

Bringing web2 users onchain

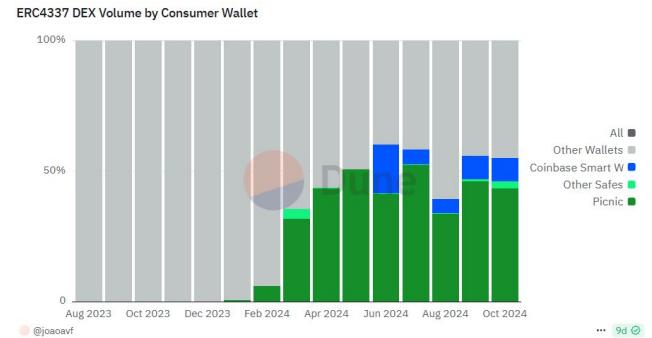
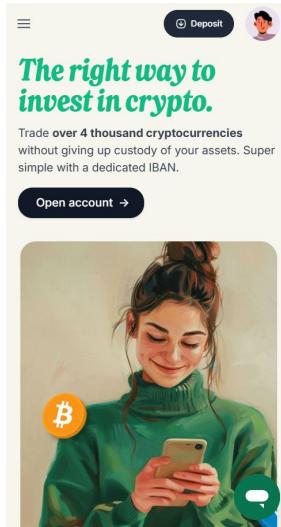
Picnic's case study

João Ferreira

Co-Founder/CEO, Picnic

Who are We?

- Builders of a consumer DeFi app using ERC4337
- Users love it: 61% Sean Ellis score, 57% MoM retention
- Doing close to half the DeFi volumes on ERC4337



picnic

Why?

- Roadmap to mass adoption is not clear
- Bring lessons from the frontlines



Who?

- Serious about mass adoption
- Strategy & Product
- Builders, Ecosystem, VCs,
..



Format

1. This should be a conversation
2. Feel free to ask questions at any time



Agenda

1. AA Landscape
2. Who is AA for?
3. Product deep dive
4. User research
5. Challenges ahead





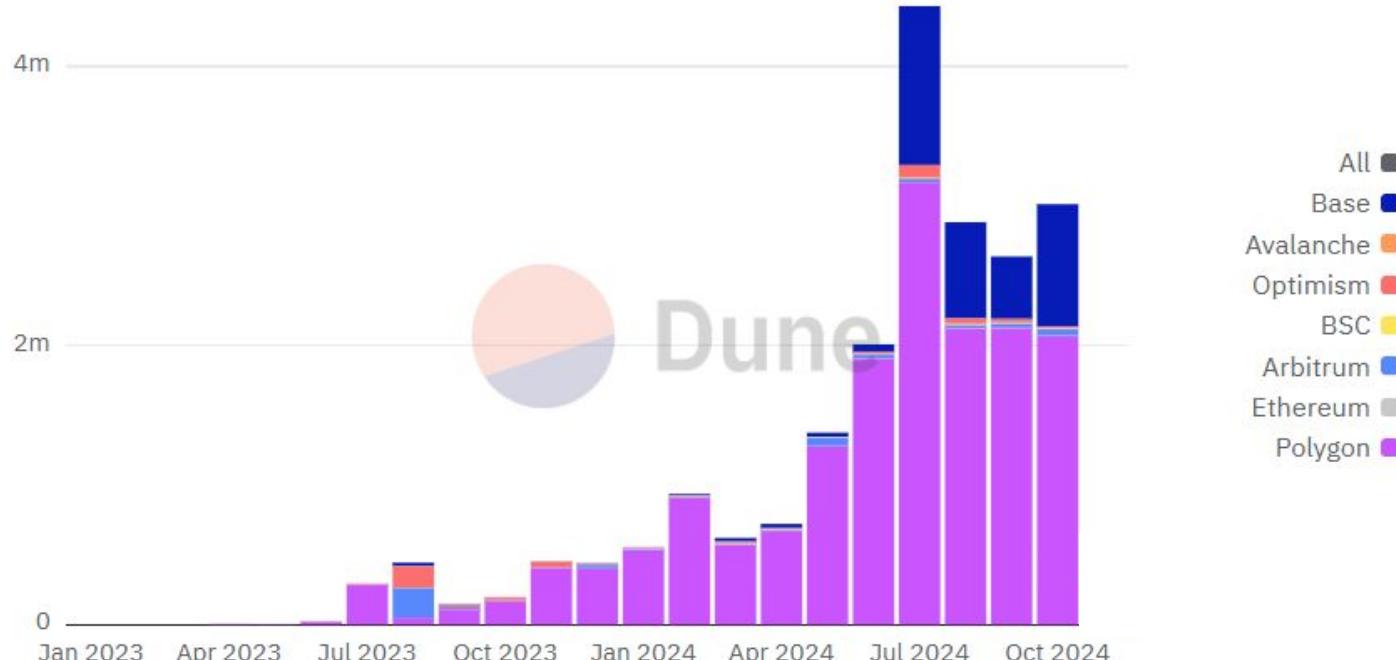
The AA Landscape

Account Abstraction in 1 slide

	Authentication	Gas	Chains	Transaction	Usable by web2 users
Account Abstraction	Passkeys, multisigs...	Abstracted	Abstracted	Batched into 1	<input checked="" type="checkbox"/>
Before (EOA)	seed phrase	Manual	Manual	Manual	<input type="checkbox"/>

Account Abstraction is growing

Cross-chain Monthly Active ERC-4337 Smart Accounts



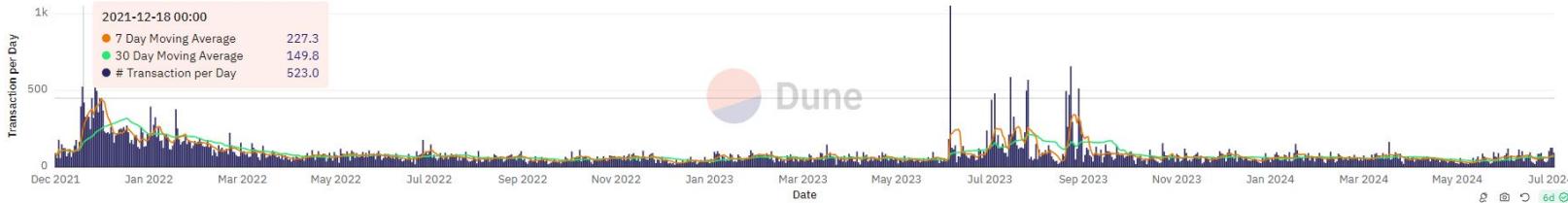
And it is
obvious AA
should grow



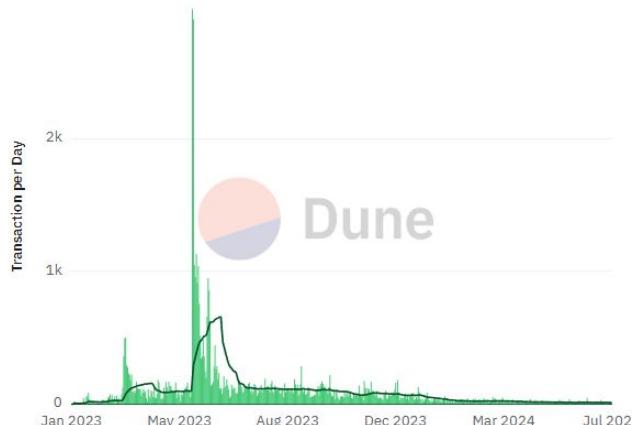
But, it is not growing fast enough

Transactions

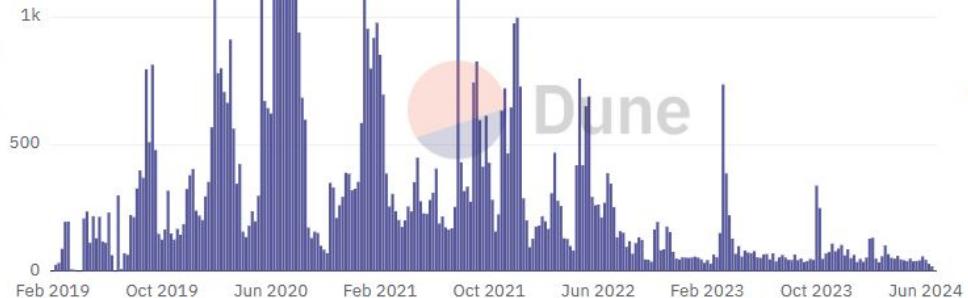
All-times



All-times



Contracts created



Users are not coming back

Weekly Account Retention

Retention of accounts segmented by the week they became active



Who AA is for?

Show of hands: AA main wallet



AA wallets
are worse
than EOA
(for web3
natives)



More
expensive
gas fees



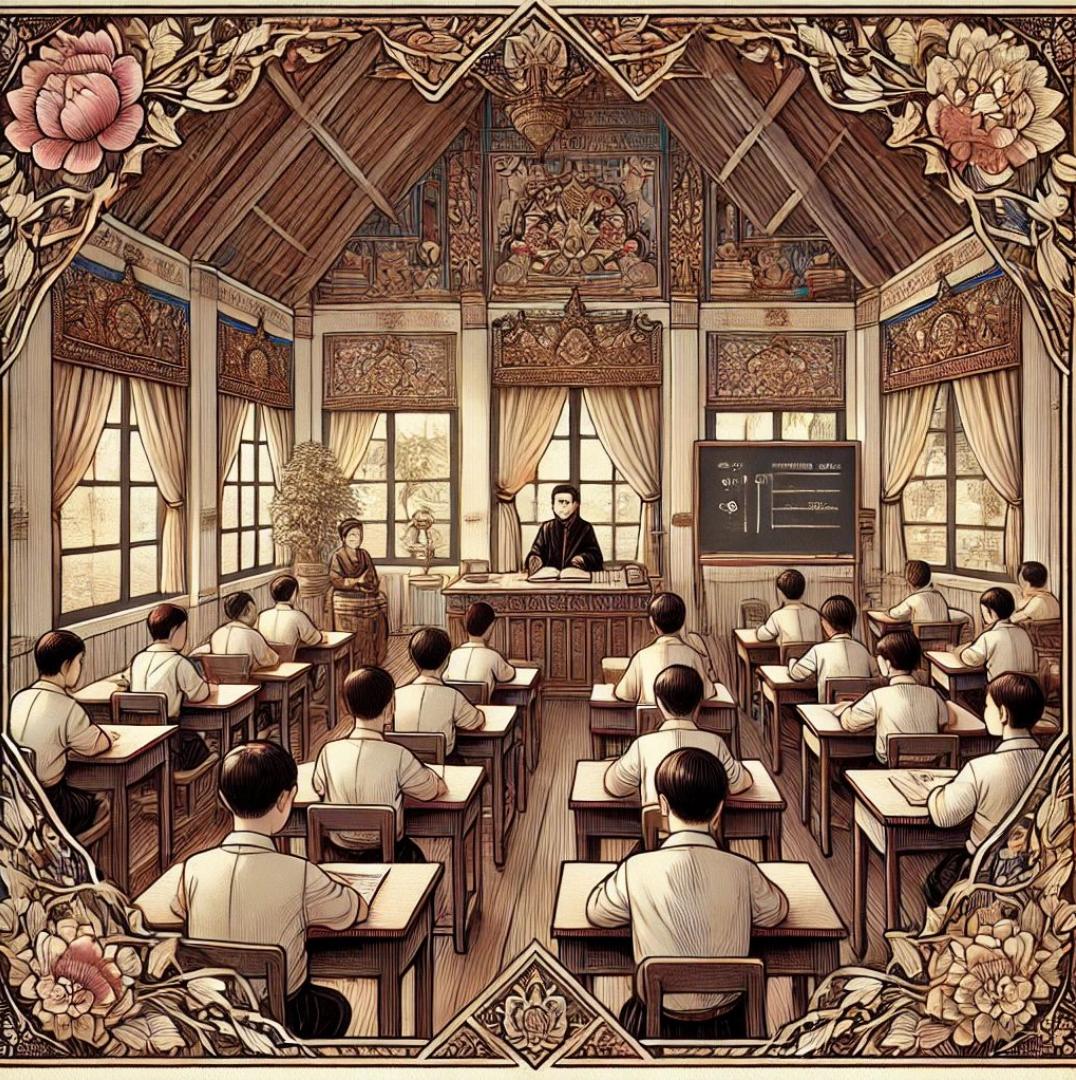
Limited use cases:

- Missing signatures
- Incompatible with newer networks
- Different addresses



Learning curve:

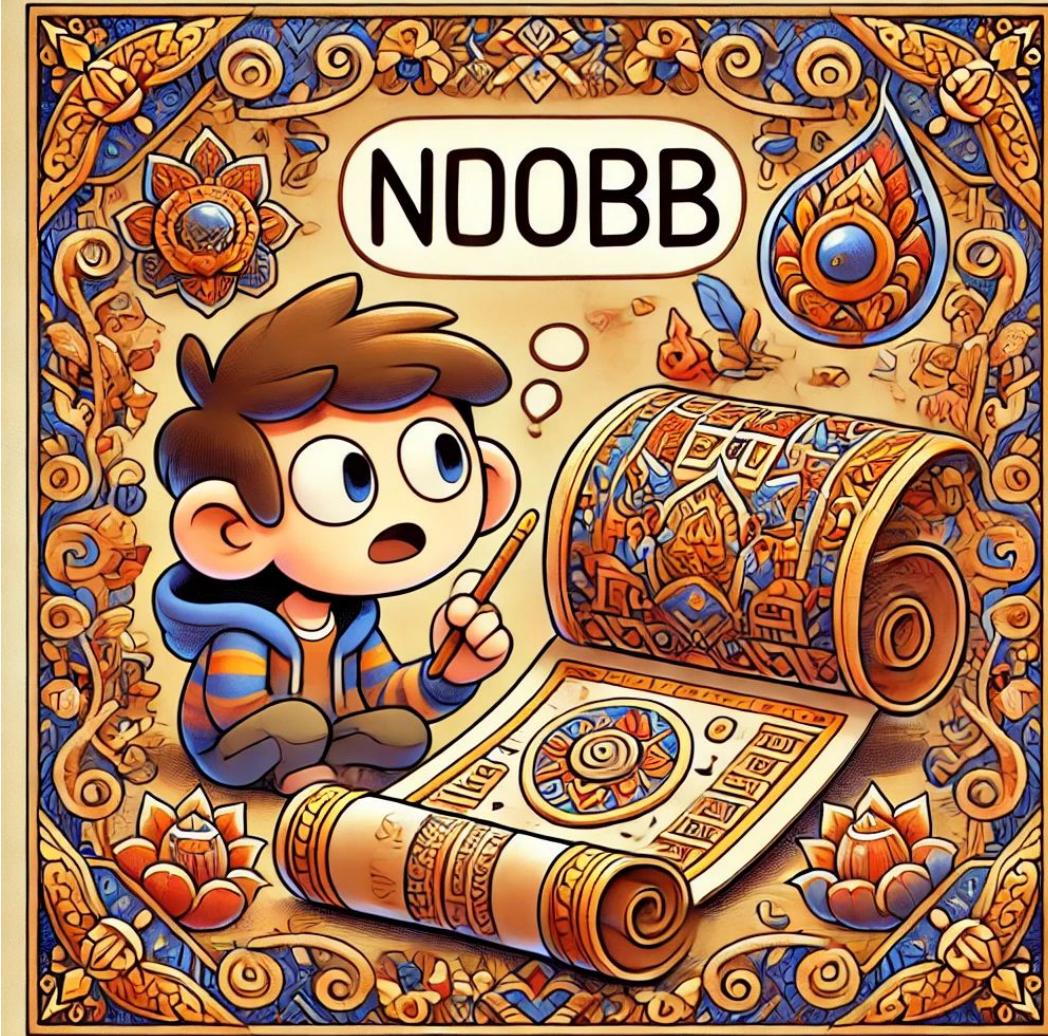
- EOA vs SCW?
- Why can I trust it?



All this
for what?



If not for
natives who
is it for?



Users who
can't do it
otherwise

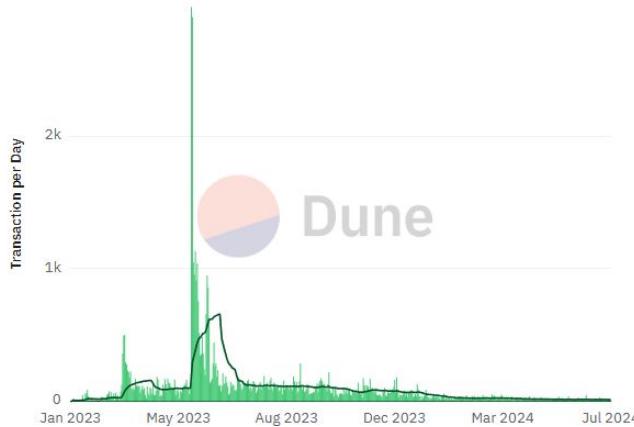


Specific
use cases
(*not general
wallets*)

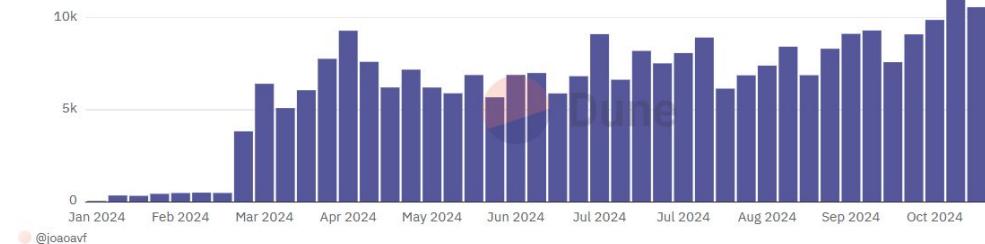


But, does it work?

All-times



Picnic Weekly Tx's



A vibrant, detailed underwater scene. In the center, a scuba diver in a blue suit and fins swims towards a large, ornate golden statue of a face with a serene expression. The statue has a crown and is surrounded by bubbles. The ocean floor is a lush garden of coral, anemones, and various tropical fish, including a large blue and orange striped fish on the left and a red and orange striped fish on the right. Sunlight filters down from the surface in bright rays. In the upper left, a sunken car is partially buried in the sand. The upper right features a large, red, mushroom-like coral formation. The overall atmosphere is one of a fantastical, sun-dappled underwater world.

Picnic Deep Dive

Picnic's Secret Sauce

- Competing vs CEXes
 - easy to build
 - easy to use
 - easy to understand
-
- UX beyond account abstraction



GOAL : Make onchain as easy as offchain



Access or create your account

Create a wallet using your email and invest simply and safely in the blockchain



Continue with Google



Continue with email



Connect with external wallet



Deposit funds

Send Euros to your Picnic account

To add Euros, transfer the desired amount using the payment details below. You can also receive payments from third parties in this account.

Beneficiary

JOAO ALEXANDRE VAZ FERREIRA



IBAN

EE63 7777 0001 4905 8111



BIC

LHVBE22



Deposits take up to 1 business day to be processed and appear automatically in your balance

Done



Buy ARB



Euro >

25.106097727

\$ 26.96

Balance: 25.1061

MAX



ARB >

43.8205

\$ 26.05

Balance: 13.5263

1 ARB = 0.57293 EURE Free

Cross-network conversion

Operating across multiple networks may incur additional costs. Check the fees before proceeding.

Buy

Steps

1. Auth
2. On/off ramp
3. Gas
4. Chains
5. Transactions
6. Other



Auth

- Needs to be reliable
- External wallet adds trust



Access or create your account

Create a wallet using your email and invest simply and safely in the blockchain

 Continue with Google

 Continue with email

 Connect with external wallet

Stablecoin on/off ramp

- Free and instant
- Unit of account
- Best economics
- KYC UX matters a lot
- Abstracting BRLA/EURE

←

Deposit Withdraw

Deposit funds

Send Euros to your Picnic account

To add Euros, transfer the desired amount using the payment details below. You can also receive payments from third parties in this account.

Select a currency

Euro

Payment method

Bank transfer

Continue

Beneficiary
JOAO ALEXANDRE VAZ FERREIRA Copy

IBAN
EE63 7777 0001 4905 8111 Copy

BIC
LHVBE22 Copy

Deposits take up to 1 business day to be processed and appear automatically in your balance

Done

Gas abstraction

- Pay gas in any token
- Free gas is better

Buy  OP

 **Dollar >** **0.278005**
\$ 0.28

Balance: 0.27801 **MAX**

 **OP >** **0.17242**
\$ 0.28

Balance: 0.0

$\Rightarrow 1 \text{ OP} = 1.61234 \text{ USDT}$	
Blockchain costs <small>ⓘ</small>	0.001738 USDT - \$ 0.00
Target blockchain	Optimism
Provider	0x
Estimated time	Instant

 **Buy**

Chain abstraction

- Display tokens together
- Avoid user decisions
- Avoid high gas costs

Wrapped eETH
WEETH

Litecoin
LTC

Uniswap
UNI

Pepe
PEPE

Fetch ai
FET

Dai
DAI

Aave
AAVE

First Digital USD
FDUSD

Arbitrum
ARB

Filecoin
FIL

Buy ARB

Euro > 25.106097727 \$ 26.96

Balance: 25.1061 MAX

ARB > 43.8205 \$ 26.05

Balance: 13.5263

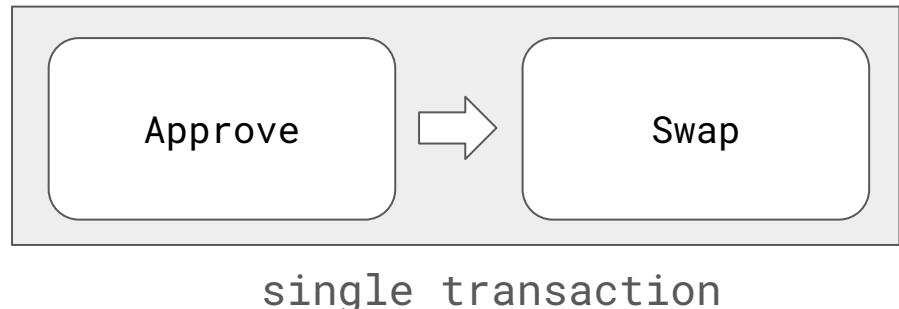
1 ARB = 0.57293 EURE Free

⇒ Cross-network conversion
Operating across multiple networks
may incur additional costs. Check the
fees before proceeding.

Buy

Transaction Batching

- More transactions than necessary
- Approve + swap is safer



Other tricks

- Redundancies
- Local Stablecoin Liquidity
- Overbidding for gas
- Friction for crypto deposits



The result is

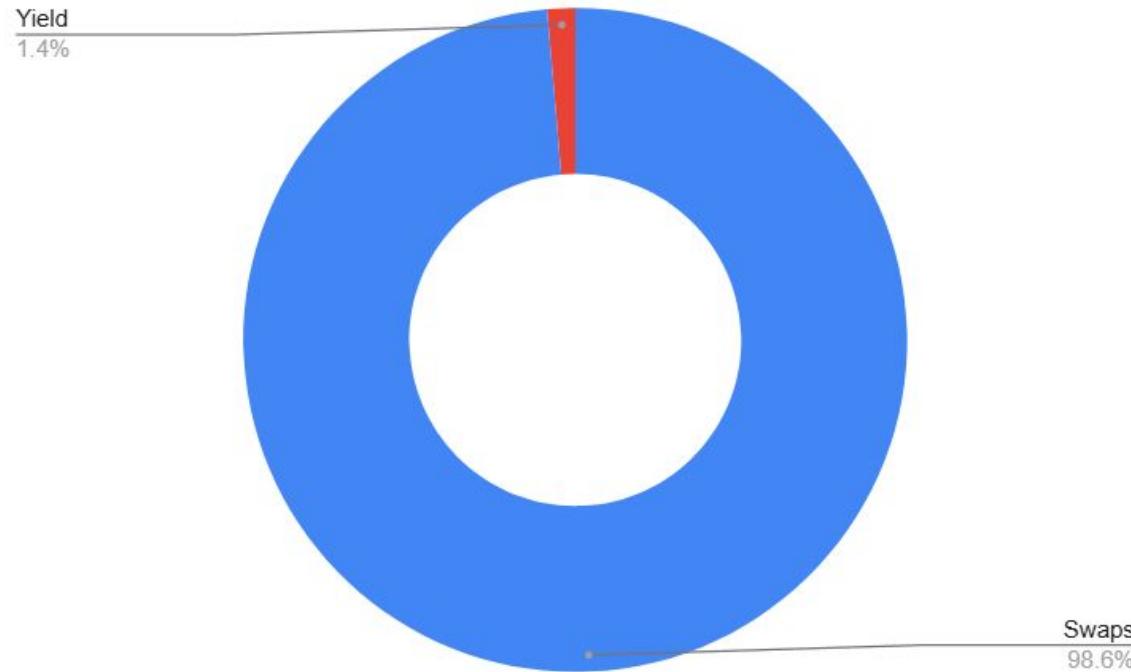
- A product that competes against CEXes
- Caters to web2 users



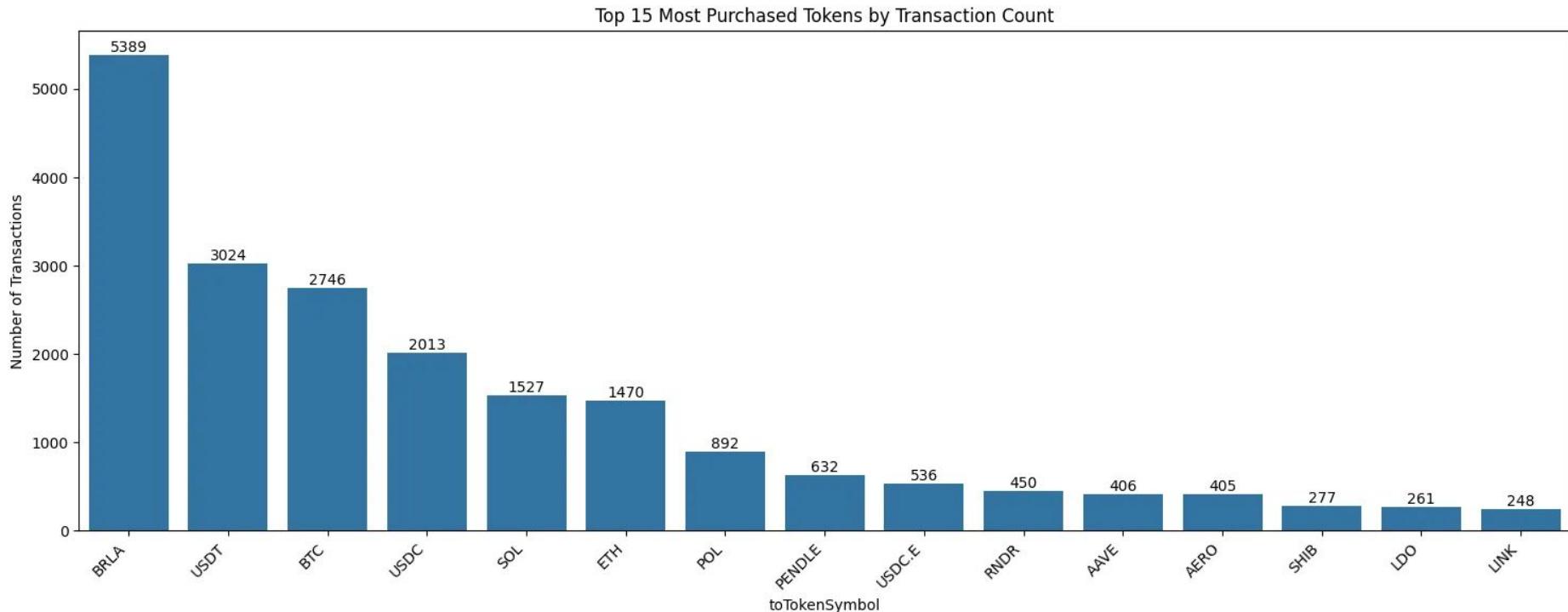


User Research

How are people using it?



What tokens are people buying?



Survey Data



116 answers

From current customers.

The Survey was sent by email to 22.077 contacts with an open-rate of 18.2%



Sean Ellis Score

61.2% of users reported they would be very disappointed if they couldn't use our product. We use this to measure Product-market fit.

What users like?

01 Ease of use 72.4%

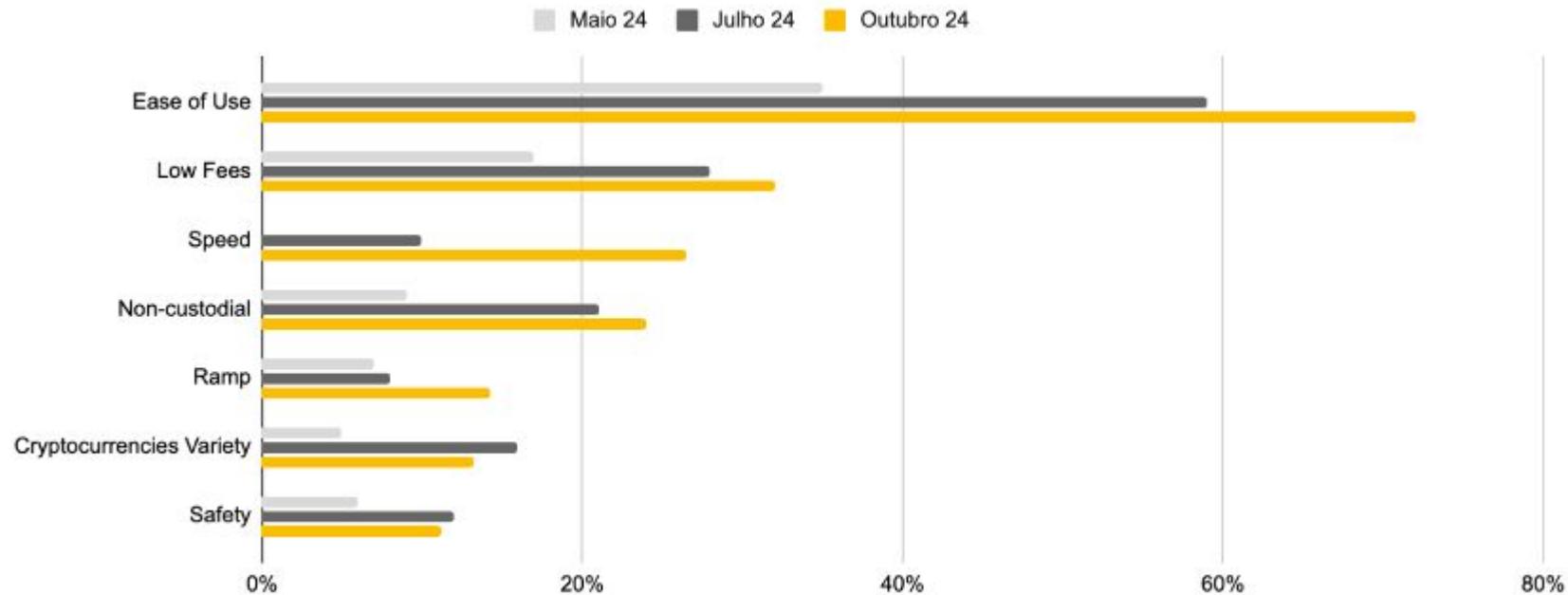
02 Low Fees 31.6%

03 Speed 26.5%

04 Non-custodial 24.4%

05 Ramp 14.2%

How top features has evolved?



What users ask for?

01 Yield 13.2%

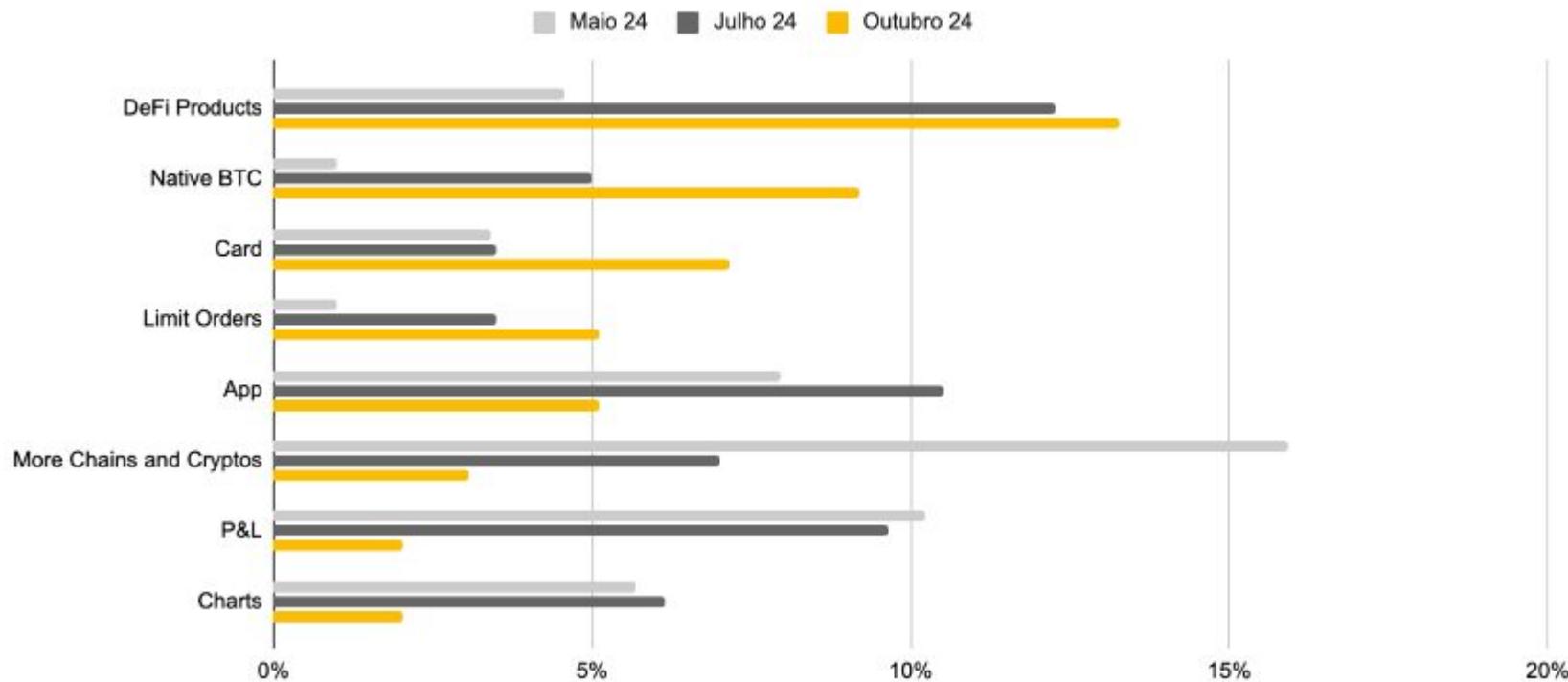
02 Native Bitcoin 9.18%

03 Card 7.1%

04 Limit orders 5.1%

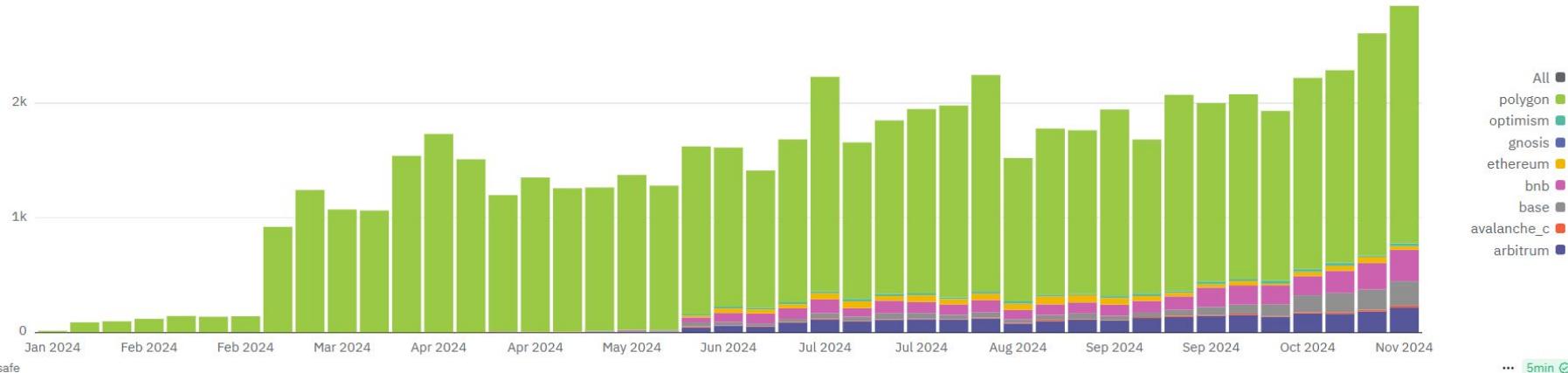
05 App 5.1%

How improvements requests has evolved?



Solved issue = incremental volume

[Picnic] WAU



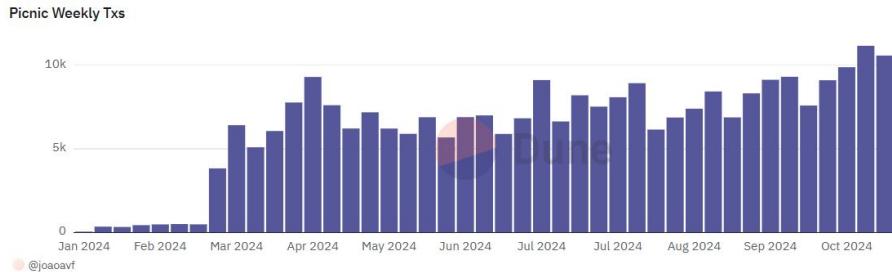
Single chain → multichain

... 5min

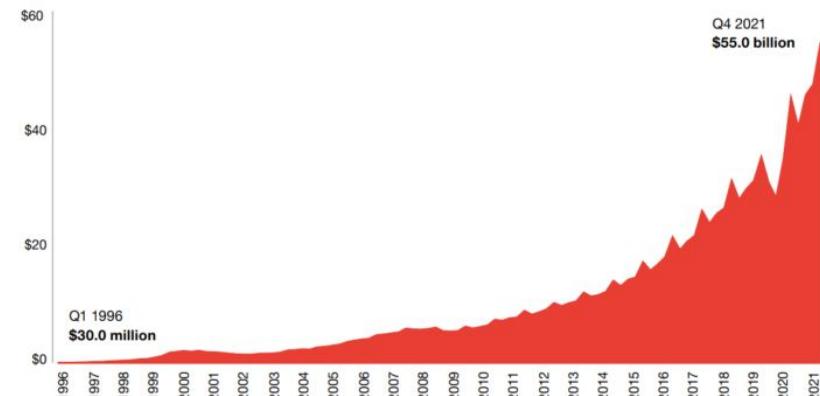
A surreal landscape featuring ancient, weathered stone structures that resemble both traditional temples and organic, root-covered rock formations. In the foreground on the left, a vintage-style truck with a large wooden barrel on its bed is parked on a rocky outcrop. Several small figures of people are scattered throughout the scene, emphasizing the massive scale of the structures. The sky is filled with large, billowing clouds, and a bright, glowing vertical beam of light cuts through the center of the image, creating a sense of a portal or a path forward.

Challenges Ahead

How to move to faster exponential growth?



Quarterly internet advertising revenue growth trends 1996 – 2021 (\$ billions)



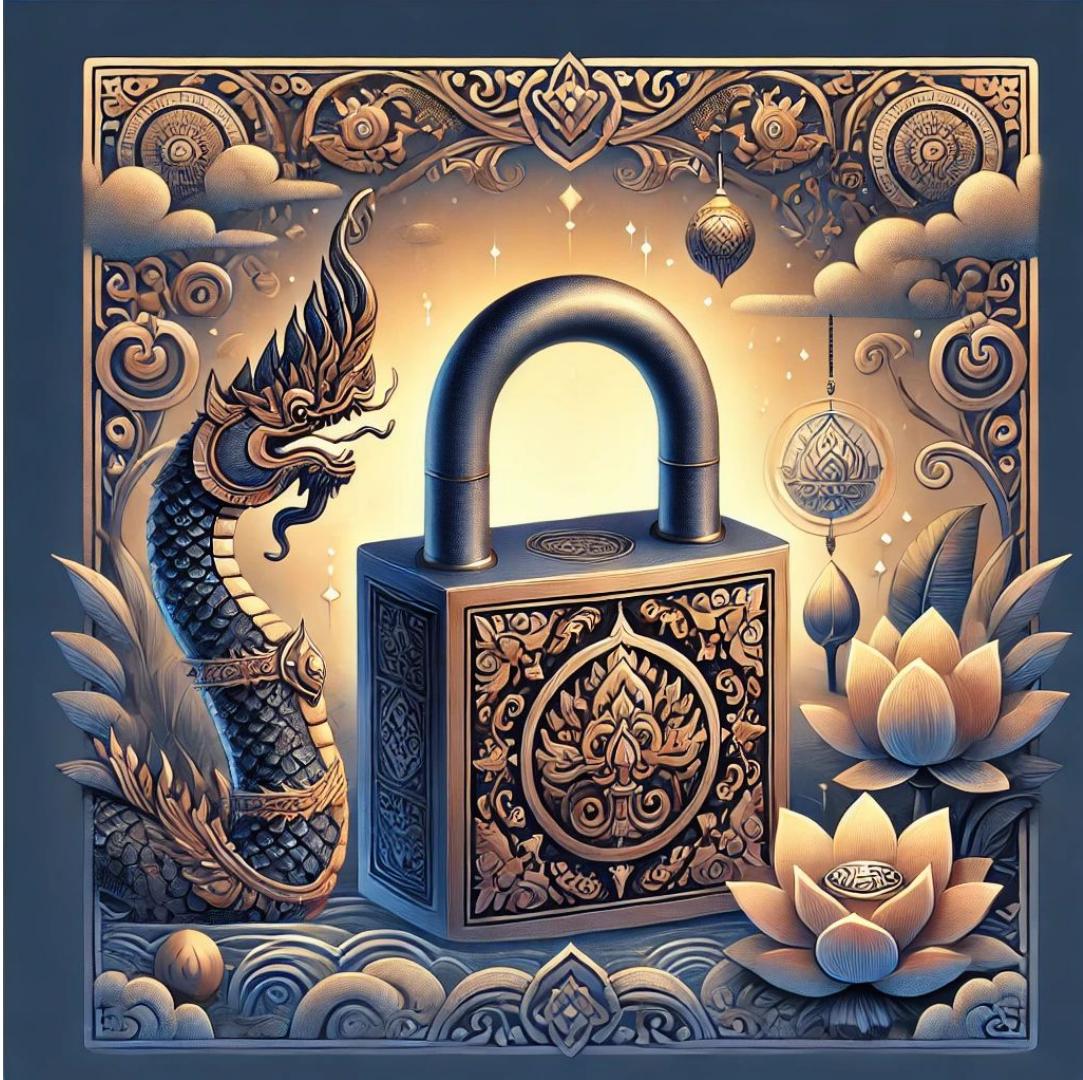
The End Goal

- DeFi becomes the main way to handle crypto (and eventually tradfi)
- CEXes don't have a fundamental reason to exist anymore
- It is just very hard engineering problems to be solved



Security

- Trust is the backbone of financial products
- Goal is to avoid single point of failure with seamless UX
- Practical vs theoretical security
(need both)



Education

- Most web3 users are not familiar with SCWs
- The default is not to trust



Polishment

- Mobile app
- Great UI, animations...
- Speed and performance
- Improve costs
- Close CEX gaps (Native Bitcoin, ...)



It will beat CEXes

→ Once this is
accomplished, it will be
SAFER, CHEAPER and MORE
USEFUL than a CEX



Crypto Natives

- Step by step, these products will be more appealing to crypto natives
- Infra also improves
- We need to keep pushing



Thank you!



João Ferreira
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picnic

 @joaoavf