Token2049 Dubai Highlights: Web3 Trends, Investment Insights, and Emerging Blockchain Innovations for 2025

London, United Kingdom May 6, 2025 (Issuewire.com) - The W3S Group comprises a global team of experienced entrepreneurs, technologists, designers, marketers, coders, and developers. We are all crypto-native professionals bringing strategic and regulatory insights, deep technological expertise, and operational capabilities, mixed with forward-thinking capital to support organisations and startups leveraging Web3 innovation.

As Token2049 closed its doors in Dubai for another year, it's worth reflecting on the lessons learned and any trends that will likely affect investments during the remaining quarters of 2025. The main stage saw the usual mix of industry experts. While they always claim to have their fingers on the pulse, the usual post-web and AI agents' talks were interesting, as were the side events, especially those run by University of Cambridge alumni, Animoca Brands, and the Pudgy Pengins.

I also caught up with some marketing experts to see where they landed on the current state of the market. So, what was the scoop? What did I learn, and more importantly, what would I do to launch a project in the second half of 2025?

The first is that the market isn't buoyant. While Ethereum isn't flying high, angels, venture capitalists, and community groups are still investing. Venture capital preferred male-led projects, and female-founded businesses do better in community-led groups. While this needs a deep dive, the data seems sound, and at this point, I would suggest using this insight and pitching accordingly.

Kaito launched some new features, and while its costs have risen (almost 10x) in the last six to twelve months, it's probably still worth using. However, it's not quite the "no-brainer" it once was.

Echo, Legion, and Coinlist are now the leading platforms raising funds for startups. Echo is our number one, with the other two dividing team opinions for second place. We recommend Echo (assuming your project can meet their exacting standards) due to its investor network and current reach. Coinlist is easier to get listed with, so (by a whisker), they are our second choice.

MOI Technology launched its new take on blockchain technology, Context Chains. They were at Unchained and hosted a side event at T2049, helping to explain why blockchains need to change to scale for mass adoption. MOI's event offered something new for nearly all the guests who attended: a chance to meet people outside the usual Web3 circles. The influx of new people means that MOI are on to something big and we haven't seen this for several years, so that's a good reason to be bullish on MOI and what their team have built.

Overall, Token2049 was a lot of fun. For the first time in a while, the attendees were excited about market conditions, they're looking forward to their next event (Token2049 in Singapore) and the likely market bump in the final quarter of 2025.

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