

Protocols and Products

SPEAKER

Nitya Subramanian, Celo

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Build a financial system that creates the
conditions for prosperity - for everyone.

What Makes A Successful Product?



Building Products

Who is your product for?

End Users

Wallets, UI

Developers

Protocols, Smart Contracts

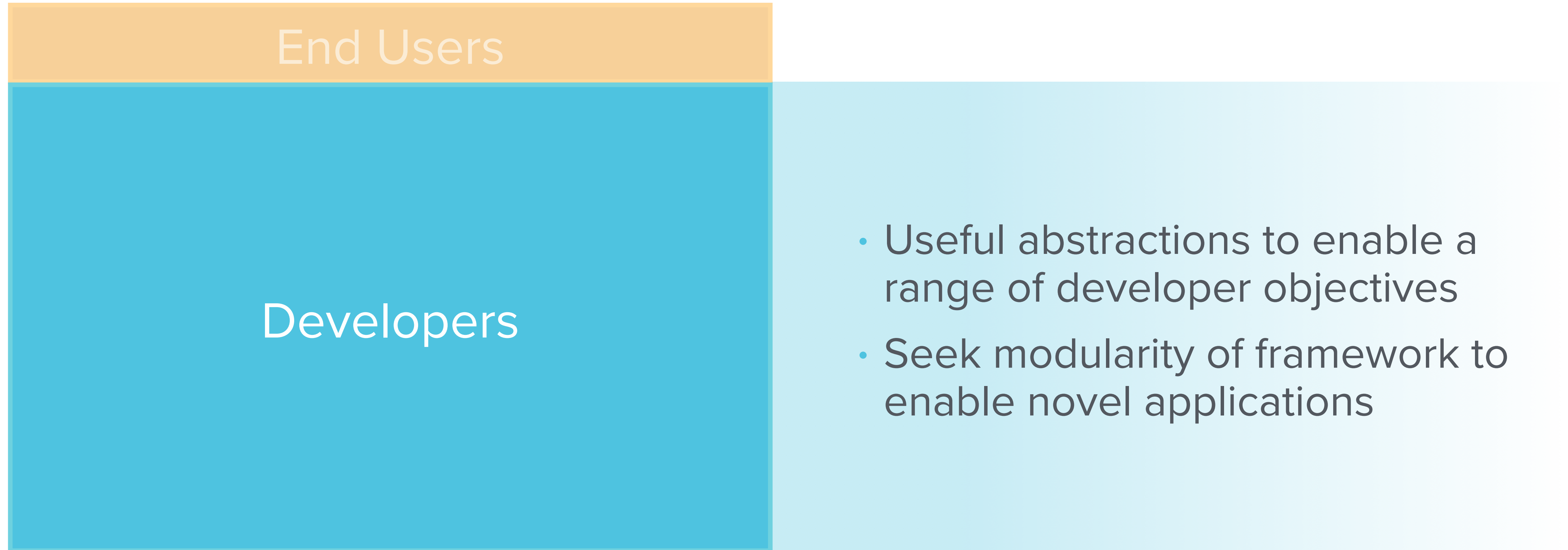
Stakeholders: End User

End Users

- Clear primary objective(s) and feature set
- Seek *control* to provide an opinionated user experience

Developers

Stakeholders: Developers



How do you balance these needs?

End Users

Seek control over the end user experience, limiting dependencies that have undue influence

Building full stack helps identify troublesome dependencies early

Developers

Clarify developer personas to inform useful abstractions that allow for a range of objectives

Thinking full stack helps clarify developer objectives

Case Studies

Product Learnings: Blockchain So Far



A refresher:

Bitcoin is the native asset
(*product*) of the **bitcoin**
protocol (*network*)



Asset and protocol reinforce each other

Asset value comes from **utility** and **acceptance**

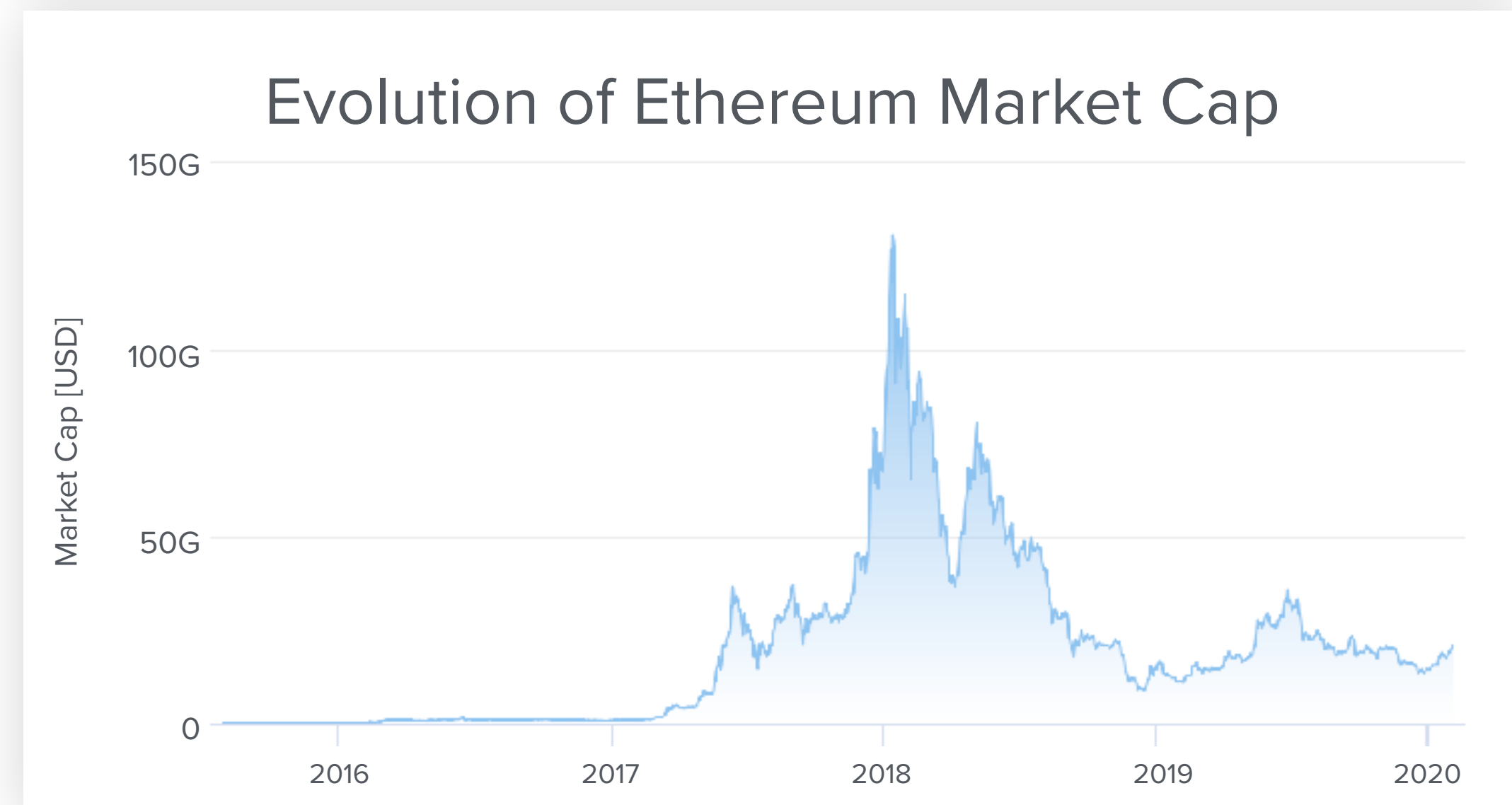
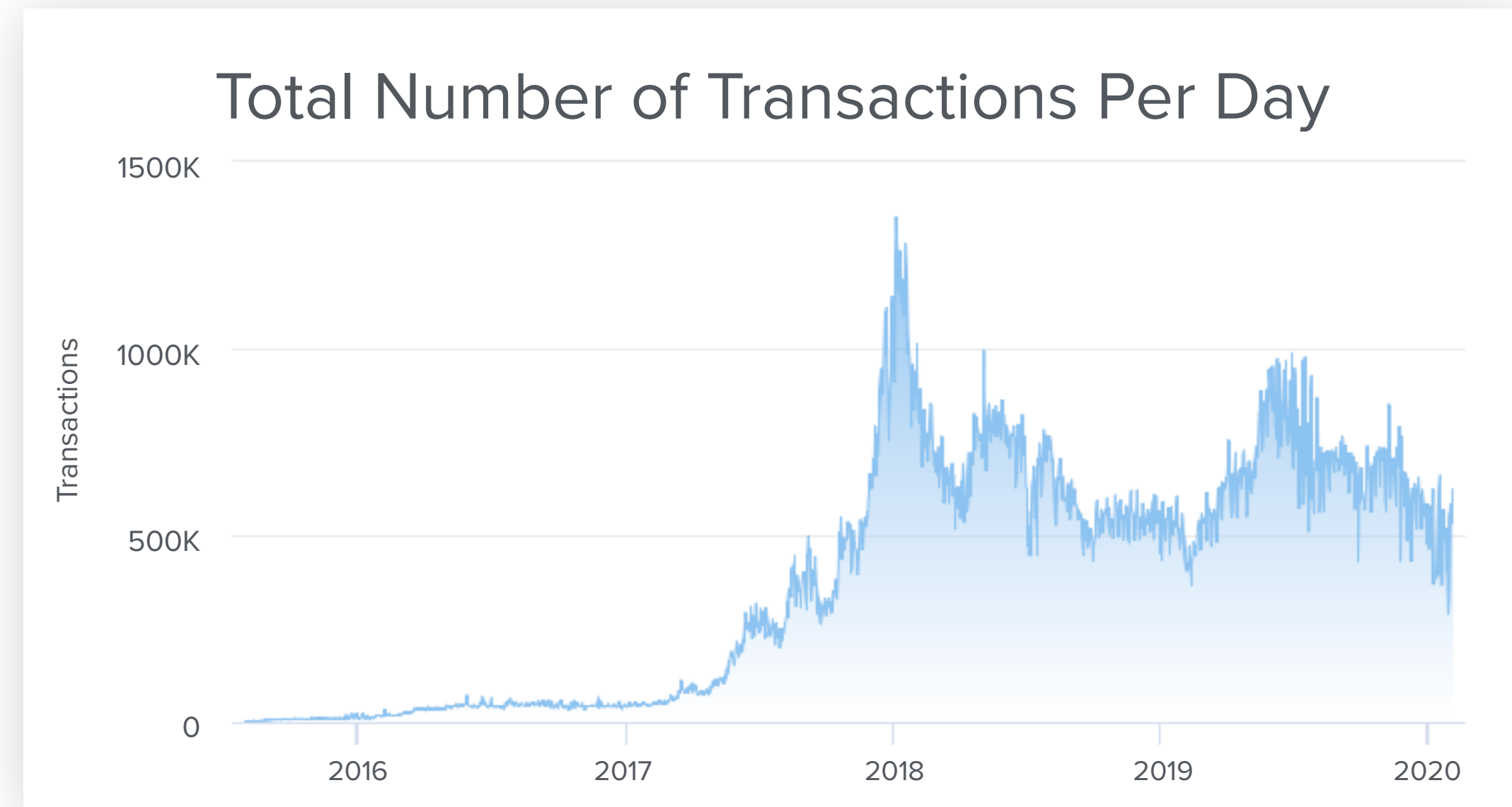
Protocol value comes from **security** and **decentralization**

Ethereum

2015: New technology provides a new toolkit for building

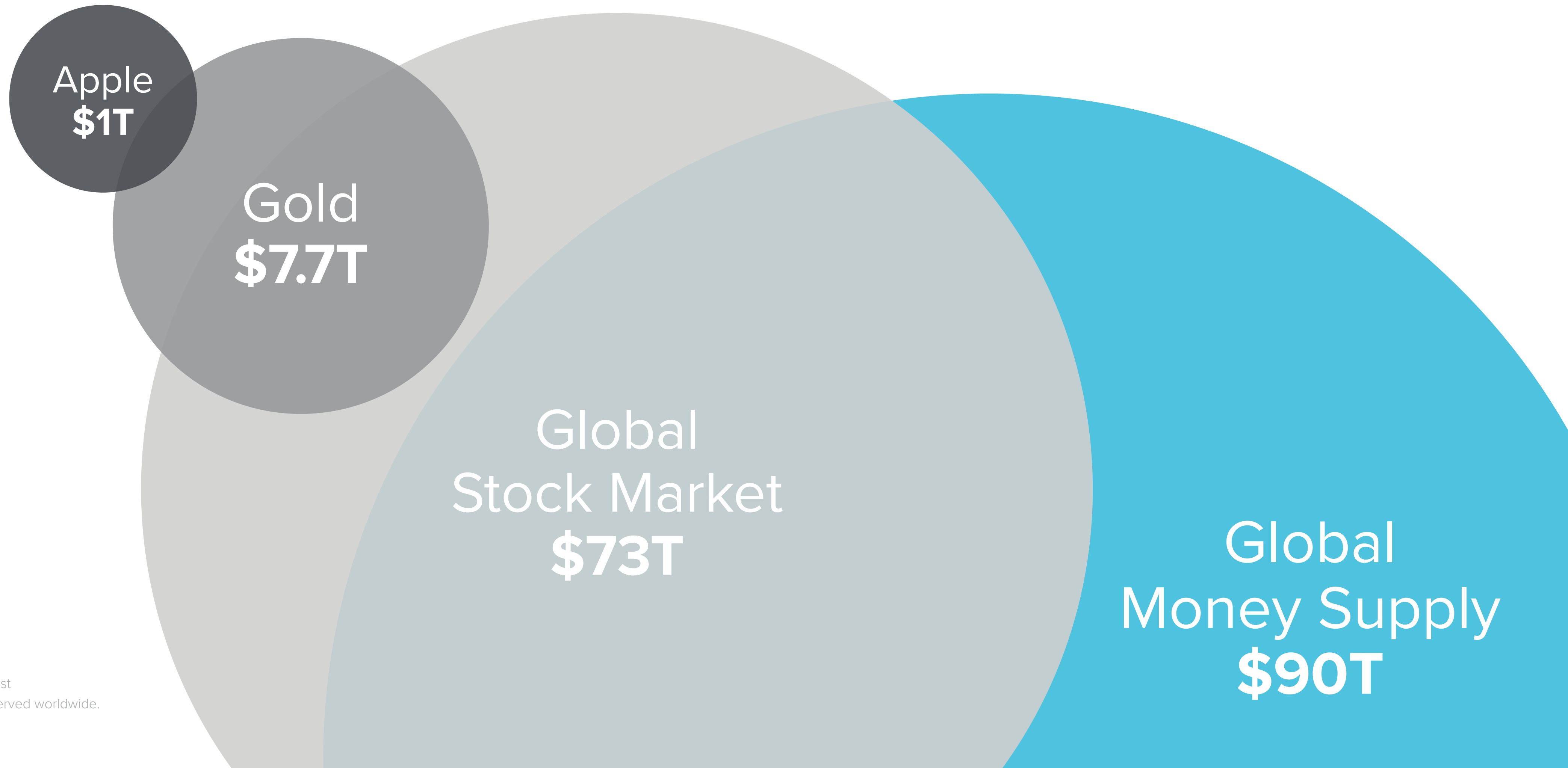
2017: ICO craze leads to spike in usage/value of ETH

Today: Sustained usage and value derived from composable ecosystem (eg DeFi)



How Is Crypto Doing?

● Crypto Assets
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Product Learnings: Full Stack Approach

Celo Full Stack Approach



Applications

- Celo Wallet
- Developer SDK



Native Smart Contracts

- Celo Dollar - Stable Value
- Lightweight Identity



Celo Blockchain

- PoS Network
- Celo Gold

Case Study: Mobile Client Sync



Case Study: Gas Currencies and Usability



Takeaways

- Start With The Biggest Need
- At Every Layer Of The Stack, Build With Users In Mind

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