Agenda

- About the Crypto For Good Fund
- Overview of web3 ecosystem in emerging markets
- Deep-dives on 3 high impact use cases

The Crypto For Good Fund

Web3 hype has not matched reality

The Context

- **Billions** of adults are still **financially excluded**
  - Nearly 60% are women

- **Climate vulnerability** is increasing putting **130 million** at risk of poverty
  - Emerging markets are expected to bear 75-80% of the costs

The Crypto For Good Fund

LAUNCH REAL WORLD USE CASES

- Alongside startup partners, **we design, launch and scale** responsible real-world use cases for blockchain technology to prove out its potential for underserved users

BUILD THE EVIDENCE BASE

- We transparently share learnings and insights to **build the evidence base** for how technology can increase climate and financial resilience, aiming to crowd-in capital and de-risk solutions

The Crypto For Good Fund
at a Glance

15+
PILOTS LAUNCHED

10+
COUNTRIES GLOBALLY,
ACROSS AFRICA, LATAM & ASIA

40K+
PARTICIPANTS REACHED

$2M
CAPITAL DEPLOYED

To date, we have screened 500+ applications from 40+ countries across Africa, Asia and LatAm

› **The market is still nascent but builders are focused on underserved populations**

- Most popular target user groups
  - Low-income people (23%)
  - Smallholder farmers (23%)
  - MSMEs (15%)

- Most are **still in the early stages**
  - Only 27% had products deployed
  - Only 30% had completed a formal fundraising round

Real-world use cases emerging from C4G

Select pilots: A broad spectrum of impactful use cases for underserved users in frontier markets

1   **Smart Contract Weather** Insurance For Farmers in Kenya

2   **DeFi-Enabled Salary Advances** For Smallholders in Kenya

3   **Bond Tokenization** Savings For Low-Income Users in Cameroon

4   **Decentralized Water Economy** With Token Incentives In India

5   **Affordable Housing Through NFT Sales** for Groups In Mozambique

6   **Anticipatory Cash Transfers** For **Drought-affected Pastoralists** In Kenya

Pilot Design: DeFi Savings for low income populations in through bond tokenization

> **Market need:** Individuals across Africa **lack access to high-yielding, low-risk savings products**

- In Cameroon, bonds are largely inaccessible for the average individual due to high minimums (~$1,500 USD)

> **Key hypothesis:** Blockchain-based smart contracts will **enable the fractionalization of government bonds**, thus making them more accessible

Pilot Results: DeFi Savings for low income populations through bond tokenization

1. The pilot enabled access to a high-yield, low-risk savings product for many who did not have prior access

- Nearly half (46%) of registered users reported that this was their first-time accessing such a savings product

2. The pilot significantly improved the financial discipline, planning, and overall savings experience for repeat savers

- Two-thirds of users (66%) who saved more than once reported improvements in their financial discipline and planning

"Ejara offers us the opportunity to access certain markets that were once closed off to the middle class. Now, we are increasingly realizing that achieving a certain financial independence is not a myth"

- Pilot participant, Age 25-34

Pilot Deep-dive #2

Pilot Design: Anticipatory cash transfers for drought-affected pastoralists in Kenya

› Market need: Climate change is **threatening the way of life of 50 million pastoralists** across sub-saharan Africa.

- **99% of humanitarian aid** is issued reactively, yet research shows that **50%+** of humanitarian crises are **somewhat predictable**

›Key hypothesis: On-chain remote-sensing data and smart contracts **increase the speed and reduce the costs of delivery** of humanitarian aid

Pilot Results: Anticipatory cash transfers for drought-affected pastoralists in Kenya

1. The pilot resulted in a 75% reduction in transaction costs as compared to traditional transfers.

- End-to-end transfer of fund cost **2.5% vs. 10–35%** in fees and operational costs of traditional transfer methods

2. The pilot resulted in a 90% reduction in time for the delivery of donation funds from release to beneficiary.

- Cash payments made via traditional methods take **7 to 10 days** to reach beneficiaries vs. **a few hours** for this pilot

"Before participating in this program, we had previously slept for two days without food. On receipt of funds, I went and bought food for my family."

- Pilot participant, Kajiado County

Pilot Design: Smart Contract Weather Insurance for Farmers in Kenya

> **Market need:** In sub-Saharan Africa, **only 3% of smallholder** farmers are accessing **crop insurance**
  - Barriers to adoption include high premium costs and complex claim settlement processes

> **Key hypothesis:** ACRE Africa can use **smart contracts** to **automate insurance payouts** and **minimize operational overhead**, providing greater savings to the client

Pilot Results: Smart Contract Weather Insurance for Farmers in Kenya

1. Smart contract integration into weather index insurance drastically reduces payout times

- This pilot reduced payout times by 97%, from an industry average of 45 days to 24 hours

2. Smart contract automation enables an increase in coverage amount

- This pilot increased coverage amount by 27% for smallholders compared to the previous season - due to cost savings

"I now have less stress about how the weather will affect my produce each season because I know the company has me covered."

–   Pilot participant

Thank you! Questions?

Applications are now open for C4G4!

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