

# Building better blockchain products



revix

# What concerns you most about your business?

- 1 Governments and uncertain regulatory policies
- 2 Getting people to use my product
- 3 Finding the best talent

# How do we measure adoption?

Ethereum Active Addresses historical chart

Number of unique (from or to) addresses per day

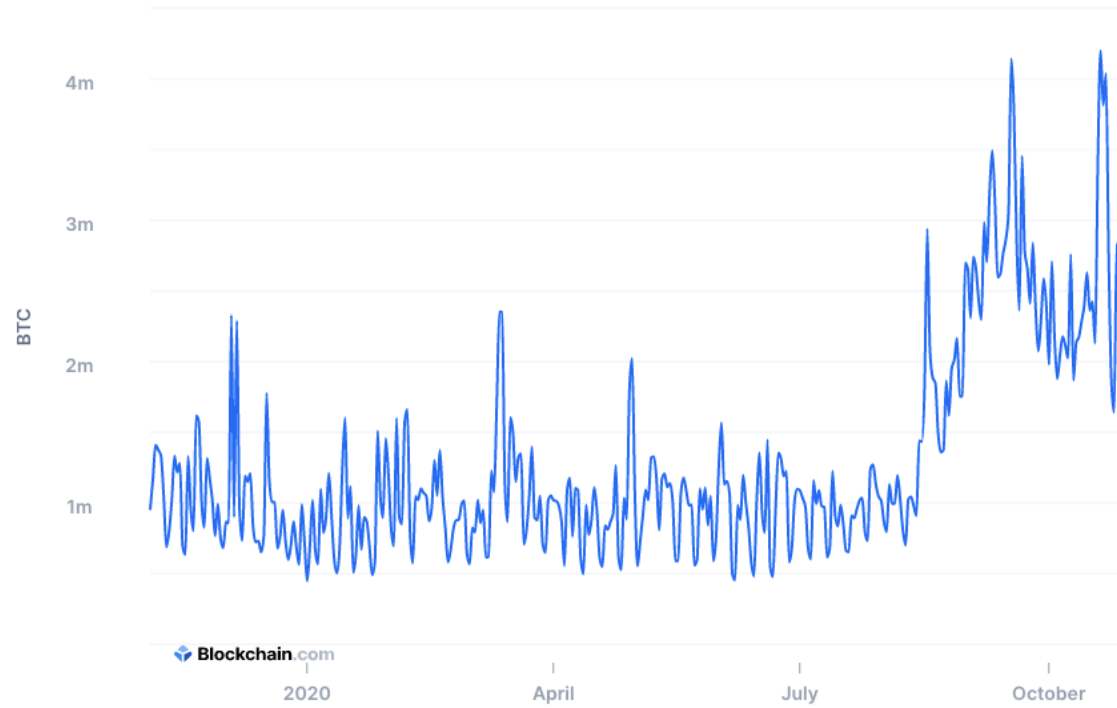
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# How do we measure adoption?

## Output Value Per Day

The total value of all transaction outputs per day. This includes coins returned to the sender as change.



# How do we measure adoption?



Mmmmmmmmonomonic  
seed phrases  
Fees  
Private keys  
GAS???



# Complexity is not a feature

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**Broke:** Waiting for mass adoption while solving technical problems that will positively impact the lives of users.



# Complexity is not a feature

**Woke:** Achieving adoption by solving technical problems that will positively impact the lives of users without introducing new complexity to users.

# Complexity is not a feature...

and centralized experiences are  
wonderful.

# Complexity isn't a feature



**SKEUOMORPHISM**



# It's not that easy though

- 1 You don't need to buy our software anymore
- 2 A subscription is cheaper than buying the latest software each year and you're getting more
- 3 Your apps are kept up to date automatically, so you always have the latest updates

# Bitcoin

- 1 You can send it to anyone, anytime
- 2 You pay for the services you need, when you need them
- 3 You own it outright, just like gold coins or cash, but with the benefits of digitization

# How do we fix this?

- 1 Focus on a basic **product** first
- 2 Dog food your product to **non-crypto** friends
- 3 Remove **complexity** from the user
- 4 Give power users their **own place** to play

If you want to see how we're  
tackling this visit:  
[revix.com](https://revix.com)

# Thank you!

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