



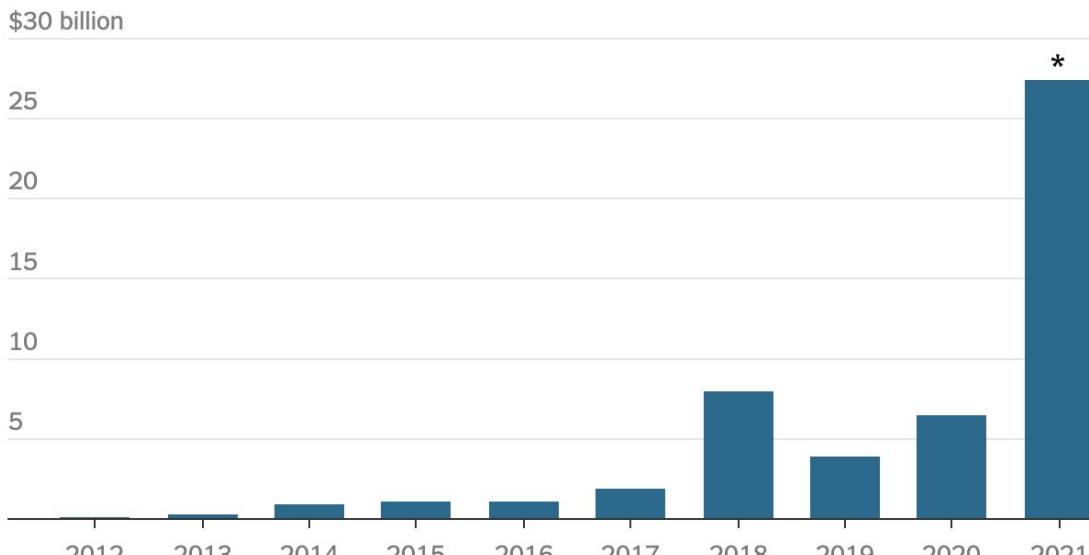
Section 1

We've captured the world's attention, but widened the aperture of critique



Record VC investment

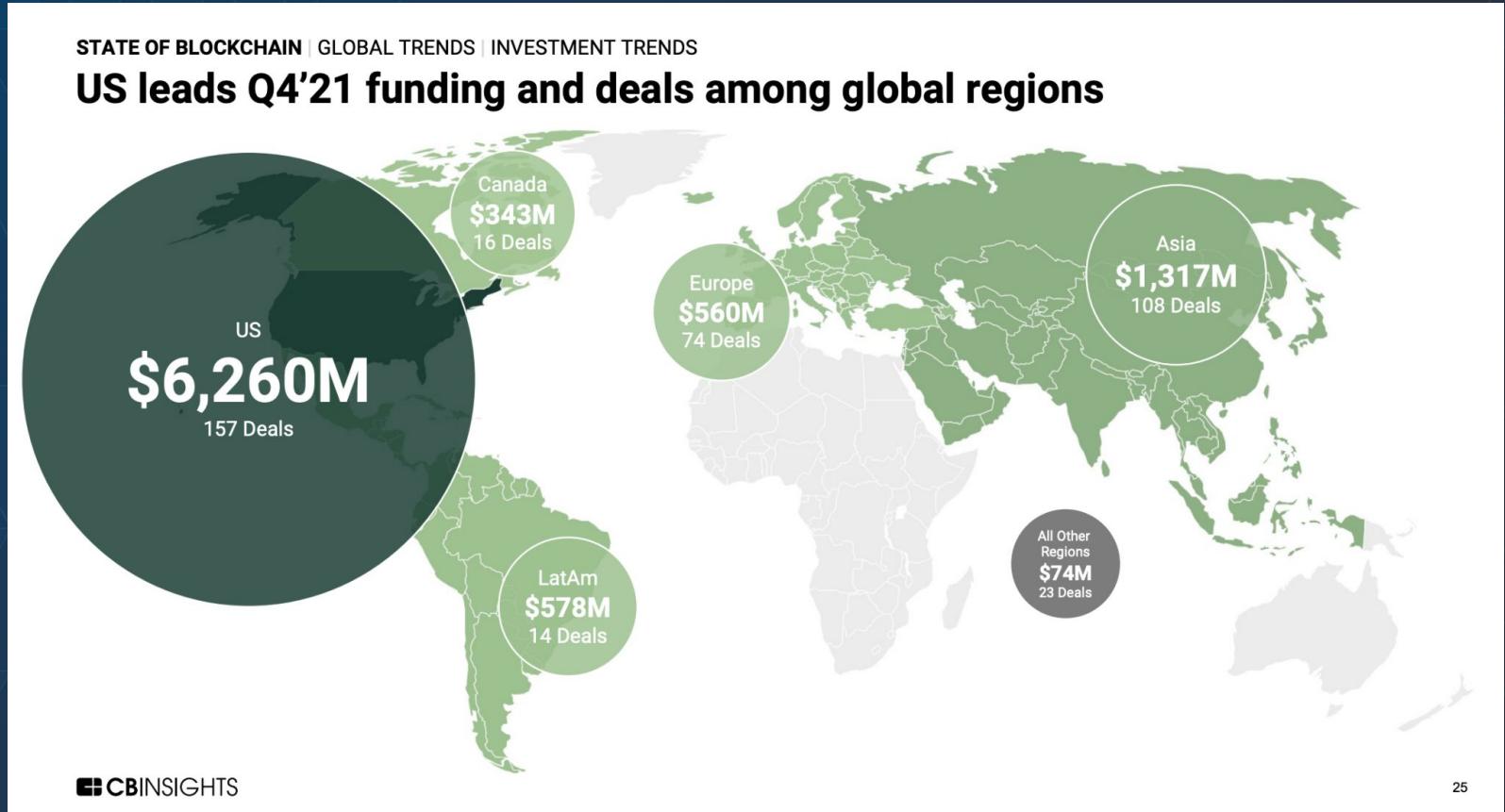
Global venture capital investment in cryptocurrency and blockchain companies



* Through Nov. 24, 2021 • Source: PitchBook • By The New York Times

- 40 of 47 Web3 unicorns were born in 2021
- Web3 investment outpaced sectors like biotech
- 1,287 deals in 2021 (88% growth)

US share of global funding and deals at 56%



Celebs and mainstream media take notice



The New York Times

TECHNOLOGY

The Latecomer's Guide to Crypto

Kevin Roose

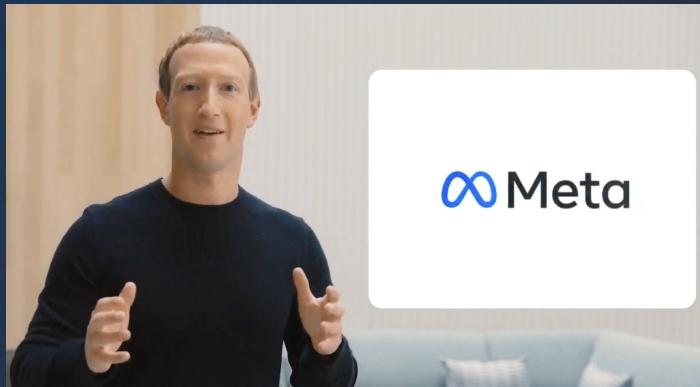
What are NFTs?

The big corporations start rebranding

WIRED BACKCHANNEL BUSINESS CULTURE GEAR IDEAS SCIENCE SECURITY

Jack Dorsey Becomes a Block Head

Payments company Square has a new name befitting its CEO's blockchain obsession.



RadioShack
SHACK IS BACK

I'm shopping for... Search Free Shipping Over \$49* Login Cart

BEST SELLERS NEW ARRIVAL ALL HOBBY & DIY ELECTRONICS HOME & OFFICE BATTERIES MOBILE ACCESSORIES COMPUTERS

Think you know crypto?
YOU DON'T KNOW SHACK

RADIO SHACK SWAP IS LIVE

A vintage RadioShack computer monitor is shown displaying a graphic of a rocket launching into space. The monitor is part of a larger computer system with a keyboard and other components visible. The background of the website features a pattern of red and white dots.

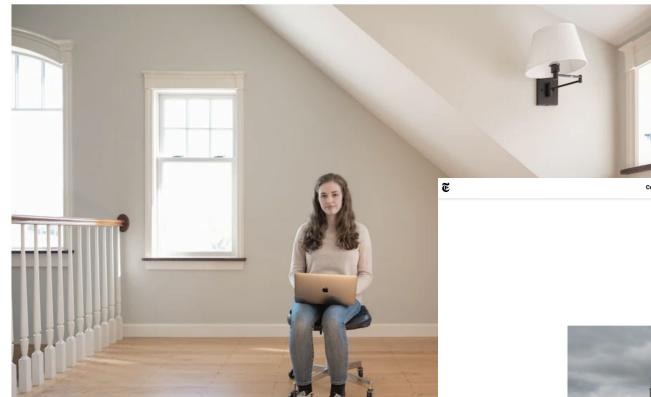
And with any frenzy, the sentiment turns

First she documented the alt-right. Now she's coming for crypto.

Molly White, a veteran Wikipedia editor, is fast becoming the cryptocurrency world's biggest critic

By Gerrit De Vynck

May 29, 2022 at 10:00 a.m. EDT



The image shows a screenshot of a news article from CoinDesk. The headline reads "Ben McKenzie Would Like a Word With the Crypto Bros". Below the headline, there is a paragraph of text and a small photo of Ben McKenzie standing in front of a large industrial facility under a cloudy sky. The URL "ft.com" is visible at the bottom of the page.

A Twitter post by Stephen Diehl (@smdiehl). The post features a dark background with a large image of the US Capitol building overlaid with various crypto-related icons, including a blue hexagon with a white geometric shape, a blue square with a white letter 'C', and a yellow diamond with a red 'X'. The text of the post reads: "Today the global community of technologists sent a letter to Congress urging them to resist the crypto industry's lobbying influence. The letter was signed by some of the most respected scholars and technologists in our field. And now we need your help." At the bottom, it says "ft.com" and "Tech experts urge Washington to resist crypto industry's influence Computer scientists and academics target US lawmakers in effort to counter well-financed lobbying efforts". The post has 1,718 likes, 655 retweets, and 193 quote tweets.

The professional crypto critics

Crypto Policy Symposium 2022

[Home](#)[About](#)[Speakers](#)[Topics](#)[Schedule](#)**JEMIMA KELLY**

Journalist

Financial Times**SIDDHARTH VENKATARAMAKRISHNAN**

Journalist

Financial Times**ALEX DE VRIES**

Data Scientist

Digiconomist**FRANCES COPPOLA**

Banking Expert

**VILI LEHDONVIRTA**

Professor of Economic Sociology and Digital Social

Research

Oxford**BEN MCKENZIE**

Actor

**JACOB SILVERMAN**

Journalist

New Republic**EDMUND SCHUSTER**

Associate Professor of Law

London School of Economics

Water
& Music

\$STREAM REPORT SEASON 1

ANALYZING FAN SENTIMENT OF MUSIC NFT DROPS

Music NFT Fan Sentiment Timeline





How some Web3 brands are confronting NFT stigma

- Music NFT platform Royal is calling NFTs “limited digital assets”
- Fanaply: “digital collectibles”
- Cirkay: “fan passes.”

Source: MacEagon Voyce, [DeCentral](#)



Narratives matter.

Narratives shape our perceptions, which form our realities, which influence our choices and our actions.

People hear a good story once and remember it for the rest of their lives.

- 
1. Better understand global sentiment around Web3
 2. Celebrate the inspiring stories of Web3
 3. Win over environmentally conscious consumers and companies
 4. Inspire with knowledge that sparks action

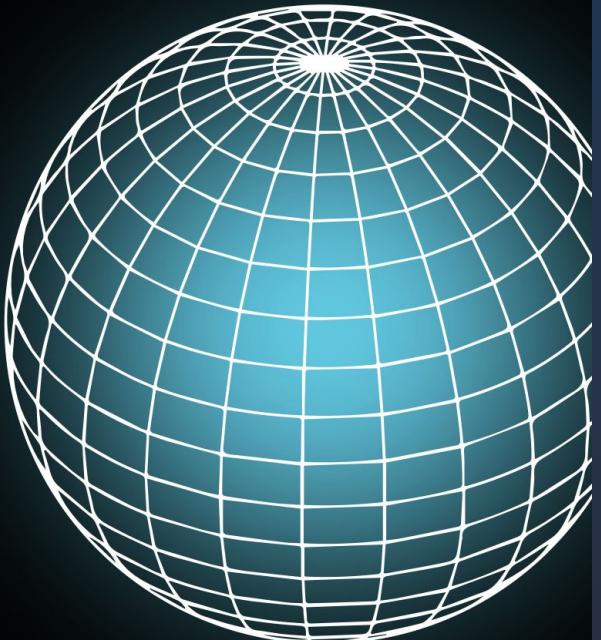
Narrative Tactics



Better understand global sentiment around Web3

2022

Global state of crypto report



 GEMINI

Crypto polling is limited

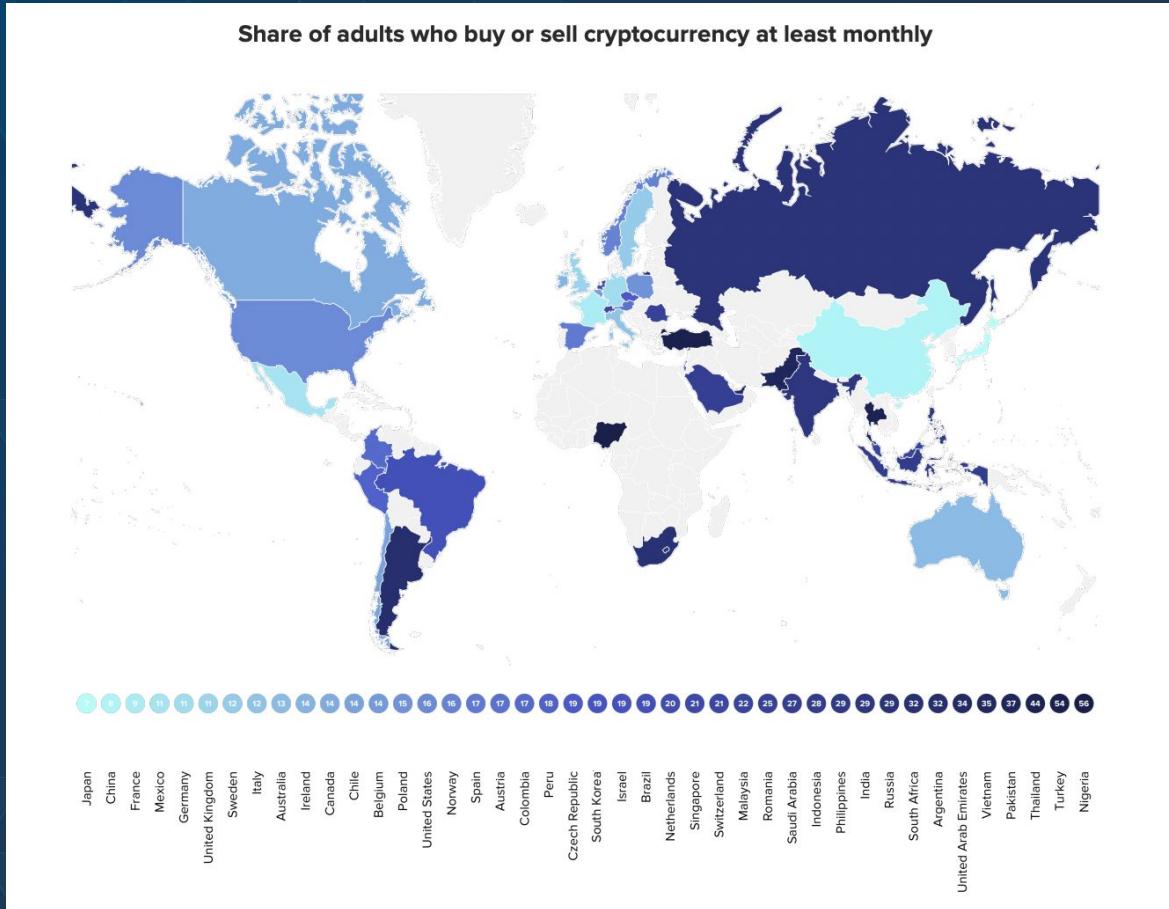
Most polling focuses only on crypto as an investment asset.

Gemini's "Global state of crypto report" is comprehensive in its survey of nearly 30,000 adults in 20 countries.

There are some interesting findings:

- Globally crypto seen as a "store of value"
- Inflation and diversification drive interest
- Education and regulation are top barriers
- In Indonesia and Nigeria, for example, more than half of crypto investors are women.

Seven of the top 10 adopter countries have some form of capital controls



Nigeria leads in cryptocurrency activity, with 55% of adults in the country saying they buy or sell crypto at least once a month

Only 16% of U.S. adults say they buy or sell cryptocurrency at least monthly. Most of Western Europe and North America also fall below the median for cryptocurrency usage.

"Some countries, such as Turkey and Argentina, have experienced extremely high inflation in recent months, which may also be encouraging the retail use of cryptocurrency."

Source: [Morning Consult](#)

We need more global surveys on Web3

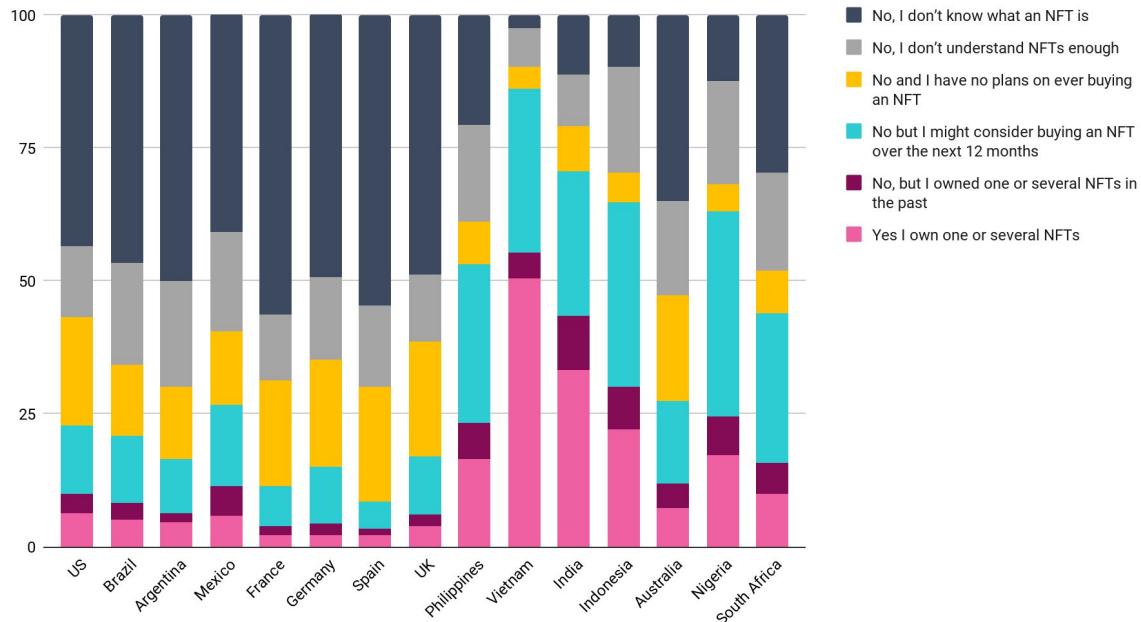
ConsenSys surveyed 22,504 adults in 15 countries to provide a global view of the current understanding the Web3 ecosystem.

It also aimed to understand the current concerns of citizen's web activity, and whether they see Web3 as a solution to those concerns.



NFT interest

Do you own a Non-Fungible Token (NFT)?



Vietnam, India, and Indonesia have the highest level of awareness of NFTs, and also have the highest percentage of NFT ownership.

Respondents in Nigeria, South Africa and Asian countries are most likely to buy an NFT over the next 12 months.

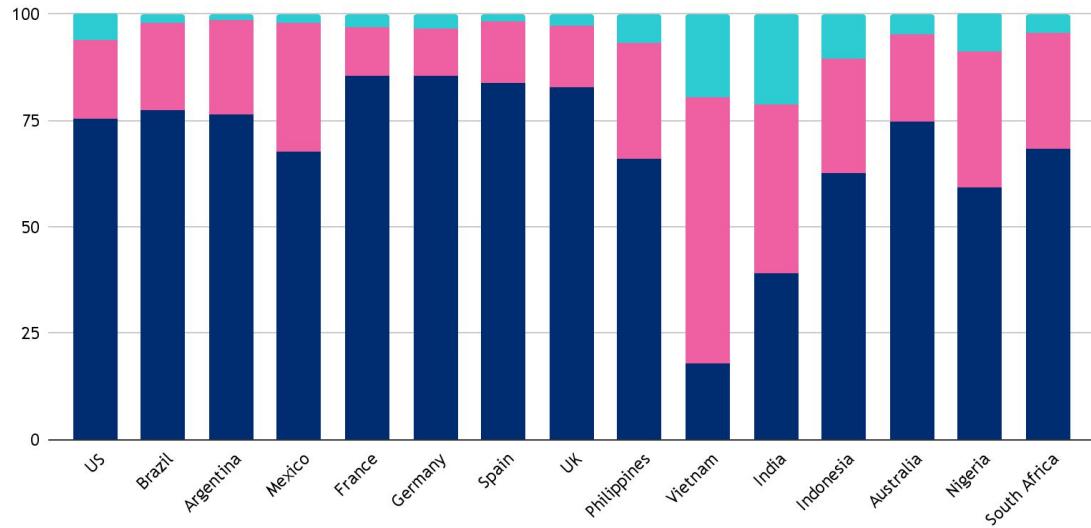
DAO awareness and participation

Vietnam (62%), India (40%) and Nigeria (32%) are leading the way in terms of DAO awareness.

In the US, Brazil, Argentina, and Australia, more than 18% of adults surveyed know what a DAO is but are not involved in any.

Do you know what a Decentralized Autonomous Organization (DAO) is?

■ Yes and I participate in one or more DAOs ■ Yes, but I'm not in any
■ No, I don't know what a Decentralized Autonomous Organization (DAO) is





caminthishang
caminthishang.eth

Subscribe

Collect

The Deadend of Eurocentric Crypto

0x5Dc4

October 5th, 2022

31 Collected

I'm just going to say it: there's been a ton of money thrown into blockchain, but the results have been pathetic in comparison.

"I believe emerging regions are where most of the next trailblazing use cases for crypto and blockchain will originate. Why? Necessity breeds innovation."

"The financial, political, and social issues that so-called "developing countries" experience, paired with the maturing blockchain ecosystem, will result in an environment ripe for the development of some of the most high-impact applications of our time."



Step 2

Celebrate the inspiring stories of Web3



Web3isgoinggreat

October 6, 2022



Celsius exposes the names of all customers and their recent transactions in court filing - including their execs

Celsius Network is undergoing bankruptcy proceedings after its impressive implosion earlier this year. The company's latest court filing is 14,532 pages long - because it contains the names and recent transactions of *every user on the platform*. Although the judge allowed Celsius to redact individuals' home and email addresses, the names and details of recent transactions are all publicly available - much to some users' horror.

Among those listed in the court filing were Alex Mashinsky, his wife Krissy, and various other executives. The records show that Mashinsky withdrew \$10 million from Celsius shortly before the company's collapse, and his wife withdrew another \$2 million. Chief Strategy Officer Daniel Leon also withdrew \$7 million.

- ["Celsius Execs Cashed out at Least \\$17 Million in Crypto Before Halting Withdrawals for Customers \[Updated\]", Gizmodo](#)
- ["Crypto collapse: States bust Nexo, Terra's Do Kwon on the run, Celsius CEO resigns, FTX buying Voyager and eyeing Celsius, ETH miners screwed", David Gerard and](#)

October 11, 2022



Mango Markets suffers loss of more than \$115 million and counting

Mango Markets, a Solana-based defi project offering borrowing, lending, and leverage trading, was exploited for more than \$116 million (and counting—at the time of this post the attack is ongoing). An attacker apparently manipulated the supposed value of their collateral on the platform, allowing them to take out massive loans from the project treasury.

Mango Markets posted on Twitter to urge users not to deposit into the project, and asked the hacker to contact them "to discuss a bug bounty". Meanwhile, the attacker continued to drain funds.

- [Attacker's account](#)
- [Tweet by Mango Markets](#)
- [Tweet thread by OtterSec](#)

Other entries related to oracle manipulation attacks

Hack or scam

Blockchain: Solana | DeFi



U.S. SEC is investigating Bored Apes creator Yuga Labs

According to a scoop in *Bloomberg*, the United States Securities and Exchange Commission has been probing whether NFTs from Yuga Labs should be considered securities regulations, and may be in violation of federal law.

Yuga Labs is the company behind the Bored Apes NFTs and spinoff projects (Mutant Apes, and Bored Ape Kennel Club), and in March also acquired the blue-chip NFT collections CryptoPunks and Meebits.



Bored Ape #648
(attribution)

What it's doing now, not just what's possible

 **Carl B Menger** ⚡. @CarlBMenger · 18h

BREAKING: Tanks in China protecting banks because **Bank of China (Henan branch)** declared that “people’s savings in their branch are now investment products and can’t be withdrawn.”

“Not your keys not your money.” - **#Bitcoin**  fixes this.



0:09 | 1M views

927 6,340 16.4K

Supporting Ukraine

Integration

Restrictions introduced by the National Bank of Ukraine made it difficult to transfer funds from Ukraine to EU countries, so cryptocurrency became the fastest and most convenient financial lifeline.



Impact

The Red Cross started accepting donations in cryptocurrency, and UNICEF launched a crypto fund as a new financial mechanism for working with cryptocurrencies.

More than half of all crypto donations received by the Ukrainian foundations were spent using crypto.

By Elliptic's count, the Ukrainian government has collected more than \$77 million in crypto donations since the war began (45% were ETH based).

ReFi and Regens

"ETHBarcelona challenged this and felt like a claim that the real purpose of Ethereum is to **act as a laboratory for a broader political project and site of economic experimentation.** Although pro-markets, the aim of Web3 isn't exploitation, but **regeneration.**"

DESK HUB

CoinDesk

Layer 2 Newsletters 

Markets Business Tech Policy Indices TV & Videos Podcasts Crypto Explainer+ Events Research About | Sponsored Content

Bitcoin \$22,971.50 -2.96% Ethereum \$1,509.02 -4.71% Binance Coin \$256.21 -4.97% XRP \$0.355976 -5.39%  Crypto Prices → Top Assets →

Opinion

Who Is Building Ethereum's Public Goods?

The aim of Web3 isn't exploitation, but "regeneration" of nonstate and noncorporate infrastructure.

By Dr. Paul J. Dylan-Ennis  Layer 2

Jul 20, 2022 at 5:02 p.m. Updated Jul 20, 2022 at 6:44 p.m.



Ethereum is regenerative technology

There were at least a hundred climate projects to fund during Gitcoin Grants 15



ImpactNFTs : an on-chain resource for validating Impact.

by timothy-athenaproto 🌐

Who We Are Athena Protocol is building #IOT and edge oracle solutions for responsible ecological and social governance. We are a

>Last Update: 2 weeks, 6 days ago ⚡

Grants Round Climate Solutions, DeSci

\$1,014

raised from 94 contributors

Est. Matching **\$5,262**

+ Add to Cart

Quick View Save to Collection



ReFi for Community Prosperity in East Africa & Asia

by knome7337 🌐

Regen Foundation works to empower communities and co-create global systems to achieve and reward ecological regeneration. As

Last Update: 3 days, 15 hours ago ⚡

Grants Round Climate Solutions

\$2,061

raised from 150 contributors

Est. Matching **\$2,902**

- Remove from Cart

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CO2CULT: Offset ETH's carbon footprint

by tracedao 🌐

Co2cult is to be a Nouns DAO fork with the founding mission of offsetting the historic carbon emissions of Ethereum and funding ReFi

Last Update: 5 days, 23 hours ago ⚡

Grants Round GR15 - Main, Climate Solutions

\$842

raised from 152 contributors

Est. Matching **\$4,365**

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The Impact App + Eco Labs

by sevnightsale 🌐

a mobile dApp for on-boarding + paying Regenerators & verifying practice-based climate solutions. The Impact App (TIA) is a project d...

Last Update: 2 weeks, 1 day ago ⚡

Grants Round GR15 - Main, Climate Solutions

\$1,223

raised from 181 contributors

Est. Matching **\$4,738**

+ Add to Cart

Quick View Save to Collection



Digital Gaia: Proof of Impact for ReFi

by cnrmck 🌐

Tl;DR Digital Gaia is paving the way for rapid expansion of global impact markets and ReFi solutions by bringing integrity to Carbon and ...

Last Update: 6 days, 5 hours ago ⚡

Grants Round GR15 - Main, Climate Solutions

\$356

raised from 67 contributors

Est. Matching **\$449**

+ Add to Cart

Quick View Save to Collection



Green Academy

by rickyinweb3 🌐

You can find our draft website here.

<https://green-academy.webflow.io/> dApp functions will be implemented in four weeks.

Last Update: 2 days, 22 hours ago ⚡

Grants Round Polygon, Unlock Protocol, Climate Solutions

\$360

raised from 56 contributors

Est. Matching **\$641**

+ Add to Cart

Quick View Save to Collection

"Surely, many of the people in ConstitutionDAO's ranks got involved for the same reason that people on the Internet do anything: They thought it would be cool, or funny, or stupid, or 'epic.' Still, the implications of the gesture were profound: **Here was a group of people staking a claim for Web3 as a tool that could be used to build a world with new rules, by purchasing the rules of the old one.**" - *Drew Miller & Kevin Munger for FWB*

ConstitutionDAO represents a super-sized version of something that the world they created would be extremely good at: **mass, memefied mobilization** – a.k.a., the "moving fast" part.

Constitution DAO

Wen Ethereum susu/tanda/會?



- There are over 30 different terms for susu's – or rotating savings and credit associations (ROSCAs)
- Each person in the susu pays a fixed sum to a pool of money, and on a rotating basis, one person receives the total amount added to the pool
- For example, if 20 people contribute \$10 a week, each member will receive \$200 at a certain point in time.
- "When communities are economically the bottom rung, the only way to save and invest their money is to pool resources." - Aron Carlos Velez-Ibanez, ASU

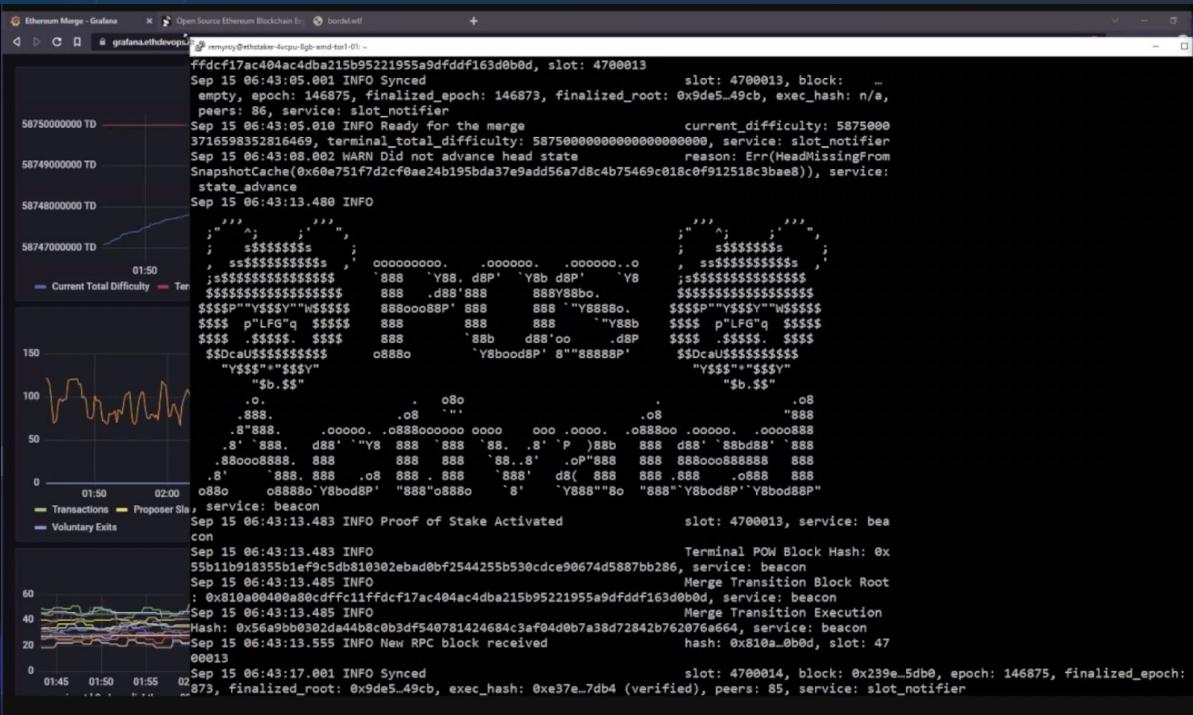


Step 3

Win over environmentally-conscious consumers



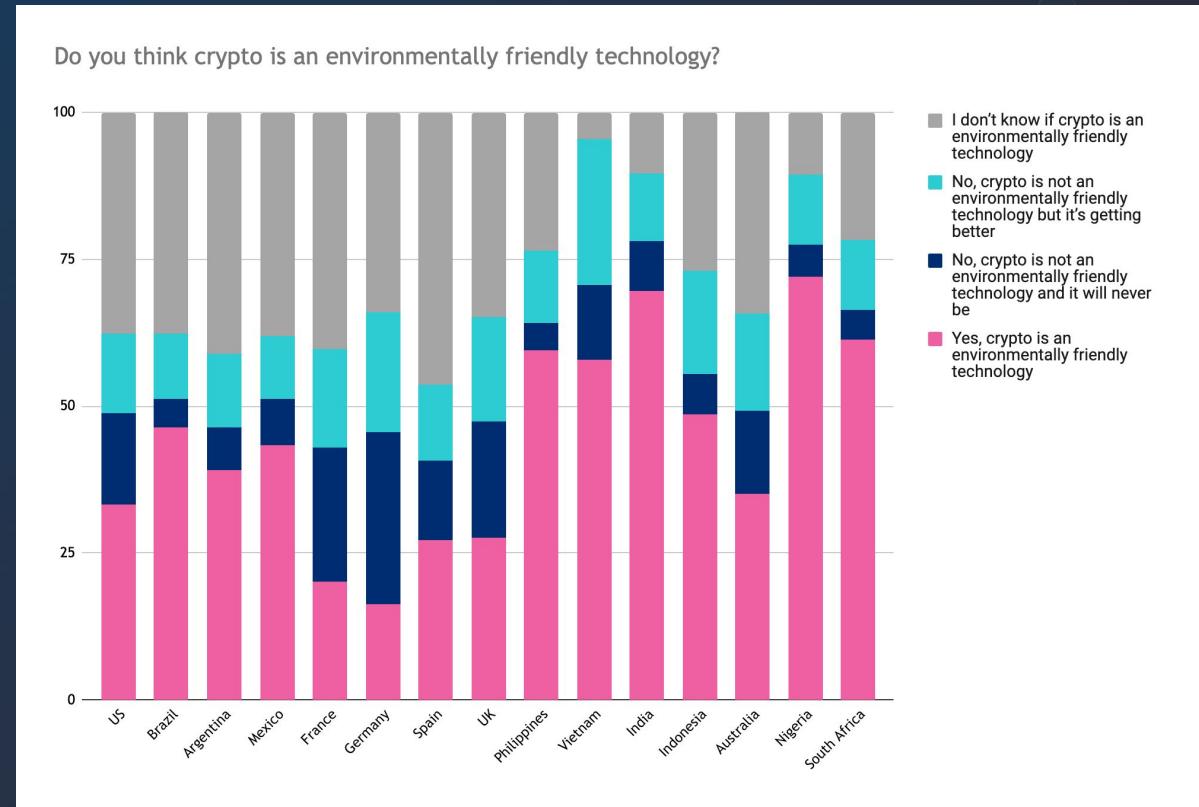
We Merged to Proof of Stake!



Perceptions are different across the globe

Respondents in Germany and France (followed by Australia and the US) are most likely to think that crypto is not an environmentally friendly technology

The majority of respondents from countries in Africa and Asia think that crypto is an environmental friendly technology.



ConsenSys commissioned a report to know the CO2 reduction from switching to Proof of Stake

According to CCRI, Ethereum's electricity consumption has reduced by over 99.988%, from nearly 23 million megawatt-hours per year to just over 2,600. As a result, CO2 emissions are down 99.992%, from over 11 million tons annually to under 870, which is the equivalent of less than the annual energy use for a hundred homes in the United States.



We went big telling the story of the Merge

THE MERGE

consensys.net/merge

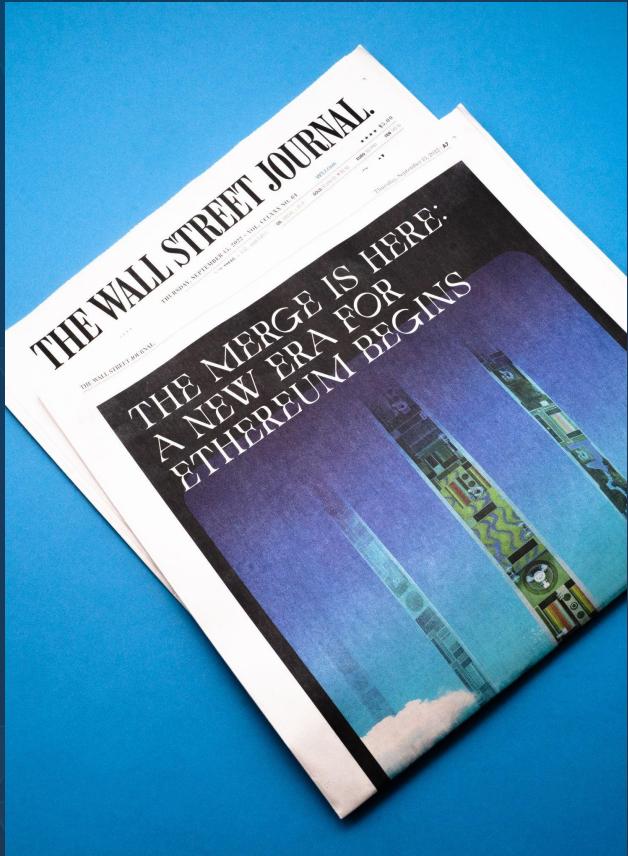
Objectives

- Capture the mainstream attention that will briefly be paid to Ethereum and its ecosystem
- Launch an integrated, digital campaign that blends celebration with education, using a variety of content types and tactics across owned, earned, paid and partner.
- Improve category favorability, framing Ethereum and ConsenSys as leaders building for the long term.

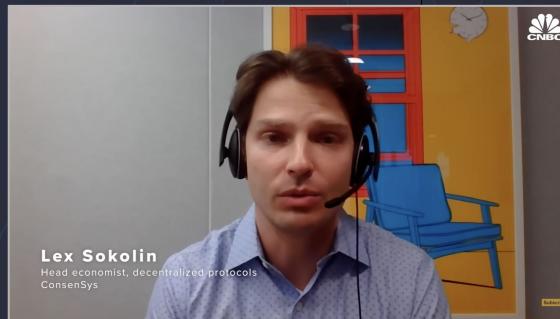
Initial Results

- 20M impressions among Media placements with Tead and Vox
- 632k visitors and 9.68M native views of Merge Hub
- 327k mints of the Regenesis NFT, largest public mint in Ethereum history
- 30k blog views and 44k social engagements

We went big telling the story of the Merge



- 125 placements with aggregate reach of 694M readers
- Message discipline and alignment with EF consolidated the Merge narratives and drove coverage consistency
- Clear messaging around sustainability, security and scalability drove strong message pickup with 98% positive or neutral sentiment
- Leveraged dual language spokespeople to explain Merge to Tier 1 outlets in 30+ non-US markets



We need to continue telling this story ahead of COP27

The Merge represented the largest known decarbonization event of any industry in history, reducing electricity consumption and the carbon footprint of the Ethereum network by over 99.988 % and 99.992%, according to data from the Crypto Carbon Ratings Institute.

To put that into context, it's as if the entire country of Chile simply switched off its entire national grid.

The Merge also shows how governments and industries alike can use open networks of participants to come to a consensus and coordinate around problems as seemingly impossible as a global climate emergency.





Step 4

Inspire with knowledge that sparks action

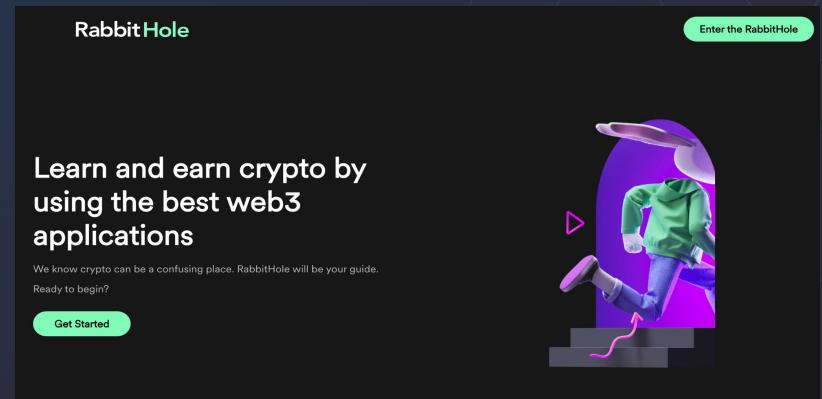
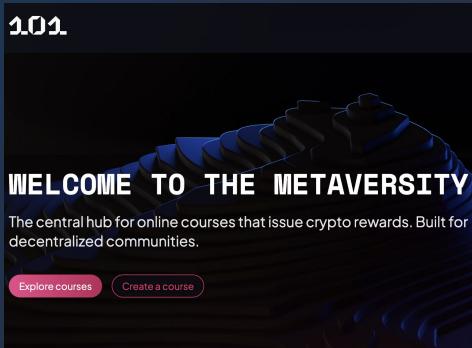


We know education is a challenge

Globally, respondents were nearly twice as likely to say that more educational resources on cryptocurrency would help them get started with crypto (40%), compared to recommendations from friends (22%).

More than half of respondents in Latin America (51%) and Africa (56%) said that educational resources would make them more comfortable purchasing cryptocurrency. Forty-four percent in Asia Pacific and 42% of those in the United States said the same.

[Gemini, 2022 Global State of Crypto](#)





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Course Overview

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THIS IS

MetaMask Learn



Your guide to getting
started in Web3

Start learning ↓

METAMASK | Learn

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The Web3 101 Course

Our world is increasingly digital and interconnected. It's being police as devices; our screens are our windows, our data is our identity, and more and more of our lives take place online.

[Start course](#)

ALL LESSONS

01 What is Web3? <small>Lesson ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small>	02 What is crypto wallet? <small>Lesson ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small>	03 The era of digital identity <small>Lesson ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small>	04 Self-custody is amazing <small>Lesson ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small>
Start lesson	Start lesson	Start lesson	Start lesson
05 The advent of digital ownership <small>Lesson ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small>	06 NFTs and creators <small>Lesson ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small>	07 Finance, decentralized <small>Lesson ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small>	08 The age of communities <small>Lesson ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.</small>
Start lesson	Start lesson	Start lesson	Start lesson

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LESSON 01

What is Web 3?

In the year 2008 a group of anonymous technologists, philosophers, and visionaries started a revolution for a more open Internet.

Amidst the global financial crisis, they set out to build a new digital economic system of their own that utilized peer-to-peer networks that single person or entity controlled, yet anyone could use.

Little did they know this novel payment project would be worth billions of dollars in merely a decade, rival gold as an asset, and explode into a number of different use cases that today we call Web3.

Web3 is an umbrella term for the vision of a better internet; an internet with an added identity, money, and social layer. An internet built upon open protocols that value transparency and innovation.

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LESSON 02

What is a crypto wallet?

This is a summary that we need lorem dolor magna aliqua et lorem ipsum dolor sit amet. Consectetur adipiscing elit pellentesque habitate lorem ipsum.

“A wallet is not a wallet,” – some Web3 philosopher.

Similar to how browsers serve as your gateway to the internet, wallets serve as your gateway to interacting with crypto apps, also known as dApps. Understanding the role of traditional and digital wallets as they stand today may be helpful in understanding the nature of a crypto or Web3 wallet.

Traditional wallets are physical – you keep them in your purse or pocket and they store credit cards, cash, your driver’s license, maybe even a photo of a loved one. Digital wallets like Apple Wallet, while intangible, also hold a variety of objects: credit card information, digital cash, concert tickets, boarding passes, and more.

Crypto wallets are a form of digital wallet designed for Web3. They help you manage permissions with whom you share your data, store cryptocurrency, NFTs, and more. All wallets at their core—physical or digital—hold your authority so you can exercise it wherever you go.

SIMULATION 01

Ready to explore
what that looks like?



Finance, Decentralized

Start Simulation

SIMULATION 06

Ready to explore
what that looks
like?



NFTs and Creators

Start Simulation

“There’s a tendency to treat technology as an agency that has some essential property, rather than a **site of struggle**, where people are fighting both internally and externally to it.”

- McKenzie Wark, interview with Rhea Myers in *Outland Art*





Thank you!

James Beck

Director of Communications and Content

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