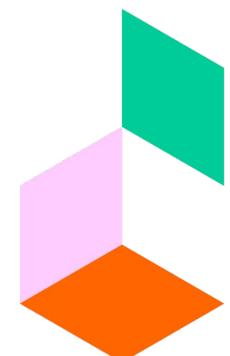


CoinDesk CRADL Hackathon Overview

June 9 – September 2022



Crypto Research
& Design Lab

June 9 – 11, 2022

One of our flagship projects this year is redesigning and hosting a hackathon at one of the year's biggest crypto events: Consensus

Web3athon



Crypto Research
& Design Lab

A hyper local, people-first crypto hackathon

We're prompting participants and protocols to reimagine a new way for builders and entrepreneurs to bring products to scale in crypto by remembering why crypto even matters for people.

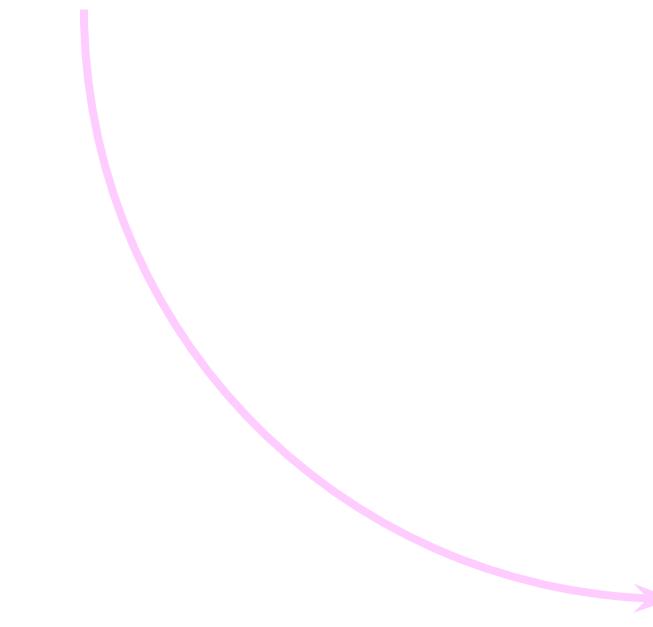
After an explosion of innovation and wealth creation, the industry is poised for a big impact on the global economy. However, if it continues on its current trajectory, there's a real risk its expansion could fail to serve the interests of humanity at large.

For all the talk of crypto's potential to drive financial inclusion, improved governance and individual agency, to date it has fallen far short. A focus on building, scaling and monetizing web3 technologies has driven attention away from realizing the inclusive "promise" of web3, and solving for the real needs of people.

It's vital that the industry shift their focus and remedy this oversight.

Crypto and Web3 are at an inflection point.

Let's reimagine how entrepreneurs bring products to scale in crypto...

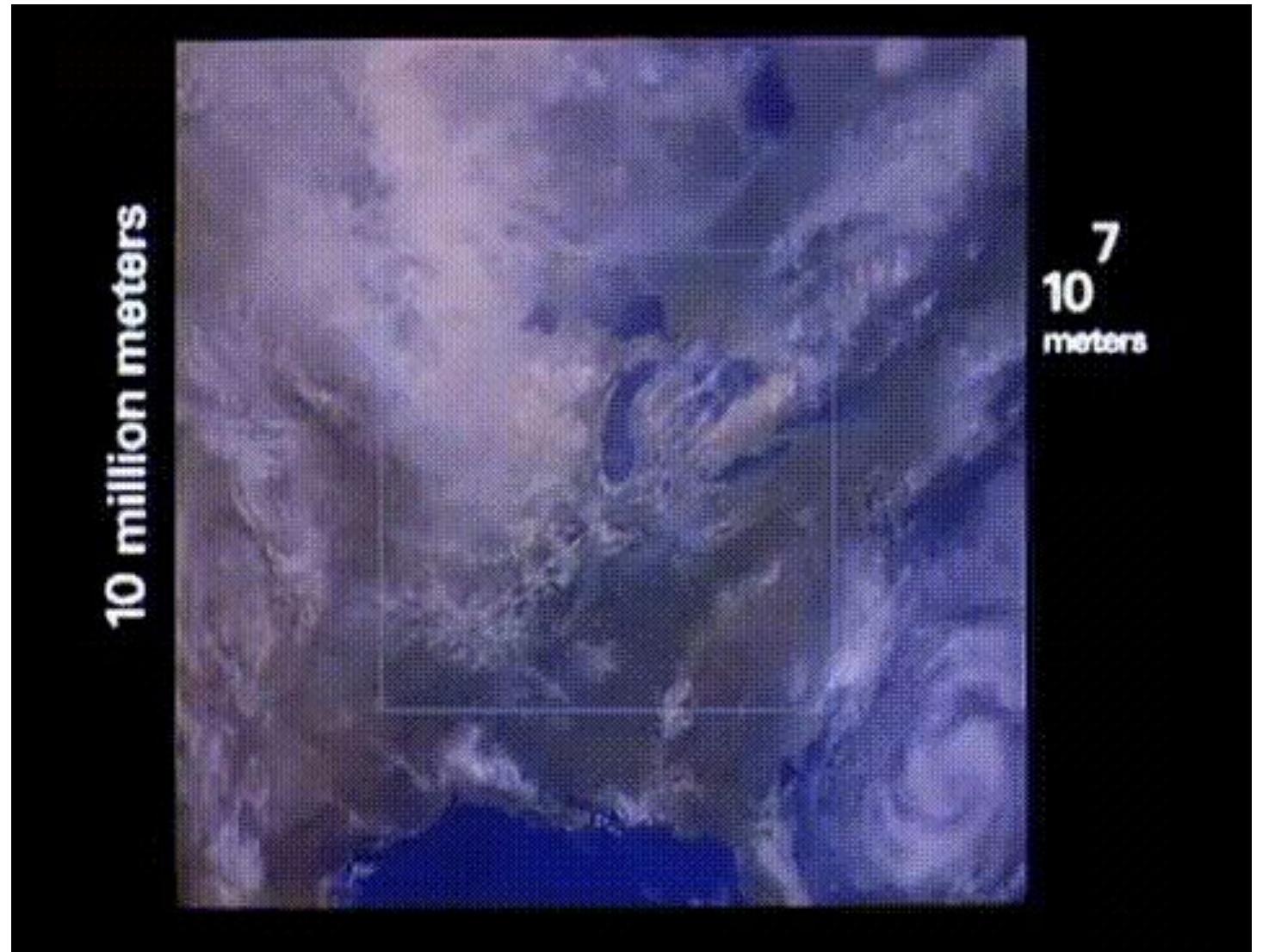


**by remembering
why crypto
matters for
people.**

Flipping hackathons on their head: building for hyperlocal needs instead of tech-focused scale

In the U.S., a focus on building, scaling, and monetizing technology results in building for abstraction—mass market aspirations and a reliance on generalizations such as “personas”.

Yet, we see the most compelling and innovative use cases for web3's technologies in products and services grounded in the real needs of local communities.



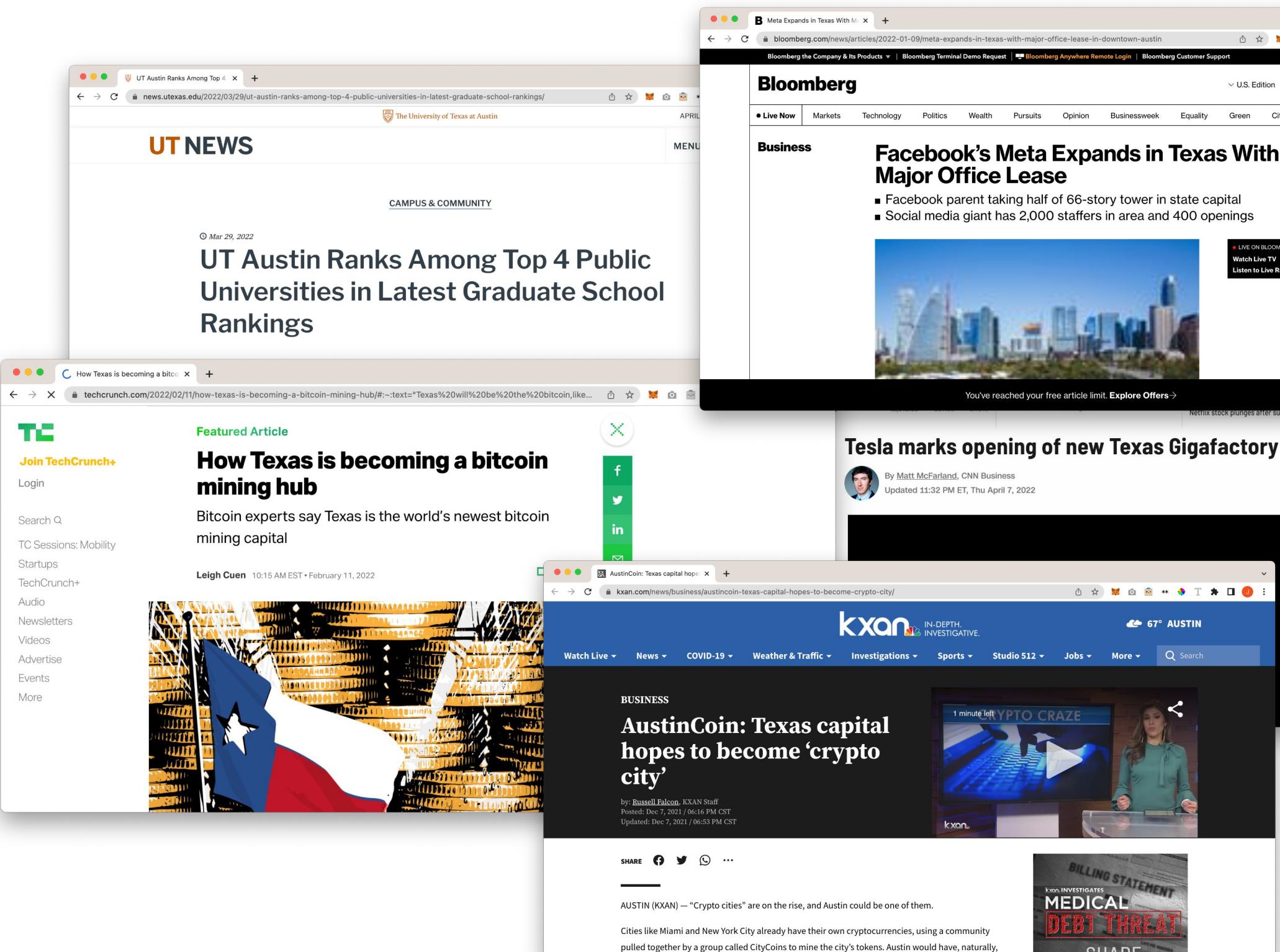
Source [Powers of Ten \(TM 1977\)](#) Eames Office

Austin as a focal point for macro issues at a hyperlocal level:

Who are the beneficiaries?

There is hype in Austin, as an emerging tech center in the US. This makes it a perfect host for showcasing and celebrating what the crypto ecosystem has to offer. However this hype glosses over structural inequities that made Austin what it is today, specifically the divisive design of its city planning and infrastructure.

Given the opportunity to build new, revolutionary infrastructure with blockchain-enabled technology, will history repeat itself? In the United States, we already see a disparity between who is building and adopting web3 technologies and for whom it remains obtuse and inaccessible.



Crypto developers & builders must now start building for hyperlocality to address the gap between people's needs and Web3's promises.

This is the spirit of the 2022 CoinDesk CRADL hackathon, which coders, designers, community organizers, policymakers, economists, urban planners, and artists from around the world are invited to join.

**We need to start building
crypto products hyperlocally.**

Coindesk and CRADL are teaming up in partnership with HackerEarth to host a buildathon at **Consensus 2022**

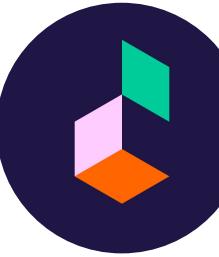
Consensus, the most influential crypto & blockchain experience of the year since 2015, is the only festival showcasing and celebrating all sides of the blockchain, crypto, NFT, and Web 3 ecosystems, and their wide-reaching effect on commerce, culture, and communities.



Coindesk + Consensus

The most influential, trusted information platform for a global community engaged in the transformation of the financial system and the emerging crypto economy. The [Consensus](#) is the most influential gathering of the crypto & blockchain tech world.

[Youtube](#) | [Twitter](#) | [Linkedin](#)



Crypto Research and Design Lab (CRADL)

Launched in January 2022, The Crypto Research and Design Lab (CRADL)'s vision is to put people at the center of crypto. Its mission is to use evidence-based thought leadership to accelerate the crypto industry toward its goal of creating a more equitable, inclusive society. We are partnered with The World Economic Forum's CISA (Crypto Sustainability Accelerator).

[Website](#) | [Twitter](#)



HackerEarth

Turnkey partner to execute hackathons, committed to bringing in Web2.0 developers into Web3.0.

[Website](#)

We will obsess over inclusive participation

We will center the entire programming around human themes

We will create compelling content to brings themes to life

Our bet: Meet developers & builders where they are to change the culture of crypto.

**The result? Hackathon teams
that connect human needs
develop higher quality ideas &
deeper understanding of Web3
applications.**

The CoinDesk CRADL Web3athon will address key issues through our content and programming.

We can't talk about economic equity in the U.S. without addressing its Black citizens.

We also can't talk financial inclusion of crypto products without addressing the wealth gap.

We can't get to the game-changing applications of crypto until we can imagine everyone as a beneficiary of the technology.

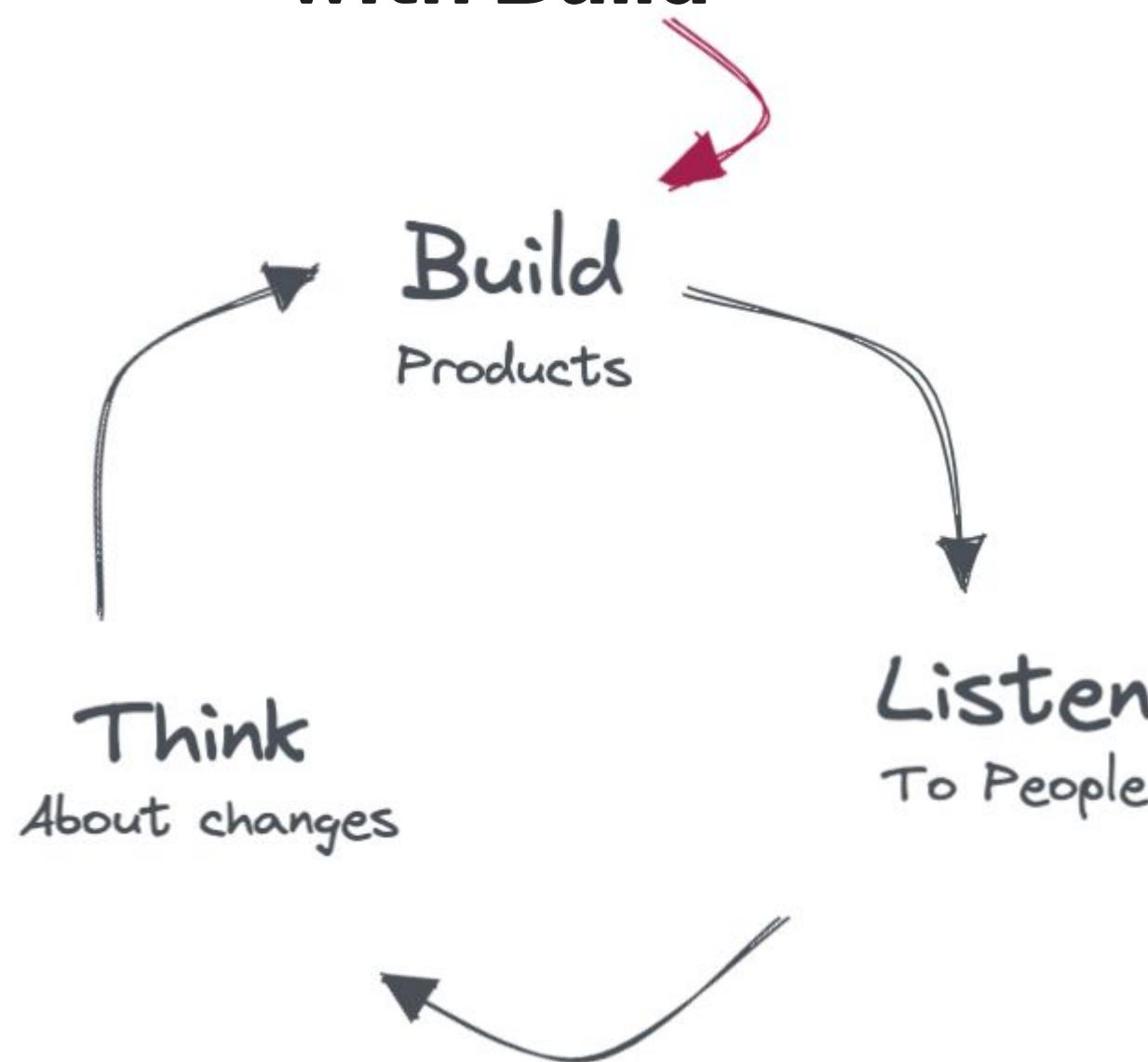
8,000 builders —
from developers to
designers — will
register to participate
in the CoinDesk
CRADL Hackathon.

3 month, 2-stage event to increase
quality of projects

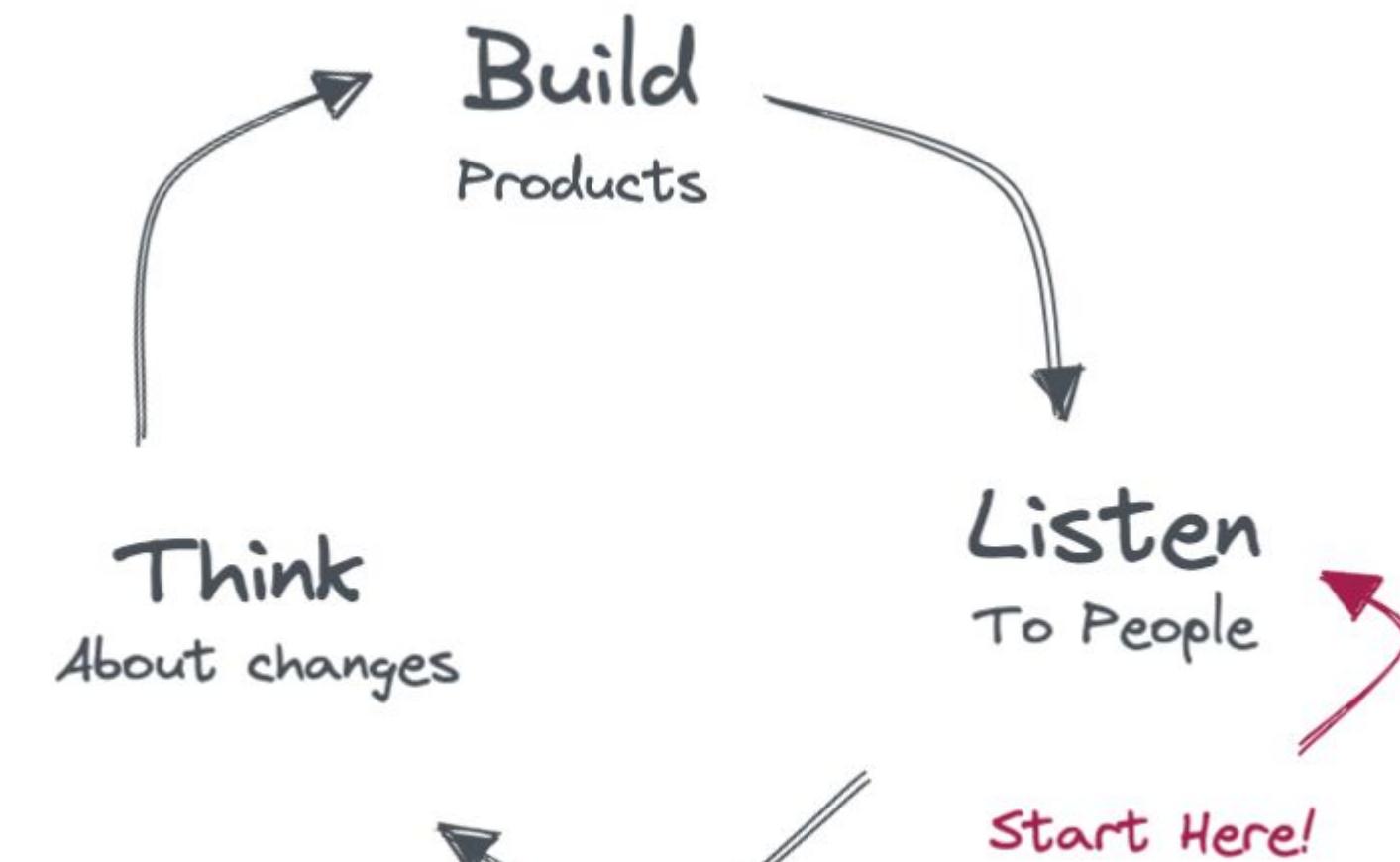
6+ hours of programming at
Consensus will be streamed for all
registered participants and videos
will be posted online after the event

Developers will be exposed to
human-centric design processes

**Typical hackathons start
with Build**



**CoinDesk CRADL Web3athon
will start with Listen**



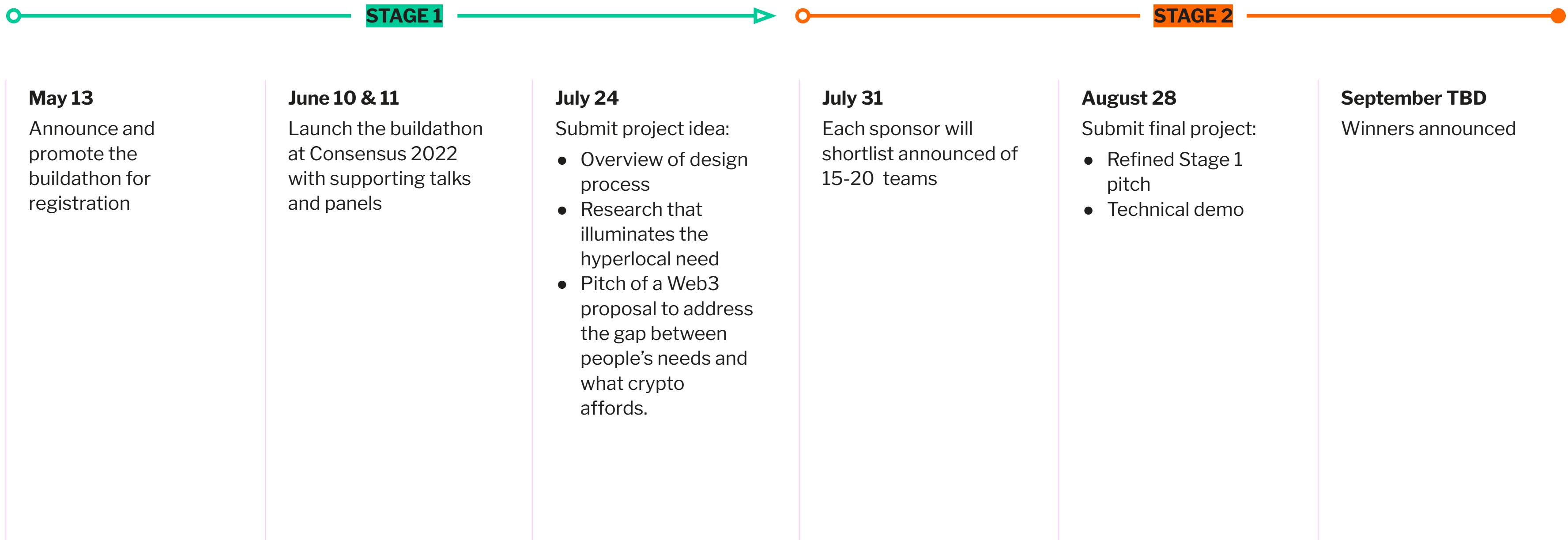
The Web3athon's 5 themes are universally global issues without easy solutions, yet are locally felt.

- 1. Generational Wealth Building**
Property Ownership • Land Titles and Trusts • Overcoming Debt • Proof of Land Ownership • Gentrification
- 2. Financial Health**
Financial Access to Loans • Savings • Living Wages • Banking • How People Transact with the Disappearance of Cash
- 3. Sustainable Communities and Culture**
Sustaining Small Business • Arts in Economic Development • Intellectual Property for Creatives • Livable Wages • Cultural Heritage Preservation
- 4. Disaster Relief and Response**
Liquidity management • Displacement • Resettlement, Human Rights Abuse Documentation, Digital Identity, Emergency Response Management
- 5. Environmental Well-Being**
Pollution-Related Health Issues • Local Monitoring • Sensors • Clean Water Access • Electricity Grid, Solar Power • Mining

How Our Hackathon is Different

	Sponsor Sentiment	Participant Sentiment	Judge Sentiment
Most Crypto Hackathons	I want more developers to join my protocol's community	I want some heads down time to learn the tech	I want to see working code that reflects a user need I believe is real
Consensus 2022 Hackathon	I want to see our developers building products that will scale. I want to onboard new developers who are connected to human needs.	I want to spend time with others thinking about how crypto could change the world	I want to understand how crypto could help solve the problems my community is facing

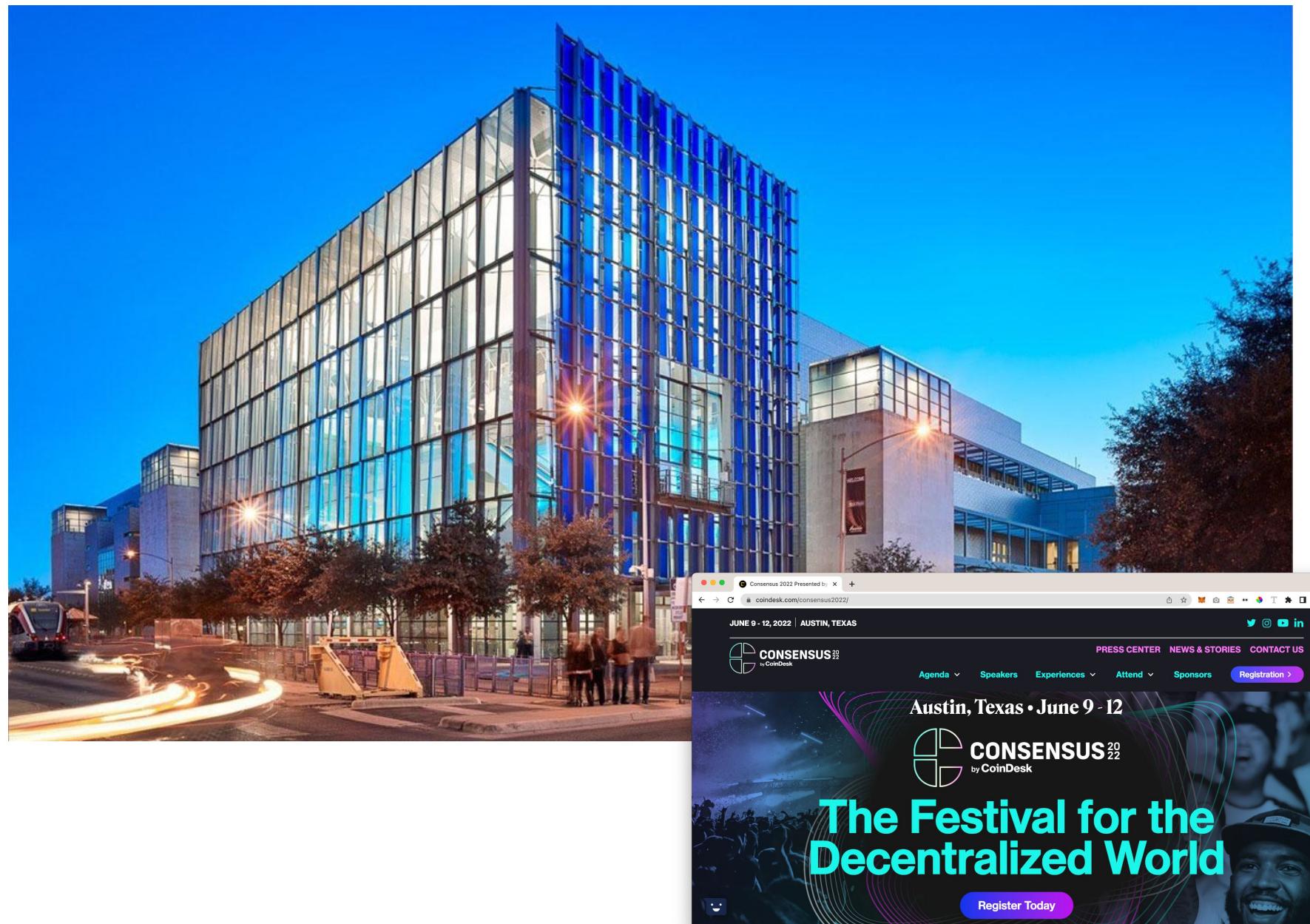
Key Dates & Milestones



What we're producing

Theme briefs, programming,
and CRADL stories

We're designing supporting content for each Theme



1. Theme Brief

- 1 – 2 page summary of the theme, including sub-topics
- Key stats about the theme
- Theme “explainer” video produced by [Ironlight Agency](#)
- Theme challenge statements

2. Related Links and Media

- Project examples related to the theme—within and outside of crypto
- Curated podcasts and articles from existing Coindesk archive
- Related media provided by sponsors

3. Consensus Programming

- Curating 6+ hours of programming at Consensus in Austin June 10-11th.
- Streamed live for anyone to see
- All content will be made available online

Experimental programming that brings Web3 to life.

We are teaming up with CRADL Advisor, James Andrews to program a physical and virtual session.



Reimagining Hip Hop with Blockchain

Hosted by James Andrews, Authenticated

Hip hop is one of the most important global cultural movements of the last century - and it started before the internet. What if Web3 existed at the advent of hip hop? We riff with a few industry legends at the forefront of Web3 on how we can build regenerative communities and develop the creator economy using blockchain-enabled technologies.

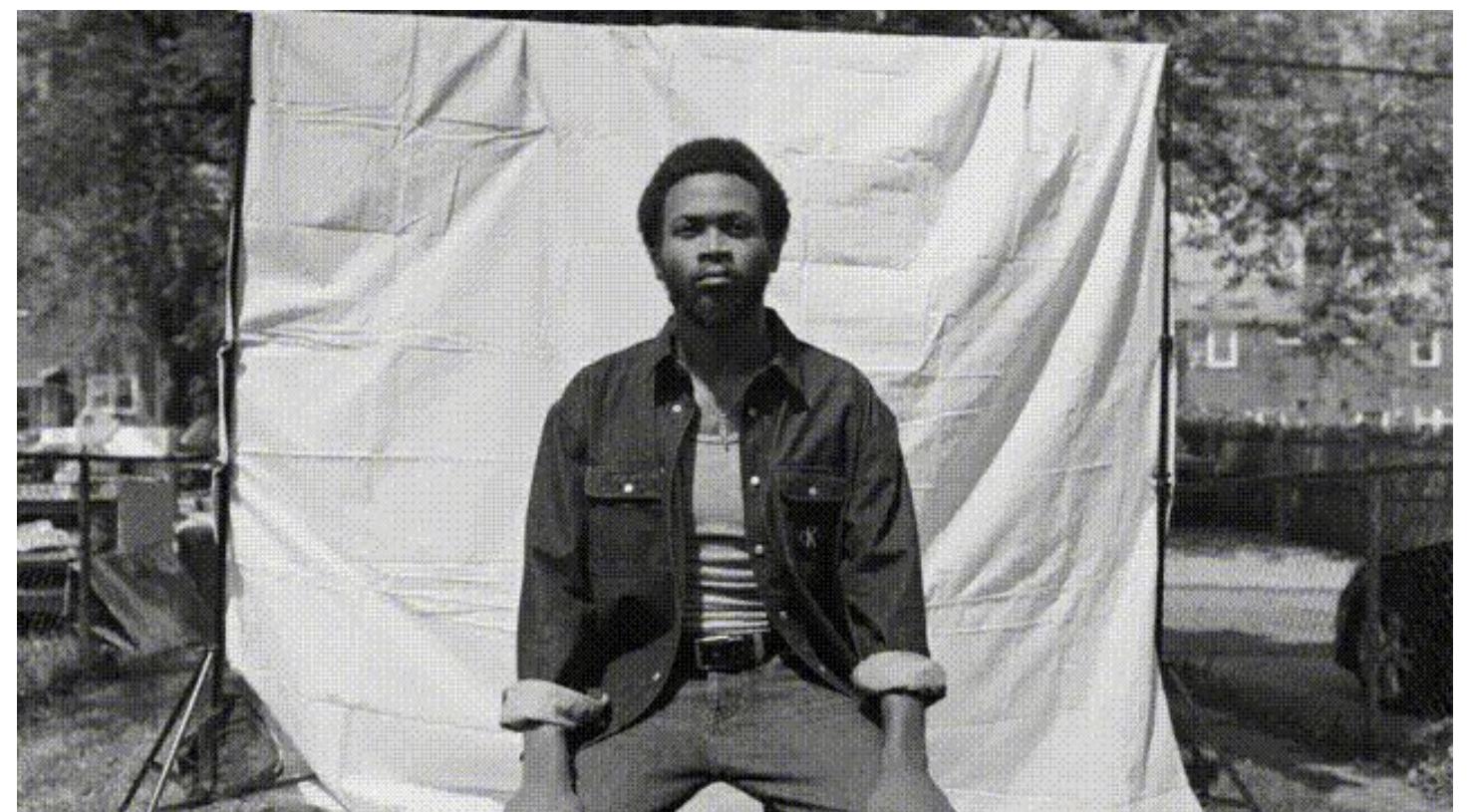
Additionally, we're producing rich media content called CRADL Stories that will ground participants in the lived experiences of the themes.

We are working with filmmaker, Adriant Bereal, to bring to life our research on Black crypto through 3, 3–5 minute short films.

Adriant Bereal is a 23-year old director and photographer.

In 2020 he released his first book, ‘The Black Yearbook’, an exploration of 100 essays/interviews plus 200 film images he captured throughout the year. Following, he has written articles and captured photographs for publications and clients such as NY Times, The Atlantic, VICE Media, The Texas Tribune, I-d Mag, Airbnb, and Calvin Klein.

In Spring 2023, his second book, “The Black Yearbook” will be published by Penguin Random House

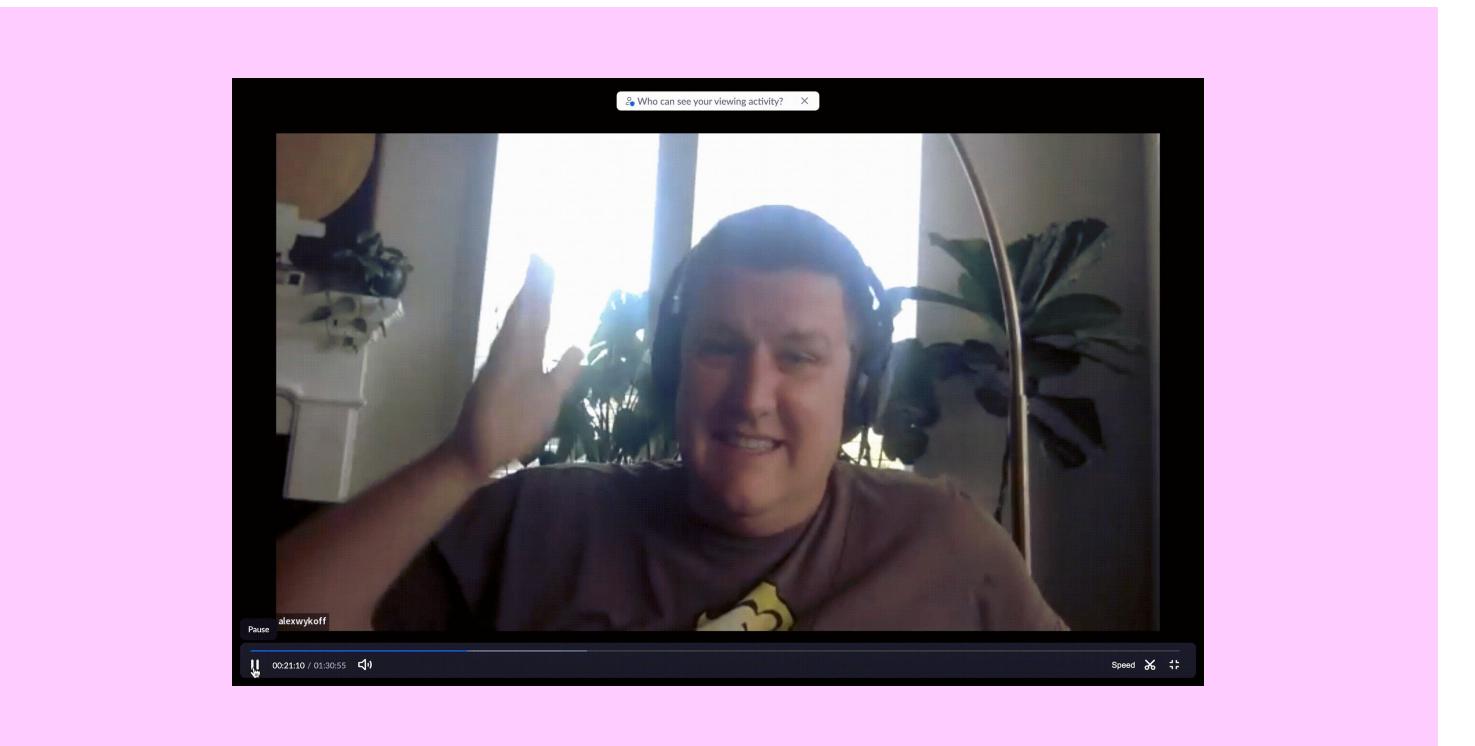
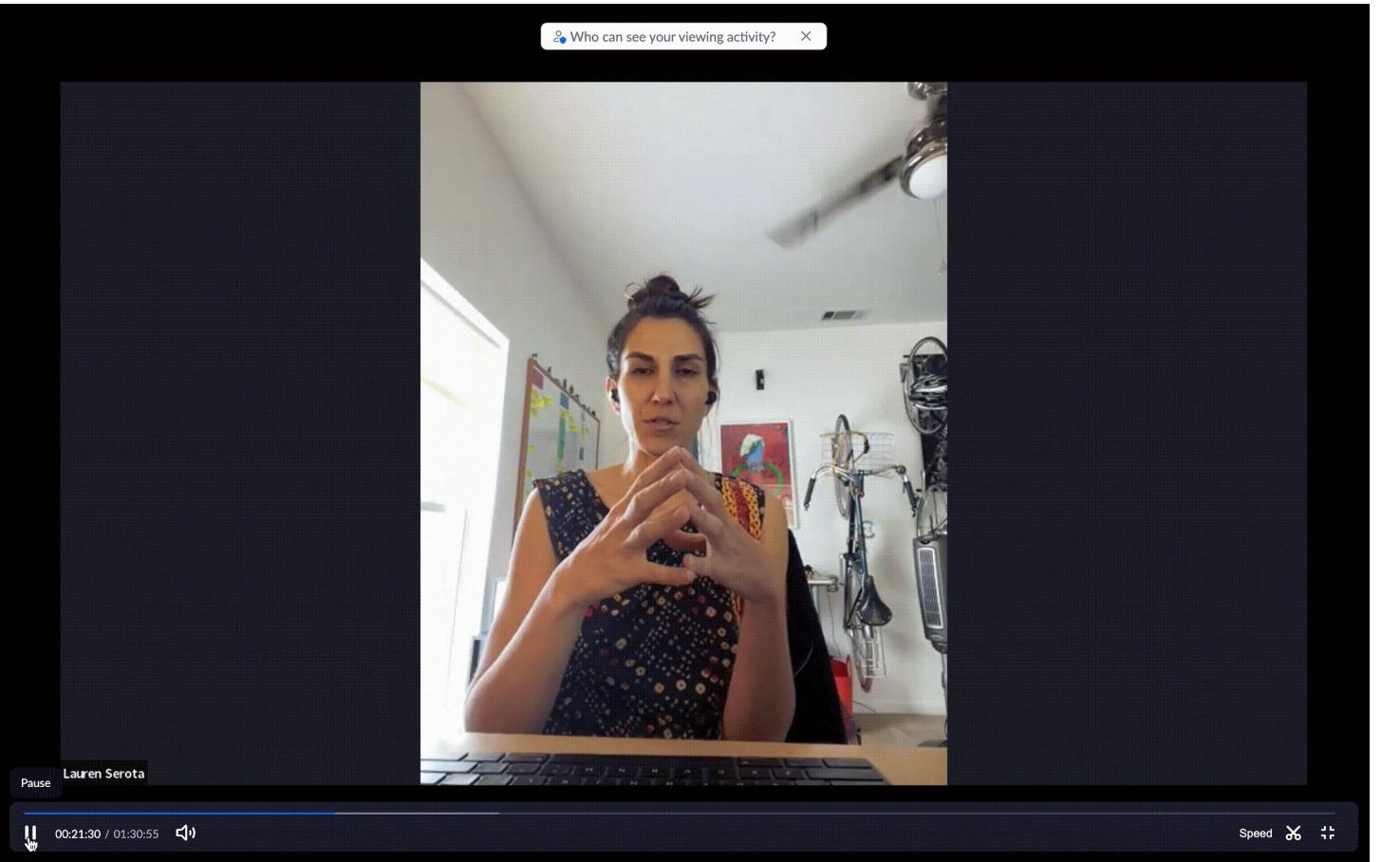


Source [Adriant Bereal](#), Epoch Films

Supporting vignettes

“Lo-fi” snippets—Zoom testimonials, audio recordings, and quotes that allow our team to leverage our research network for a variety of voices.

The combined audio, video, and quotes we capture will add broad voices, texture, stories, and insights to the themes.



Our Event Partners



**AFRICA
BLOCKCHAIN
INSTITUTE**

Who we are

About CRADL

We're providing visibility to the people
and communities in crypto.

Cities

Refugees and
Displaced Peoples

Rural Communities

Creators

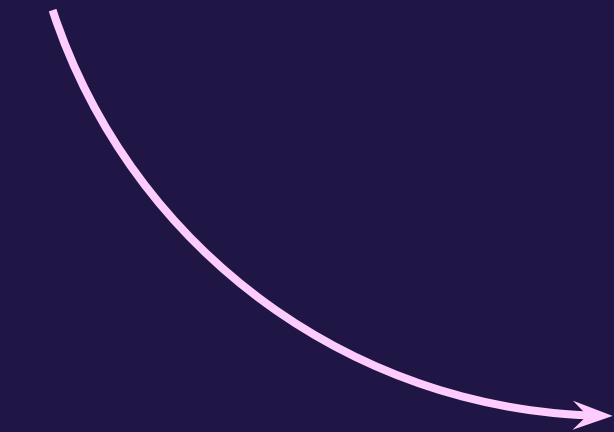
We're providing visibility to the people
and communities in crypto.

Black Crypto

First Nations

Developers

Much of the industry's focus has been on assessing crypto's financial value.



We need to start asking what is the social value **for** people.

BUSINESS • CRYPTOCURRENCY

NFTs Are Shaking Up the Art World—But They Could Change So Much More



Inside Afghanistan's cryptocurrency underground as the country plunges into turmoil

PUBLISHED SAT, AUG 21 2021 8:31 AM EDT | UPDATED SUN, AUG 22 2021 7:51 PM EDT

SHARE

MacKenzie Sigalos @KENZIESIGALOS

KEY POINTS

- For many Afghans, this week has laid bare the worst-case scenario for a country running on legacy financial rails: A nationwide cash shortage, closed borders, a plunging currency, and rapidly rising

CRYPTO DECODED

Ukraine has raised more than \$54 million as bitcoin donations pour in to support the war against Russia

PUBLISHED THU, MAR 3 2022 5:39 PM EST | UPDATED THU, MAR 3 2022 6:00 PM EST

MacKenzie Sigalos @KENZIESIGALOS

KEY POINTS

- Donations in cryptocurrencies such as bitcoin and ethereum are p Ukraine as the war with Russia enters its second week.

RE

Why Bitcoin Matters for Freedom

Bitcoin: To Invest or Not?



IDEAS

The Afghanist Trump Do No

IDEAS

Why We New Keep Coming Every Storm

IDEAS

What Is 'Trag and Can It He Sense Of This

IDEAS

The Afghanist Withdrawal a Failure Since

RE

A Crypto-Revolution In Argentina

Jun 28, 2021, 12:20pm EDT | 4,682 views

Agustino Fontevecchia Contributor Markets
Former Forbes staffer, now Digital Director for Perfil in Argentina

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It's time to get past the headlines

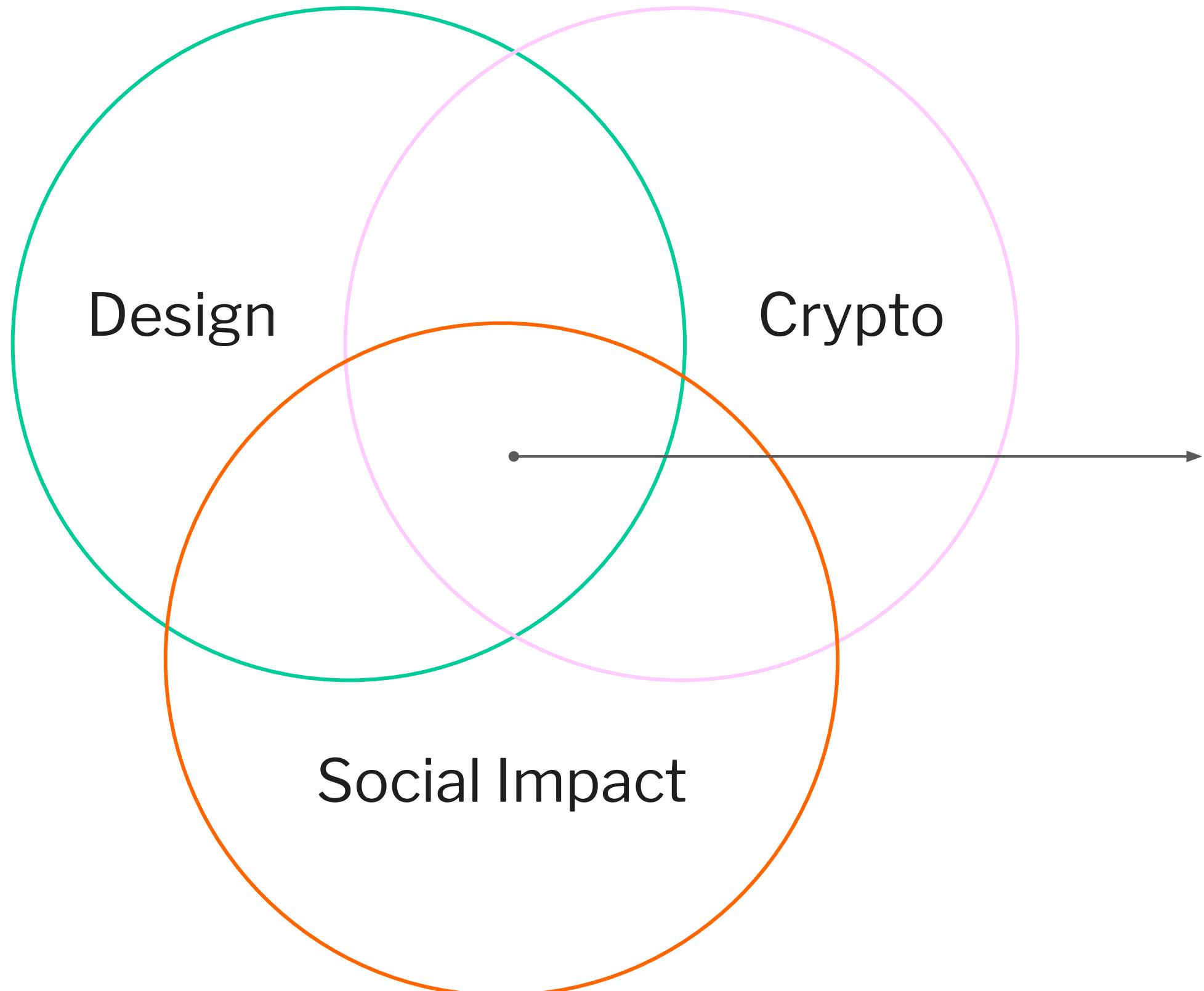
While there is consensus on the potential of crypto to democratize access to finance, there is little research on how crypto's financial services and products could benefit communities, particularly systematically excluded communities.

Our Vision

Put people at the center of crypto.

Our Mission

Accelerate the crypto industry's ability to be a driver for equity in society through compelling, evidence-based thought leadership.



How we work

We execute at the nexus of three fields that usually operate in silos.

Research Lenses

- People
- Policy
- Processes

Who We Are

We're proud of our diverse team:

- First-gen college graduates
- Low-income
- First-gen immigrant
- Military family
- Lived in other countries
- Neuro-diverse
- Multi-racial



Sheila Warren
CRADL co-founder



Tricia Wang
Director, CRADL
co-founder



Lauren Serota
Design Director, CRADL
co-founder



Jason Wilkins
Design Lead



Evin Cheikosman
Policy Lead, Network
Manager



Katherine Paseman
Researcher and Research
Ops



Jordan Cooley
Researcher



Samantha Weinberg
Project Manager

CRADL Steering Committee



CRADL is an anchor project of CISA at The World Economic Forum.

CRADL is a project of the 'Crypto Impact and Sustainability Accelerator' (CISA), a new Forum initiative aimed at shaping the future of crypto-enabled Environmental, Social and Governance (ESG) efforts.

Our steering committee is comprised of some of the industry's leading chains and players.

Our network of 100+ advisors, research affiliates, and experts span across crypto, design, and social justice.

We have intentionally curated a multi-disciplinary network across several industries to allow for emergent collaborations and versatile participation. We have people in the network who may run protocols or invest in companies who can plug our recommendations into their roadmap while others may encourage us to expand our analysis to new areas of crypto.

Tanya Menendez

CRADL Advisor

Tanya Menendez is the Co-Founder and CEO of [Snowball Wealth](#), a platform that personalized guidance to address money anxieties, pay off debt and build wealth. Through their tech and coaching they provide members with 1) a clear plan on how to get out of debt 2) the habits and mindset shifts they need to stay out of debt 3) a community to connect with others. Before Snowball, Menendez co-founded Maker's Row, an online marketplace used by over 200,000 businesses that helps democratize American manufacturing. Before becoming an entrepreneur, she worked at Goldman Sachs and Google. Tanya has been included in Forbes' 30 Under 30, and has been named Business Insider's Coolest People in Tech and one of PopMechanic's 25 Makers Who Are Reinventing the American Dream. View selected videos [here](#). Tanya studied technology and its socioeconomic impacts on rural economies at UC San Diego. Tanya's ethnography and research, "The Economics of Migration" was published by the University of California.



[@makertanya](#)

James Andrews

CRADL Advisor

James Andrews is the founder of Authenticated Ventures, a venture advisory designed to build better companies, launch new ideas and illuminate influential people through experiences, content and investment advisory. At the center is The Authenticated, a 300+ membership community made up of influential creative entrepreneurs, brand builders, investors and innovators in culture. The Authenticated has a city tour, mobile / web platform and creates content and community opportunities. Post COVID, The Authenticated has created weekly "virtual Jeffersonian dinners" and produces monthly salons and summits in live stream on a number of topics and themes.



[@keyinfluencer](#)

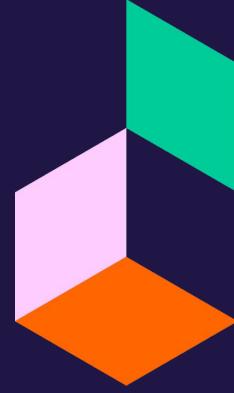
Baratunde Thurson

CRADL Advisor

Baratunde Thurston is the co-host of [TakePart Live](#) on Pivot TV and the CEO and co-founder of [Cultivated Wit](#). He wrote the New York Times bestseller [*How To Be Black*](#) and served for five years as director of digital for the satirical news outlet [*The Onion*](#). When he's not delivering talks at gatherings such as Tribeca Film Interactive, SXSW, and TED, he writes the monthly back page column for Fast Company and contributes to the [MIT Media Lab as a director's fellow](#). He co-founded the black political blog, Jack and Jill Politics, has advised the Obama White House, has more than 10 years experience in standup comedy, and more than 30 years experience being black.



[@baratunde](#)



Crypto Research & Design Lab

Thank you for your time.
cradl.org | hello@cradl.org