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ARTYOM FEDOSOV @usleepwalker · Feb 25

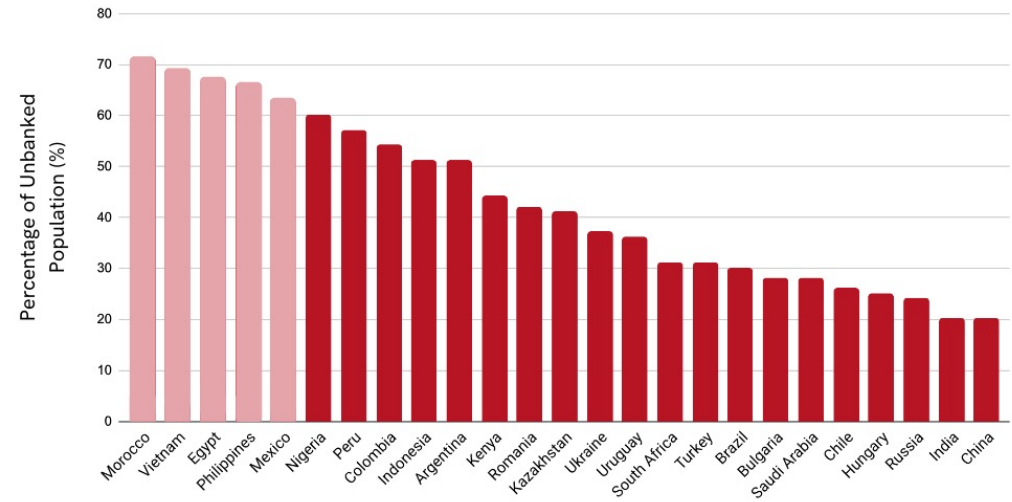
My Ukrainian credit cards don't work anymore. I'm safe physically in Kazakhstan, but all my savings are gone.

Crypto is the only money I still have, and today I can say without exaggeration that **\$BTC**, **\$ETH**, and **#NFT** are going to save my life while I can't come back home.

1,887 19K 80.1K

CFTE

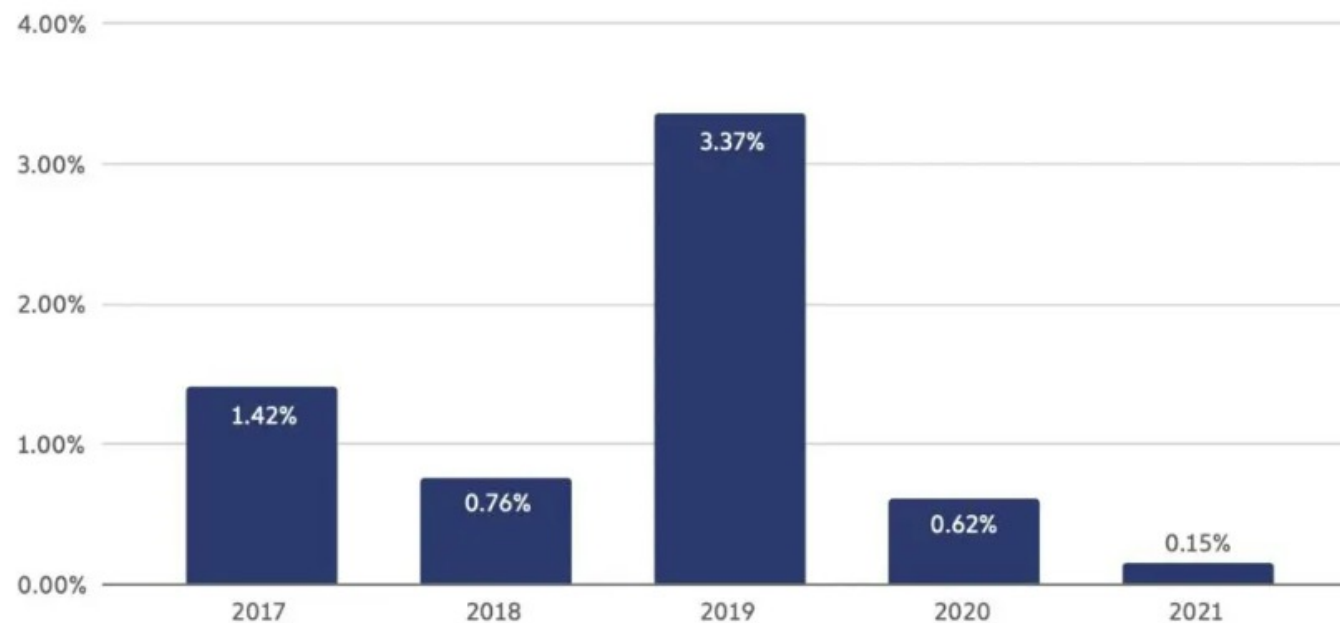
The Top 5 Unbanked Countries Have More Than 60% Of Their Population Without Bank Accounts



Source: Merchant Machine, Global Finance, 2021



- Illicit Activity
- Sanction Evasion / lack of traceability (anonymity)
- Web3 is Less “Secure”
- Bad for the environment

Illicit share of all cryptocurrency transaction volume | 2017–2021

Source: Chainalysis Report

- 24/7/365 “business”
- Public records
- Decentralized Personal Data
- Instant settlement and finality
 - Stocks (Nasdaq experimenting)
 - International Trade (LCs, DCs)
 - Escrow/Contracts
- Tokenization of any asset
 - Borrowing
 - Investing
 - Arts community
- Supply Chain Management / Provenance of Goods



NEXT STEPS

This means your business doesn't necessarily need a fully defined strategy or investment plan for blockchain—yet. But it's important to understand what's going on in the space and consider the potential implications for your own organization and industry.



- Listen and learn
- Internal and external roadmaps
 - Collaborate with “the business” as well as customers directly
 - Consider user safety and education
- Avoid technology for technology's sake
 - Start small, knowing you'll learn (fail) or it'll be throw away