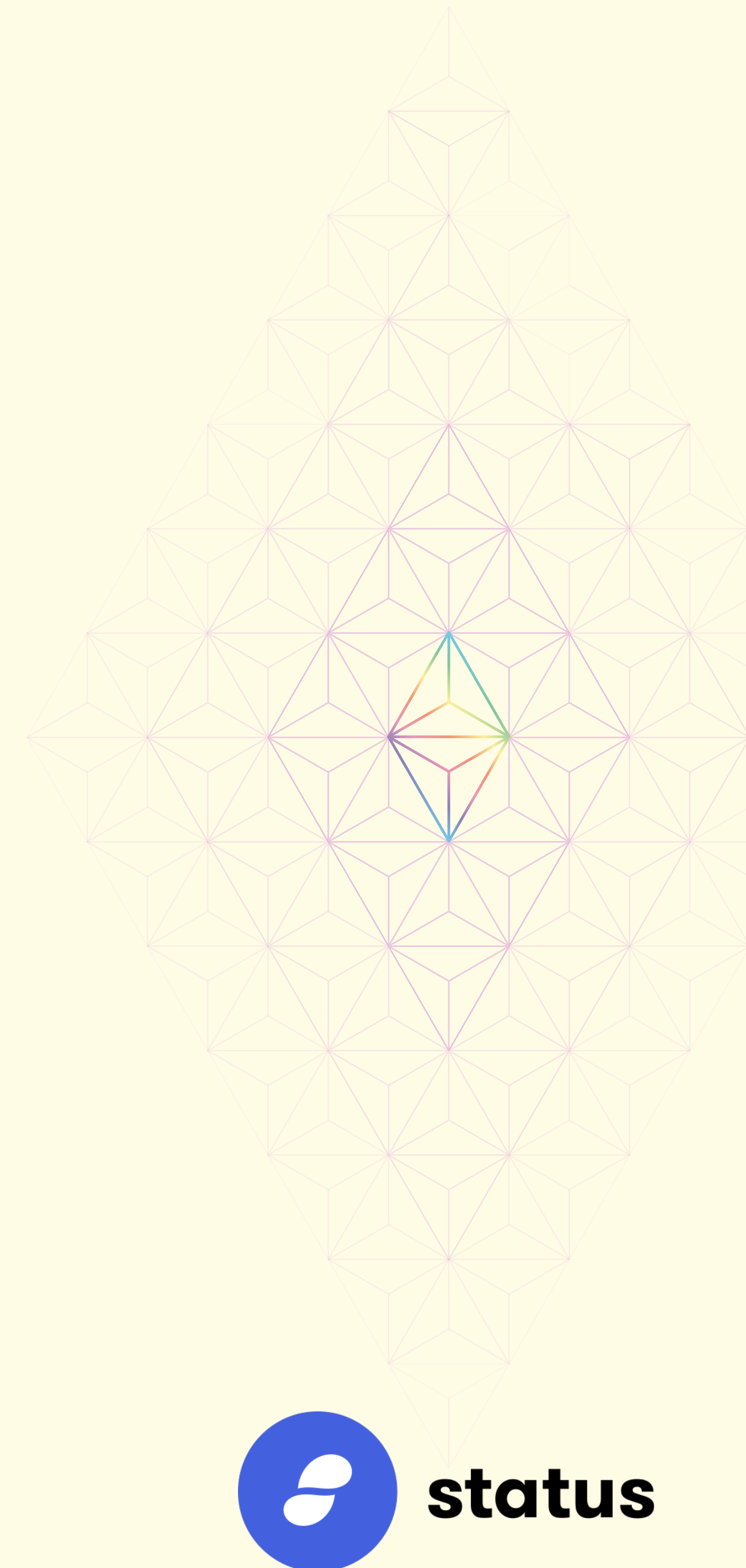


Why mass adoption of P2P tech will happen through countries in crisis?

Mamy Ratsimbazafy

Status.im



We focus on




Products



Developer tools

Infrastructure and protocol research

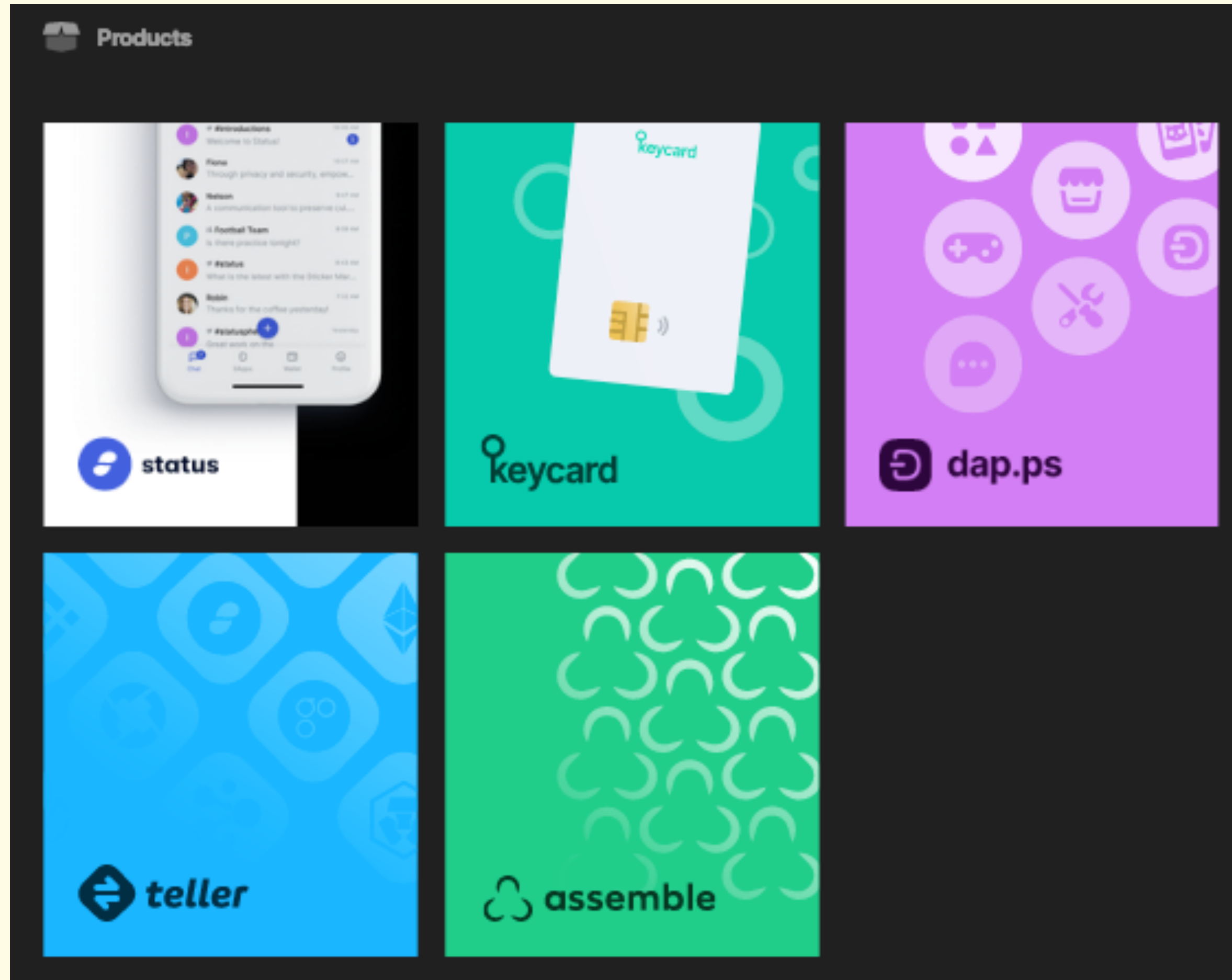
Addressing the decentralized trinity

-  Decentralized messaging
-  Decentralized consensus
-  Decentralized storage

is providing the foundations of a global P2P economy

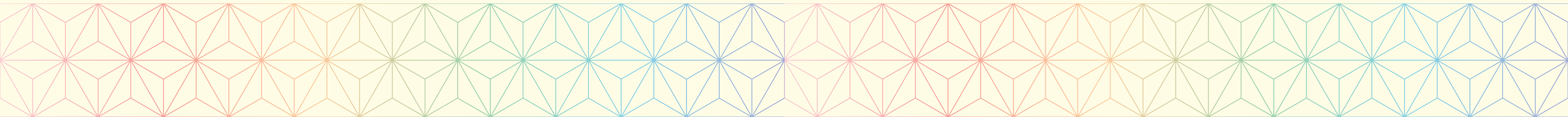
All open-source and transparent,
including meetings and financials

Products

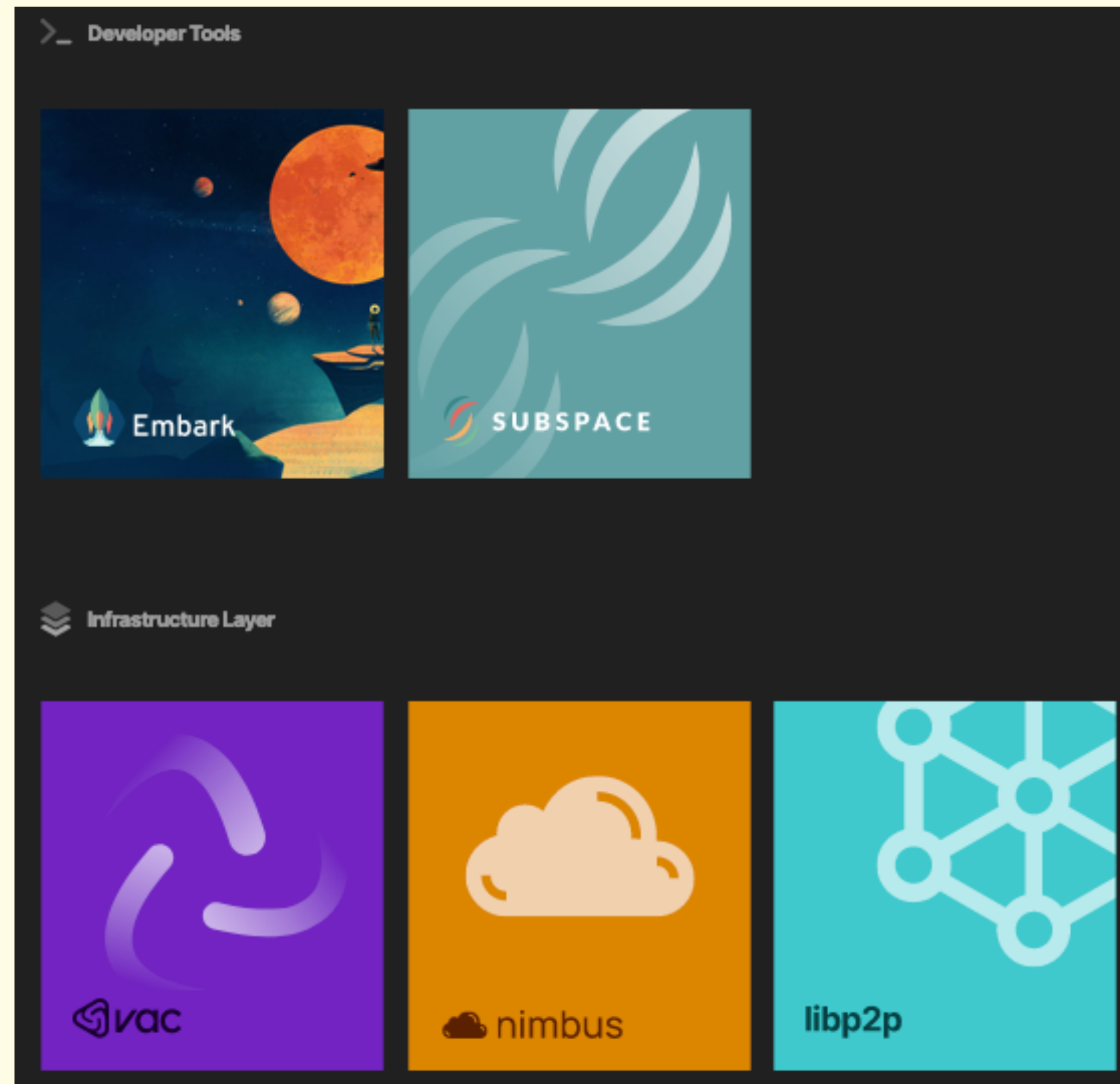


-  Secure, private Messaging & Dapps on mobile via Status
-  Hardwallet + APIs via keycard
-  Dap.ps explorer
-  P2P Teller network (PoC)
-  Assemble decentralised funding (coming soon)

<https://statusnetwork.com/>

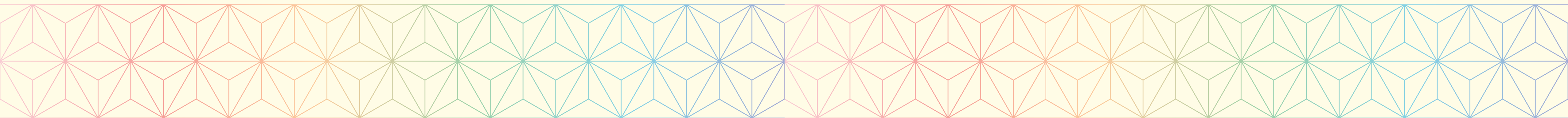


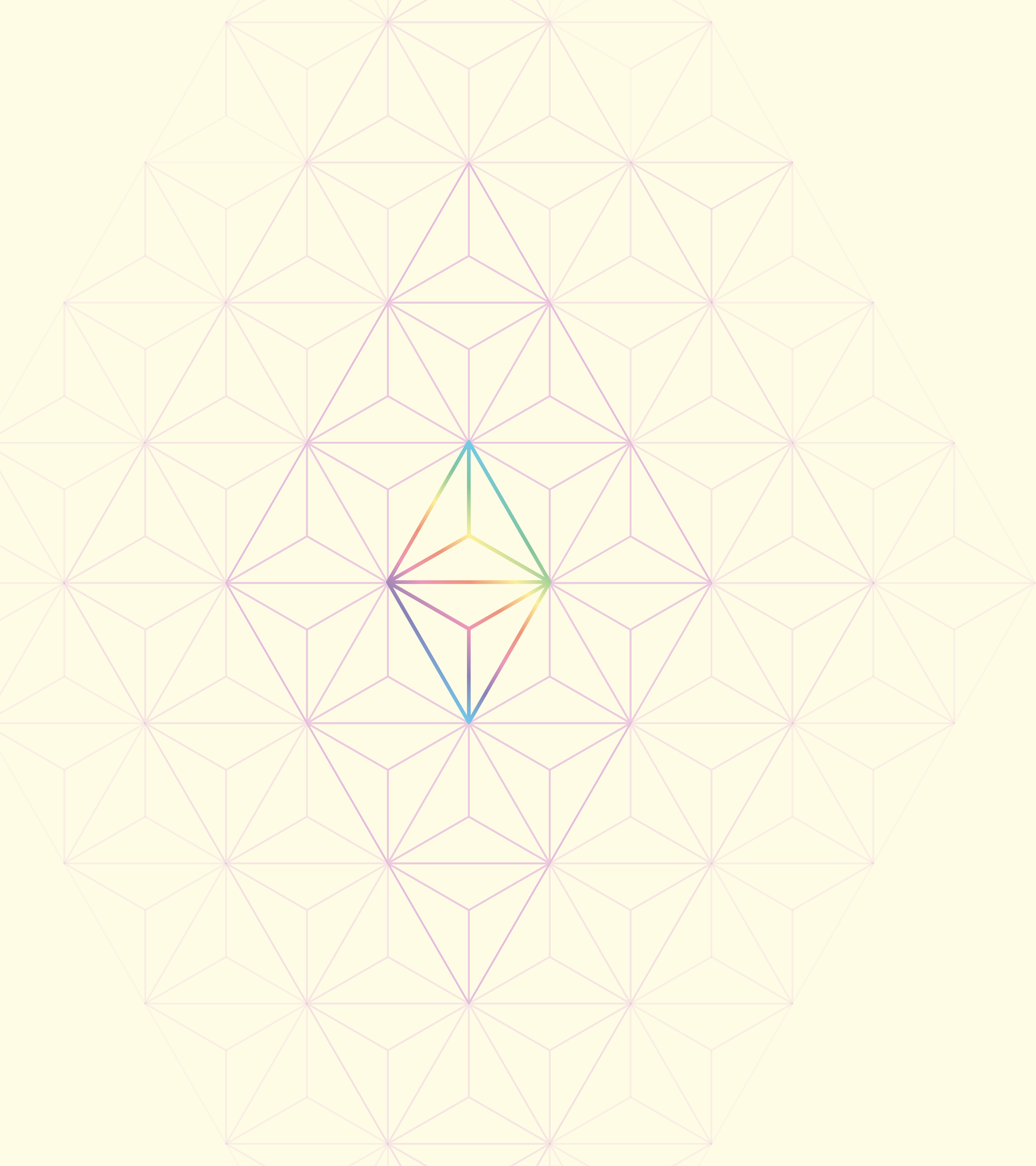
Developer tools, Infrastructure, Protocols



- 🎨 Dapps via Embark and Blockchain event tracking via Subspace
- 🎨 P2P messaging stack: VacP2P (to replace Whisper)
- 🎨 P2P Consensus: Eth1 and Eth2 client via Nimbus
- 🎨 P2P networking stack: libp2p implementation focused on mobile
- 🎨 P2P Storage: coming soon

<https://statusnetwork.com/>





**What drives
mass adoption?**



I don't have the answer!

(but let's look at some examples)



Meet the needs of a niche and outgrow it

Have you heard about this bookstore?

amazon

The Amazon logo consists of the word "amazon" in a bold, lowercase, sans-serif font. Below the letters "a" and "z" is a curved orange arrow that starts under the "a" and ends under the "z", pointing to the right.

Or this company selling excess inventory?

Veep 

The Veep logo features the word "Veep" in a bold, lowercase, sans-serif font. To the right of the word is a stylized pink logo consisting of three curved, overlapping shapes that resemble a flower or a butterfly.

Or what was one of the poorest country
in 1960s

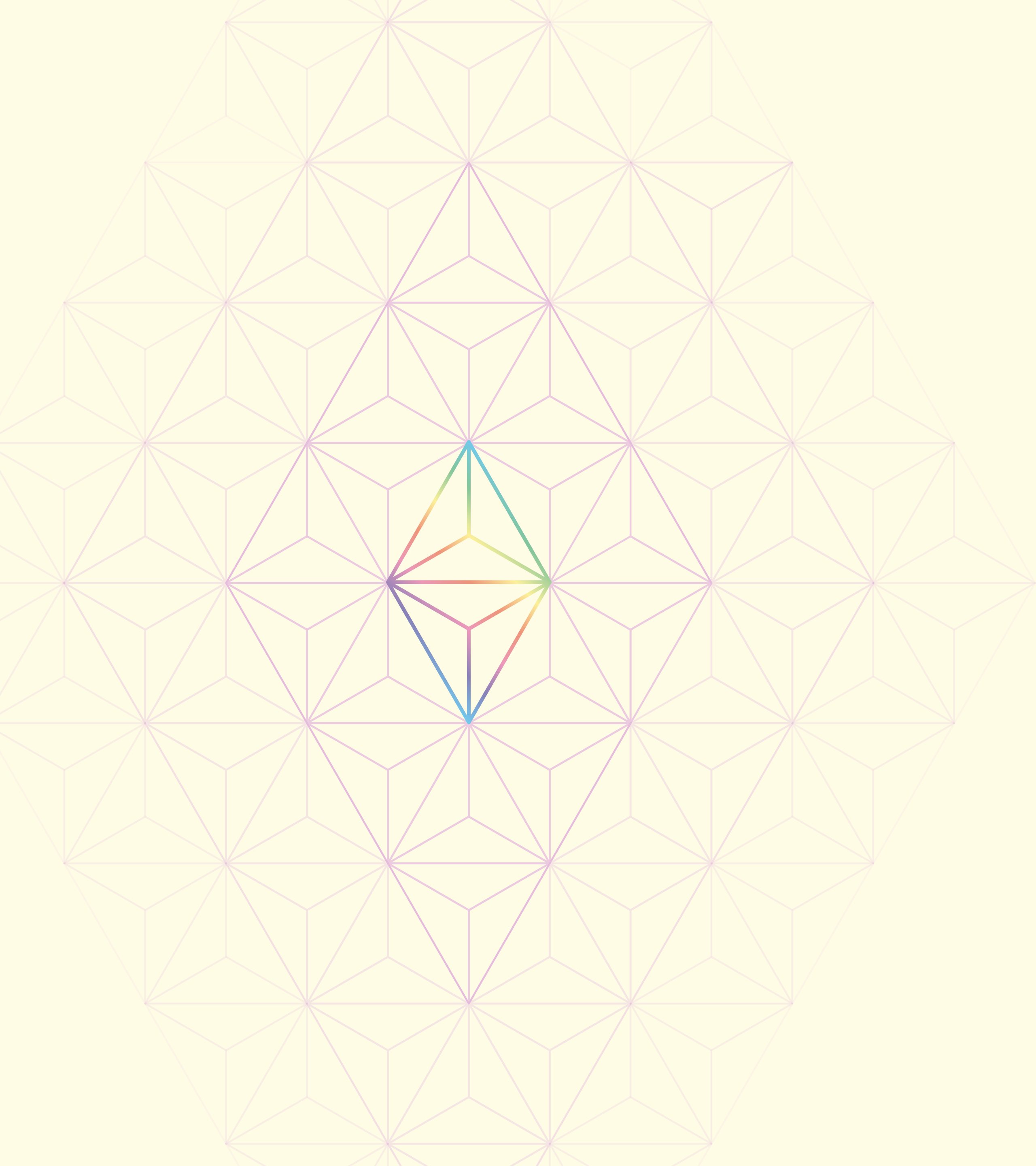


Or this programming language
(with no official logo)

Javascript

But also meet needs people didn't know they had





**In the past P2P was seen
as a problem.**

**How can we frame it as a
solution?**

Leadership lessons from the Dancing Guy

Derek Sivers: <https://www.youtube.com/watch?v=fW8amMCVAJQ>



First Follower: Leadership Lessons from Dancing Guy

6,090,935 views • Feb 11, 2010

👍 32K 💬 564 ➦ SHARE ≡+ SAVE ⋮



Derek Sivers

SUBSCRIBE

Official transcript at <https://sivers.org/ff>

If you've learned a lot about leadership and making a movement, then let's watch a

How many people to change the world?

<https://www.weforum.org/agenda/2018/06/want-to-change-society-s-views-here-s-how-many-people-you-ll-need-on-your-side/>

How many people do you need to change the world?



A social study revealed that it could just take one person to change the views of the majority opinion within a group. Image: REUTERS/Stefan Wermuth SEARCH "WERMUTH PHONES" FOR THIS STORY. SEARCH "THE WIDER IMAGE" FOR ALL STORIES.

This article is published in collaboration with
Futurism

12 Jun 2018

[Kristin Houser](#)

[Read the 'Davos Manifesto'](#)

How many social activists does it take to change the world? No, this isn't the setup for some lame joke. It's a question no one really knew the answer to. Until now.

We've seen plenty of shifts in society's views — in just the last hundred years in America, the majority's opinion on everything from gay rights to gender equality changed dramatically. However, we've never really nailed down if there was a "tipping point" for this social change — a specific number of people needed to push a belief from the fringes into the mainstream.

Estimates ranged from as low as [10 percent](#) of a population to as high as 51 percent, but now, researchers from the University of Pennsylvania and the University of London claim an online experiment let them hone in on the most likely number: [25 percent](#). They [published their study](#) today in the journal Science.

How many people to change the world?

<https://www.bbc.com/future/article/20190513-it-only-takes-35-of-people-to-change-the-world>



The '3.5% rule': How a small minority can change the world

IN DEPTH • POLITICS



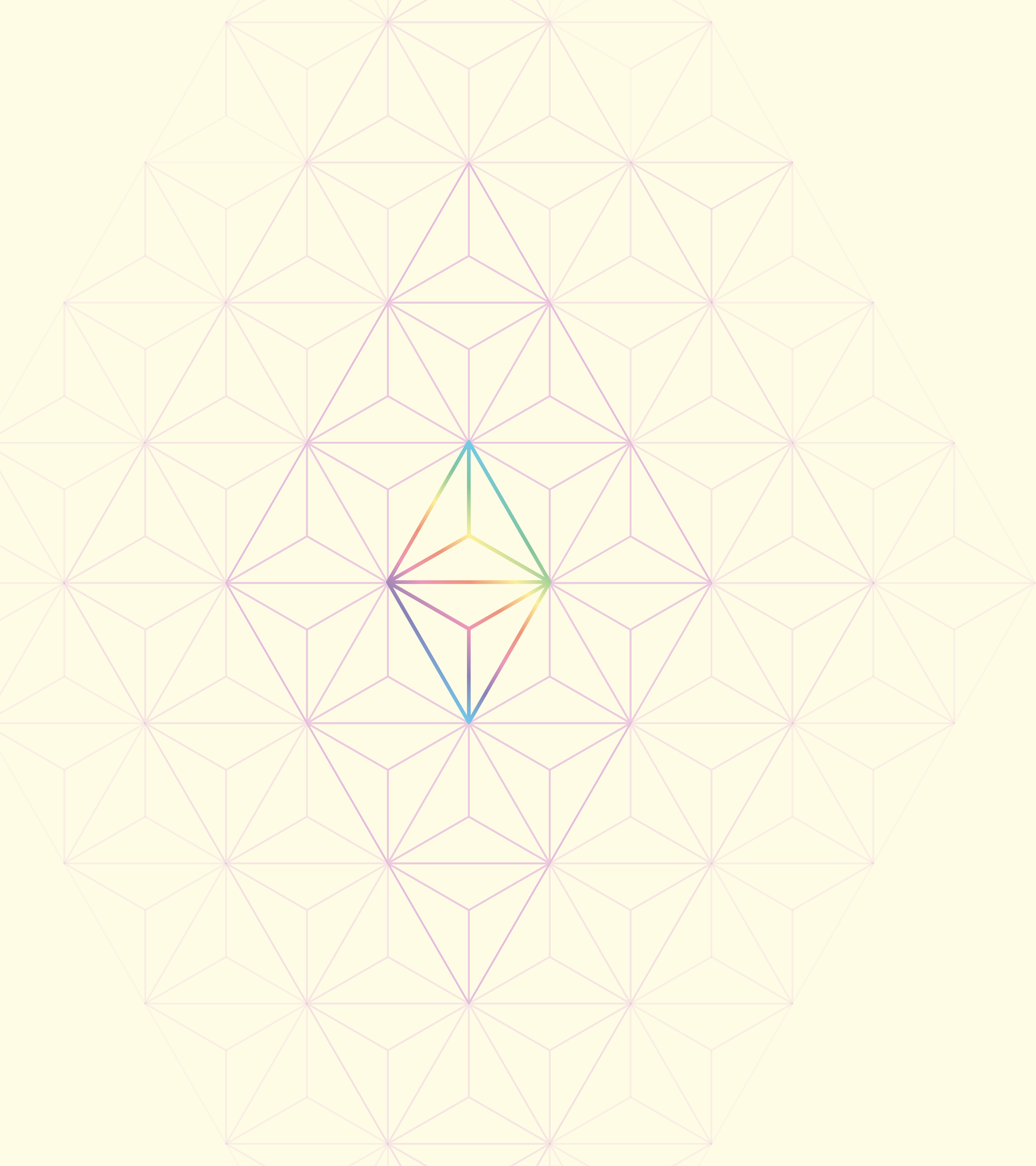
By David Robson

14th May 2019

Nonviolent protests are twice as likely to succeed as armed conflicts – and those engaging a threshold of 3.5% of the population have never failed to bring about change.

In 1986, millions of Filipinos took to the streets of Manila in peaceful protest and prayer in **the People Power movement**. The Marcos regime folded on the fourth day.

In 2003, the people of Georgia ousted Eduard Shevardnadze



Countries in crisis

Geopolitics

Distrust in institutions fuels non-traditional needs

Currency

- Argentina
- Venezuela

Corruption

- Confiscation of assets (land, farms, ...)
- Fake promises

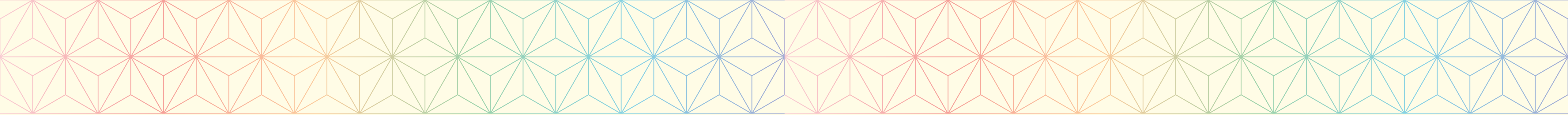
Communication & Privacy

Even in Europe

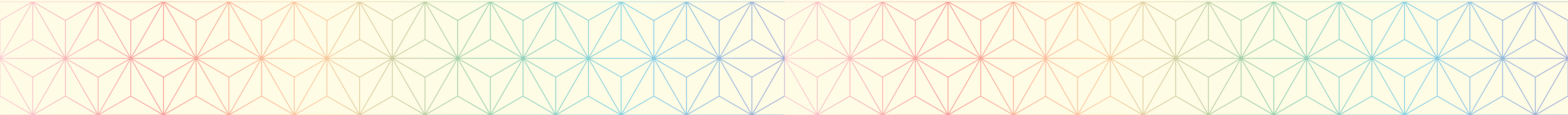
- Climate change activists in London
- Catalonia

NGOs' actions

- Fake medicine received
- Ebola epidemic -> no trust in safety measures
- Material seized in cargos (even books!)



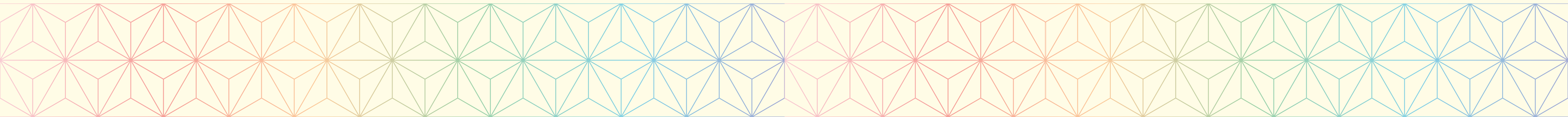
**People rely on a trusted
community to address their
needs instead of institutions.**

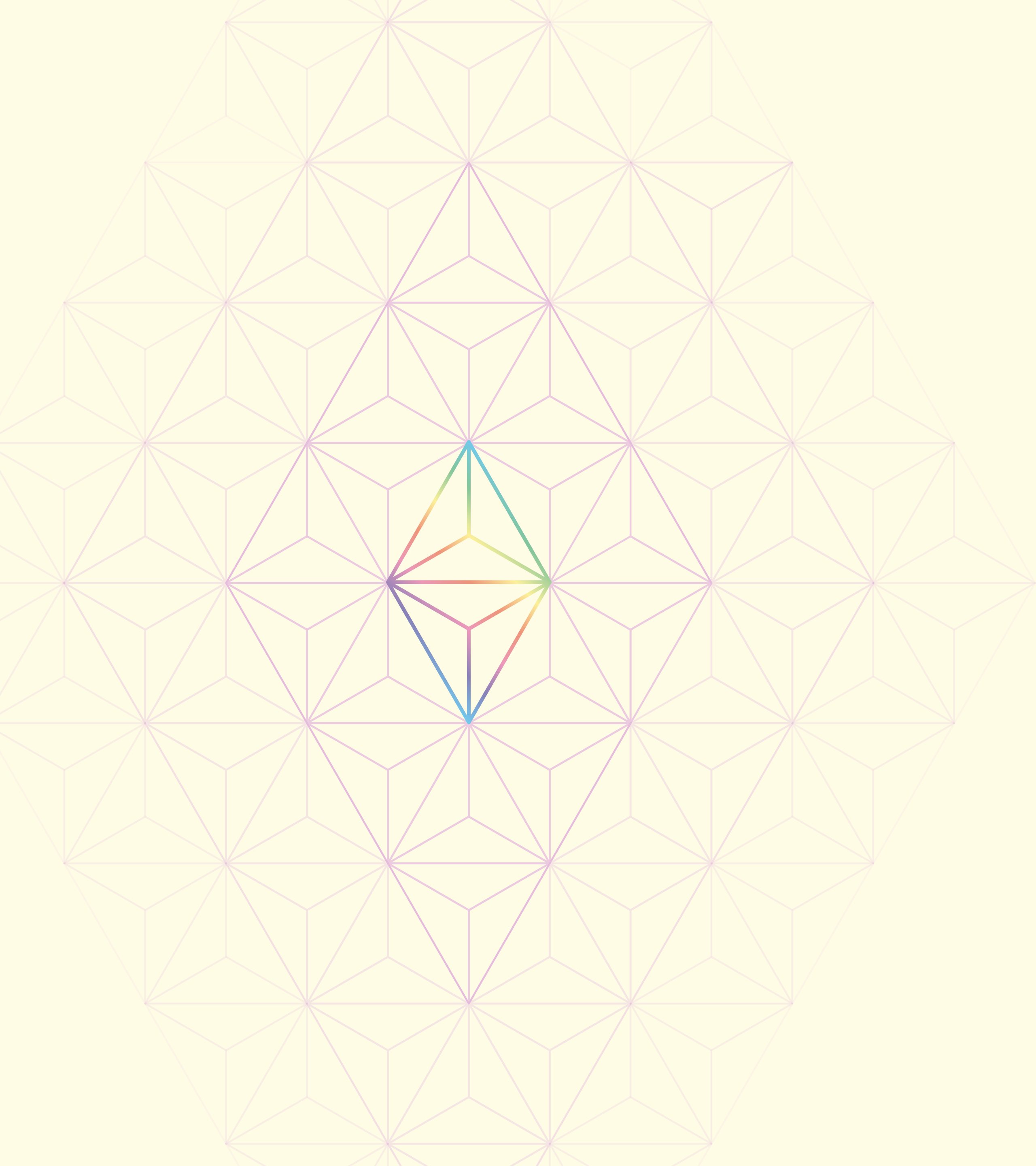


Technology landscape



- 4G coverage vs Internet landlines
- Forget about desktops, mobile-first
- Paying by SMS is very popular











Product-Market fit

Insights

Countries not (yet?) in crisis

-  You can trust institutions and public order.
-  You have access to information.
-  Economy is concentrated in big actors.

Countries in crisis

-  You trust your community first.
-  You get information through word-of-mouth because public information is not trustable.
-  Economy is decentralised in marketplaces or may even be barter-based.

Insights

P2P Point-of-view

Countries not (yet?) in crisis

 Changing
is a risk

Countries in crisis

 Changing is an
opportunity

The state of us opportunities for P2P tech

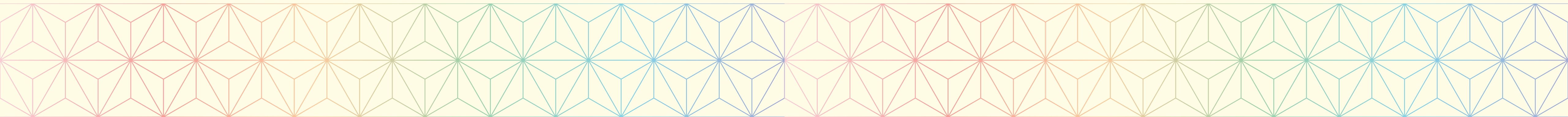
Videos projected at Status offsite, 2019-10: <https://www.youtube.com/watch?v=E2RSSMb9vPs>

- Catalonia, Vox: https://www.youtube.com/watch?v=__mZkioPp3E

Internet censorship in Spain and seizure of .cat domain

- “Something surprising is happening in Syria, from the chaos of war an oasis of democracy has emerged where women enjoy equal rights and all religions are tolerated. It’s bringing stability to an area once dominated by ISIS”

Foreign Correspondent: https://www.youtube.com/watch?v=_TQ3nupFoql



The state of us

opportunities for P2P tech

Videos projected at Status offsite, 2019-10: <https://www.youtube.com/watch?v=E2RSSMb9vPs>

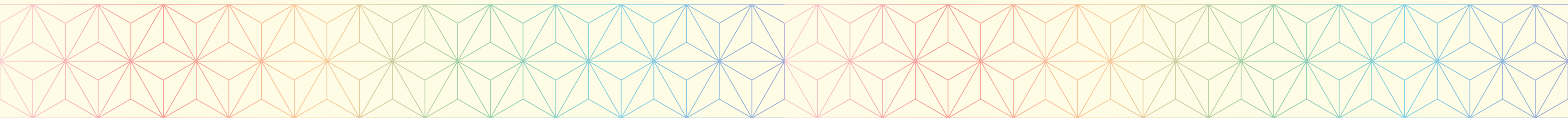
- Hong-Kong protests, The Economist: <https://www.youtube.com/watch?v=VfmR54gilJA>

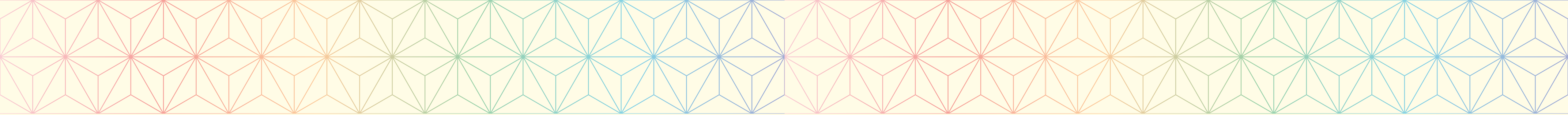
Vital Private P2P communications

- Rio's Favelas, Vox: <https://www.youtube.com/watch?v=c3BRTIHFpBU>

Informal organization, maintenance, recycling in poor, neglected and unregulated communities in drug trafficking gangs' territories.

- And many more: Venezuela, Argentina, ...





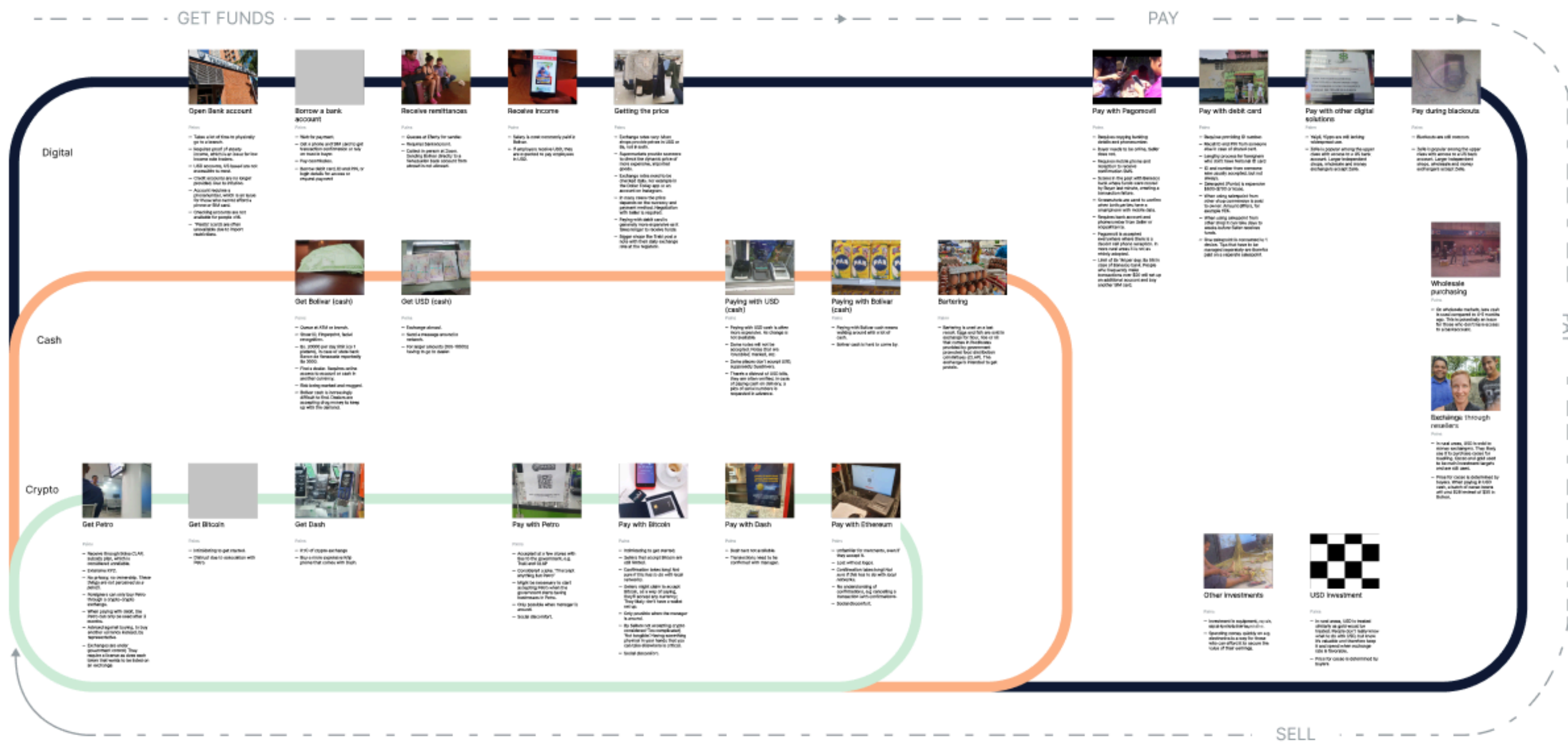
**P2P technology can significantly
expand the reach and impact of
changemakers**



And we went on the field in Venezuela to survey P2P payment networks

<https://our.status.im/town-hall-november-25-2019/>

Experience flow



Sources

People

- Solo vendors, farmers, bogs, busy workers. Locations: Maracaibo, Caracas.
- Receive remittances from their US in Petro, Caracas.
- Solo vendors of Super Center in the US. Location: Caracas.
- Solo fish. Location: Nueva Guayana.
- Producers, doctors and patients. Location: Nueva Guayana.
- Vendors. Locations: Caracas, Maracaibo, Nueva Guayana.

Merchants

- Pharmacy chain, Supermarket. Location: Nueva Guayana.
- Pharmacy chain, Supermarket. Location: Nueva Guayana.
- Pharmacy chain, Supermarket. Location: Nueva Guayana.
- Government controlled supply store. Location: Caracas.
- Electronics shops in Sabana Grande. Location: Caracas.

Crypto

- Peer-to-peer (P2P) network. Location: Nueva Guayana.
- Crypto payment solution. Location: Nueva Guayana.
- Most widely used payment solution in Venezuela and Panama. Location: Nueva Guayana.
- Private company, licensed crypto exchange supporting Petro. Location: Caracas.

Insights

Marketing & business

- A payment network requires a trusted social network to onboard merchants and manage reputation.
- Adoption of individual merchants and users is sufficient for a proof of concept up and down the supply chain is critical to bring any benefits beyond a single transaction experience.
- Chances of finding partners that follow principles of decentralization are thin.
- Regulations are arbitrary and unpredictable guidelines.
- Managing their requires people that can interpret the subject and articulate impact on everyone in the network.
- We need to define what acceptable partnerships look like and develop a strategy towards a decentralized payment network, or the society.

Product

- Feasible target audience with the current Keycard Cash proposition is upper class TB buyers and electronics, high-end coffee shops and restaurants, pharmacy.
- The core factor of a Keycard fits the current trend of moving to "basic" and smartphone payments. An NFC payment method will be new to most.
- Existing digital solutions are perceived as highly beneficial and convenient. There is both incentive to create payment methods. Stable currency, access to a "type of dollar", if trusted could be a strategic goal.
- Having your own bank account is a gap for individuals relying on remittances, street and market selling and those under 18.
- Internet connectivity is not available to all merchants. A device scenario in which the buyer signs on their own phone and shares a transaction hash is more suitable for street sellers.
- Lower-end phones are feature phones and smartphones with Android 7 and up (no iOS). However, anyone relying on local solutions or remittances cannot afford a new phone and is relying on older low-end phones.

Solution - Problem fit

	Everyone else	1%	Everyone else	1%
Account access	+	+	-	+
Accessible payment method	+	+	-	+
Stable currency	+	-	-	+
Safe form factor	+	+	+	+

Ideal product

- Introduces "crypto dollar", i.e. stablecoins.
- Accepts other currencies, mainly Bitcoin & Dash.
- Integrates with existing sale points next to offering a new form factor.
- Offers the option for the buyer to sign on their own device and share a tx hash.
- Offers the option to subscribe to payment notifications over USSD(SMS).
- Integrates with an exchange for merchants to sell for fiat with limited to no effort, within 1 day.
- Supports device sharing. If the seller requires an NFC phone, the P2P device needs to allow adding the merchant and specifying a manual recipient address and to allow neighboring sellers to use their device to receive payments if a combination.
- Makes a ledger of items sold and assesses item price is variable (negotiable).
- Includes a currency conversion calculator for USD, Bolivar, Organizacion.
- Comes at the pricing of a \$84-card.
- Does not require need to exchange to fiat to meet substance.

Thank you!

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