



Activation in Crypto

How crypto goes mainstream

November 14, 2024

What is Privy?

All your users, onchain.

Privy is a powerful authentication and key management platform to securely onboard, activate, and manage your users at scale.

[Get started](#)[Demo →](#)

Hyperliquid



BLACKBIRD

OpenSea

dYdX

ZORA™



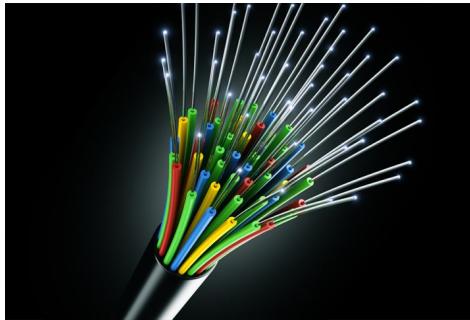
What we'll talk about today

- **The changes in our market**
- **Crypto at a crossroads**
- **What great looks like in consumer**
- **Where we go from here**



Why build products on crypto rails

*Tech needs to power experiences
better than the status quo to become
the default*



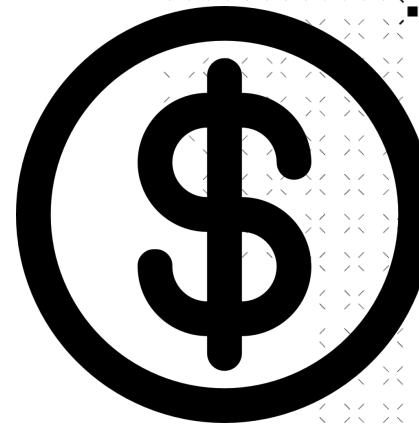
Why build products on crypto rails?



Ownership

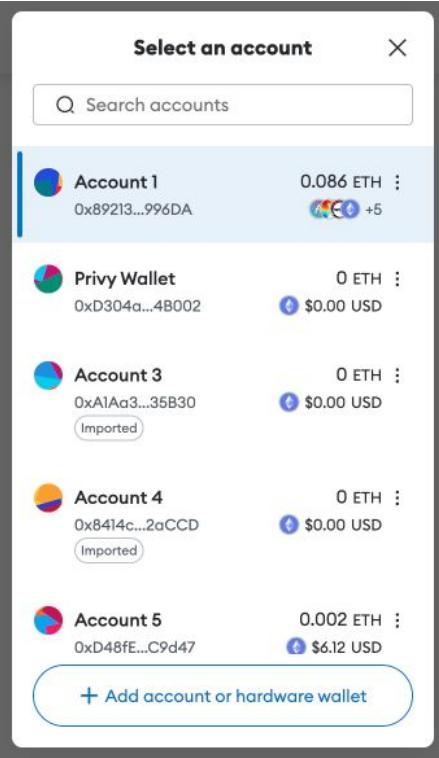


Interoperability



Payments

Historically this was really hard to do



The apps we started with

Balance

\$0.00

Supply USDC **Borrow USDC**

Collateral Asset

Asset	Protocol Balance	Action
Chainlink (LINK)	0.0000	+ -
Compound (COMP)	0.0000	+ -
Ether (ETH)	0.0000	+ -
Uniswap (UNI)	0.0000	+ -
Wrapped Bitcoin	0.0000	+ -

Protocol Balance

Asset	Balance	Action
USDC	0.0000	+ -

USDC Wallet Balance

0.0000

Net Borrow APR **12.19%** **Net Supply APR** **11.61%**

Position Summary

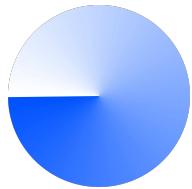
Collateral Value	0.0000 USDC
------------------	-------------

The core underpinnings have come a long way

Wallet UX and Security



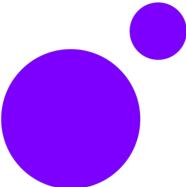
Scalability



Gas Sponsorship



Account Funding



Our market is evolving

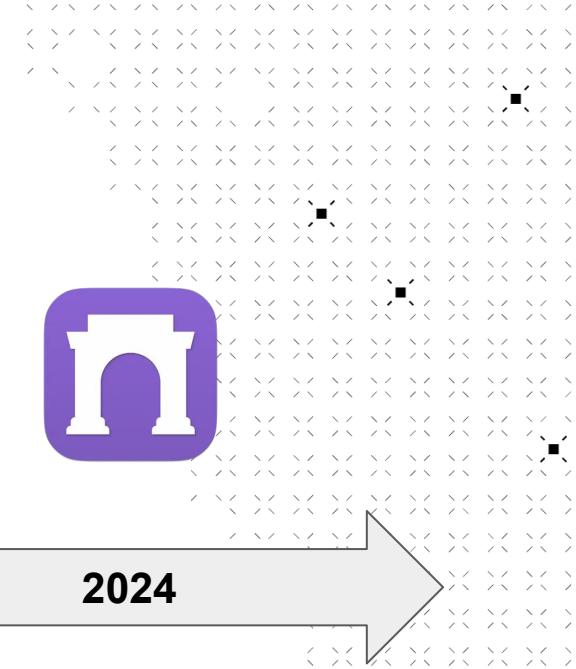


2018

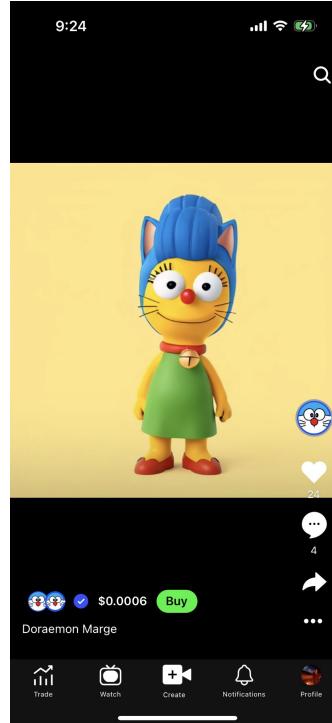
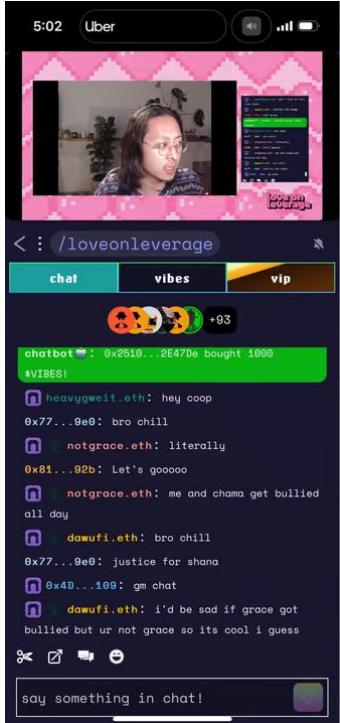
2020

2022

2024



From discrete to continuous



We're at a crossroads

- **Mass adoption happens at the intersection of native and mainstream**
 - Native apps go mainstream
 - Mainstream apps build on crypto
- **Both are happening**



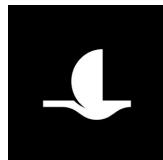
Native goes mainstream

The screenshot shows the homepage of Polymarket, a platform for political and sports betting. At the top, there is a navigation bar with links for Markets, Election, Sports, Activity, Ranks, Log In, Sign Up, and a search bar labeled "Search markets". Below the navigation bar, there are several promotional banners: "Trump won, now what?", "2024 Election Results", "Mention Markets", and "Start Trading". The main content area displays a grid of markets:

- Will Biden finish his term?** 91% chance
Buy Yes ↗ Buy No ↘
\$33.0m Vol. 784 stars
- Who will be inaugurated as President?**
Donald Trump 95% Yes 5% No
Kamala Harris 2% Yes 98% No
\$31.6m Vol. 2,445 stars
- What price will Bitcoin hit in November?**
\$105,000 33% Yes 67% No
\$95,000 67% Yes 33% No
\$12.0m Vol. 790 stars
- House control after 2024 election?** 1% Democratic
Buy Democratic ↗ Buy Republican ↘
\$5.1m Vol. 420 stars
- Will Bitcoin hit \$100k in 2024?** 59% chance
Buy Yes ↗ Buy No ↘
\$33.0m Vol. 784 stars
- Jake Paul vs. Mike Tyson: Who will win?**
Jake Paul 64% Yes 36% No
Mike Tyson 27% Yes 73% No
Buy Yes ↗ Buy No ↘
- Trump ends Ukraine war by first 90 days?** 50% chance
Buy Yes ↗ Buy No ↘
- Israel strike on Iranian nuclear facility in 2024?** 14% chance
Buy Yes ↗ Buy No ↘

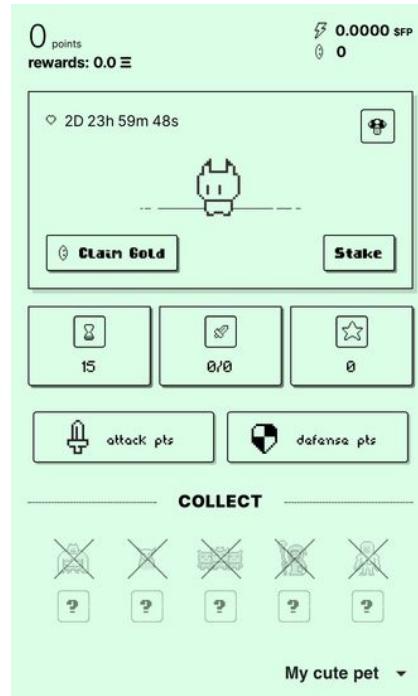
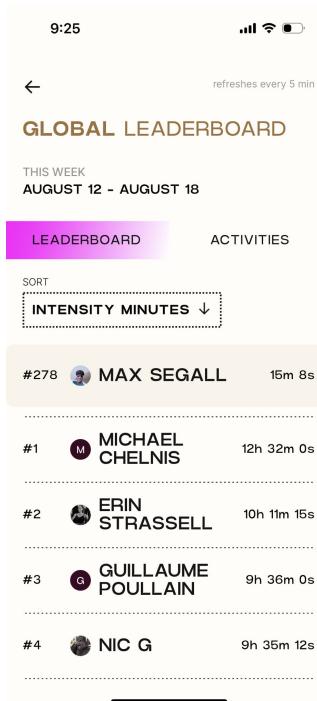


OpenSea

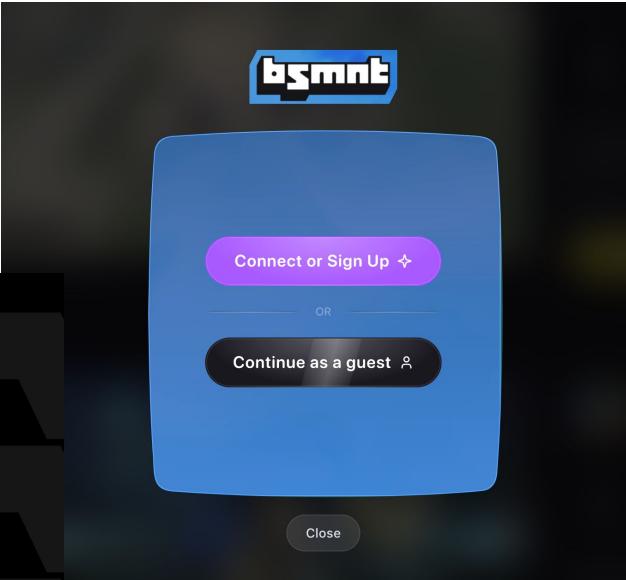
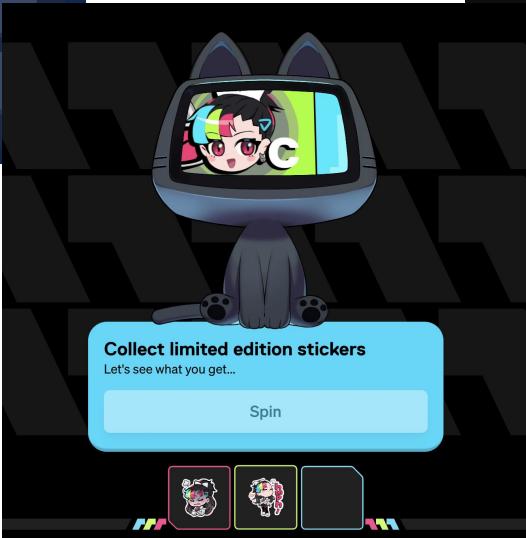
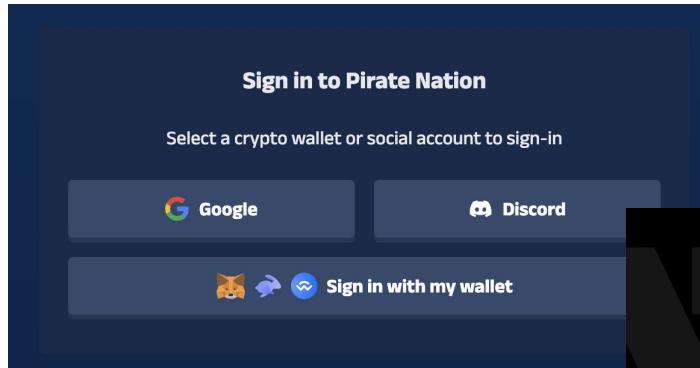


Pump.fun

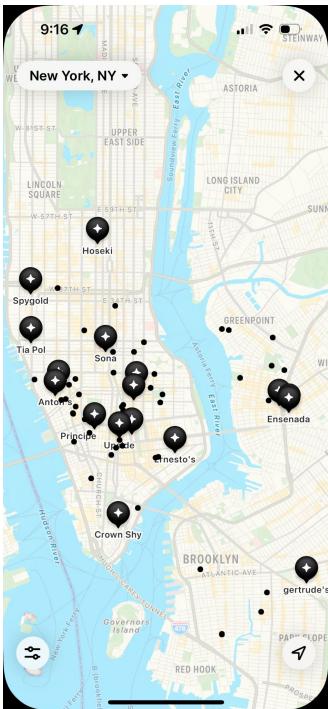
Native goes mainstream #1: Social and Fun



Native goes mainstream #2: UX for everyone



Native goes mainstream #3: Real-world tie-in

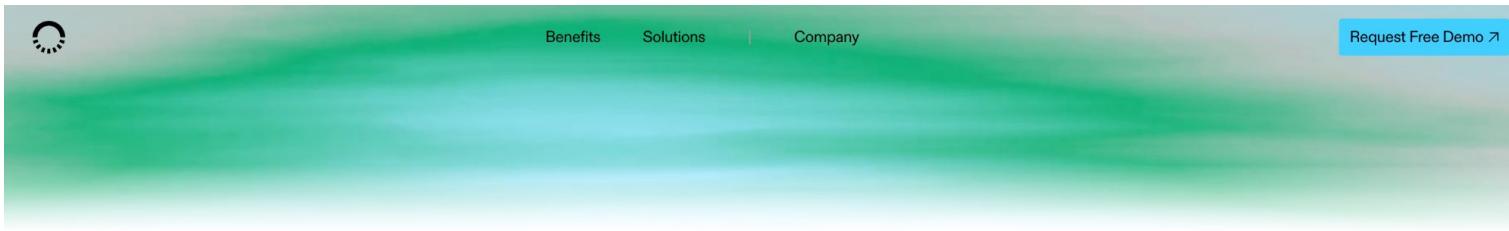


Native goes mainstream #4: Easy funding



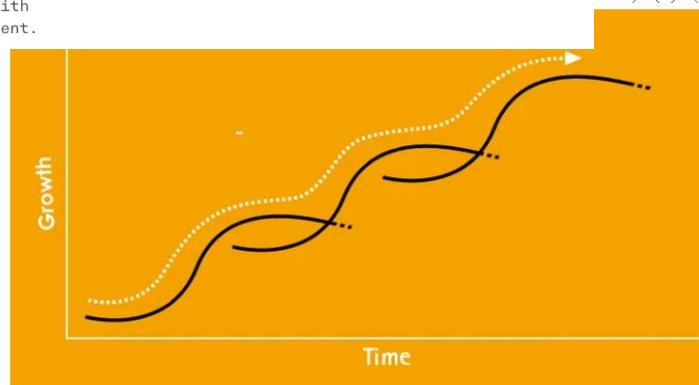
A screenshot of the Courtyard.io marketplace. On the left, a sidebar menu lists "Home", "Marketplace" (which is selected and highlighted in blue), "Drops", "About", and "Profile". The main content area is titled "Asset" and shows a product listing for a "88 Fleer #122 Byron Scott - All-star (PSA 6 EX-MT)". The listing includes a thumbnail image of the card, the title, the current bid price of "\$3.05", and buttons for "Buy Now" and "Make An Offer". A modal window titled "Buy a collectible" is open, showing payment options: "Credit card" (selected) and "Google Pay is not set up". It also includes fields for "Cardholder name" and "Card number" (with a placeholder "Brink's" and the number "6167"). A "Pay Now \$14.34" button is present, along with a checkbox for accepting "Terms of Service".

Mainstream builds on crypto



Make money move

An entirely new payments platform, built with stablecoins, to simplify global money movement.



Mainstream built on crypto #1: USD access

The screenshot displays the DolarApp mobile application's user interface. At the top, there is a navigation bar with the app's logo, a search bar, and links for "Blog", "Ayuda", and a Mexican flag icon labeled "ES". A prominent green button on the right says "Descargar". The main content area features a large, bold Spanish headline: "Los países tienen fronteras. Tus finanzas, ya no." Below the headline, two subtitles encourage users to say goodbye to traditional banking: "Di adiós a las casas de cambio. Di adiós a las comisiones en compras en el exterior. Di adiós a los costos ocultos en transferencias de USA. Di adiós a la devaluación." The central part of the screen shows five smaller screenshots of the app's features: adding funds, sending money, viewing a balance of \$1,100.33, making a withdrawal, and viewing a transaction history.

Mainstream built on crypto #2: Better rails



Remote hiring startup Deel's new feature gives businesses the option to fund payroll in crypto



Mainstream built on crypto #3: Global users??



Both are happening, and they're meeting

- 
- 1. Native vs. mainstream is a moment in time distinction**
 - 2. Be wary of tribalism**
 - 3. Never been a better time to be building crypto products**



Thank you

Protected by  privy

