CONSENSYS

LEGIBLE

APR 2018 - JUL 2019

Ecosystem Growth Manager / Head of Growth, DACH

ConsenSys

Ethereum adoption and ecosystem growth in DACH

ConsenSys

LEGIBLE

Ethereum adoption and ecosystem growth in DACH

Building the on-ramp for Ethereum inside a conservative industrial economy: enterprise, developer, and institutional adoption across Germany, Austria and Switzerland.

REGISTRATION

PERIOD	Apr 2018 - Jul 2019
REGION	DACH
ROLE	Ecosystem Growth Manager / Head of Growth, DACH
DISCIPLINES	Ecosystem strategy · Adoption · Enterprise education
DOSSIER	iov.agency/interventions/consensys

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

Could Ethereum become legible to DACH enterprises and institutions before public blockchain was an accepted strategic option?

DACH carried enormous industrial and financial weight, while public blockchain was still treated by many institutions as experimental infrastructure rather than a strategic platform.

Ethereum already had a strong technical story. The harder problem was translating it into a language enterprises, developers and ecosystem partners could actually act on.

02 · EVIDENCE

Observable outputs only - no metrics attached to the individual.

Provenance · Founder account

- regional ecosystem platform across enterprise, developer, academic and institutional relationships
- enterprise education and VIP workshop channel
- developer and community infrastructure
- product education literature - authored and co-authored
- partnership pathways including Blockchain Bundesverband, High-Tech Gründerfonds, Blockchain Circle, Mindspace, Full Node / Gnosis, LongHash, Frankfurt School, HTW Berlin and Disrupt Network
- enterprise solution leads routed into ConsenSys Solutions

03 · IMPLICATIONS

What this engagement argues about building in unformed markets.

Provenance · Founder account

Adoption in DACH is not won through evangelism. It is won by reducing perceived institutional risk to a level a compliance officer can sign.

Ecosystem growth follows credible local proof, not global marketing.

The technical question was rarely the hard part. The harder question was whether a company could

understand what Ethereum meant for them before the category had settled.

04 · READING LIST

The filed record behind this dossier, linked where public.

Provenance · Public source · Founder account

S-01 · PUBLIC SOURCE

ConsenSys - official company site

ConsenSys · Accessed 2026 · consensys.io

S-02 · FOUNDER ACCOUNT

DACH operating sourcebook - archived 2019 material (community, newsletter, event and workshop records)

John Izaguirre - founder archive · 2019

S-03 · FOUNDER ACCOUNT

"Developer Tools, Infrastructure and Core Applications" - authored booklet

Authored by John Izaguirre · 2018-2019

S-04 · FOUNDER ACCOUNT

"The Complete Guide to Blockchain Business Networks" - co-authored report

Co-authored by John Izaguirre · 2018-2019

S-05 · FOUNDER ACCOUNT

Frankfurt engagement photography, 2019 - founder archive image

John Izaguirre - founder archive · 2019

THE DECISION

Could Ethereum become legible to DACH enterprises and institutions before public blockchain was an accepted strategic option?

Provenance · Founder account · Reconstruction

CONTEXT

DACH carried enormous industrial and financial weight, while public blockchain was still treated by many institutions as experimental infrastructure rather than a strategic platform.

Ethereum already had a strong technical story. The harder problem was translating it into a language enterprises, developers and ecosystem partners could actually act on.

ROLE

Ecosystem Growth Manager / Head of Growth, DACH · Apr 2018 - Jul 2019.

Regional market building, ecosystem strategy, enterprise translation, developer activation and strategic partnerships across Germany, Austria and Switzerland.

THREE MOVES

01 · TRANSLATE

Turn the technical Ethereum narrative into something institutional audiences could evaluate - including authoring "Developer Tools, Infrastructure and Core Applications" and co-authoring "The Complete Guide to Blockchain Business Networks".

02 · CONVENE

Build the regional ecosystem: the Berlin community grew to 680+ members, 12+ ConsenSys-branded events ran in the first six months, and 200+ newsletter subscribers were added in Q1 2019 - close to 60% list growth.

03 · PROVE

Coordinate VIP workshops involving Henkel, Porsche Labs, Lufthansa, KPMG and Siemens, with enterprise interest routed into ConsenSys Solutions and direct solution conversations including Henkel, Siemens, Porsche Digital Labs, Daimler and Commerzbank.

WHAT WAS BUILT

- regional ecosystem platform across enterprise, developer, academic and institutional relationships
- enterprise education and VIP workshop channel
- developer and community infrastructure
- product education literature - authored and co-authored
- partnership pathways including Blockchain Bundesverband, High-Tech Gründerfonds, Blockchain Circle, Mindspace, Full Node / Gnosis, LongHash, Frankfurt School, HTW Berlin and Disrupt Network
- enterprise solution leads routed into ConsenSys Solutions

ARTIFACTS

- Regional ecosystem platform across enterprise, developer, academic and institutional relationships.
- Enterprise education and VIP workshop channel routed into ConsenSys Solutions.
- "Developer Tools, Infrastructure and Core Applications" - authored product education literature.
- "The Complete Guide to Blockchain Business Networks" - co-authored report.
- IOV reconstruction - the DACH legibility map, drawn from the archived 2019 operating record.

SOURCES

S-01 · PUBLIC SOURCE

ConsenSys - official company site

ConsenSys · Accessed 2026 · consensys.io

S-02 · FOUNDER ACCOUNT

DACH operating sourcebook - archived 2019 material (community, newsletter, event and workshop records)

John Izaguirre - founder archive · 2019

S-03 · FOUNDER ACCOUNT

"Developer Tools, Infrastructure and Core Applications" - authored booklet

Authored by John Izaguirre · 2018-2019

S-04 · FOUNDER ACCOUNT

"The Complete Guide to Blockchain Business Networks" - co-authored report

Co-authored by John Izaguirre · 2018-2019

S-05 · FOUNDER ACCOUNT

Frankfurt engagement photography, 2019 - founder archive image

John Izaguirre - founder archive · 2019

RECONSTRUCTION

THE DACH LEGIBILITY MAP - 2018-2019

I.O.V key art and regional map treatment: enterprise, developer, academic and institutional bands drawn from the archived operating record.
Derived from S-02, S-03, S-04

IOV reconstruction · no confidential client material reproduced.

FOUNDER NOTE

The technical question was rarely the hard part. The harder question was whether a company could understand what Ethereum meant for them before the category had settled.

John Izaguirre - Founder, I.O.V

CONFIDENTIALITY

No confidential ConsenSys information or proprietary client material is reproduced in this dossier. Community, newsletter, event and workshop figures are founder-supplied from archived 2019 operating material.