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

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

- Use of abstractions to enable a range of developer objectives
- Seek modularity of framework to enable novel applications
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<th>End Users</th>
<th>Developers</th>
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<td>Seek control over the end user experience, limiting dependencies that have undue influence</td>
<td>Clarify developer personas to inform useful abstractions that allow for a range of objectives</td>
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<td><strong>Building full stack</strong> helps identify troublesome dependencies early</td>
<td><strong>Thinking full stack</strong> helps clarify developer objectives</td>
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How do you balance these needs?
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**: $0.25T
- **Apple**: $1T
- **Gold**: $7.7T
- **Global Stock Market**: $73T
- **Global Money Supply**: $90T

Coin Metrics, Yahoo Finance, Visual Capitalist
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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