

# Web3 Growth in LATAM 2026

Initial Founder Insights

FIRST EDITION

June 2026



**VMk Agency**

GROWTH FOR WEB3

ABOUT THE INITIATIVE

# Educating and connecting Web3 builders across LATAM

The VMk Web3 Growth Initiative was created to support founders, builders and marketers across Latin America through education, mentorship and research.

Our mission is to better understand the challenges faced by early-stage Web3 startups and share practical insights that help projects grow sustainably.

This report is the first edition of an ongoing research effort. As more founders participate, future editions will expand the dataset and provide a broader view of the ecosystem.

OUR FOCUS



Education



Mentorship



Research

Read more about how this initiative came together and what's next in the closing section of this report.

## METHODOLOGY

# An exploratory first snapshot

This report summarizes the responses collected through the VMk Web3 Growth Survey during June 2026.

2

Founders surveyed

1

Country represented  
(Argentina)

1

Stage represented  
(MVP)

## DATA COLLECTED INCLUDES

Company stage

Primary growth challenge

AI adoption

Main acquisition channel

Learning priorities

*This is an initial edition based on an early sample and should be interpreted as exploratory rather than representative of the entire LATAM ecosystem.*

# Two founders, two different growth stories



## Molotov App

Argentina · Building MVP

**MAIN CHALLENGE**

Acquiring users

**CHANNEL**

Instagram

**USES AI**

No

**LEARNING GOALS**

- Marketing campaigns
- User acquisition
- User retention



## Compass

Argentina · MVP

**MAIN CHALLENGE**

Finding the right audience and positioning

**CHANNEL**

X (expected)

**USES AI**

Yes

**LEARNING GOALS**

- Audience definition
- Product communication

## KEY FINDINGS

# Growth beats technology as the #1 concern

Although the sample is still small, several interesting patterns have already emerged.

**100%**

of founders identified growth as their primary challenge

**0**

founders identified technology as the biggest obstacle

**2/2**

focused on questions related to reaching users

**Building a product is only half of the challenge.**

*Building sustainable demand is equally important.*

# Two complementary concerns

These questions appear before scaling, fundraising or token design.

1

CHALLENGE

How do we acquire our first users?

2

CHALLENGE

How do we identify the right audience and communicate our value?

*For many founders, marketing fundamentals remain one of the largest barriers to adoption.*

# Uneven, but full of opportunity



## 1 of 2 founders

reported already using AI in their workflow

*The other had not yet incorporated AI into their workflow.*

### OPPORTUNITY TO HELP FOUNDERS LEVERAGE AI FOR

- Research
- Content creation
- Marketing automation
- Customer support
- SEO

## USER ACQUISITION CHANNELS

# Founders lean heavily on social platforms

### CURRENT CHANNELS



Instagram



X (Twitter)

Many Web3 founders continue to rely heavily on social platforms. While social media is essential, founders may also benefit from diversifying into other acquisition channels to reduce dependence on a single platform.

### WORTH EXPLORING

SEO

Educational content

Email marketing

Partnerships

Community-led growth

# Five areas that matter most right now



## User Acquisition Strategy

Develop repeatable systems rather than isolated campaigns.



## SEO

Create educational content that answers real user questions.



## AI

Automate repetitive tasks while improving productivity.



## Positioning

Clearly define who the product is built for.



## Community

Build relationships before focusing on scale.

LOOKING AHEAD

# The beginning of an ongoing research project

Future editions will include:



More founders



Additional LATAM countries



More growth metrics



Community insights



Office Hours learnings



Case studies

*The goal is to build an open resource that helps strengthen the Web3 ecosystem across Latin America.*

PARTICIPATE IN THE NEXT EDITION

## If you're building a Web3 startup in Latin America, we'd love to hear from you.

Participating founders help shape future editions of this report while contributing to a better understanding of the region's growth challenges.



Apply for our free Web3 Growth Office Hours

Learn more at [vmkagency.com/web3](https://vmkagency.com/web3)

