

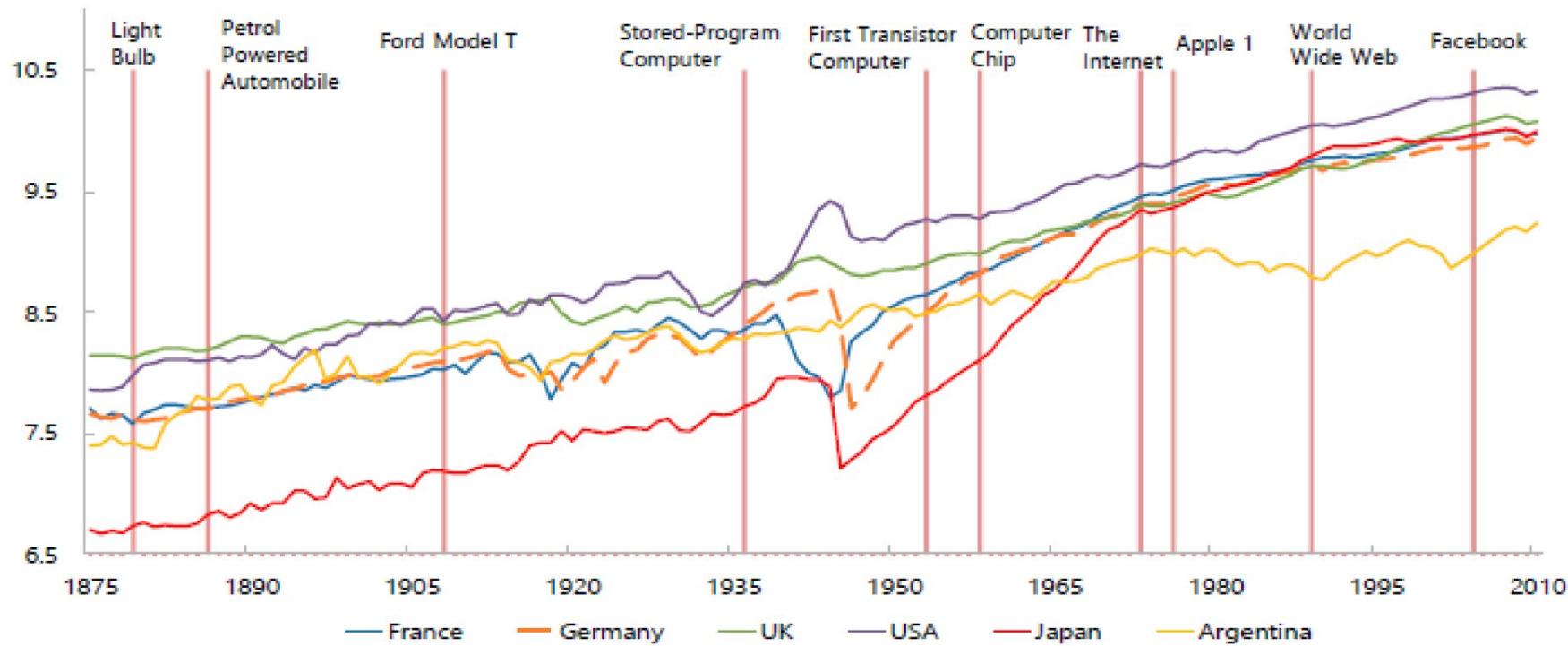
Ethereum: A Force for Good

Building a better future for all.

Stani Kulechov,
Founder Avara (Aave Labs, Lens, Family)

What is a force
for good?

Technology lifts standards of living



But technology can also do harm

Unequal access and inequality

Information asymmetry

Alienation and depression

Worker displacement

Pollution and climate change

Can open and
decentralized
technologies be
a force for good?

Ethereum has potential to be a powerful force for good

Open Source



Democratizes access, levels the playing field, contributors are welcome, everyone can contribute

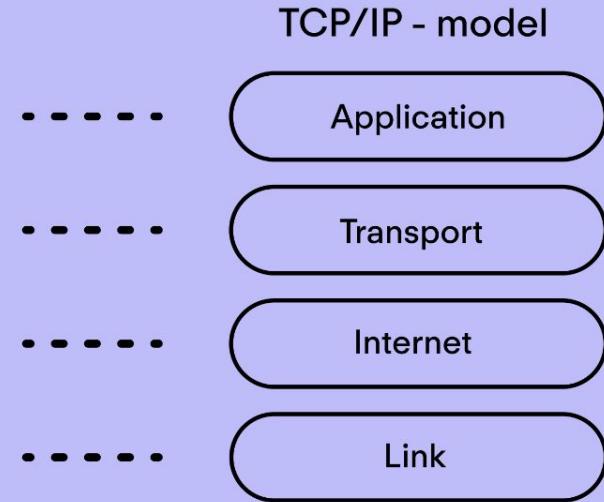
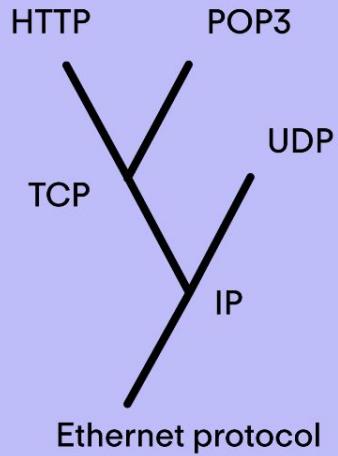
Decentralization



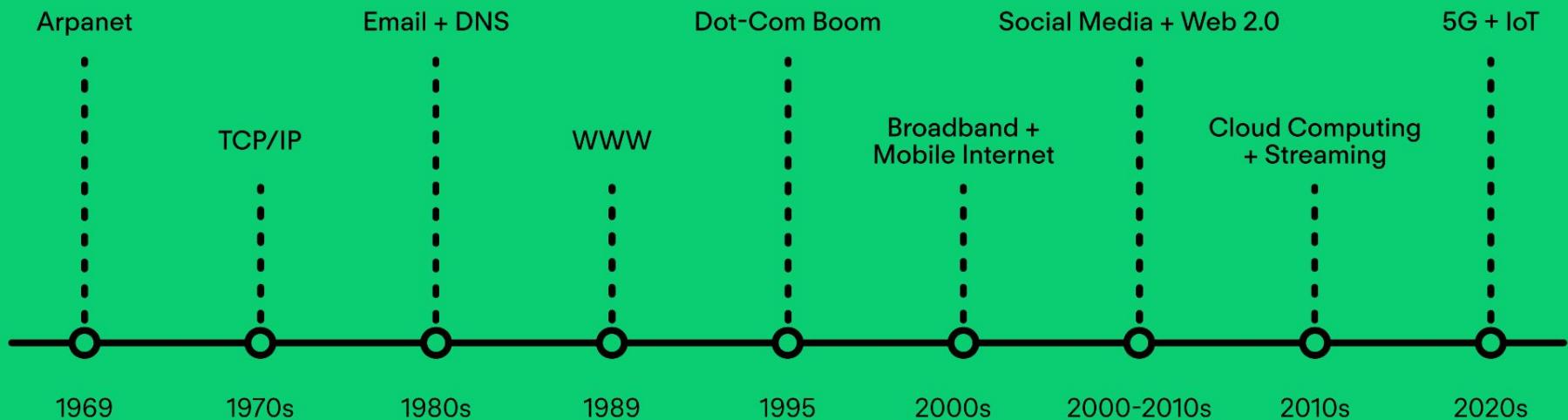
No central administration, no central authority, more resilient and equitable

Promotes transparency and accountability. Fosters innovation, collaboration, and economic opportunities. Empowers users.

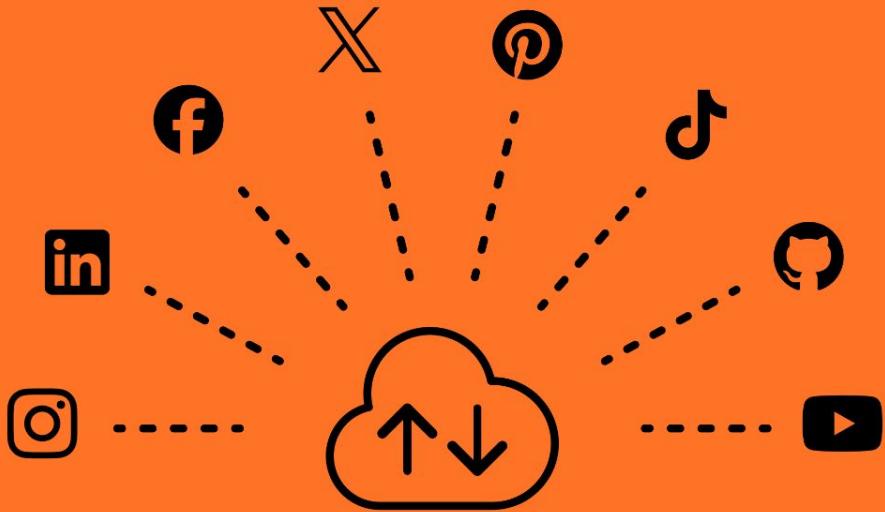
The internet is open by design.



The open internet has fostered innovation



Over time, the internet became easier to use, but more centralized.



Web2 social is a
cautionary tale of
centralization.

The decentralization movement is a response to these forces

Blockchain technology

Decentralized governance models

Decentralized apps

Shared revenue models

Open protocols

Ethereum has safeguards against centralization

Decentralized

User data ownership

Neutrality

Openness

Security

Ethereum is censorship resistant

We have a stake and voice

Resilient Rules cannot be changed

Ensure individual freedom

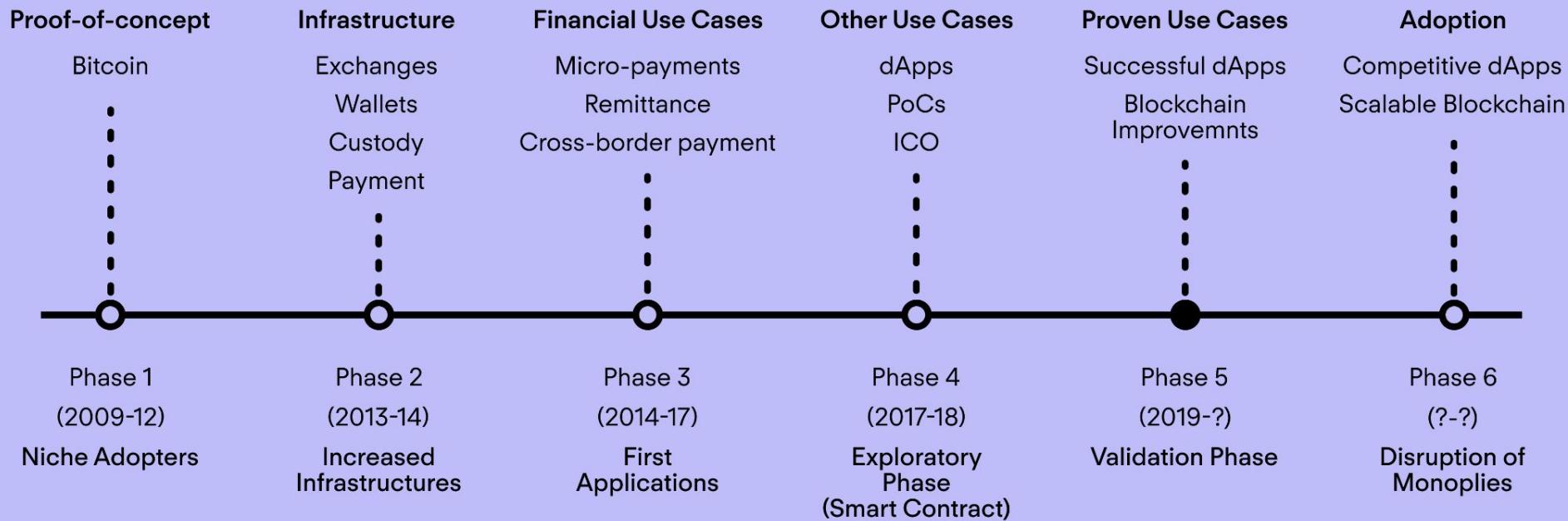
Ethereum enables programmable, trustless agreements

Code enforces automated rules

Intermediaries are not necessary

We determine the rules

Ethereum's evolution mirrors the internet's



Ethereum continues to evolve to address challenges

Sustainability

Scalability

Censorship resistance

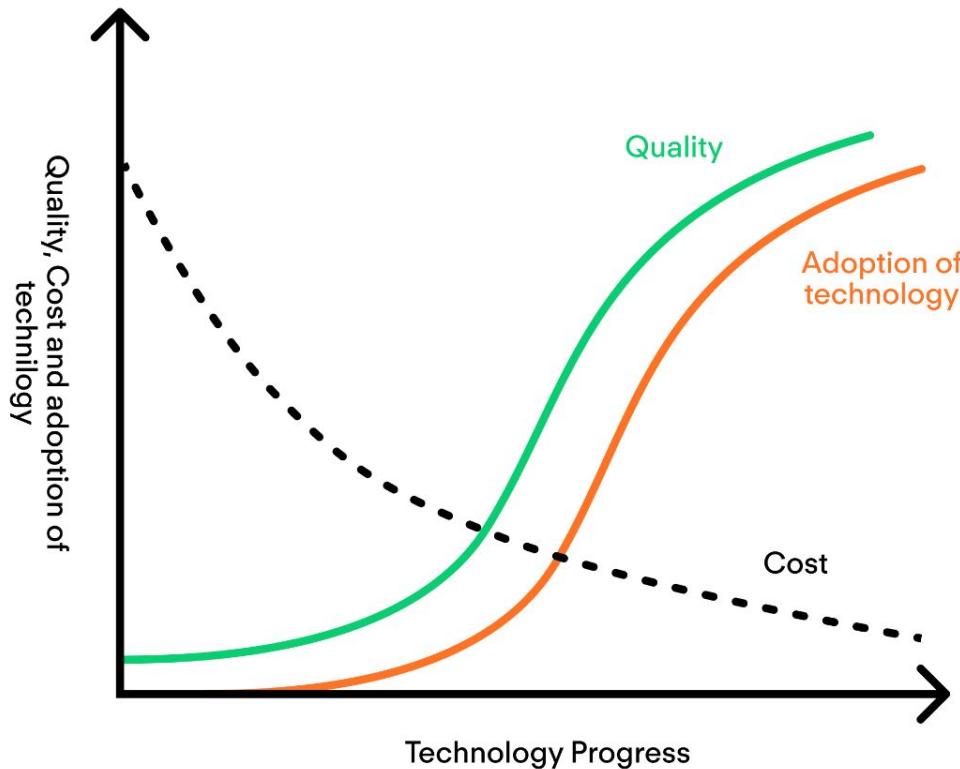
Enhanced security

Reduced costs

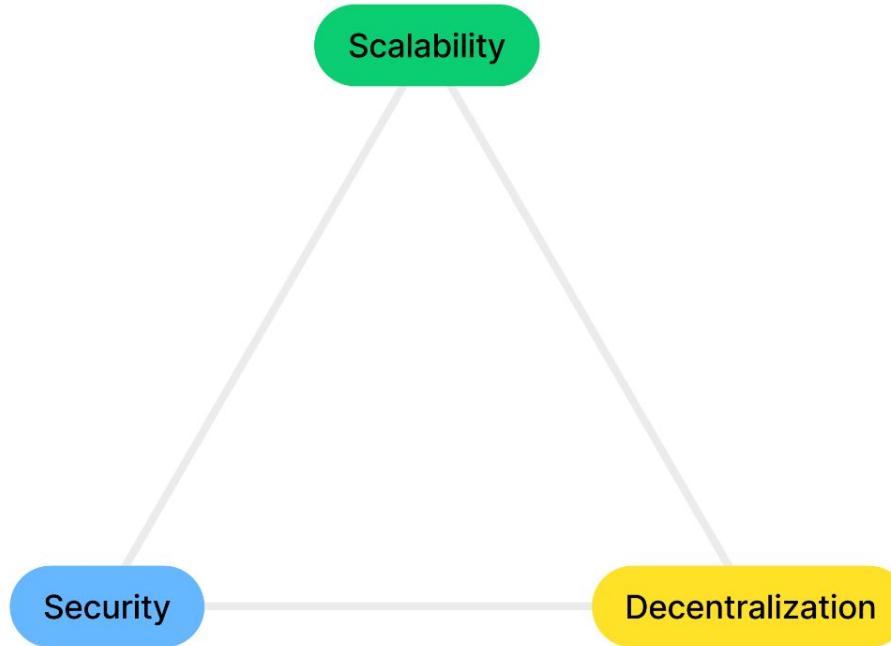
Data sharing

Published roadmap: progress

Scalability is essential for widespread adoption



Layer 2s rose to address blockchain Trilemma



Scaling Architecture



Alternative blockchains?

Competition is healthy.

Does Ethereum have an advantage?

Ethereum's advantage

Engaged developer community

Ecosystem of applications/network effect

Traction

Longevity

Battle-tested

Ongoing improvements

Commitment to onchain decentralization

Ethereum-based apps are maturing, offering alternatives to centralized projects, enabling greater access, and becoming a force for good.

The first wave of
applications focused
on finance.

Finance is personal for me.

Finland 1990s

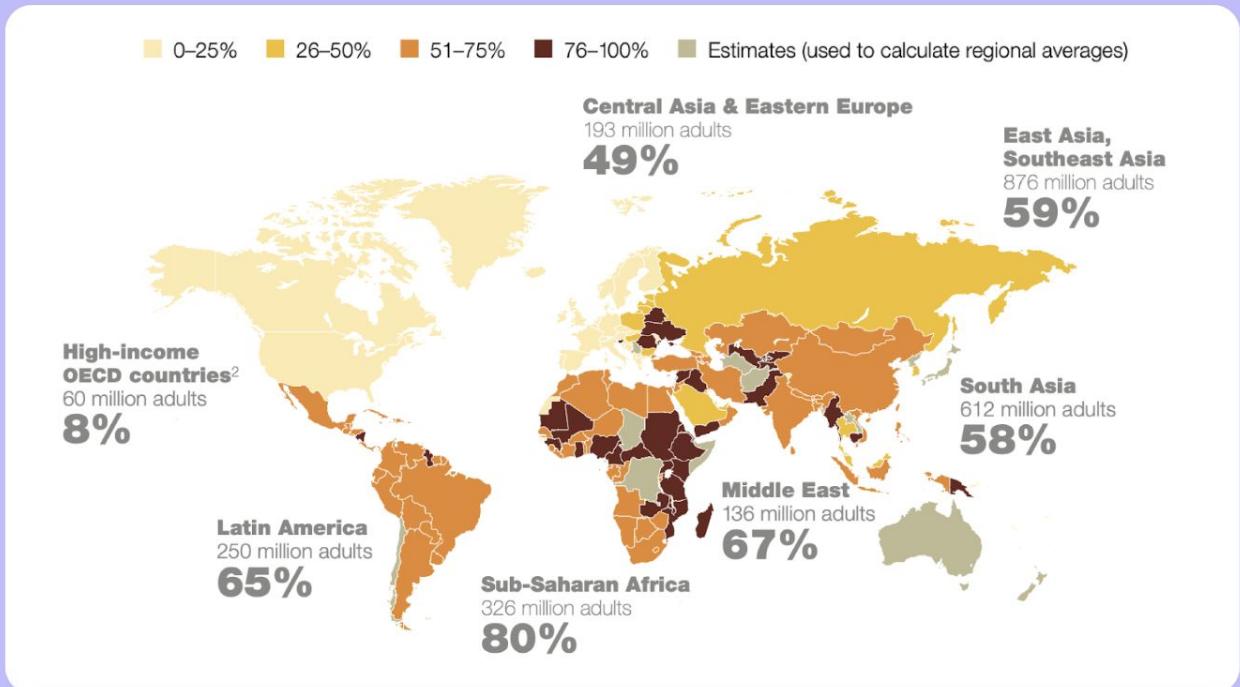
- GDP dropped ~14%
- Unemployment rose to ~20%
- Banks stopped lending
- Capital dried up
- Businesses closed



How do we make
financial systems
accessible to
everyone?

DeFi Unlocks Access

1.7 billion adults remain unbanked.



Stablecoins minimize
geographic
disadvantages.

Stablecoins preserve value in inflationary economies.

Top 15 inflation rates in the world: Nigeria ranks 13th globally, with an inflation rate of 31.7%



Source: Trading Economics

More efficient payments and transfers

+169M migrant workers



International Wire

+ intermediaries



Stablecoin

Direct

Fees	\$40+	< 10c
Duration	2-6 Days	< 1 min
Tracking	No	Real-time
Hours	9-5	24/7
Settlement	USD	Local currency

RWA create new asset classes

Anything with quantifiable value can be tokenized

Enables fractional ownership

New assets bring increased liquidity

What can decentralized
onchain technologies do to
transform social media?

Social media shouldn't be controlled by corporate giants

5.07B

people with accounts

62.5 %

of the world

2.20 min

daily average use

\$189.5B

Expected revenue of social media companies by 2027

Onchain social puts people first

Ownership and control

Privacy and security

Inclusive and democratic

Less risky (data breaches)

Monetization opportunities

Immutable & transparent
recordkeeping

Resilient: no single
point of failure



Everyone has social capital;
we should own it

Social networks are our
modern day town squares

They should promote
democracy, equality,
and liberty

This is our destiny

Other sectors will be transformed by onchain technologies.

Onchain supply
chains provide
transparency &
accountability.

+27M

People in slave labor

Making agriculture more efficient & fair for farmers.

8.2B people worldwide, 3.83B are in
agriculture for their livelihoods

2.36B

Live in Asia

940M

Live in Africa



Farmers Data



Seed Quality



Soil Moisture



Climate & Environmental



Harvest & Yield



Demand & Sale Price

We can verify carbon credits

Current centralised system



Blockchain enabled system



As we mature, let's bring solutions that make the world better for everyone

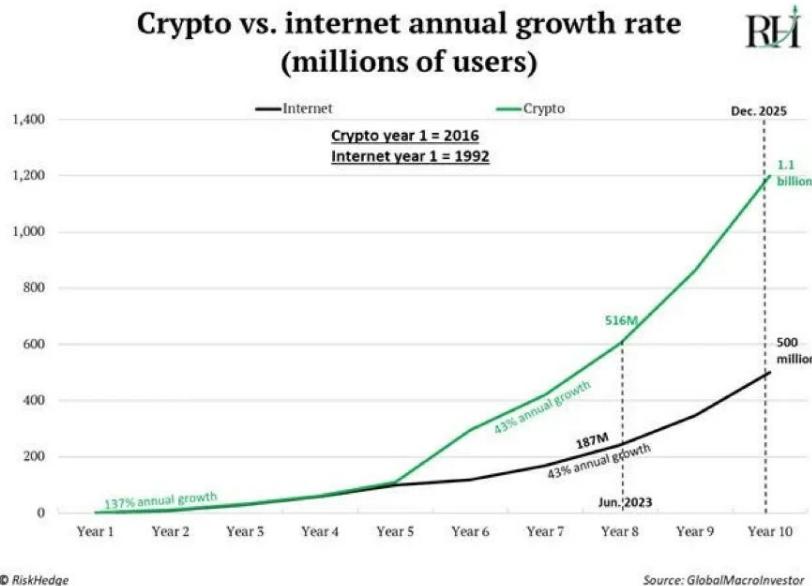
16 areas of focus to improve the world.



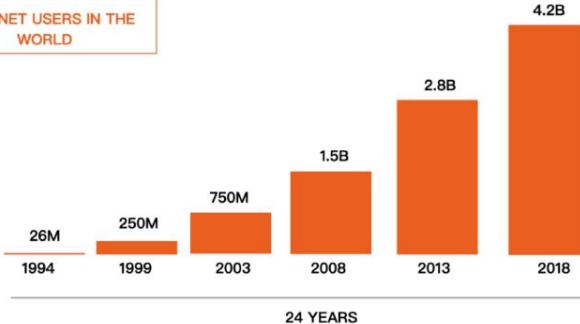
Are we moving too slowly?

Adoption is happening faster than internet adoption

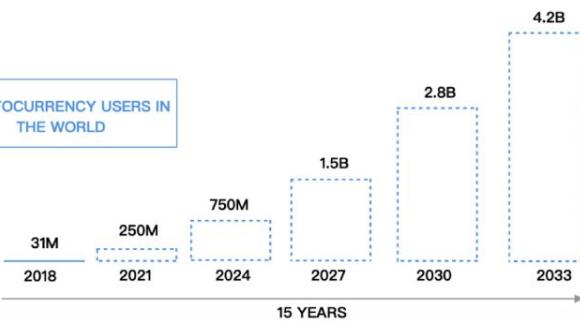
Crypto vs. internet annual growth rate
(millions of users)



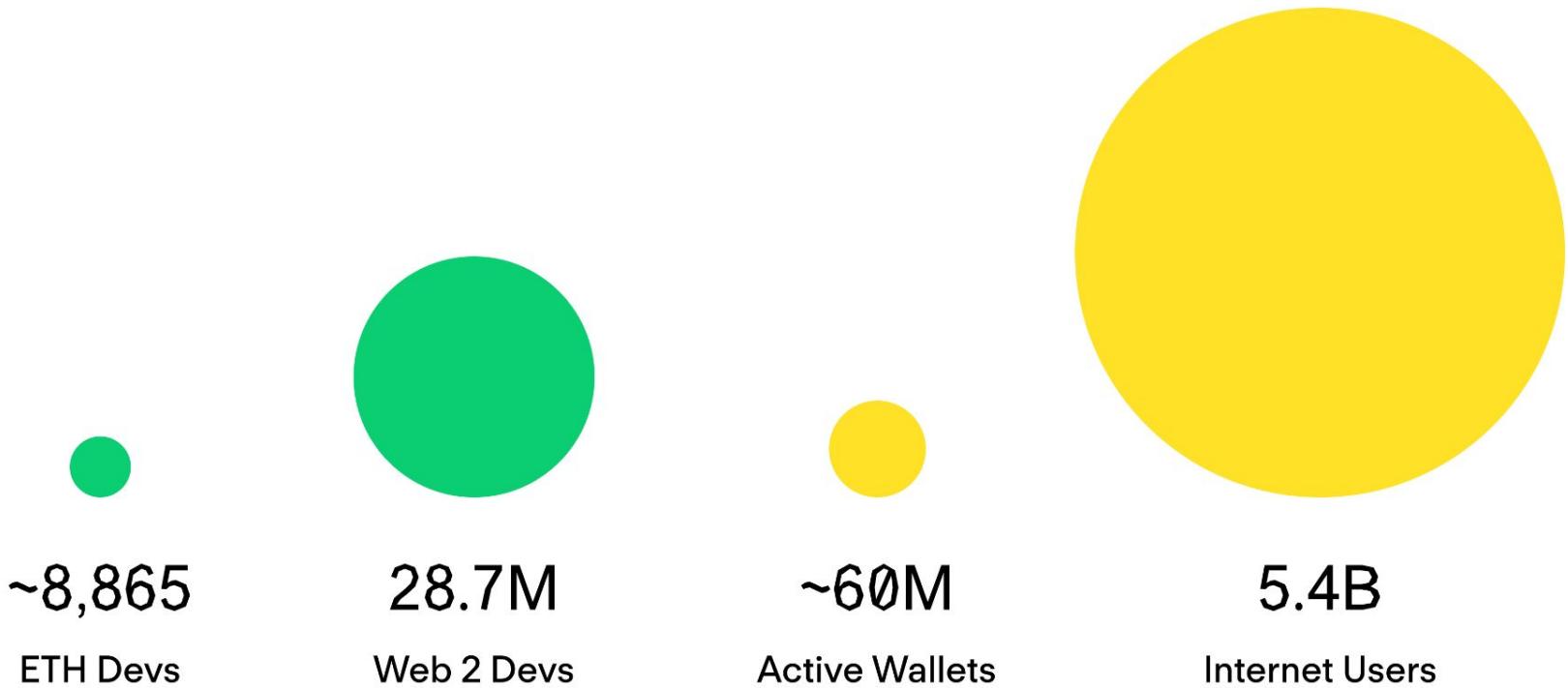
INTERNET USERS IN THE WORLD



CRYPTOCURRENCY USERS IN THE WORLD



We are small but mighty community



To grow, we must expand
the Ethereum developer
community and welcome
new users.

For web2 developers, Ethereum is a paradigm shift

Learning smart contracts

User ownership of data

Learning new code

Building open source

Tokenized incentive models

Rapidly evolving technology

Planning for interoperability

Building in public

Ignoring volatility

DAOs

For mass adoption, we need UX developers

Seamless onboarding

Easy-to-use wallets

Privacy-preserving features

Intuitive interfaces

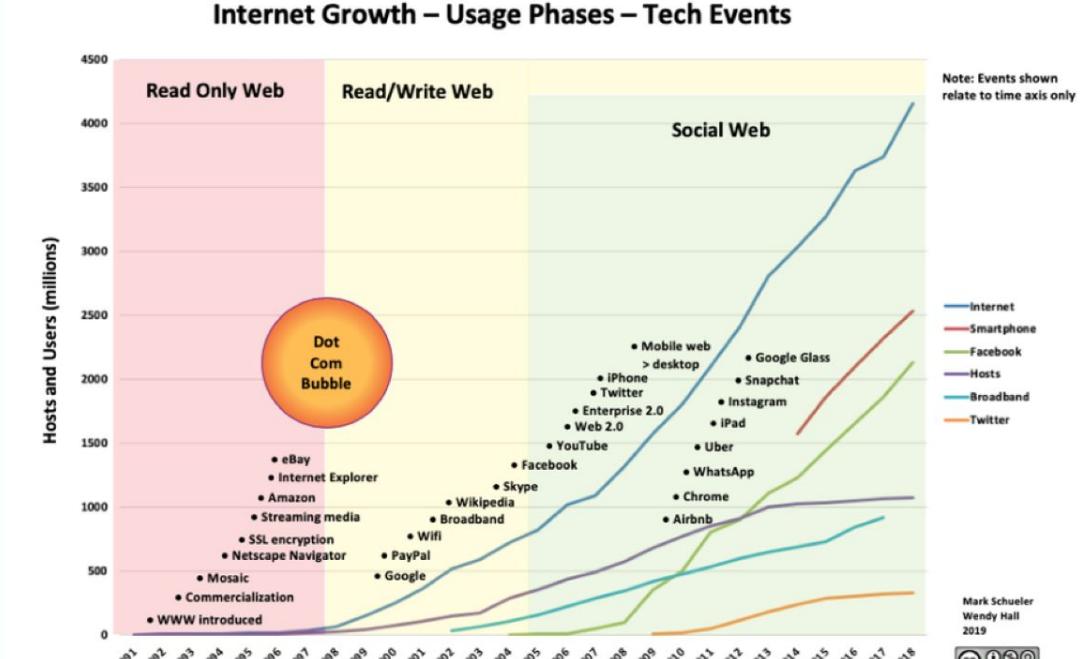
Compelling use cases

Built on scalable and reliable networks

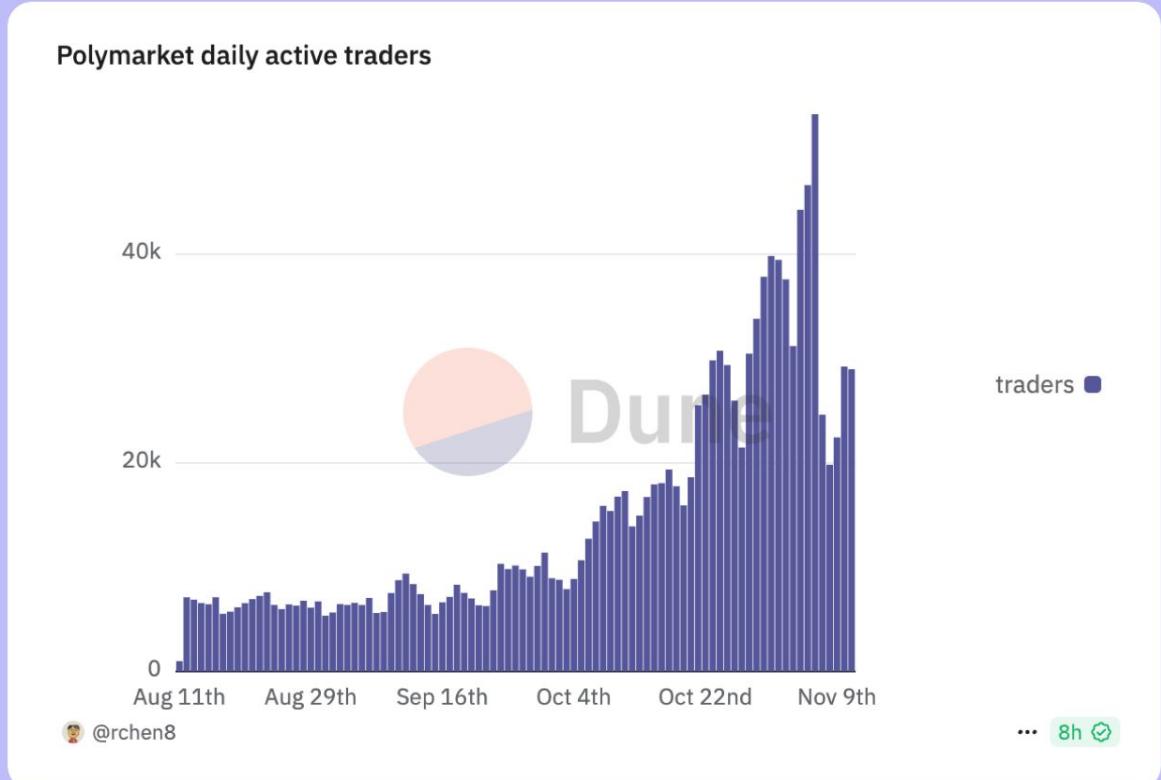
Where are we today in our evolution?



Reliable, fast,
low-cost
networks will
lead to rapid
growth of the
experience layer.



Polymarket
demonstrates
the potential of
onchain apps
gaining popular
adoption and
market fit.



Ethereum takes us where
our imagination goes.

We are at the forefront of a movement that will shape the future.

We are just getting started.

Thank you.