

The Road to Mass Adoption

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Overview – Me

- Serial Entrepreneur
- Co-Founder of Original Crypto Coin
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What is Mass Adoption?

- Big transactions?
- Investments?
- Business to Business?
- Business to Consumer?



Mass Adoption Defined



How Does Crypto Currently Measure Up?

- Costs
- Time
- User Experience



Costs

- Transaction costs are high
- Transaction costs are inconsistent (Congestions driven)



Time

- Time to get confirmations is long.
- Time to get confirmations is inconsistent.



Usability

- People don't like decimals or things that are to the right of the decimal point.
- Unforgiving.
- Hashes are clunky and awkward.



Who is the Competition?

- Bitcoin
- Cardano
- LiteCoin
- Ethereum
- Monero
- Visa
- Mastercard
- Amex
- Venmo
- Paypal



Why Hasn't Mass Adoption Occurred?

- Many organizations are not creating solutions to real problems.
- The masses don't care about decentralization, activists do.
- The masses care about buying gas, Starbucks and fast food.
- Crypto projects are not structured to sell products.
- Crypto Twitter and social media.



For Mass Adoption to Occur.....

- Crypto needs to be thought of as a product & solution which needs to be marketed.
- The focus should be on problem solving & customer experience, not political activism.
- Organizations need to value business development, sales, and marketing, and prioritize those functions in their companies.
- The technology needs to offer a better customer experience than Visa currently does.



For Mass Adoption to Occur (Cont. 1)

- Business and marketing plans need to be developed.
- Eat the elephant one bite at a time, start with vertical markets.
- Get advisors from the industry you want to sell to.
- Build products based on input from the end users.
- Build substitute products that are better (not equal to) than current market offerings for the customers.



For Mass Adoption to Occur (Cont. 2)

- New tech require education and sales support to for retailers. Customer service teams need to be assembled.
- Who can a business call to help them setup their POS and accounting software to accept crypto?



What Do You Think?



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