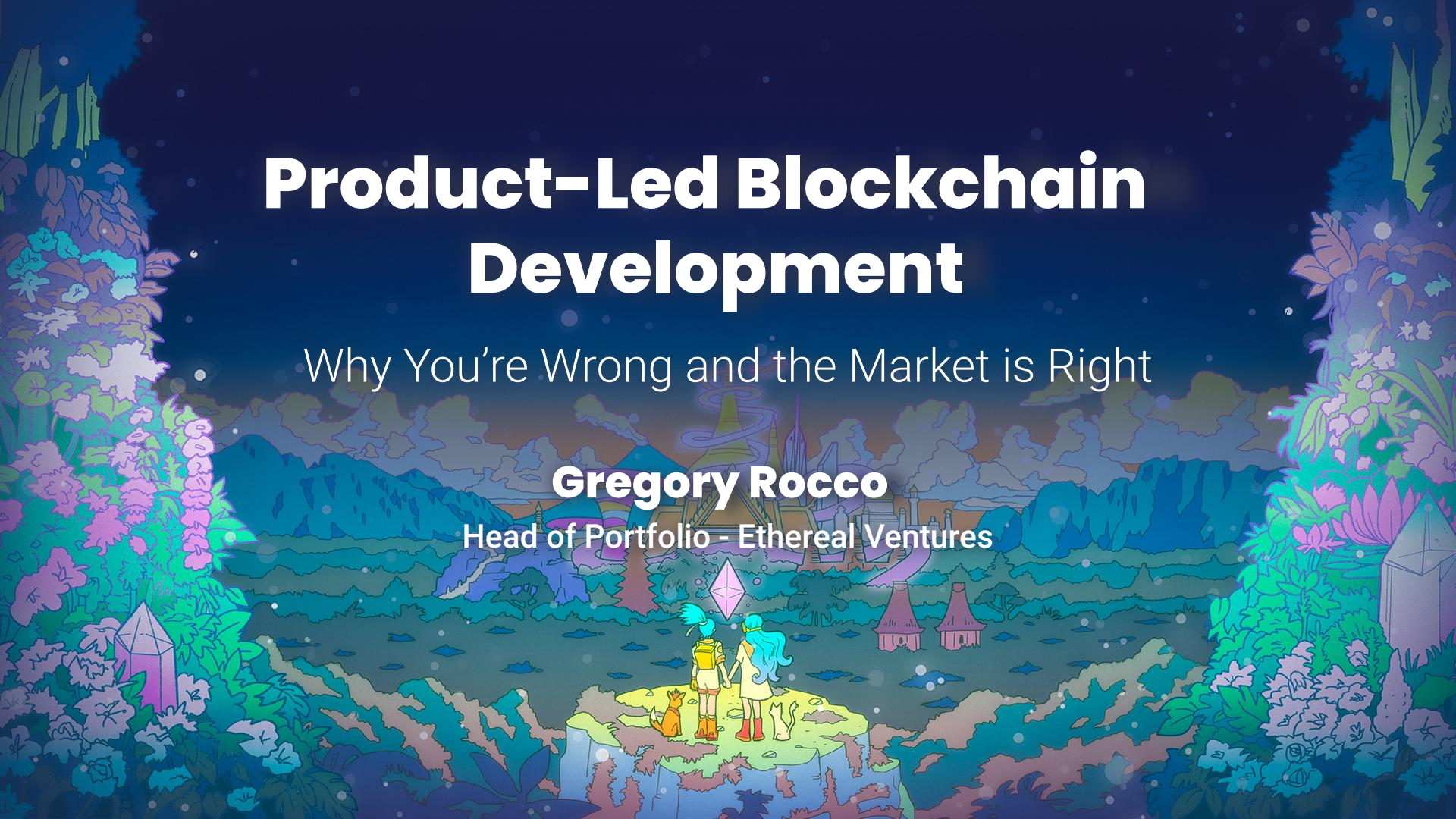


Product-Led Blockchain Development

Why You're Wrong and the Market is Right

Gregory Rocco

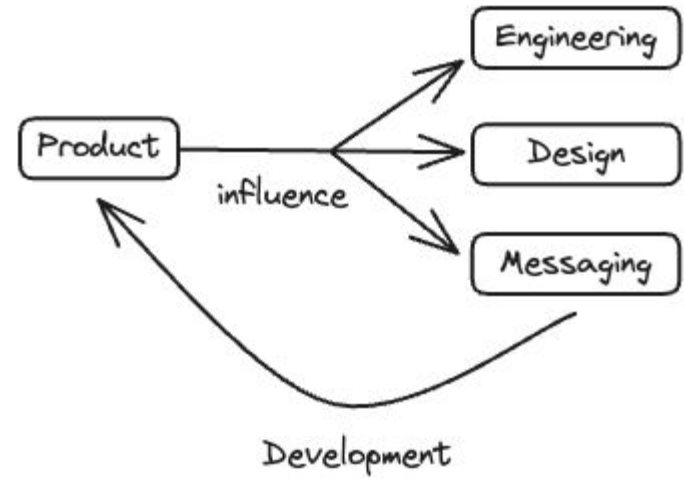
Head of Portfolio - Ethereum Ventures



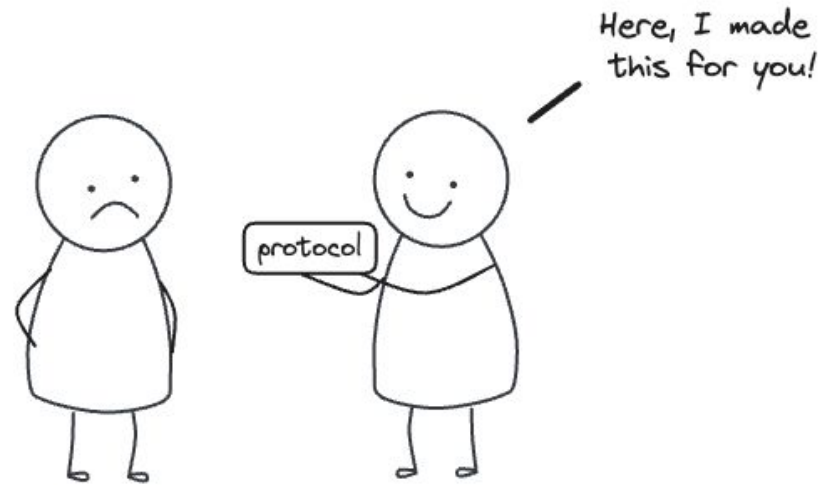
Disclaimer

I was a founder and was wrong plenty of times - I get it.

Product Led Growth as a Core Function of a Project

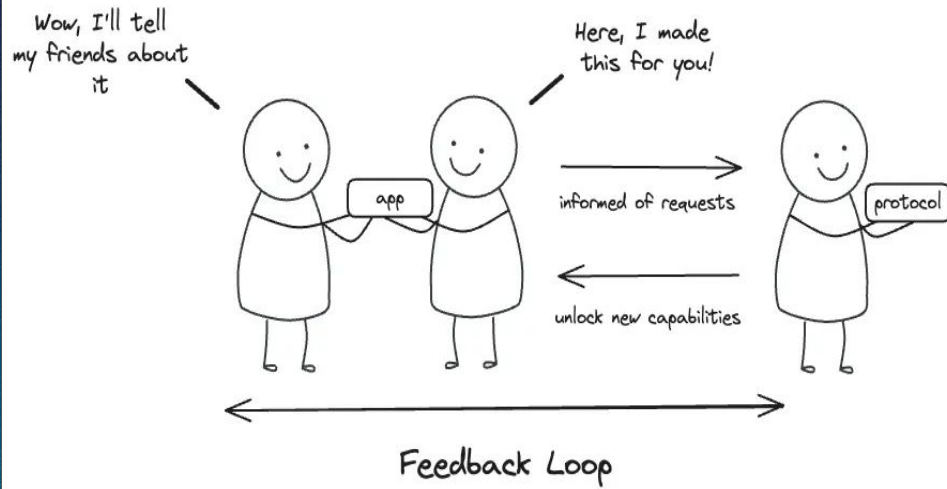


Developers Do Developer-y Things

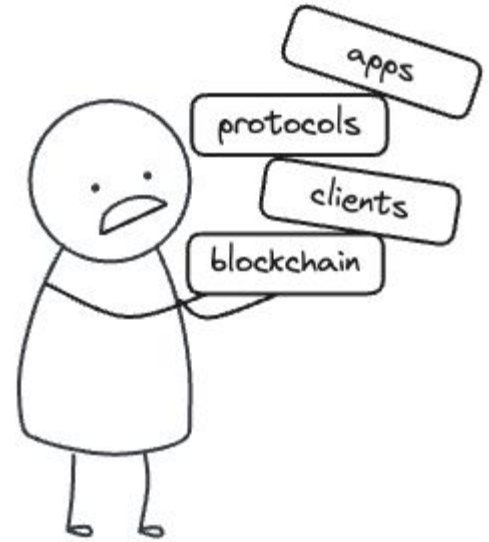


[Everyone disliked that.]

How to Avoid Doing Developer-y Things



Complication Requires Order



"Why can't I hold all this blockspace"



Thanks!