



Onboarding Millions

Ray Jacobson

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Contributor AudiUS Protocol**

"the killer use case of crypto is"



Max @0xmaxg · Nov 7

The killer use case of crypto is markets



Meltem Demirors @Melt_Dem · Nov 7

Replying to @Melt_Dem

4/ so what's next? the election was just th

think of all the other macro and event data that drives market activity and asset pricing. CPI (inflation). BLS stats (jobs report). rate cuts. so ...

Show



Stephen 404 @meta_hess · Feb 15

being able to access uncensored models via decentralized GPU networks seems like the **killer crypto + AI use case**. could see some more niche NFT **use cases** around art gen or taking a 2D PFP and converting it into a 3D model. Anything else?

5



6

755



Nader Kt
Who knew

More to c



Hasu @hasu1 · Oct 17, 2023

Stablecoin transfers are **crypto's killer use case** so far -- and surely not on Ethereum

Anna Joelle @agirlonchain · Aug 21

crypto's killer use case is creative



frankie @FrankieIsLost · Sep 19

sentiment at breakpoint seems to be that firedancer will solve the scalability trilemma, find **crypto's killer use case**, onboard the next billion users, cure cancer, and help you find the love of your life

Jack @depression2019 · Feb 6, 2023

Replying to @depression2019
crypto's #1 use case after all these years is simply.

speculation and gambling



WIZZ (beware scammers) @CryptoWizardd · Nov 10, 2023

Replying to @PareenL
Dude 99.5% in crypto has no usecase



mert | helius.dev

the killer use case of crypto is DePIN

45

72

445

51K



Suhail Kakar @SuhailKakar · Oct 7

crypto's killer use case is going to be stable coins

14

7

78

5.6K



Fred Krueger @dotkrueger · Sep 8

There are really only 3 **killer apps** in **crypto** outside of Bitcoin.

1. Stablecoins, really Tei
2. The ability to trade te
- 3 the ability to borrow te

The rest is, frankly, bulls

173



Udi | BIP-420 @udiWertheimer · I
exhaustive list of **crypto** usecases that four (somewhat) normal people:

1. stablecoins
2. digital collectibles



taetaehoho @0xtaetaehoho · 18h

All these people building for mass adoption are failing left and right

Why? Because **CRYPTO** as a product has two (maybe three) main **use cases** right now that is onboarding real people



Stephen Diehl @smdiehl · Mar 14, 2022

Thirteen years is an eternity in tech and the only "**killer app**" **crypto** people have come up with is greater fool scams for selling jpegs of monkeys to screw each other out of imaginary monopoly money. This is a technical dead end with too mar

28

19



Madape @Future_keen · Nov 9

Replying to @AdrianLohinT

For me it's about ease of **use** for the end customer, improving web3 / **crypto** literacy among normies and finally the peace of mind having a secured infrastructure. It has all the ingredients to on-board many mo **users**, just need a couple of web2 **use cases** in web3 format.

1



2

51



Gwart  @GwartyGwart · Aug 8



The **use case** for **crypto** is to do more **crypto** so when I hear you complaining there are no **use cases** for **crypto** what I'm really hearing is that you just don't like doing **crypto** which is fine, you don't have to do **crypto**, but some of us are here for the vision, to keep doing **crypto**



21



22



200



10K



**it can probably be all of these things
but we have to focus on consumer**

hot takes ahead 🌶️

WTF is AudiUS?

A decentralized music streaming service governed and operated by its community.

Why?

To help artists and rights holders control their destiny.

How?

Provide direct access between artists + labels and their fans with deeper engagement and monetization features.

The Audius Protocol At A Glance

400MM

\$AUDIO Staked

60+

Node Operators

2.5MM+

Unique Wallets

4MM+

MONTHLY USERS

200K

ARTISTS

1.6MM

TRACKS

100MM+

ON-CHAIN ACTIONS


100K

PAYMENTS & TIPS TO ARTISTS

100s


Apps

 #1 let's just call them dApps

we are still using phones and browsers. we don't
need another term here to alienate  web2 users.

 #2 emails are awesome

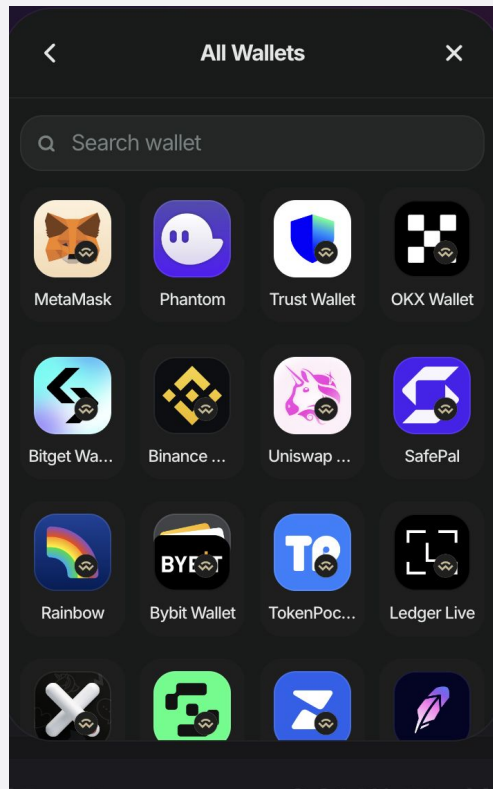
we should try really hard to not reinvent what
we don't need to reinvent. we have plenty of
other hard problems to solve.



Email address

Next

spotify.com/signup



emails are decentralized identity with billions of users,
and can be used to make great web3 native onboarding.

use onboarding products that support this. there are
many out there now!

in fact ... really try to hide wallet options



Sign Up For AudiUS

Sign Up Free →

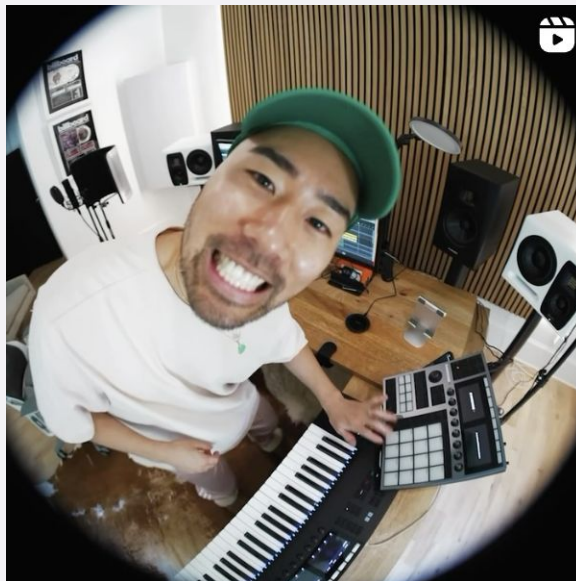
Already have an account? [Sign In](#)

#3 sometimes fiat is ok

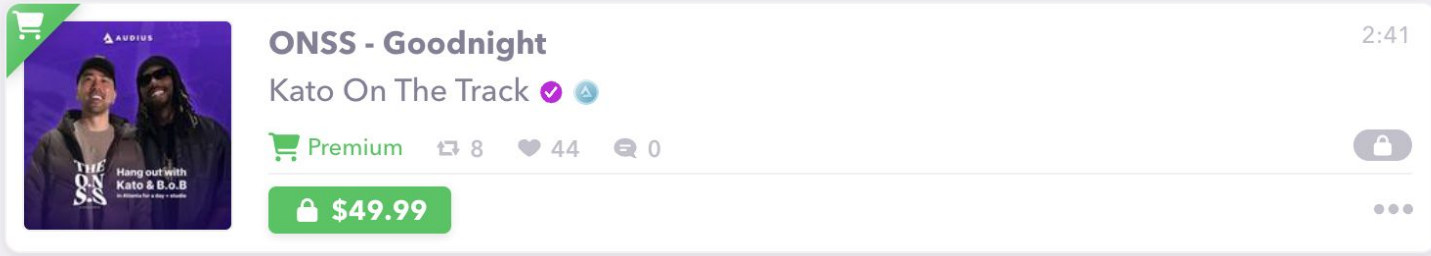
settle in crypto & let people custody their funds directly, but provide fiat UX. show balances in fiat where you can. if it works for them and gets them to transact, we shouldn't care

Case Study: Kato On The Track

(audius.co/katoproducer)



Case Study: OverNight SuperStar Remix Challenge



<https://audius.co/katoproducer/onss-goodnight>

\$30K revenue 🤖💰 in 2 weeks
not a single purchase was a “web3” native user
but all of the sales were settled in \$USDC

**we can still get the perks of programmable
money without users knowing that they're
even using crypto!!**

#4 stop teaching your users unnecessary things

your end user doesn't care about whether it's an L1, L2, app-chain, or kafka. make the right technical decision weighing speed/cost/decentralization, but also make a decision where you don't have to explain this to your users.

These are really important technical problems - don't get me wrong! But - this should **not** be your marketing copy if you're in consumer.

If your signup flow requires a user to pick a network, you are already presuming they are crypto-native

 #5 free is a superpower

give free access - apis, gas fees, rewards, data

we can do more than web2 can here because we have unique fundraising / capital formation mechanisms. web2 internet users are already used to near-free experiences. give them what they want!

To Onboard Millions

We should build the best products - the decentralization will speak for itself

If you're in consumer, your target audience is not here this week 🇹🇼

Thank you!

Q&A



Let's chat!



@raymondjacobson



x.com/raymondjacobson

Audius Live ⚡ Sessions:
Bangkok Beats
Thu Nov 14 – 20:00 – 02:00
Midori Music Bar

