

Ethereum

# The road to adoption

# What is Ethereum?

- Launched in 2015
- First smart contract blockchain
- Most used, 300.000 DAU
- Secures over 300 billion in value

# What is Ethereum?

- Allows for building applications beyond currency
- Open finance, lending markets, spot exchange, perp exchanges
- Non-fungible tokens, gaming items, digital art, representing real world assets
- Sharing of compute resources, train AI models, share internet traffic, storage

# What is Ether?

- Native currency of Ethereum. Pay with it to use apps.
- Secures the network via proof-of-stake
- You exchange Ether for Gas, and use it to interact with network
- “Fuel” of the Ethereum network

# Road to adoption

- Modularity
- Smart accounts
- Stablecoin case study



# Modularity

- Rollups move execution off-chain
- Allows for exponential scaling
- Flexibility in environment

# Modularity



## Early Web

(1990s)

Each website has its own physical server



## Developing web

(2000s)

Websites used shared hosting providers



## Modern web

(2010s)

Websites run on virtual machines, that share physical machines

# Modularity



## Early Web

(1990s)

Each website has its own physical server



## Developing web

(2000s)

Websites used shared hosting providers



## Modern web

(2010s)

Websites run on virtual machines, that share physical machines



## Early crypto ecosystem

(2008+)

Each dApp had its own blockchain and consensus



## Developing crypto ecosystem

(2014+)

dApps used shared smart contract blockchains



# Modularity



## Early Web

(1990s)

Each website has its own physical server



## Developing web

(2000s)

Websites used shared hosting providers



## Modern web

(2010s)

Websites run on virtual machines, that share physical machines



## Early crypto ecosystem

(2008+)

Each dApp had its own blockchain and consensus



## Developing crypto ecosystem

(2014+)

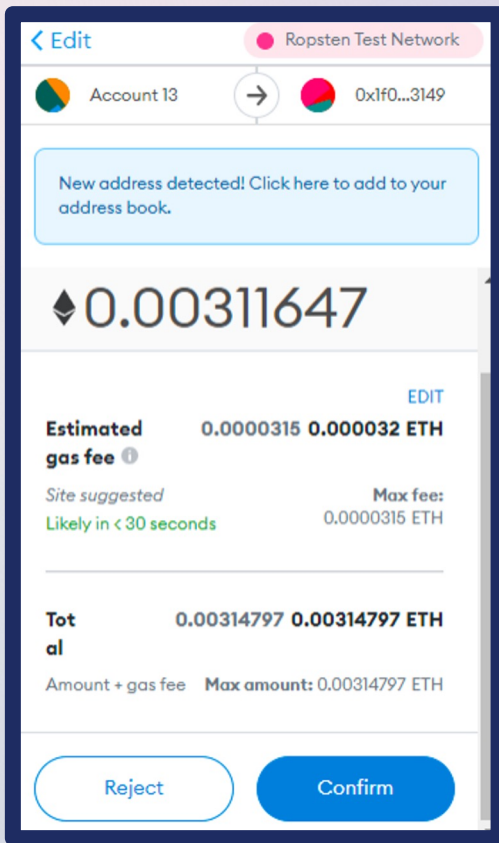
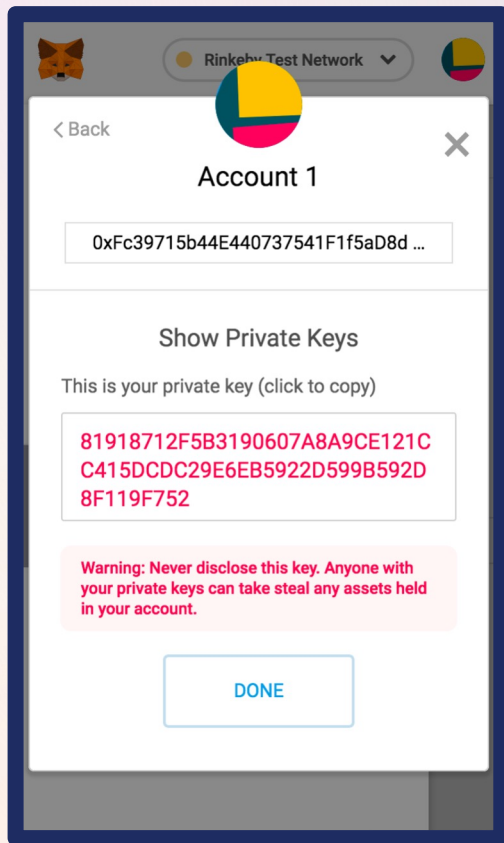
dApps used shared smart contract blockchains



## Modern crypto ecosystem

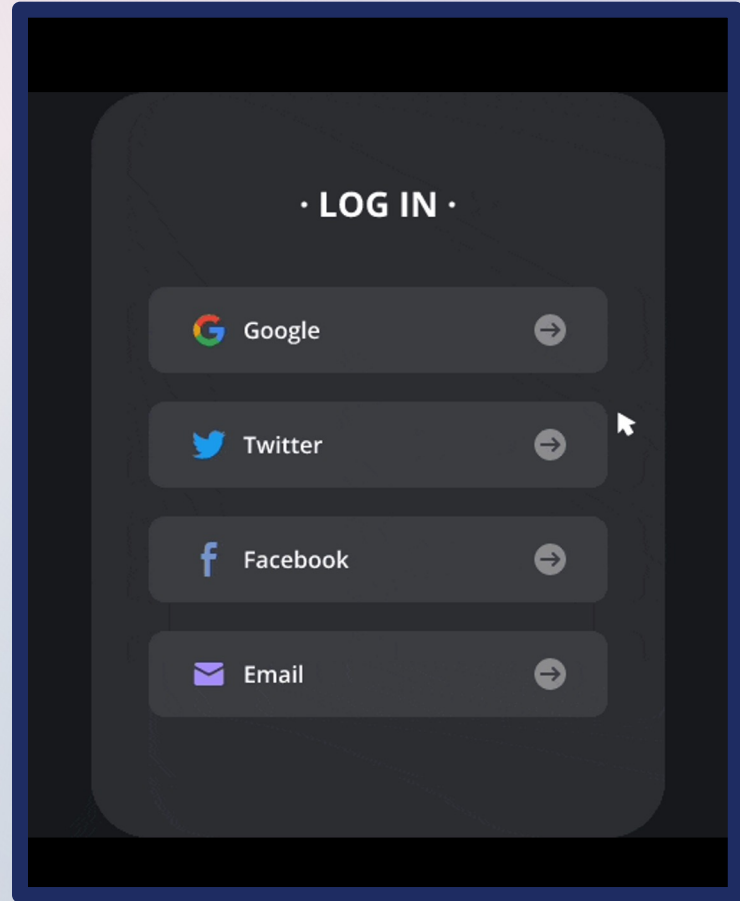
(2021+)

dApps run on app-specific chains, that share consensus layers



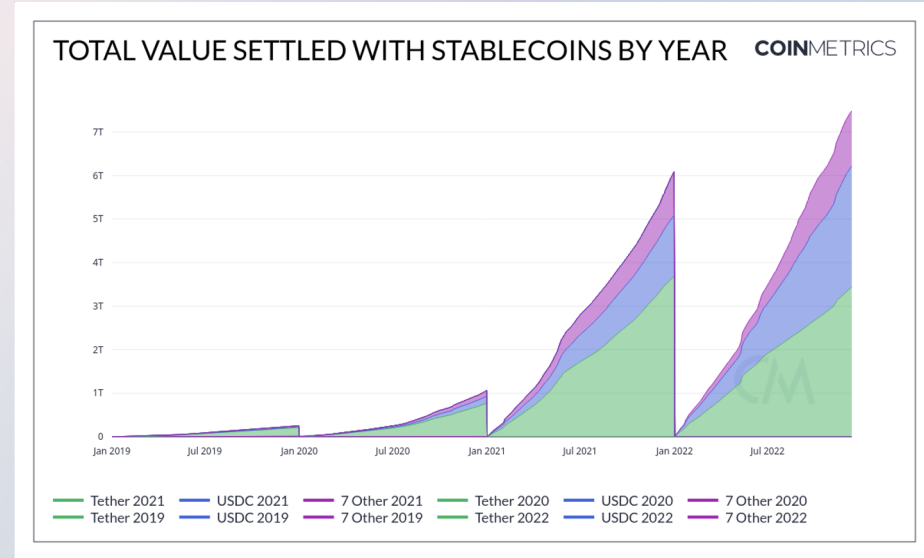
# Smart accounts

- Account abstraction
- Easy onboarding
- Better user experience
- Enables gaming, social media



# Stablecoin case study

- Stablecoins currently over 100bln
- Remittance industry
- Low fee, no volatility, instant payments
- Blocker; privacy?



# Questions?