

PARTICIPANTS



Intermediate

- **Ledger wallet user**
- 23 years old
- Jacksonville, FL
- Med student
- Stores their Ethereum network tokens on both cold and hot wallets
- Unfamiliar with rollup technology
- Crypto investor interested in asset protection



Beginner

- **Venmo and Coinbase user**
- 28 years old
- Philadelphia, PA
- Graphic designer
- Has purchased crypto
- Stores on Coinbase
- Unfamiliar with crypto wallets
- Interested in the possibility of greater social equity through decentralized finance