

PROJECT FUSE

Introduction:

With the emergence of cryptocurrencies, financial systems have been disrupted and unempowered and have found themselves in a position where they can be participants in the broader financial industry. Coupled with the growth of mobile money transfers, there are great opportunities for growth, investments, savings, and trade, especially where mobile money transfers are prevalent. As of 2023, 84% of Kenyans use Mobile money services, mostly M-Pesa services, which is the highest adoption rate recorded worldwide. M-Pesa has 70 million registered users worldwide and a record of 2 billion transactions monthly.

Due to the complexities of our traditional payments systems and red tapes that hinder the use and adoption of cryptocurrencies, many people find themselves unable to participate in this revolutionary industry. We, therefore, see an opportunity to help those interested in joining the revolution to better not just their lives, but also the lives of their communities.

Introducing Project Fuse; a mobile-first application that aims to drive Cardano adoption in Africa by providing a platform where users can easily be introduced into crypto. Users will have the ability to buy the native Cardano currency, ADA, using M-Pesa as the main payment system. Users will therefore be able to make payments to service providers using ADA and the providers receives M-Pesa direct into their mobile accounts in their local currency. With these provisions, the goal is to eventually introduce the user into the Cardano De-Fi world where they will be able to participate in financial services such as micro-lending and borrowing, tokenized investments and so much more.

Problems:

Inaccessibility; Africa is progressively adopting blockchain technology. Africa's cryptocurrency market grew by 1200% between 2020 and 2021 with Kenya, Nigeria, South Africa, and Tanzania ranking in the global top 20 in crypto adoption (State of Web 3 in Africa: Kenya, Nigeria, and South Africa, by Emurgo Africa and PWC 2023). Still, access is impaired as the most popular way for one to access the blockchain is by using a web-based platforms

High cost of adoption; Most of the platforms accessible in Africa are very expensive to use thus deterring many people from participating in the blockchain revolution. Also, there are high transaction fees that hinder people from making investments however lucrative they may turn out to be. Cost is a very important attribute when considering high market penetration into the African market, encouraged primarily by the presence of middlemen who prioritize profit for service provision thus making it more expensive for the end user to participate in the blockchain and cryptocurrency space.

Real-world utility; In Africa, it is not easy to use your crypto in day-to-day life. Unless you find a service provider willing to accept payment in Bitcoin, (which is very rare), one must trade crypto for fiat to make their crypto useful in regular life.

Complex systems and UIs; Most products in the market have complex user Interfaces that may intimidate new users from participating because it feels complicated to participate in the space. This leaves potential players afraid to dive into the space because of information overload confusing them on how to navigate the system.

Solutions

Providing Access: We should capitalise on the heavy smartphone penetration in Africa to help with higher blockchain adoption rates by building more mobile applications for the web3 industry. The best way to encourage blockchain access in Africa should be through mobile-first applications seeing as 46% of Sub-Saharan Africans use mobile phones while 64% of them use smartphones. Fuse is a mobile application that helps solve this accessibility challenge by putting power into Africa's hands through a mobile application. Anyone, anywhere who has access to a smartphone and can access mobile services such as M-Pesa is a potential participant.

Low Cost of Adoption: The project's goal is to upsurge the number of people in Africa that can interact with the Cardano blockchain, first and foremost because of how affordable it is compared to the other options that exist in the market. Africa is a developing continent, and being cost-effective is paramount to user adoption. Fuse will also not be charging for the on-ramping nor aggregating with other DApps, it should be cheaper for the consumer making it more attractive for the end user.

Ease of Real-world utility: With the upsurge of Africans trading crypto, there lacks an easy and direct way to use your crypto in day-to-day life. With Fuse, the user can pay for goods and services in ADA (or other Cardano native tokens) and the service provider will receive their money as fiat in their mobile money service provider account directly. For the first MVP, the focus will be integration with M-Pesa. M-Pesa is accessible in the majority of the countries in Sub-Saharan Africa where there is high crypto adoption, making it ideal for bridging the fiat-to-crypto gap. As a result, the everyday utility for ADA will be achieved.

Simple and direct UI: The Fuse UI is simple and easy making it a better experience for the user. It concentrates on communicating only that which is necessary for one to easily trade and gives precise and essential information for one to complete a transaction.

Revenue Streams

Markup on Payments: We shall charge a marginal percentage markup fee on all ADA to fiat payments done on the platform that will act as the service charge paid by users at the point of transaction. The payments will be from converting the ADA into local currency and paying for goods and services in the real world.

Markup on withdrawals: When one has ADA locked up in the fuse system and wants to withdraw it, they will have to make a withdrawal into a different wallet outside the Fuse system. When they make this withdrawal, we shall charge them a negligible fee that will ensure to keep us competitive in the market and attract more users.

Mark up on Defi services provided by Fuse: we intend to build more features and products that will be necessary for the growth of Fuse. We will therefore charge a minimal percentage fee to users so that they can access these features.

Marketing:

i. **Create Strong Online Presence:** Platforms such as Telegram and Discord provide efficient spaces for collaboration and marketing. We will build engaging online communities which will simplify the adoption of and cohesiveness of collaborative work. Africa has a strong online community that will be willing to engage with Fuse which will in turn ensure that it grows in adaptability and usage.

ii. **Attend Industry Events:** Many networking and socialising events such as Nairobi Tech Week and Web3 Social take place in Nairobi, (the sub-Saharan Silicon Savannah). The tech community is heavily driven by socialisation, integration, and partnership. Attending and showcasing at these events will create awareness of the product and ensure early adoption.

iii. **Hold Online Webinars:** Online events are the fastest and most affordable way to engage with a huge audience of users and partners. Platforms such as Twitter Spaces are important for having frequent debates and discussions on how to further push the needle forward on how to engage with different blockchain projects.

iv. **Offer Product Training:** To create more awareness and product adoption, it is important to train the public on how to use the mobile application. That is however not the only training that needs to be provided, we still need to train people on how to trade and engage with the blockchain/ crypto community at large. We will partner with organisations that teach and train locals on how to get into the blockchain space and how to find work in this sector.

v. **Offer Incentives:** We can attract and retain users by offering incentives to our early adopters. We will also engage in raffle games at events that will help create awareness and increase user adoption.

Team:

Kelly Muhindi

Kelly is a software developer, Blockchain engineer at The Africa Blockchain Center and Organizer of Cardano Club Kenya. He is a specialist in the Cardano blockchain with a core focus on developing blockchain solutions for key sectors such as healthcare and finance. Over five years of experience in developing robust software systems for clients in healthcare and education. He's experienced in software development technologies such as Java, Spring, React, Docker, Postgresql, Golang and Haskell. His qualifications include;

- [Emurgo Certified Cardano Developer Associate](#) Issued Nov 2022
- [Emurgo Certified Cardano Developer Professional](#) Issued Nov 2022

Harun Mwangi

Harun is the Emurgo Academy Social Media Manager, Cardano (Plutus) Blockchain Developer focused on building quality and reliable decentralised technology. He is also a passionate developer with extensive experience in Cardano Blockchain Development and 5+ years of experience in Java Android development.

Certified by Emurgo Academy with a Cardano Developer Associates and a Cardano Developer Professional badge, he has demonstrated competency in On-Chain and Off-Chain Cardano Development best practices using Plutus and Haskell. As the Social Media Manager at Emurgo Academy, he also plays a key role in the evangelism of Emurgo Academy, Its products and Blockchain technology primarily on Cardano. His qualifications include;

- [EMURGO Certified Cardano Developer Professional](#) Issued Feb 2023
- [EMURGO Certified Cardano Developer Associate](#)[EMURGO Academy](#) Issued Aug 2022

Jayson Amati

Jayson is an enthusiastic and adaptive software programmer who is pivoting his career into blockchain development. He is also a practitioner of formal mathematics and functional programming. His main interest lies in applying category theory and functional programming to solve problems in matters of economics.

He has a Bachelor of Science in Economics and Statistics. He is experienced in software development technologies such as Java Android Development and web development with JavaScript and Python.

He has shown his competency in blockchain development with Haskell by completing the Plutus Pioneer Program offered by Input Output Global.

Conclusion

Africa holds huge potential for the adoption of blockchain. We just need to attack the market with a complete understanding of how to solve the problems that hinder the adoption and growth of blockchain penetration in the continent. Project Fuse is people-centric and has accessibility built into its core design with the hope that more people will engage in this revolutionary technology. Africa is ripe and ready to engage and be big players presented with the right product. Fuse seeks to open borders and create opportunities for people and communities to change and better their lives where poverty and inaccessibility are rampant. We believe strongly in what Amit Patel, CEO of UserTesting said, "Accessibility is not an afterthought, It's a core design principle." We will need all the help available to us to explore this possibility to bring sustainable change in our homes and communities.