BNB CHAIN

SCALE

SEP 2022 - SEP 2023

Head of Growth & Developer Relations, BNB Chain

Binance / BNB Chain

Growth and developer relations for BNB Chain at global scale, with Europe as a major operating theatre

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SCALE

Growth and developer relations for BNB Chain at global scale, with Europe as a major operating theatre

Two continents, two economic realities, one distribution question: what makes crypto infrastructure genuinely usable for consumers and buildable for developers.

REGISTRATION

PERIOD	Sep 2022 - Sep 2023
REGION	Europe · global ecosystem
ROLE	Head of Growth & Developer Relations, BNB Chain
DISCIPLINES	Consumer infrastructure · Ecosystem growth · Developer relations
DOSSIER	iov.agency/interventions/binance-bnb-chain

CASE STUDY

The four-panel short read, as filed on the dossier page. Provenance travels with each panel.

01 · PROBLEM

The decision on the table, and the market conditions around it.

Provenance · Founder account · Reconstruction

How do you convert a very large global chain into a builder ecosystem with repeatable regional distribution and real developer adoption?

BNB Chain operated at global scale, with Europe as a major operating theatre. Scale at the top of the funnel did not automatically produce builders who shipped.

Developer relations across the category was measured in attendance and reach rather than in products that survived their launch week.

02 · EVIDENCE

Observable outputs only - no metrics attached to the individual.

Provenance · Founder account

- Zero2Hero programme model
- bootcamp -> hackathon -> incubator builder funnel
- ecosystem partnership and integration motion
- ETHDenver 2023 activation and keynote
- regional market and operator playbooks

03 · IMPLICATIONS

What this engagement argues about building in unformed markets.

Provenance · Founder account

In Latin America, crypto competes with inflation and cash. In Europe, it competes with a working banking system. The same product needs two different reasons to exist.

Developer ecosystems grow around unblocked builders, not around content.

A chain with hundreds of millions of addresses still has to answer one question for a builder: what happens to me after the hackathon ends.

04 · READING LIST

The filed record behind this dossier, linked where public.

Provenance · Public source · Founder account

S-01 · PUBLIC SOURCE

BNB Chain - official site

BNB Chain · Accessed 2026 · bnbchain.org/en

S-02 · FOUNDER ACCOUNT

Zero2Hero builder funnel - programme design account (bootcamp -> hackathon -> incubator)

John Izaguirre - founder account · 2022-2023

S-03 · FOUNDER ACCOUNT

ETHDenver 2023 - lead BNB Chain POC and keynote; founder archive photography

John Izaguirre - founder archive · 2023

S-04 · FOUNDER ACCOUNT

Network context during tenure: 230M+ unique addresses, 2.2M peak daily active users - network-level figures, not personal attribution

John Izaguirre - founder account · 2022-2023

THE DECISION

How do you convert a very large global chain into a builder ecosystem with repeatable regional distribution and real developer adoption?

Provenance · Founder account · Reconstruction

CONTEXT

BNB Chain operated at global scale, with Europe as a major operating theatre. Scale at the top of the funnel did not automatically produce builders who shipped.

Developer relations across the category was measured in attendance and reach rather than in products that survived their launch week.

ROLE

Head of Growth & Developer Relations, BNB Chain · Sep 2022 - Sep 2023.

Growth and developer relations at global scale: builder programmes, ecosystem partnerships, exchange and network integrations, and regional distribution with Europe as the primary theatre.

THREE MOVES

01 · ARCHITECT

Architect and launch Zero2Hero - a global bootcamp -> hackathon -> incubator funnel that moved builders through defined stages instead of one-off events.

02 · REPRESENT

Act as lead BNB Chain POC and keynote speaker at ETHDenver 2023, using the activation as the ecosystem's public builder surface.

03 · INTEGRATE

Drive ecosystem partnerships, exchange and network integrations, and builder adoption so distribution repeated regionally rather than resetting each cycle.

WHAT WAS BUILT

- Zero2Hero programme model
- bootcamp -> hackathon -> incubator builder funnel
- ecosystem partnership and integration motion
- ETHDenver 2023 activation and keynote
- regional market and operator playbooks

ARTIFACTS

— Zero2Hero programme model - bootcamp -> hackathon -> incubator builder funnel.

— Ecosystem partnership and integration motion across exchanges and networks.

— ETHDenver 2023 activation - lead BNB Chain POC and keynote.

— Regional market and operator playbooks.

— IOV reconstruction - the builder funnel drawn as one distribution instrument.

SOURCES

S-01 · PUBLIC SOURCE

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S-02 · FOUNDER ACCOUNT

Zero2Hero builder funnel - programme design account (bootcamp -> hackathon -> incubator)

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RECONSTRUCTION

ZERO2HERO - THE BUILDER FUNNEL

I.O.V key art and funnel treatment: bootcamp, hackathon and incubator stages drawn as one distribution instrument.
Derived from S-02, S-03

IOV reconstruction · no confidential client material reproduced.

FOUNDER NOTE

A chain with hundreds of millions of addresses still has to answer one question for a builder: what happens to me after the hackathon ends.

John Izaguirre - Founder, I.O.V

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