



# Decentralized Social and Other Emerging Trends in Tech

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ALSMA

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## About Me (Again)....

Writer, publisher, podcaster, event producer....

Senior analyst at **Localogy**

Co-host of **This Week in Local** podcast

Co-founder and Editor-in-Chief, **BigFive Digital**

Producer of the **BigFive Summit** (Cape Town, March 2024)

Publisher of the **SMME Tech Report** newsletter on Substack



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# Interesting Trends in Tech

Decentralized Social

Remote Tech

Alternative payments

Equity crowdfunding



# Decentralized Social

*“These days, it feels like singing the praises of Web3 is about as popular as ankle monitors are at the Bankman-Fried household.”*

*Localogy Insider, February 2023*

**What is a decentralized social network?**

A social network that is not controlled by a single entity.

**Examples**



**DISCORD**



**mastodon**





## Remote Tech

Remote tech is the operating system for the distributed workforce....

Examples



**Read**

The logo for roam is a dark purple rectangle containing a white circular icon with a stylized 'r' shape inside, followed by the word 'roam' in a lowercase, sans-serif font.

**rumi**



## Alternative payments

**Buy Now Pay Later** is everywhere. It allows consumers to purchase good and pay perhaps 25% down, take immediate possession, and pay the remainder in installments.

BNPL is controversial for contributing to indebtedness, particularly among younger consumers.

Enter Save Now, Buy Later – which flips BNPL on its head, where consumers save in installments and take possession when the goods are paid for.

### Examples






## Equity Crowdfunding

As VC's close their wallets and demand more realistic valuations, equity crowdfunding is stepping into the void.

Whenever you see the phrase “Community Round” this means a startup has no other avenue to raise capital. It's like the digital version of a “friends and family” round.

Examples





Charles,

Thanks for being one of my valuable connections.

A reminder that [REDACTED] is doing an equity crowd fund on Wefunder.

Wefunder allows anyone to become an investor in our company.

You can invest as little as \$100.





Thank you!

X: cloughlin2

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Cape Town 19-20 March 2024

## Day 1 Headliners



**Khomotso Molabe**  
Standard Bank SA



**Aisha Pandor**  
SweepSouth



**Denver Daniels**  
MTN Group



**Fiona Tabraham**  
CAPACITI