

Análise da Camada Política - Dores e Soluções CBDC

Mapeamento de Stakeholders e Dores

Bacen (Regulador)

DOR	CAUSA RAIZ	IMPACTO	SOLUÇÃO PROPOSTA
Loss of Control	Privacy layers ocultam supervisão	Alto	Authority keys + selective disclosure
Tech Debt Legacy	Sistemas COBOL dos anos 70	Crítico	API wrapper + gradual migration
International Pressure	China já tem 7T yuan digitais	Estratégico	Fast-track development
Regulatory Uncertainty	Lei unclear para tokens	Legal	Sandbox regulatório expandido

Bancos Comerciais

DOR	CAUSA RAIZ	IMPACTO	SOLUÇÃO PROPOSTA
Disintermediation Fear	CBDC bypass banks	Existencial	Revenue share model
Integration Cost	Legacy core systems	Alto	SDK + API abstraction
Compliance Burden	New KYC/AML requirements	Médio	Automated compliance
Competitive Disadvantage	Tech giants entry	Alto	Open innovation platform

Fintechs/Big Techs

DOR	CAUSA RAIZ	IMPACTO	SOLUÇÃO PROPOSTA
Regulatory Capture	Traditional banks favored	Alto	Level playing field APIs
Tech Access	Closed development	Médio	Open source approach
Market Share	Banks get preferential access	Alto	Multi-tier partnership

Usuários Finais

DOR	CAUSA RAIZ	IMPACTO	SOLUÇÃO PROPOSTA
Privacy Concerns	Government surveillance	Alto	ZK proofs + TEE
Usability	Complex interfaces	Médio	Mobile-first UX
Digital Divide	Tech literacy gap	Social	Offline capabilities

Estratégia de Resolução Política

1. Quem Gera as Dores?

Conflitos de Interesse Identificados:

STAKEHOLDER A vs STAKEHOLDER B = CONFLITO
Bacen (control) vs Users (privacy) = Surveillance vs Liberty
Banks (revenue) vs Fintechs (disruption) = Incumbents vs Innovation
Legacy (stability) vs Tech (agility) = Risk vs Speed
National (sovereignty) vs International (interop) = Isolation vs Integration

2. Como Lucrar com o Remédio?

Model 1: Platform Economics

RECEITA SOURCE	VALOR ANUAL	STAKEHOLDER
Transaction Fees (0.1%)	R\$ 2.4 bi	All transactions
API Usage Licensing	R\$ 500 mi	Banks/Fintechs
Compliance-as-Service	R\$ 300 mi	Financial institutions
Data Analytics (anonymized)	R\$ 200 mi	Government/Research
International Settlement	R\$ 150 mi	Cross-border

Model 2: Sovereign Tech Export

- **License full stack para outros países**
- **Revenue potential:** \$50-100M per country implementation
- **Target market:** 134 countries exploring CBDCs

Model 3: Innovation Ecosystem

- **DeFi protocols** built on Drex infrastructure
- **Programmable money** applications
- **IoT payments** revenue share
- **Carbon credits** tokenization

3. Tática de Neutralização de Resistências:

Bacen (Regulatory Capture Strategy)

```
python
def neutralize_bacen_resistance():
    return {
        "offer": "Enhanced supervisory tools + real-time monitoring",
        "incentive": "International leadership position",
        "timeline": "Gradual rollout preserving existing systems",
        "guarantee": "100% regulatory compliance built-in"
    }
```

Banks (Partnership Model)




```
python
def neutralize_bank_resistance():
    return {
        "offer": "Revenue sharing + preferential API access",
        "incentive": "New product development capabilities",
        "protection": "Gradual disintermediation over 5+ years",
        "value_add": "Compliance automation + risk reduction"
    }
```

Political Opposition

```
python
def neutralize_political_resistance():
    return {
        "narrative": "National sovereignty + financial inclusion",
        "proof_point": "China already has $986B digital yuan volume",
        "economic_impact": "R$ 50B+ in economic efficiency gains",
        "jobs": "20,000+ new tech jobs created"
    }
```

Posicionamento Competitivo Global

CBDC Global Leaderboard (2024)

RANKING	PAÍS/REGIÃO	STATUS	VOLUME/ADOPTION	TECH SCORE
 #1	China (e-CNY)	Production	\$986B transacted	9/10
 #2	European Union	Advanced Pilot	€50B projected	8/10
 #3	India (e-Rupee)	Limited Launch	\$2B transacted	7/10
4	Nigeria (eNaira)	Live	\$500M volume	6/10
5	Brazil (Drex)	Pilot Phase 1	<\$1M test volume	5/10
6	USA (Digital \$)	Research	\$0 (exploring)	8/10
7	UK (Digital £)	Design Phase	\$0 (planning)	7/10
8	Japan (Digital ¥)	Research	\$0 (exploring)	6/10

Nossa Solução - Posição Projetada:

CENÁRIO ATUAL: Brasil #5 - Atrás na corrida

CENÁRIO C/ NOSSA SOLUÇÃO: Brasil #2-3 - Superando UE/Índia

DIFERENCIAIS TÉCNICOS:

- ✓ Throughput: 50,000+ TPS vs 125 TPS atual
- ✓ Privacy: ZK + TEE vs basic encryption
- ✓ Programmability: Full smart contracts vs limited
- ✓ Integration: Legacy systems preserved
- ✓ Time-to-Market: 5 anos vs 8-10 anos tradicional

Estratégia de Monetização

Phase 1: Domestic Market (Anos 1-3)

RECEITA TARGET	ANO 1	ANO 2	ANO 3	TOTAL
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License/Setup Fees	50M	100M	150M	300M
Transaction Fees	100M	500M	1.2B	1.8B
API/Integration	25M	75M	200M	300M
Compliance Services	10M	50M	150M	210M
TOTAL DOMESTIC	185M	725M	1.7B	2.61B

Phase 2: International Export (Anos 3-7)

TARGET COUNTRIES: 20-30 developing nations

REVENUE PER COUNTRY: \$50-100M setup + 0.05% transaction fees

POTENTIAL MARKET: \$10-20B over 5 years

COUNTRIES PRIORITÁRIOS:

- Latin America: Argentina, Chile, Colombia
- Africa: South Africa, Nigeria, Kenya
- Asia: Indonesia, Philippines, Thailand
- Europe: Poland, Czech Republic

Phase 3: Ecosystem Revenue (Anos 5+)

DeFi PROTOCOL FEES: 0.3% of all DeFi transactions

PROGRAMMABLE MONEY: Revenue share from IoT/automation

CROSS-BORDER: 0.1% of international settlements

DATA INSIGHTS: Anonymized analytics licensing

PROJECTED: \$5-10B annual recurring revenue

Timing Crítico - Janela de Oportunidade

2025: China consolida liderança global **2026:** UE lança digital Euro em produção

2027: USD digital entra em pilot avançado

Nossa Janela: 18-24 meses para capturar posição #2-3 global

Estratégia: Fast-track development + aggressive international marketing + open source community building = Market leadership antes que mercado amadureça