

Report on Web3 Entities' Use of Enterprise Software Systems – generated by Google AI

Prompt: *Write a report on Web3 companies, organizations and entities and their use of Enterprise Planning (ERP) systems, Customer Relationship Management (CRM) systems and other enterprise-wide software systems. The purpose of the report is to provide market data that can enable a startup Web3 organization seeking to find a viable product/market fit for a blockchain based ERP system targeted at Web3 entities, or Web2 entities that also have and need to manage Web3-based assets and transactions. Include in the report data on: The size of Web3 entities by equivalent number of full-time employees or contributors, annual turnover in USD, number of contributing developers and experts, their geographic distribution, their principal area of business activity e.g. DeFi, blockchain development, consultancy, advertising and marketing. Seek to map enterprise-wide software systems use onto Web3 entities across different meaningful variables. Seek to identify Web3 entities' needs for blockchain-based ERP systems either as stand-alone blockchain-based ERP systems or as modules that provide blockchain-based ERP functionality that integrate with existing mainstream ERP systems. Provide a list of references with internet links to all main source information. Suggest how the report could be refined, expanded or focused on specific areas.*

Google AI Output:

This report explores the current landscape of Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), and other enterprise-wide software system usage among Web3 companies and organizations. It provides market data to help a startup find a viable product/market fit for a blockchain-based ERP solution.

1. Overview of the Web3 Market

The Web3 market is dynamic and growing, valued at approximately **USD 3.2 billion in 2024** and projected to reach USD 49.1 billion by 2034, reflecting strong interest and investment. The transition to Web3 is an evolutionary process, with enterprises exploring various use cases, from financial applications to supply chain transparency.

A. Size and Demographics of Web3 Entities

Specific, comprehensive data on employee counts, annual turnover, and developer numbers for the entire Web3 sector is fragmented across various sources.

- **Size (Employees/Contributors):** Web3 entities vary widely in size, from small startups to large, established companies with dedicated Web3 initiatives. The demand for blockchain talent is high, with blockchain-related jobs increasing significantly in recent years. Many projects operate with decentralized autonomous organizations (DAOs) and

a mix of full-time employees and community contributors, making traditional "employee count" metrics difficult to apply.

- **Annual Turnover:** The market is dominated by major players such as Binance, Coinbase, and Ripple, whose revenues are publicly available, but aggregate data for the entire long-tail of Web3 entities is less formalized. Investment in Web3 startups remains strong, with over \$814 million in funding secured in Q1 2023 alone.
- **Geographic Distribution:** Web3 activity is global. The US, Europe, and Asia-Pacific regions, particularly China, India, and South Korea, show strong adoption and development, supported by local regulatory developments and innovation hubs.
- **Principal Areas of Business Activity:** Key areas include:
 - **DeFi (Decentralized Finance):** Building lending, borrowing, and exchange platforms.
 - **Blockchain Development:** Core protocol development, infrastructure (BaaS), and tooling.
 - **Consultancy:** Large consulting firms (Deloitte, KPMG) offer services to integrate Web3 and blockchain solutions.
 - **Advertising & Marketing:** Utilizing NFTs and web3 platforms for brand engagement.
 - **Other:** Supply chain management, healthcare solutions, and gaming are also prominent.

2. Use of Enterprise-Wide Software Systems

Web3 entities and traditional firms managing digital assets largely rely on mainstream Web2 enterprise software (Salesforce, QuickBooks, NetSuite, SAP) but often find these systems lack native functionality for blockchain-based operations.

- **ERP Systems:** Web3 companies often use traditional ERP systems like SAP, Oracle, and Microsoft Dynamics but face challenges in integrating decentralized, real-time, high-volume blockchain data into a centralized, rule-based system. This gap has led to the rise of specialized crypto accounting tools that bridge the gap with existing ERPs.
- **CRM Systems:** Traditional CRMs struggle with the pseudonymous, community-driven nature of Web3 interactions (e.g., Telegram, Discord communities). Specialized Web3 CRMs, such as [Holder](#), [CRMchat](#), and 3RM, have emerged to manage on-chain data, wallet messaging, and community interactions.

3. Need for Blockchain-Based ERP Systems

The current market indicates a clear need for solutions to manage the unique aspects of Web3 operations, particularly in accounting, finance, and supply chain.

- **Integration Modules (Primary Need):** The most viable immediate product/market fit lies in creating **modules that provide blockchain-based ERP functionality and integrate with existing mainstream ERP systems** (e.g., QuickBooks, NetSuite, SAP). Companies are hesitant to rip and replace their entire ERP system, so a "wedge" product that solves a specific pain point (like crypto accounting or inventory tracking via blockchain) is likely to find faster adoption.
- **Stand-alone Blockchain-based ERP Systems (Emerging Need):** A fully decentralized, stand-alone ERP is a long-term vision, often discussed in the context of managing DAOs and truly decentralized business models. While promising, this is an emerging market facing challenges with regulatory clarity, data volume, and user experience.
- **Specific Use Cases:**
 - **Transparent Supply Chains:** Combining blockchain with ERP creates a shared, real-time ledger for tracking goods and reducing paperwork.
 - **Automated Accounting/Finance:** Tools that automate the recognition of revenue, costs, and taxes for digital asset transactions are in high demand.
 - **On-Chain Credit Scoring:** New tools are being built to address the lack of on-chain risk assessment, similar to traditional FICO scores.

4. References and Source Information

- [Web3 Enabler White Paper](#)
- [SAPinsider: Web 3.0 and Inventory Management](#)
- [ResearchGate: Towards Blockchain-Integrated Enterprise Resource Planning](#)
- [KPMG: Exploring ERP in the metaverse](#)
- [Software Connect: List of Companies That Use ERP Software](#)
- Holder: CRM for Web3
- [Deloitte: Blockchain and Web3 Adoption for Enterprises](#)
- [Emergen Research: Web 3.0 market report summary](#)
- [Zeebu: Web3 for Enterprises: The State of Adoption](#)

- [Consensys: Web3 and crypto global survey 2024](#)
- [Fortune Business Insights: Web 3.0 Market Size](#)
- [Taxbit: Modern Enterprise-Grade Crypto Accounting Platform](#)
- [Cryptoworth: Web3 Accounts Receivable Tools](#)
- [Zeeve: How Blockchain Optimizes ERP](#)

5. Suggested Report Refinements and Expansion

The report could be refined by focusing on specific areas to better inform product development:

- **Case Studies:** Detailed case studies of large Web2 companies (e.g., Nike, Starbucks) that have integrated specific Web3 initiatives (NFT drops, loyalty programs) and how they managed the accounting and logistics with existing ERP/CRM systems.
- **Regulatory Impact:** A deeper focus on how evolving global regulations (MiCA in the EU, SEC in the US) impact the need for compliant, auditable, blockchain-based financial software.
- **DAO-Specific Needs:** An in-depth analysis of the operational structure of DAOs and their unique needs for decentralized ERP/CRM solutions that differ from traditional corporate structures.
- **Technical Deep Dive:** A comparative analysis of existing Web3 accounting/integration tools, outlining their technical stacks, integration capabilities (APIs, direct blockchain indexing), and specific feature sets.

Prompt: Add a section to this report exploring and explaining how developments in AI and enterprise adoption of AI tools will affect the most viable startup product/market fit of Modules Integrating with Mainstream ERPs, and the longer term potential for Stand-alone Blockchain-Based ERP Systems.

6. The Impact of Artificial Intelligence on Product/Market Fit

The rapid development and enterprise adoption of Artificial Intelligence (AI), particularly Large Language Models (LLMs) and advanced analytics tools, is set to significantly influence the product/market fit for blockchain-based ERP solutions. AI will act as both a complement to existing systems and a potential accelerator for fully autonomous, decentralized business models.

AI's Influence on Modules Integrating with Mainstream ERPs (Strong Immediate Fit)

AI developments strongly favor the immediate viability of blockchain integration modules due to improved data synthesis and automation capabilities.

- **Enhanced Data Reconciliation and Syncing:** The biggest immediate challenge in integrating centralized ERPs (like SAP or Oracle) with decentralized ledgers is data synchronization and reconciliation. AI tools can automate and significantly improve the accuracy of matching traditional fiat transactions with complex, immutable on-chain data (e.g., smart contract interactions, NFT sales, crypto payments). This reduces manual overhead and compliance risk.
- **Predictive Compliance Monitoring:** AI can analyze vast amounts of both structured ERP data and unstructured blockchain data in real-time to identify anomalies, flag potential regulatory issues, and automate compliance reporting (e.g., AML, KYC). This increased efficiency makes the "integration module" approach highly attractive to risk-averse enterprises.
- **Intelligent Automation of Workflows:** AI agents can manage the flow of information between a traditional CRM (e.g., Salesforce) and a blockchain module, automating customer onboarding using Decentralized Identifiers (DIDs) or managing supply chain interactions based on smart contract triggers, making the combined system more powerful than either system alone.
- **Verdict:** AI strengthens the viability of integration modules by solving key technical hurdles (data sync, compliance monitoring), making the hybrid approach the most pragmatic and valuable solution for the near term.

AI's Influence on Stand-alone Blockchain-Based ERP Systems (Long-term Potential)

AI also accelerates the long-term vision for fully decentralized ERPs, primarily by enabling "headless" or autonomous business operations.

- **Autonomous Economic Agents (AEAs):** The combination of AI and blockchain is leading to the concept of AEAs or Decentralized Autonomous Organizations (DAOs) where software agents execute business functions (procurement, payment, supply chain logistics) autonomously on the blockchain. A standalone, native blockchain ERP is the ideal operational backend for such an autonomous business model.
- **Decentralized Decision Making:** AI can help manage and process the vast amount of data within a fully decentralized system, providing insights that facilitate transparent, data-driven governance within a DAO structure, removing the need for centralized C-suite control typically required by traditional ERP structures.

- **Native Interoperability:** Future AI systems will likely be built to natively interact with blockchain protocols. A standalone blockchain ERP would have an inherent advantage in interacting with the next generation of AI-driven business tools over systems that rely on API bridges.
- **Verdict:** AI enhances the *potential* of standalone blockchain ERPs by enabling fundamentally new, autonomous business models. While this vision is further out than integration modules, AI is a necessary technological counterpart to achieve the full promise of a decentralized enterprise system.

Summary

For a startup seeking product/market fit, AI reinforces a dual strategy:

1. **Immediate Focus:** Leverage AI to build superior data reconciliation and compliance automation within integration modules for existing ERP giants. This offers immediate, tangible value to Web2 enterprises migrating into Web3.
2. **Long-Term Vision:** Position the company to develop the foundational ERP layer that will eventually power fully standalone, AI-driven autonomous organizations, capturing the cutting edge of enterprise architecture.