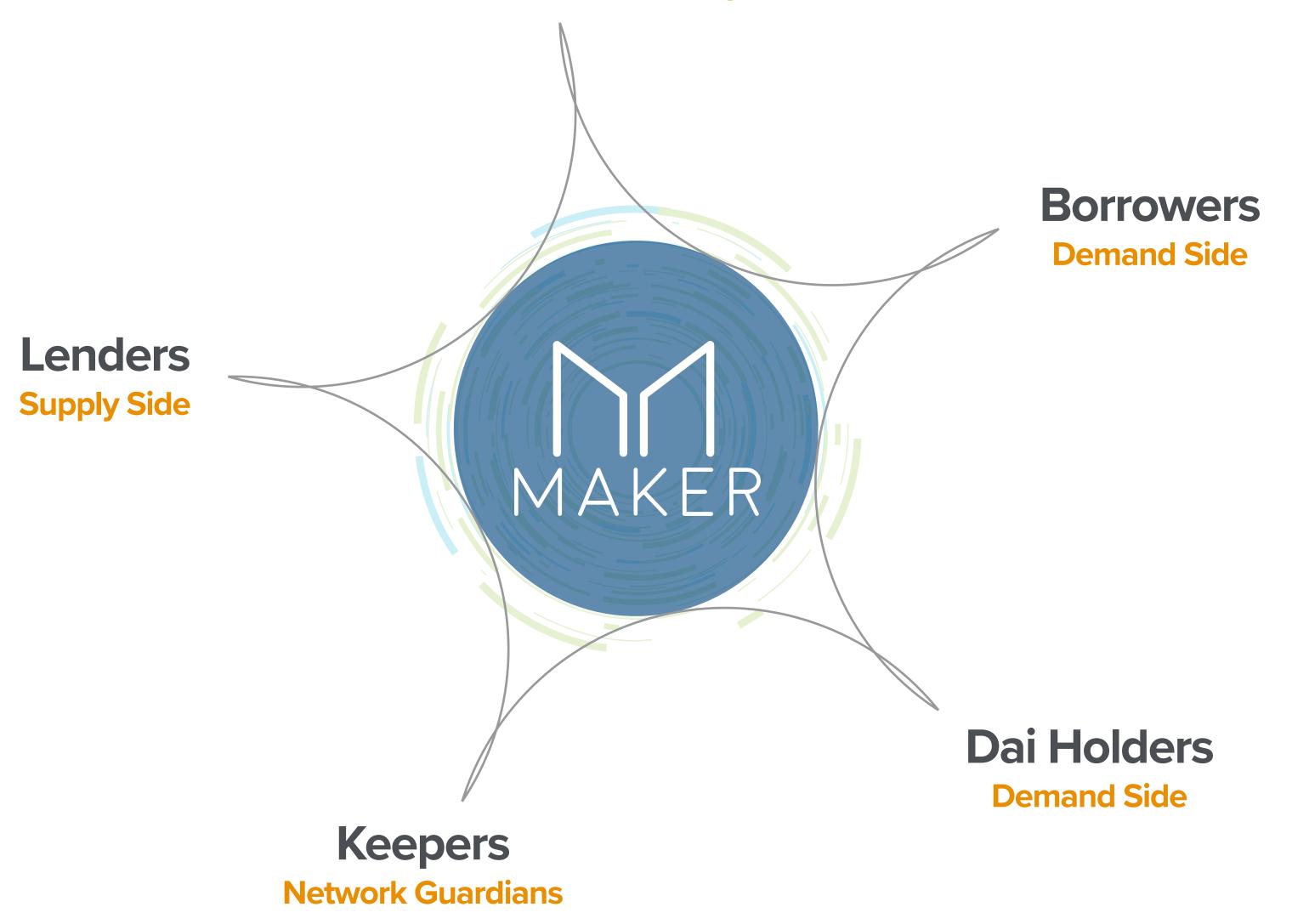




Examples

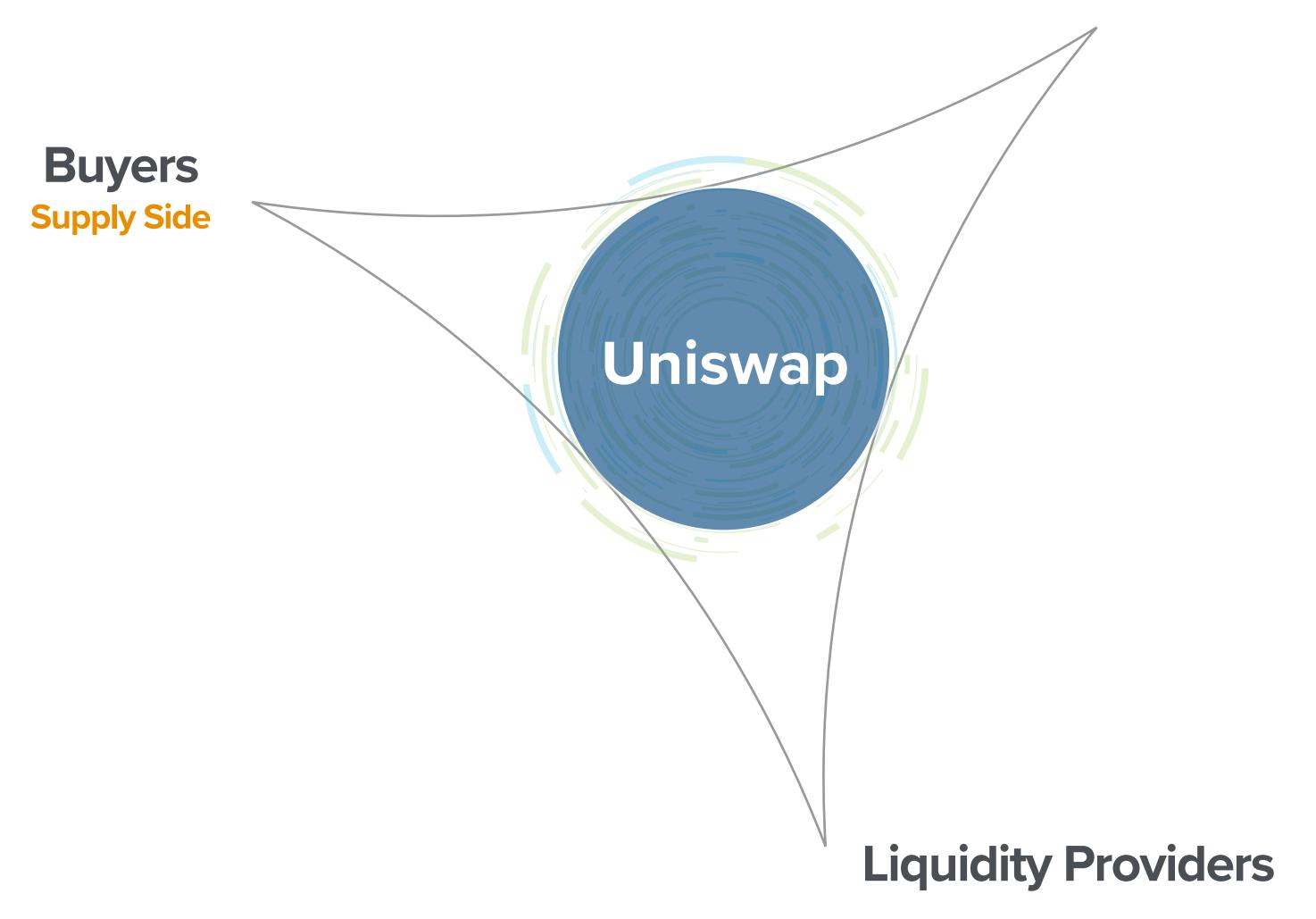
MKR Holders

Governance + Financial Capital



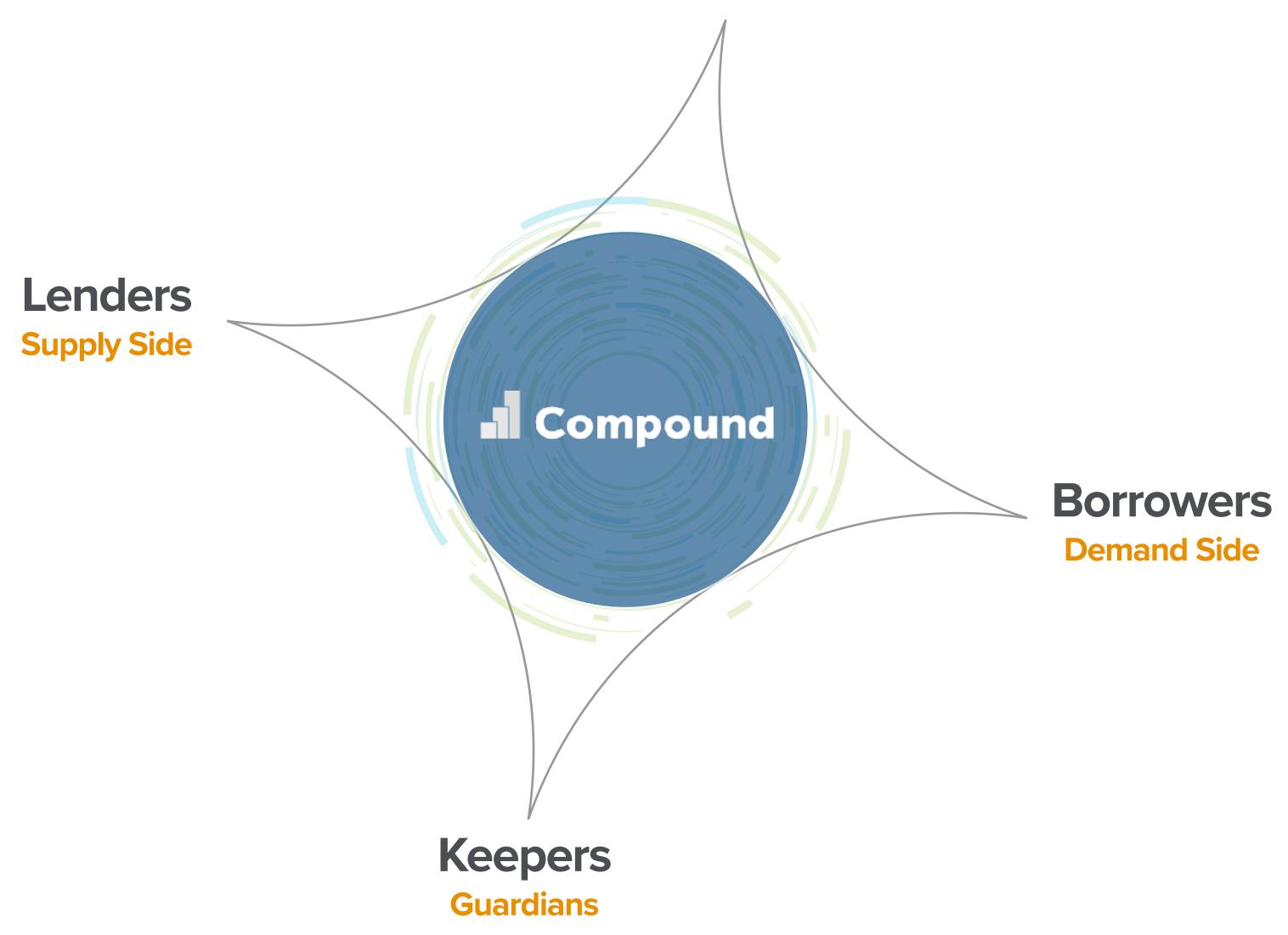
Sellers

Demand Side



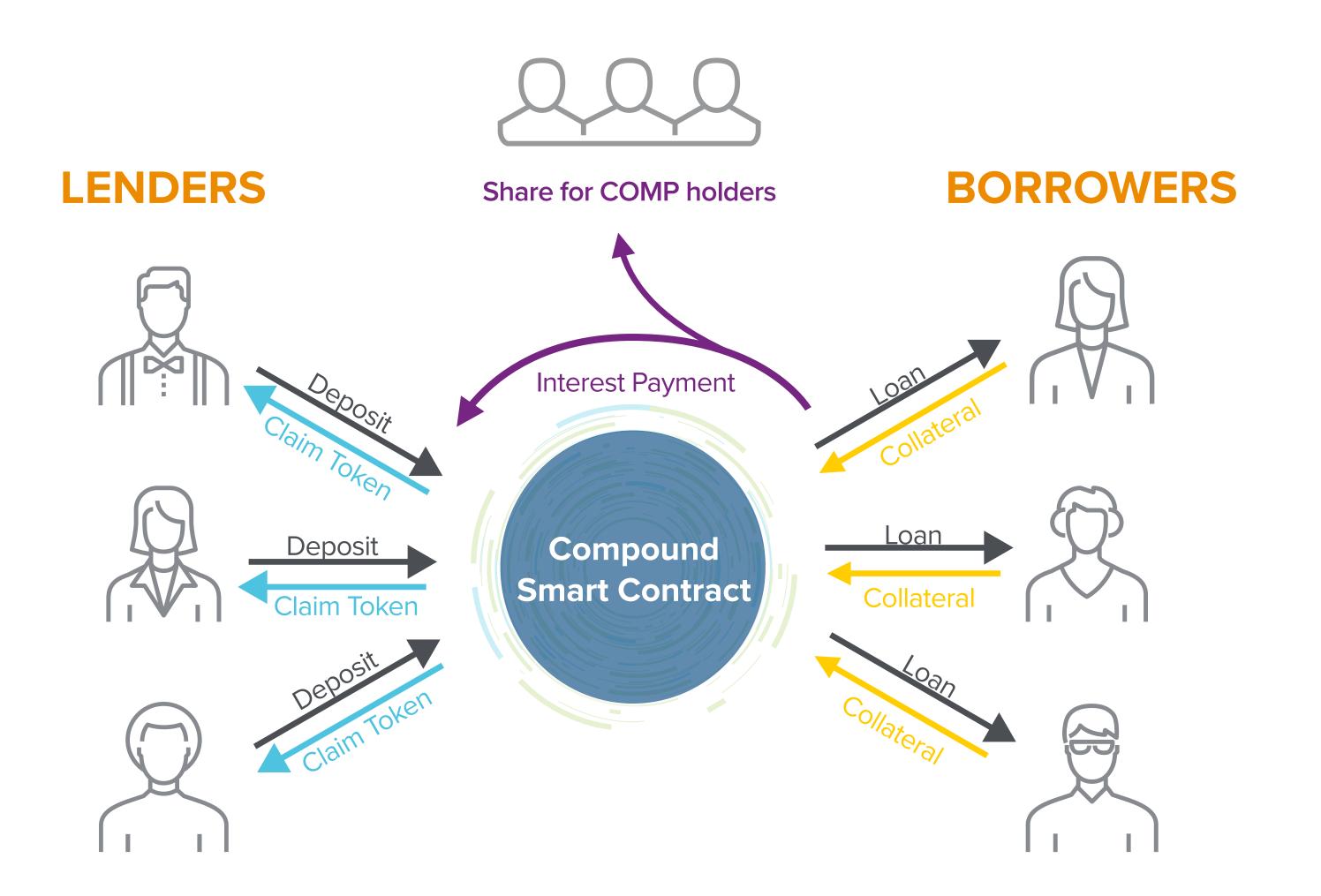
COMP Holders

Governance + Financial Capital



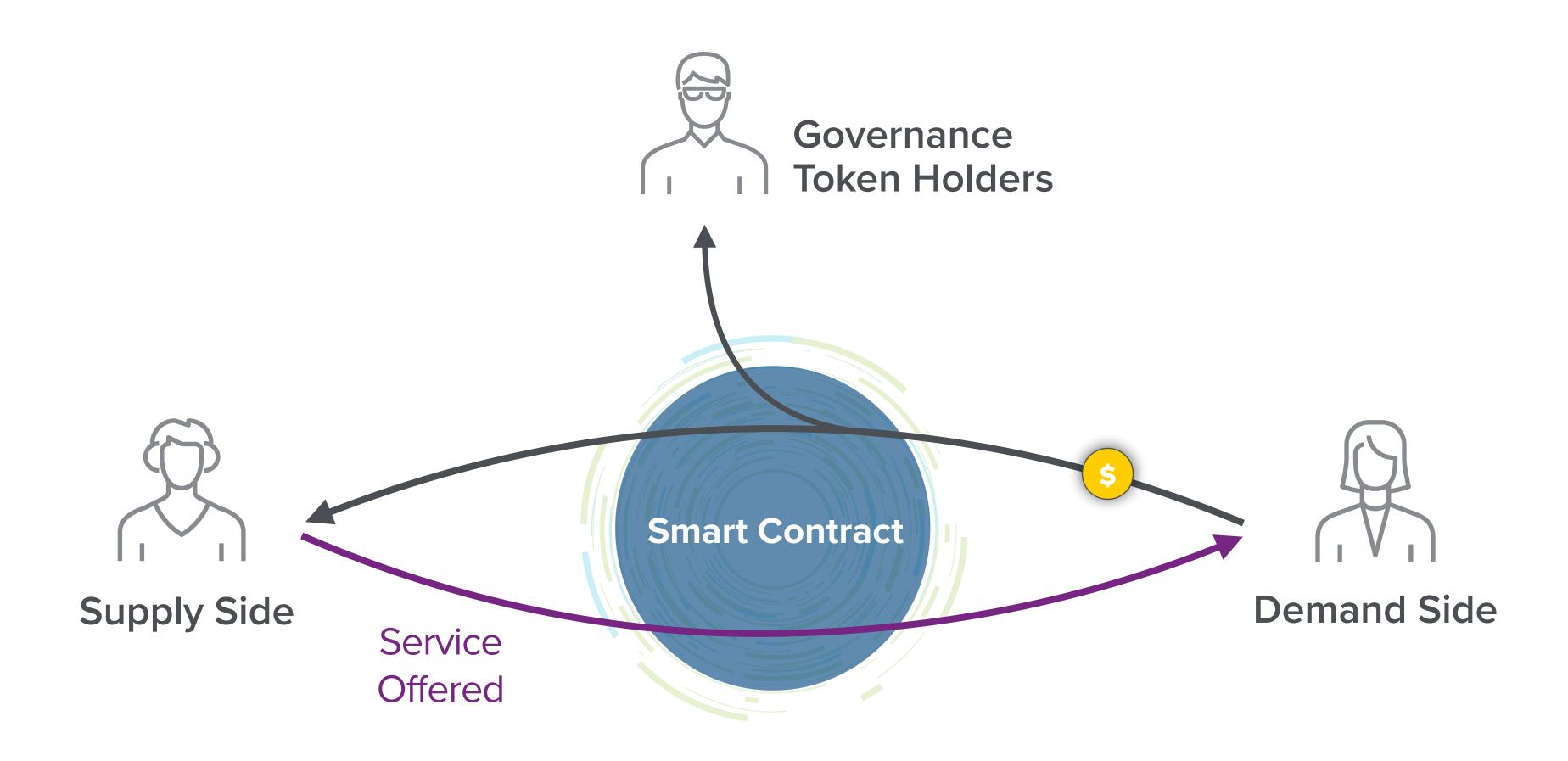
d Compound

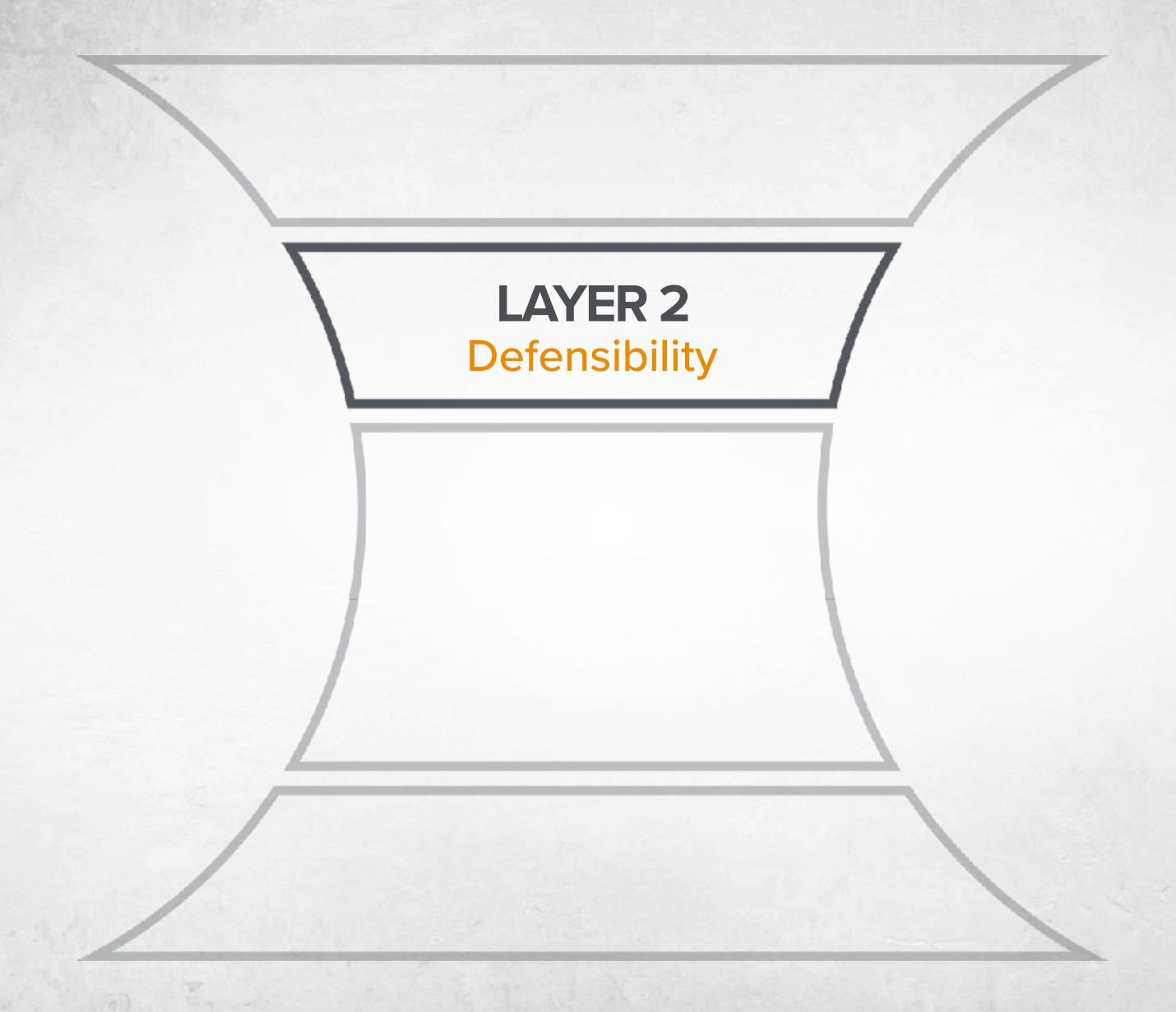
Case Study



Core Layer 2 Business Model

Capture a Revenue Stream

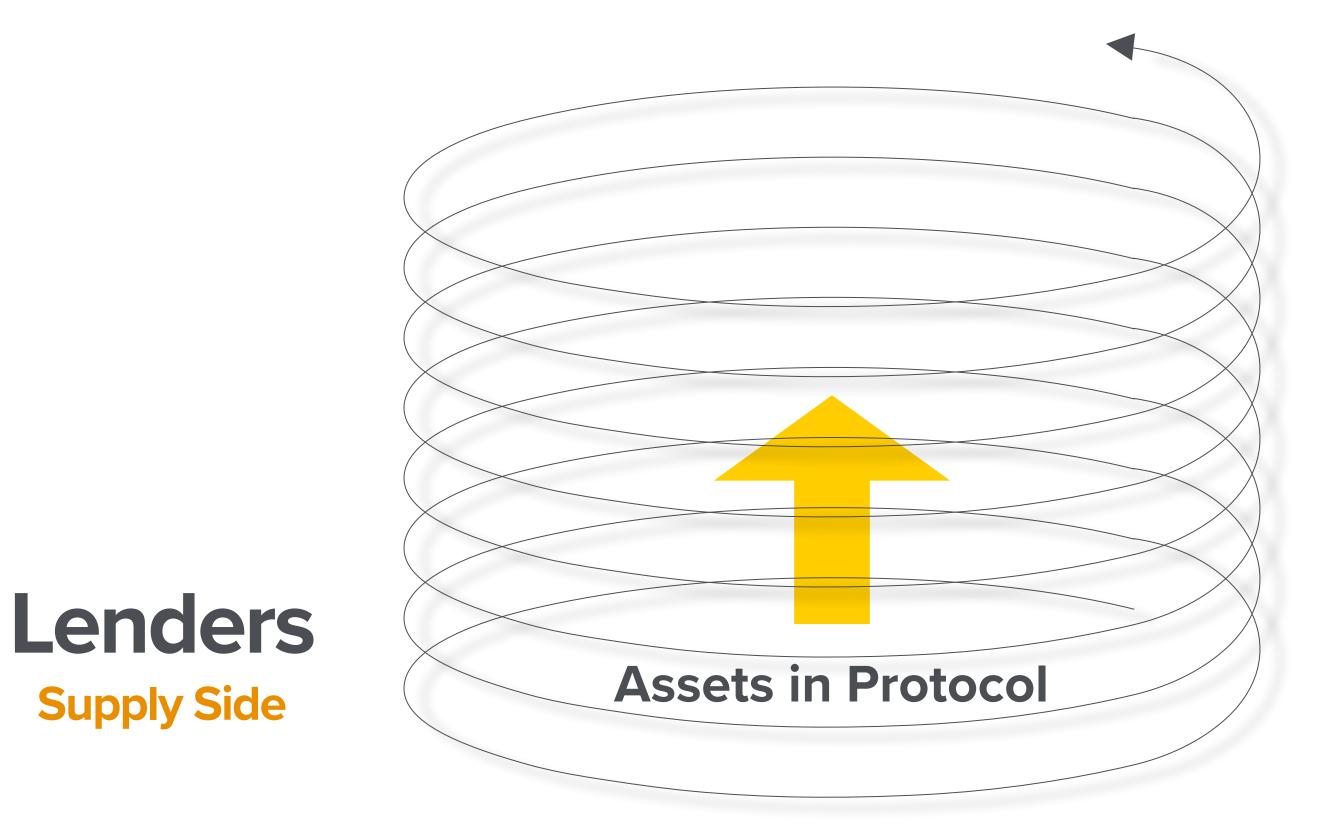




Virtuous Cycle

Supply Side

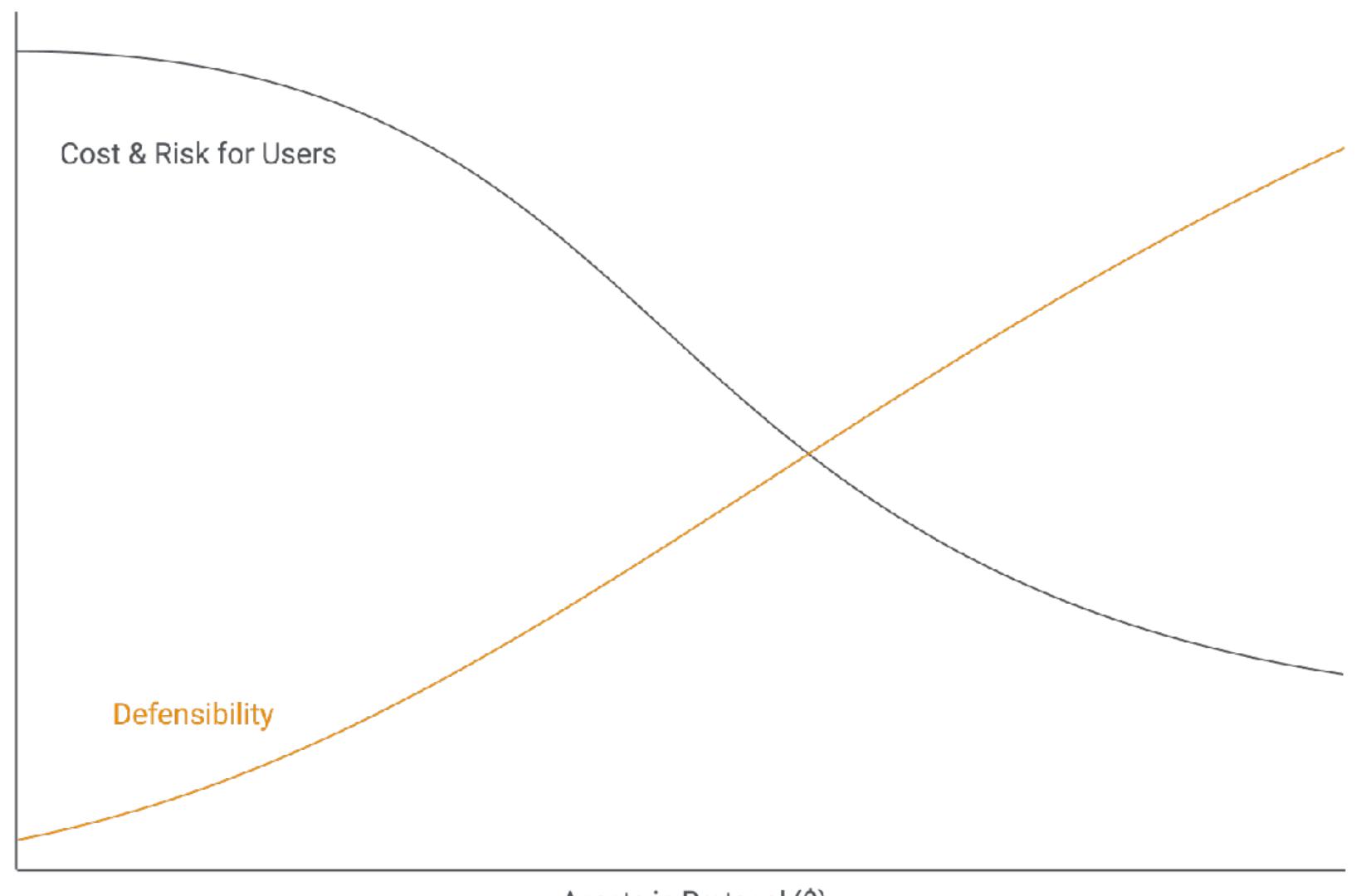
Example: Compound



Borrowers

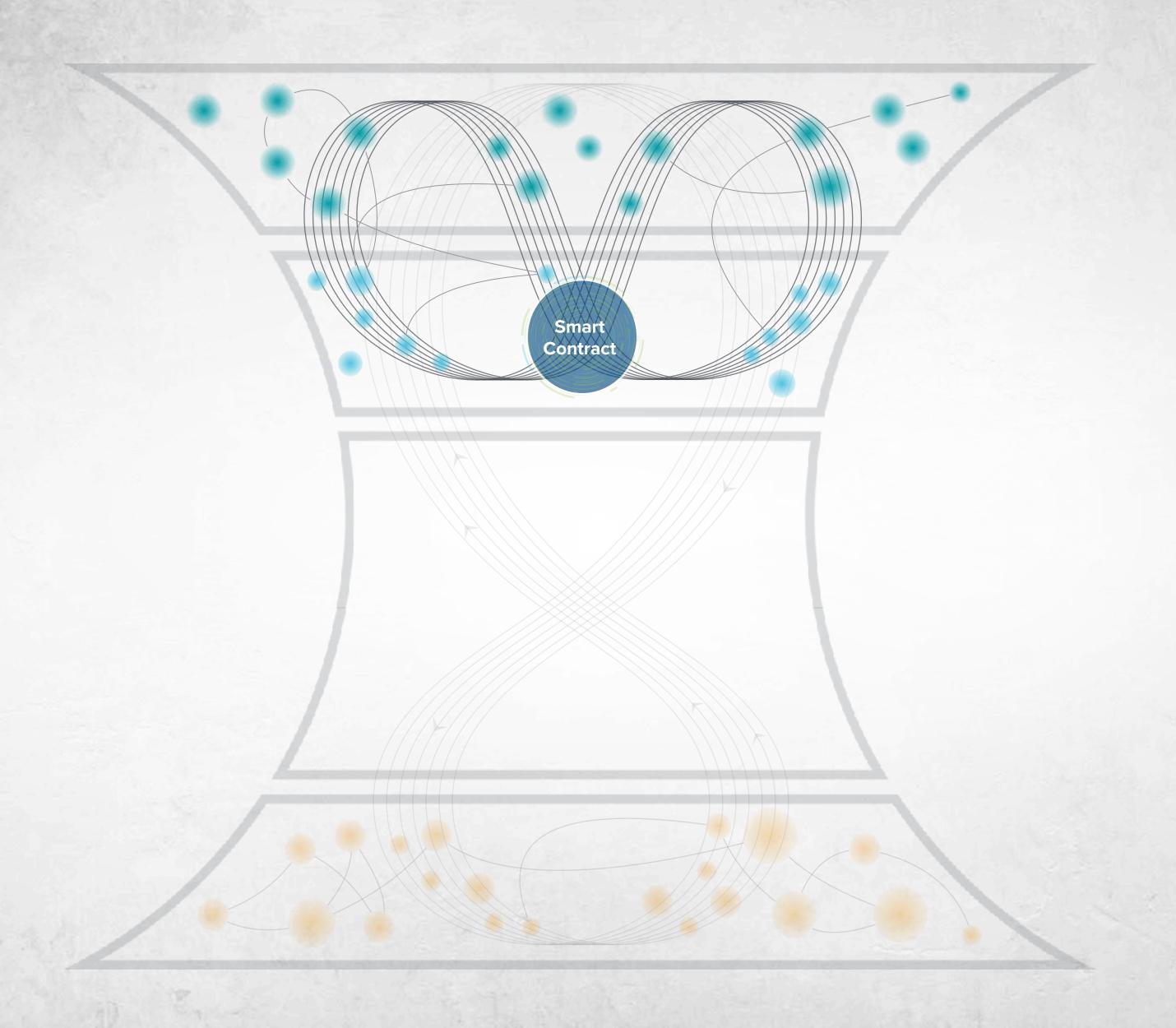
Demand Side

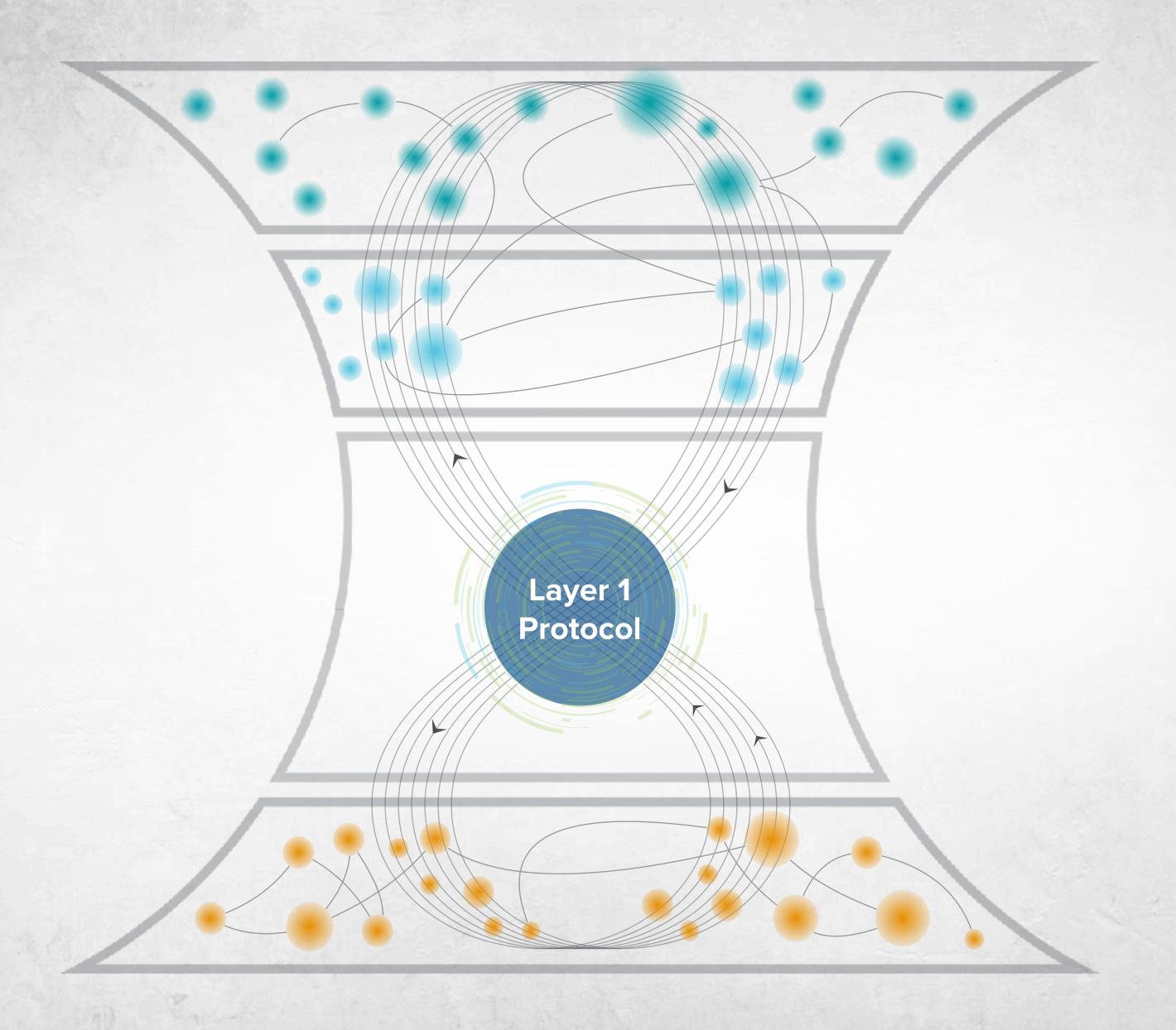
Compound Network Effects



Exercise: How is defensibility affected by:

- 1. Fragmentation of assets in protocol across contracts?
- 2. Distribution of assets in protocol between users?
- 3. Rate of churn of assets in protocol?





Value Capture in Crypto

Multi-Sided Platforms



Network Effects