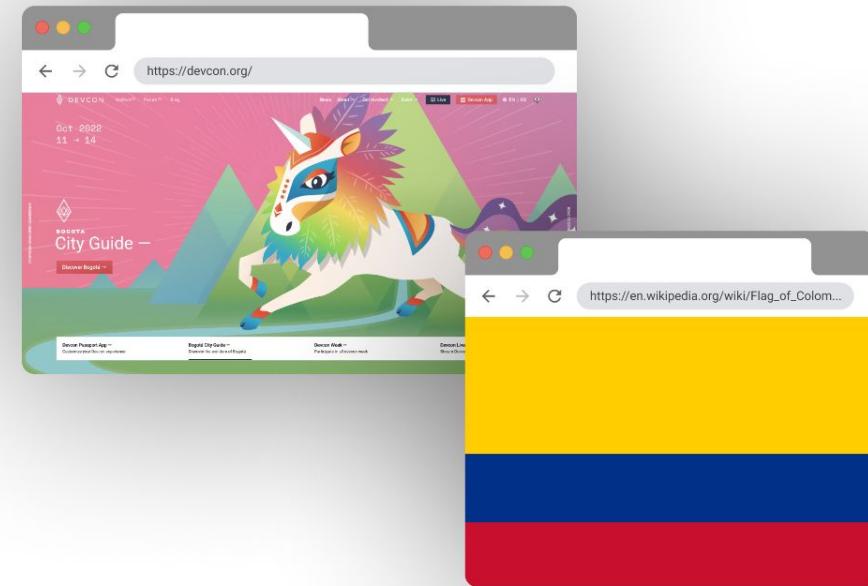


# Web3 Social the next wave of innovation.

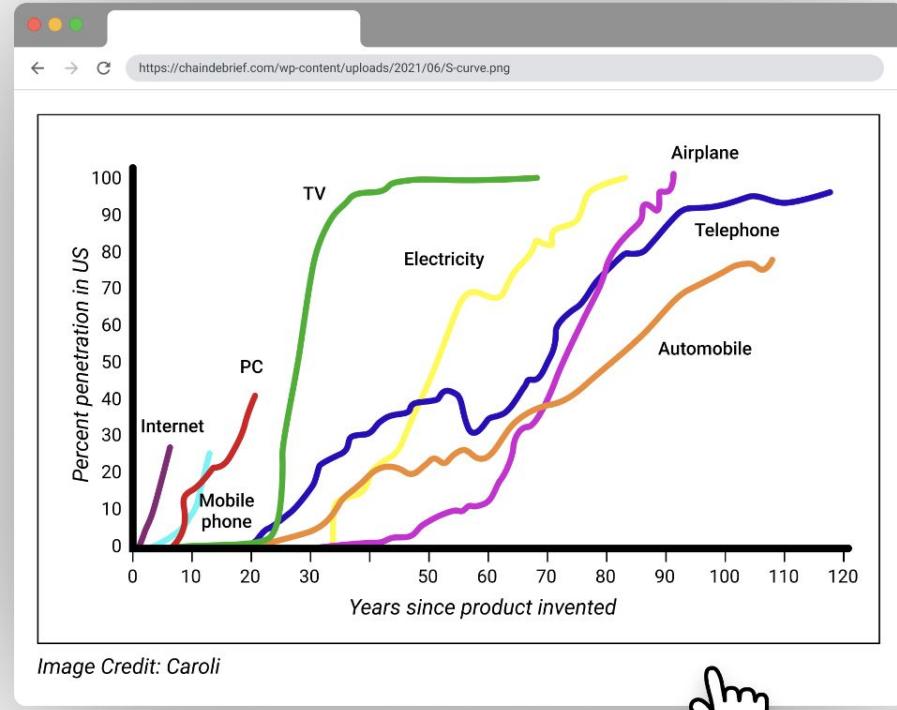
# DevCon



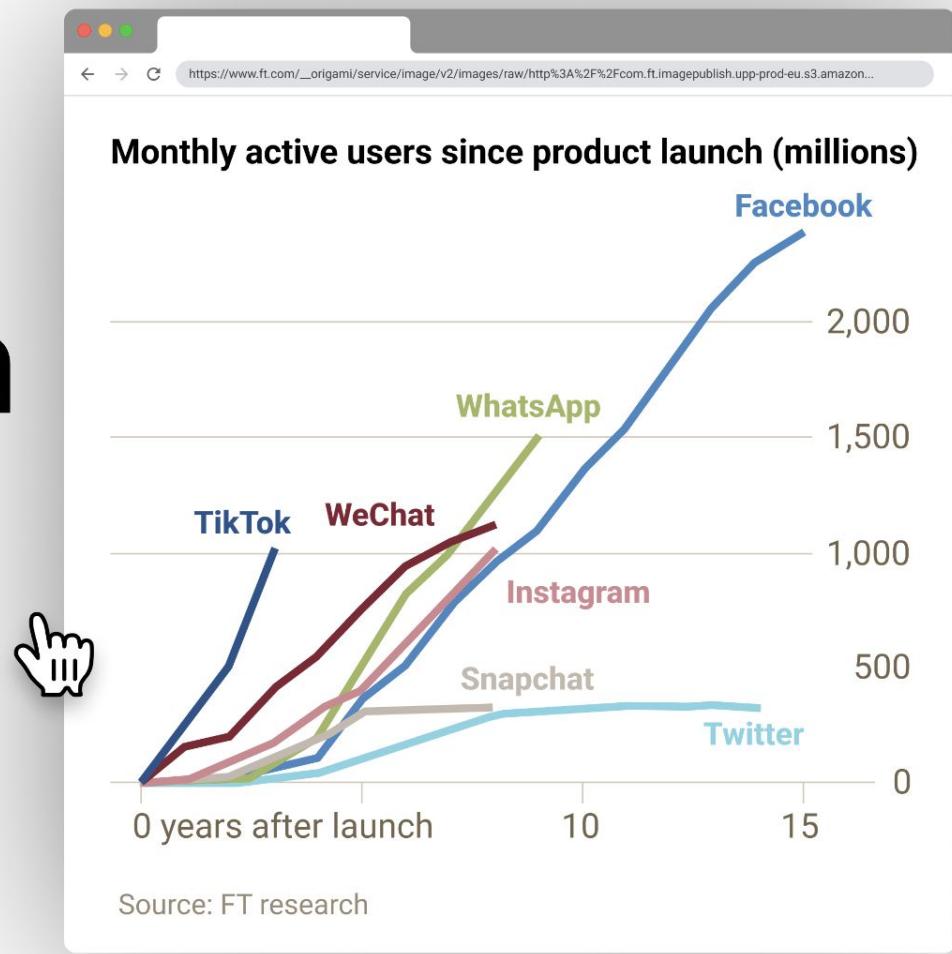
Bogota

**Over the past century,**

**the speed  
of innovation  
and adoption has  
accelerated.**

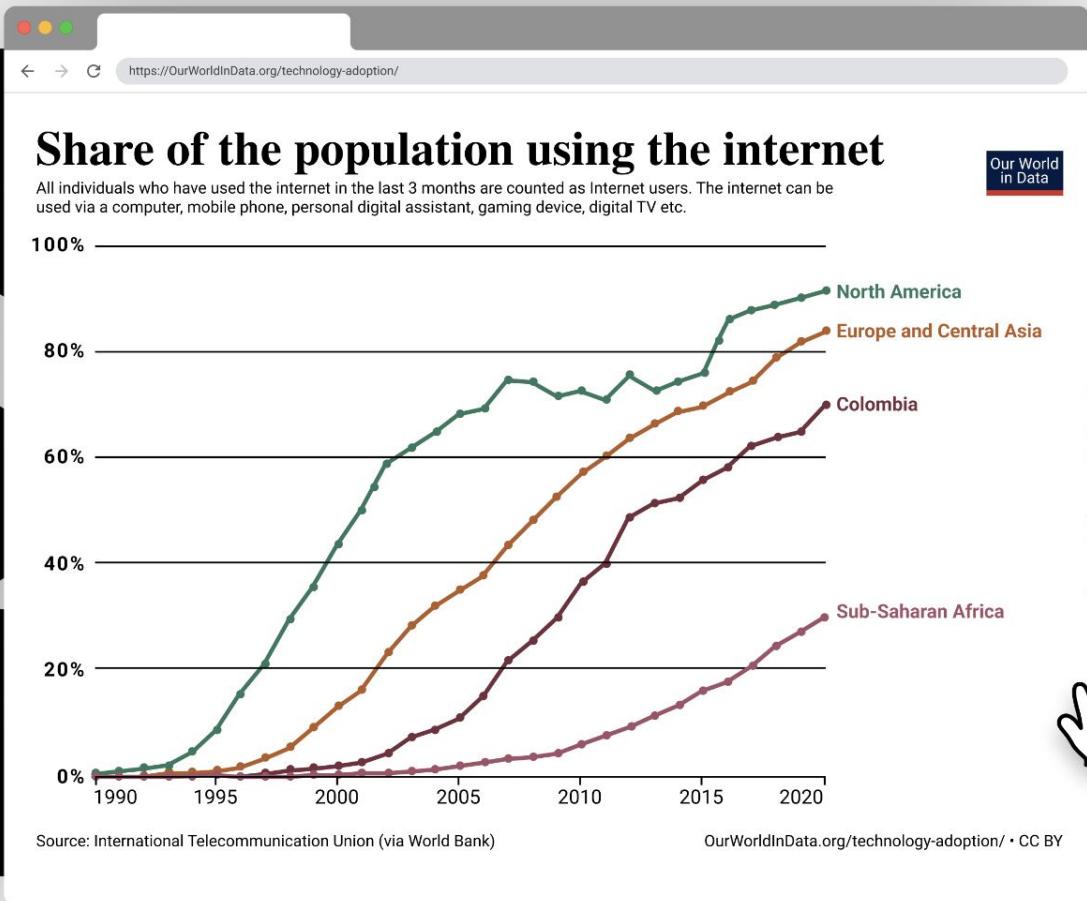


# Today's tech gains adoption at speeds never seen before.



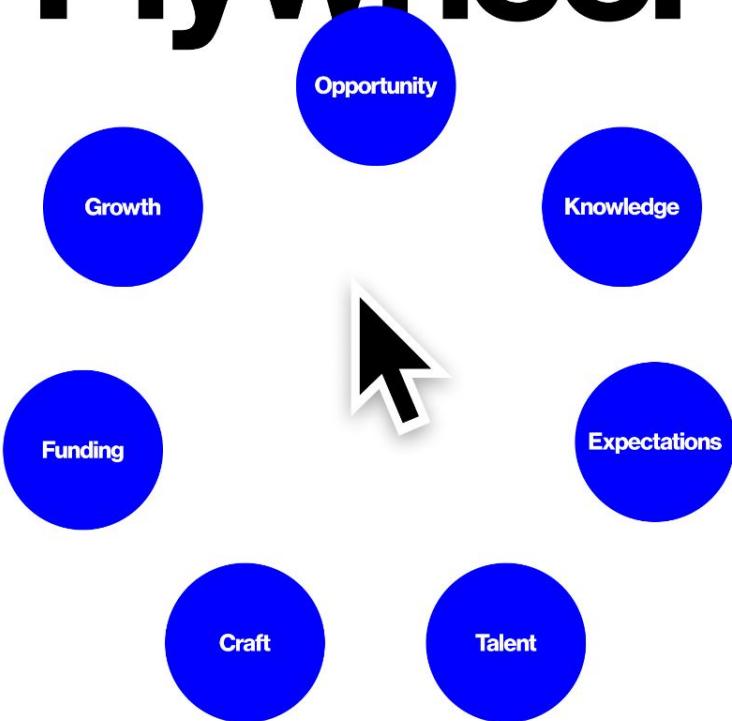
**Internet  
adoption is  
global.**

# Internet adoption

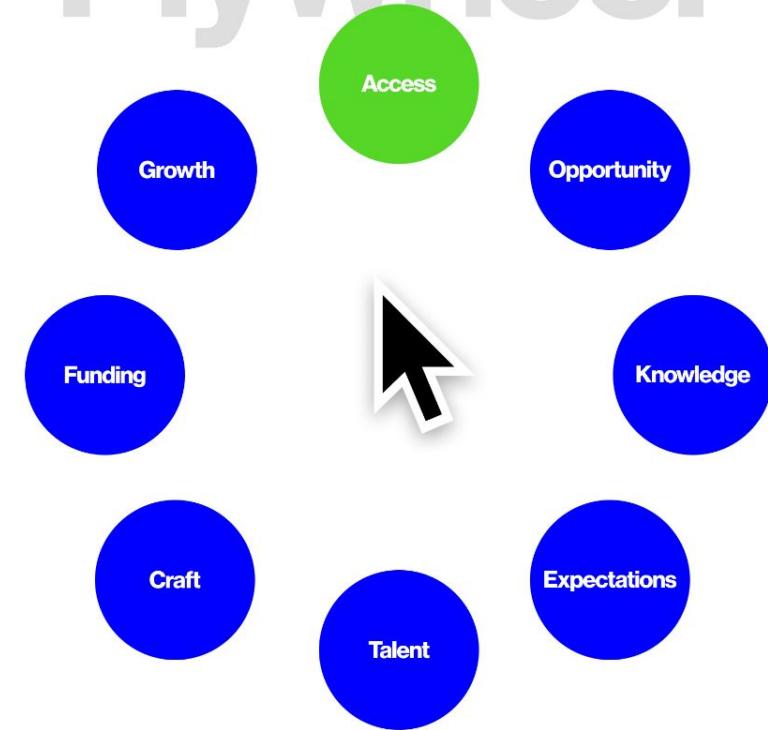


**Tomorrow  
will look  
nothing like  
today.**

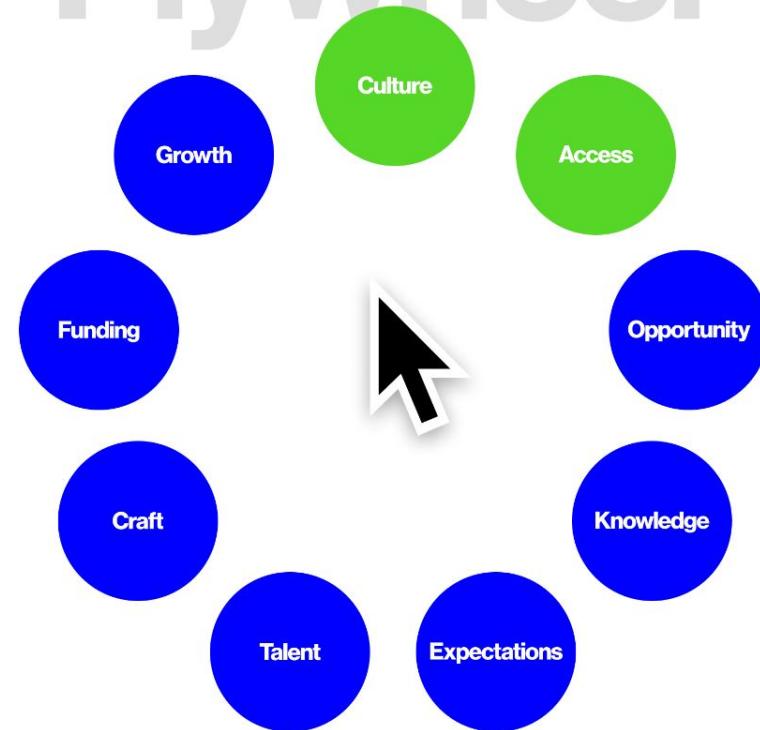
# The Innovation Flywheel



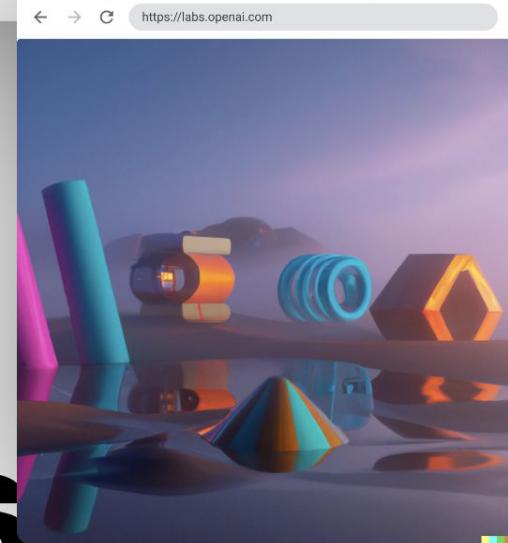
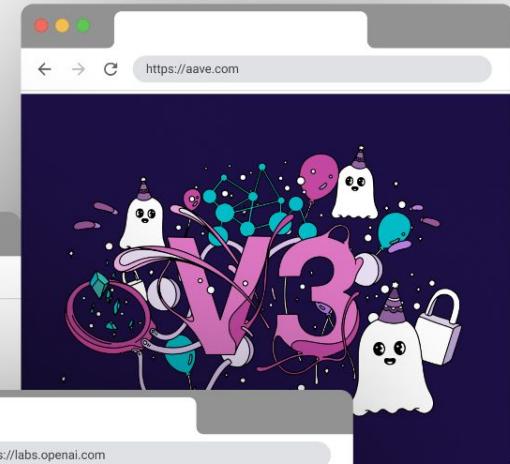
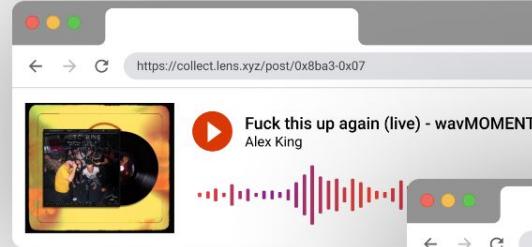
# OPEN NETWORKS ACCELERATE INNOVATION



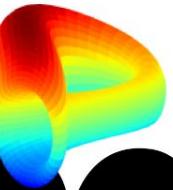
# ADDING CULTURE CHANGES THE DYNAMICS



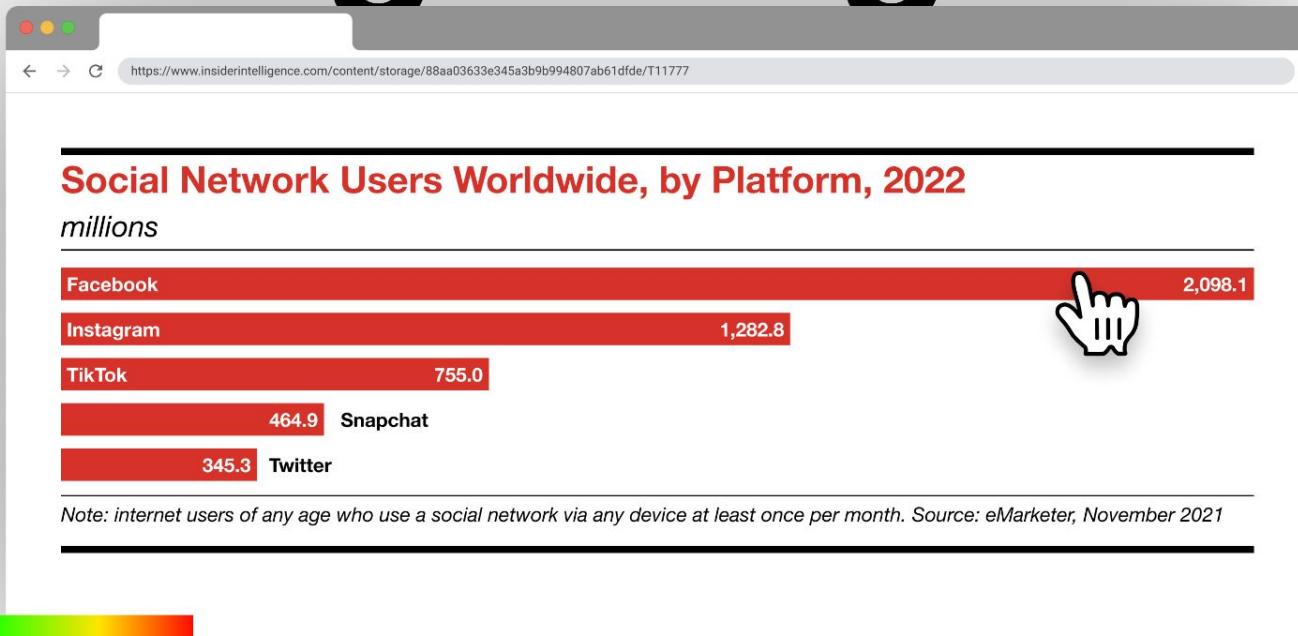
# Web3 is touching every industry and creating access



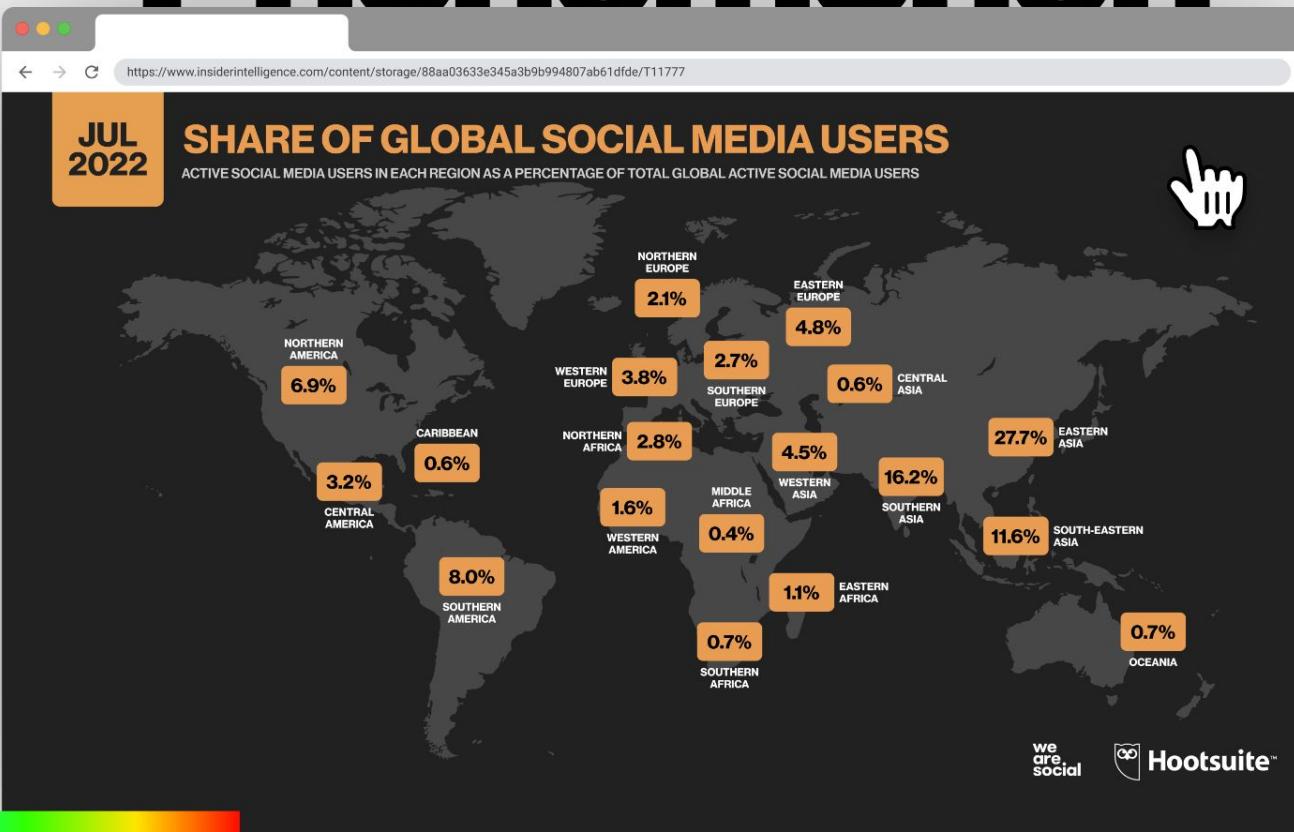
We started with DeFi,  
but to get to the next 1B users,  
**we need something more.**



# Social is the killer app 4.94B social users—and growing.



# a Global Phenomenon



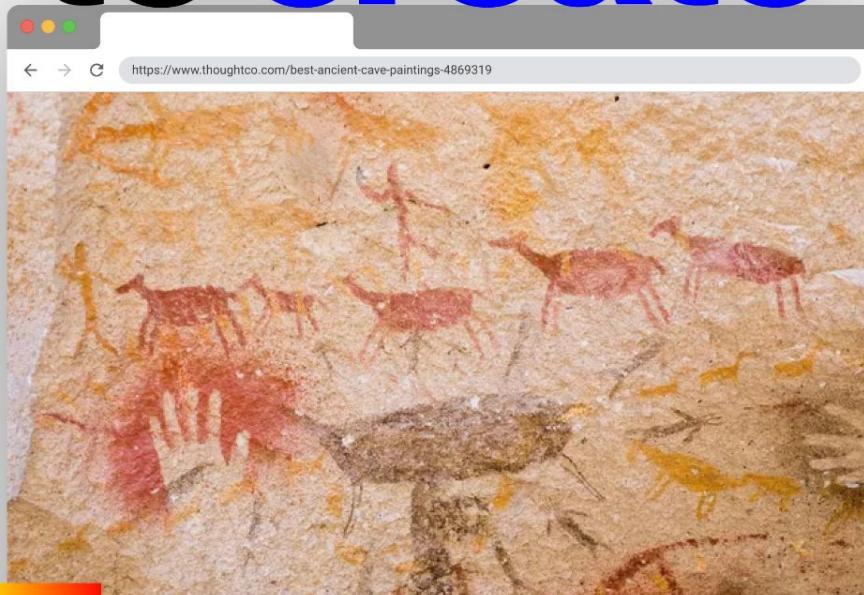
**Social media  
is driven by a  
strong need to**

**Connect**



**with others**

**and by a strong  
need  
to create**



**Social media  
allows us to  
connect  
one-on-one and  
in groups.**

# **Social is vital to our lives**



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**Learning**

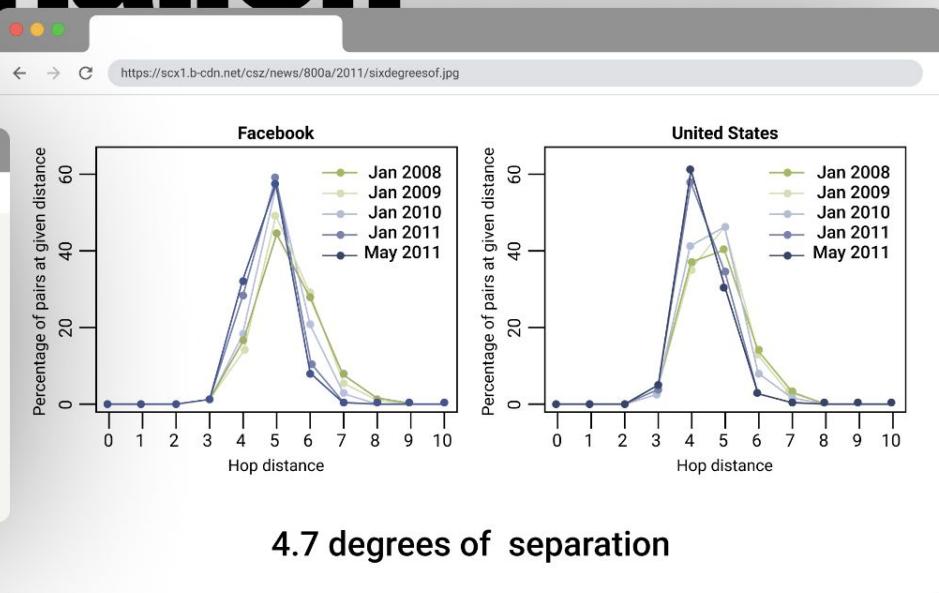
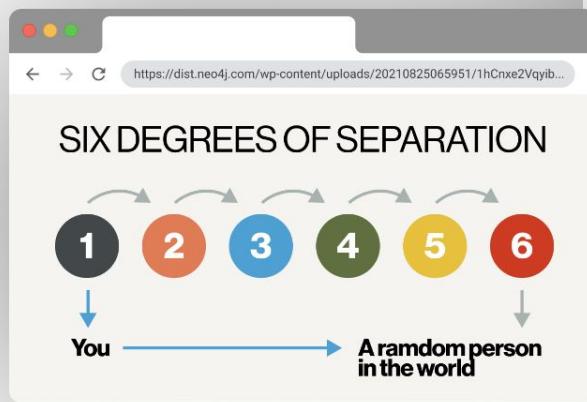
---

**Connecting**

---

**Belonging**

# With more connections, our world gets smaller.



4.7 degrees of separation

# The sum of our relationships is our social capital

Social Capital Helps Social Groups Function Through

- Shared Norms and Values
- Interpersonal Relationships
- Trust
- A Shared Understanding
- Cooperation and Collaboration
- Reciprocity
- A Shared Sense of Identity
- Strong Social Support

BetterUp



**Yet we give it away to big tech companies whose interests do not align with our own interests.**

Web2 social is a  
**zero-sum**  
game



**Users are  
locked into  
network  
silos.**

**Creators  
lack control of  
their means of  
distribution.**



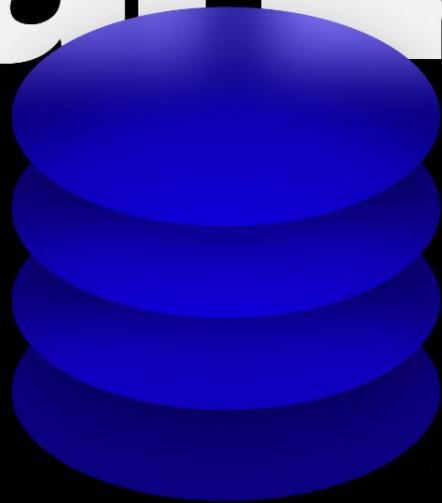
**Developers  
are hindered by  
lack of freedom  
and flexibility.**



**Web2Social  
is ripe for  
disruption.**

**Web3 Social  
creates  
positive-sum  
value.**

# the Web3 Social Layer

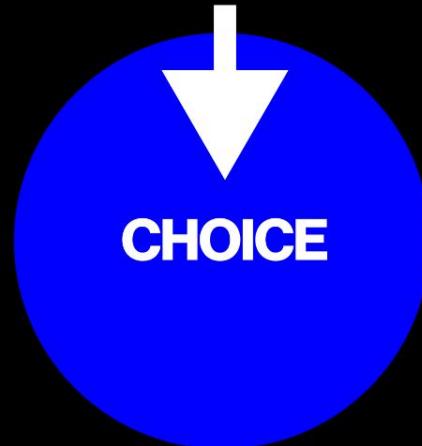


# Web3 is a game changer

**CREATORS**



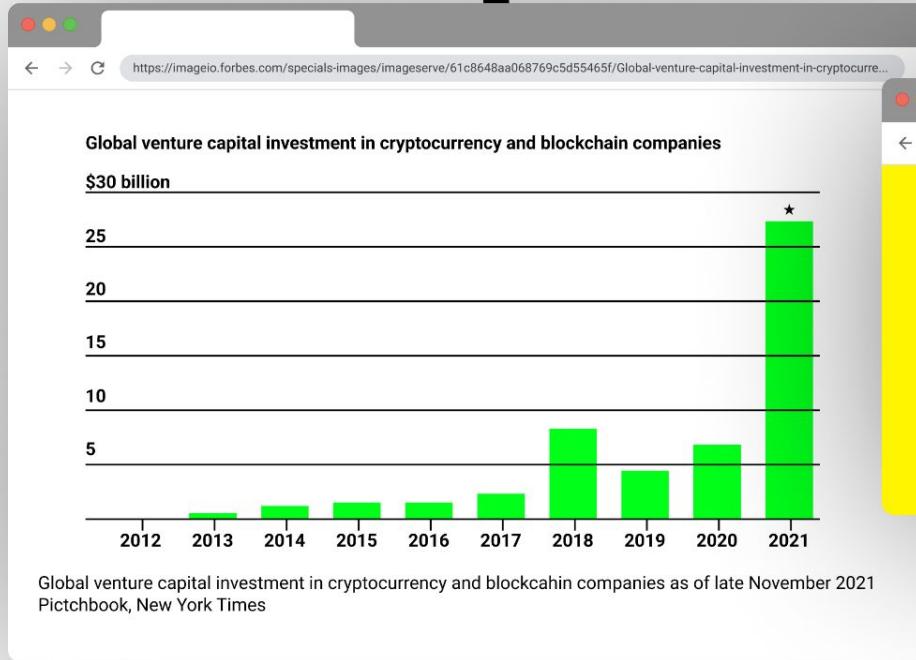
**USERS**



**DEVELOPERS**



# Web3 investment and adoption is growing



6.1%  
of  
Colombians  
own  
cryptocurrency



# Web3 investment and adoption is growing



The background of the image is a wide-angle photograph of a lush green field, likely a grassy hillside, stretching towards a horizon under a bright blue sky dotted with fluffy white clouds.

**Web3 Social is a greenfield  
of opportunity.**



# Web3 Social Ingredients



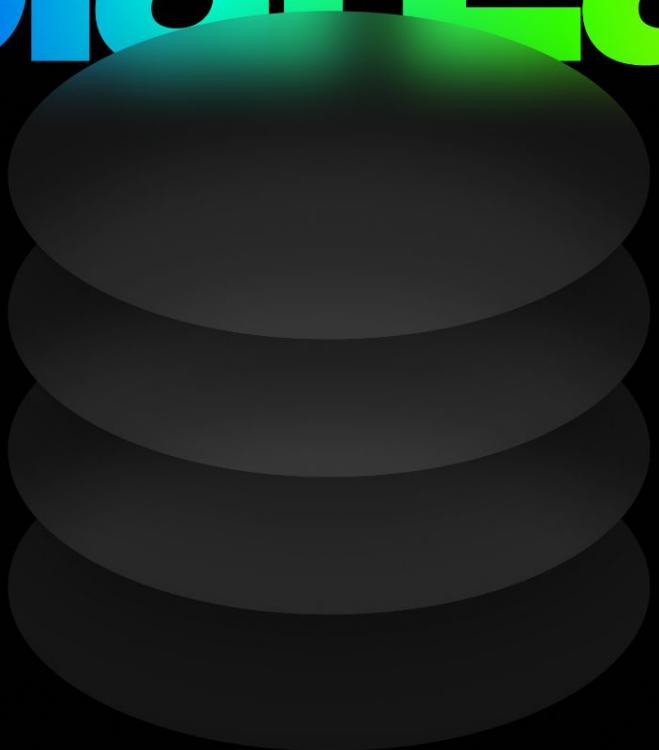
Open

Interconnected

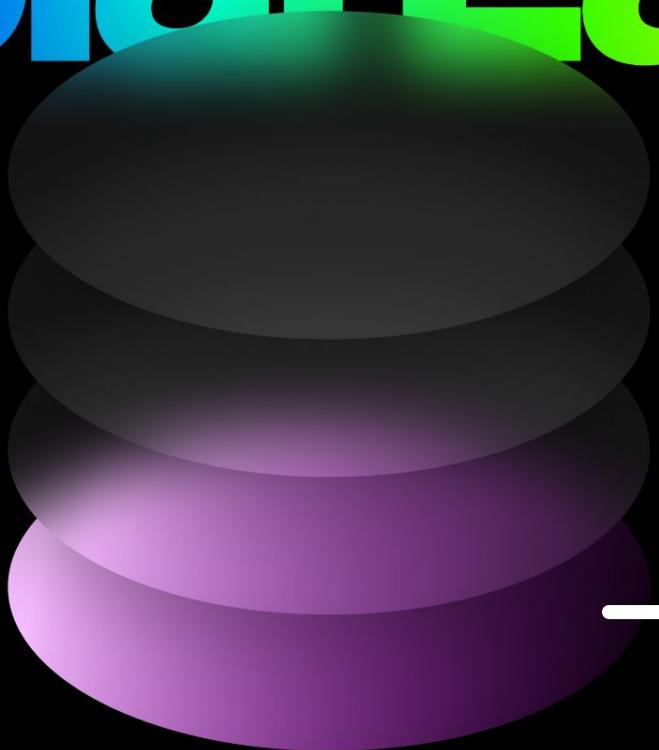
Accessible

Decentralized

# Social Layer

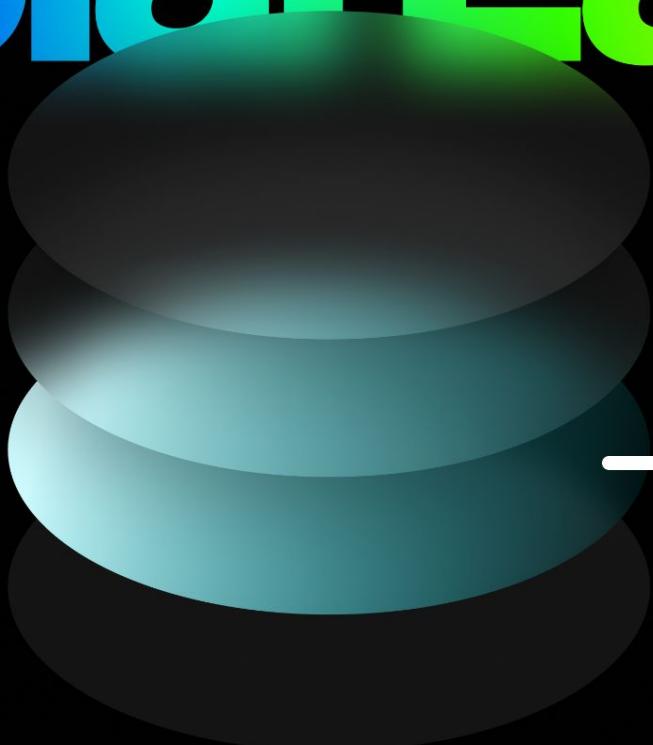


# Social Layer



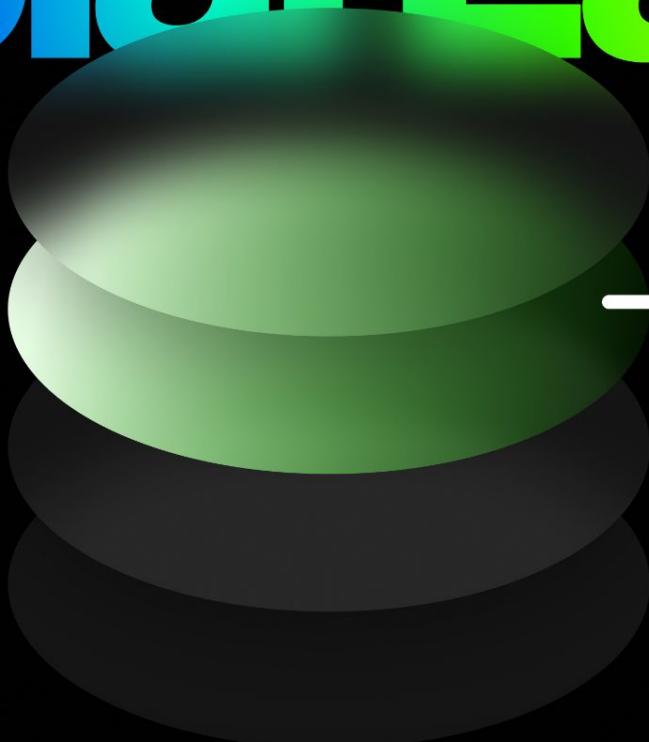
— Individuals  
Identity  
and Social Verification

# Social Layer



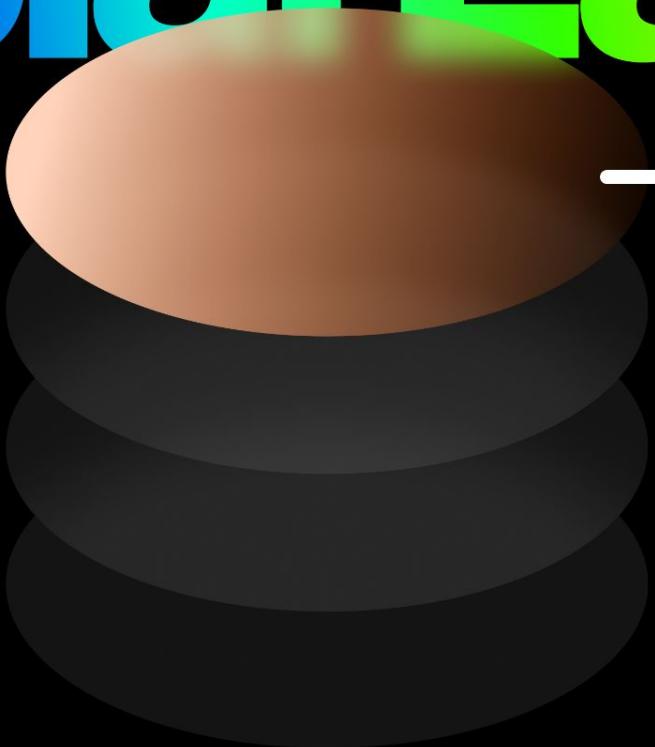
— **Groups**  
**Community Owned**  
**Interest Graphs & Open**  
**Algorithms**

# Social Layer



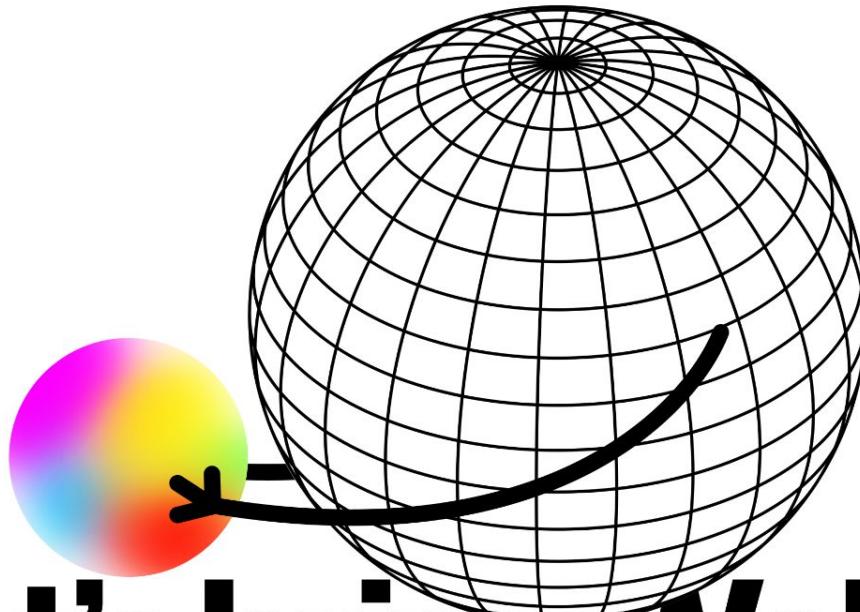
— **Creatives**  
**Novel forms of content,  
unlocking creative  
expression**

# Social Layer



— **Monetization**  
**Pioneering Web3-native business models that align the interests of users and developers**

**Web3 Social  
unlocks the power  
of creativity,  
connection, and  
innovation.**



**Let's bring Web3  
to the world  
through the Social Layer**

**Who will build  
the next  
generation of  
social apps?**



