

## Solana APEX Mexico City

Feb 7, 2025

10am - 8pm

[Hacienda de los Morales](#)

**Focus Topics:** New user activation - tangible use cases about digital payments, stablecoins (RWA) and DePin.

Feb 7, 2025

| Time                | Topic                                                                                                                                     | Location |
|---------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 10:00 - 11:00 am    | <b>Doors Open</b><br>(Coffee and Conversations)                                                                                           | La Troje |
| 11:30 am            | <b>Welcome to the Solana APEX</b><br>Ellie, Sheraz, Josh & Amira (Solana Foundation)                                                      | La Troje |
| 11:45 am - 12:00 pm | <b>Fireside: What makes investing in the Solana Ecosystem special</b><br>Rodolfo Gonzalez (Foundation Capital) & David Taylor (Etherfuse) | La Troje |
| 12:00 - 12:30 pm    | <b>Payments Fireside</b><br>Sheraz (Solana Foundation) & Jorge Borges (Fireblocks)                                                        | La Troje |
| 12:30 - 1:45pm      | <b>Lunch &amp; Networking</b>                                                                                                             | La Troje |
| 1:45-2:00pm         | <b>Mexico as a Hub for Solana Innovation: Unlocking Regulatory Opportunities</b><br>Carlos Valderrama (Legal Paradox®)                    | La Troje |
| 2:00 - 2:10 pm      | <b>Case Study: Decentralized Mapping in CDMX</b><br>Gabe Nelson (Hivemapper)                                                              | La Troje |
| 2:10- 2:20 pm       | <b>GEODNET: Fueling the Future of Robotics</b><br>Mike Horton (Geodnet)                                                                   | La Troje |
| 2:20 - 2:30 pm      | <b>Helium lightning Product talk</b><br>Sam Lewis (Helium)                                                                                | La Troje |
| 2:30 - 2:50 pm      | <b>Why DePIN is blowing up on Solana</b><br><b>Panelist:</b> Hivemapper - Gabe Nelson, Geodnet - Mike Horton and Helium - Sam Lewis       | La Troje |

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|                | <b>Moderator:</b> Amira (Solana Foundation)                                                                                                 |          |
| 2:50 - 3:10 pm | <b>Payments have PMF - Now what?</b><br><b>Panelists:</b> Angel (Sphere), Rick (Decaf) and Abraham (Bando)<br><b>Moderator:</b> Ryan Barney | La Troje |
| 3:10 - 3:25 pm | <b>Earn money without noticing - the power of stablecoins</b><br>Lukas Posada (Takenos)                                                     | La Troje |
| 3:25 - 3:35 pm | <b>Rise of “boring” payment use cases with stablecoins</b><br>Raj Parekh (Portal)                                                           | La Troje |
| 3:35 - 3:50 pm | <b>Perspectivas y Oportunidades de la Industria Crypto en 2025</b><br>(Frida) Binance                                                       | La Troje |
| 3:50 - 4:10 pm | <b>Bringing RWA's to Solana</b><br>David (Etherfuse) & Lynn (CUBE)<br><b>Moderator:</b> Fernando ( Nonco)                                   | La Troje |
| 4:10 - 4:45pm  | <b>BREAK</b>                                                                                                                                | La Troje |
| 4:45 - 5:00 pm | <b>The Merchant Wallet, Bringing brick-and-mortar to the Blockchain</b><br>Izaac (Venta) & Rifados Taqueria                                 | La Troje |
| 5:00-5:15pm    | <b>Pagos Globales, soluciones Locales: El poder de las stablecoins en las remesas</b><br>Álvaro Sierra (Bitso Business)                     | La Troje |
| 5:15 - 5:30pm  | <b>The Myth of P2P Payments</b><br>Pepe (Blue - Mint)                                                                                       | La Troje |
| 5:30 - 5:45pm  | <b>Revolucionando la liquidez en Solana con automatización inteligente</b><br>Gejde                                                         | La Troje |
| 6:00 - 8:00 pm | <b>Closing Mixer</b><br><b>(Onsite at the APEX Venue)</b>                                                                                   | La Troje |

## WORKSHOP ROOMS

### Breakout Room 3 (Capacity 30) | Class Room

Feb 7, 2025

| Time           | Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Location |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|
| 1:00 - 2:00 pm | <b>Get paid in USDC (on Solana), and receive pesos</b><br>Rick & Fernanda (Decaf)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Huerta   |
| 2:15 - 3:00 pm | <b>Regulatory workshop in relation to the construction of digital payments platforms with Solana.</b><br><br>Description: Unlock the future of digital payments with our exclusive workshop on Regulatory Insights for Building Digital Payment Platforms with Solana. This hands-on session dives deep into the intersection of cutting-edge blockchain technology and evolving regulatory frameworks. Designed for fintech innovators, and blockchain enthusiasts, the workshop explores how to leverage Solana's high-speed, low-cost infrastructure while ensuring compliance with financial regulations in Mexico. Participants will gain actionable insights into navigating complex legal landscapes, designing secure and scalable platforms, and fostering trust in the ever-evolving world of decentralized finance. Join us to turn compliance challenges into opportunities for innovation and growth in digital payments.<br><br>Hosts: Carlos Valderrama, Legal Paradox® | Huerta   |
| 3:00 - 4:00 pm | <b><i>Be Your Own Telco hands-on Workshop: Learn how to earn rewards for providing cellular connectivity to more people in more places</i></b><br><br>Description: <i>Join our top deployers for a hands-on session to explore the Helium Mobile Network. Learn how to optimize deployments for better coverage and higher rewards, see real-world success stories from Mexico, and get step-by-step guidance on antenna installation. We'll also discuss the performance metrics needed to build a reliable network. This workshop is perfect for innovators looking to enhance local connectivity while earning through the Helium ecosystem.</i>                                                                                                                                                                                                                                                                                                                                    | Huerta   |

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|  | Hosts: Pepe and Longfi |  |
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**Workshop Room 2 (Capacity 15) | Theater**  
**Feb. 7, 2025**

| Time           | Topic                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Location  |
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| 1:00 - 2:00 pm | Free                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Sacristia |
| 2:00 - 3:00 pm | <b>VC Workshop: Creating a Memorable Pitch</b><br>Rodolfo Gonzalez (Foundation Capital)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Sacristia |
| 4:00 -4:30 pm  | <b>Dev or Fleet Deployer? Two Ways to Build on Hivemapper</b><br>(Gabe Nelson & David)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Sacristia |
| 5:00 - 6:00 pm | <b>Catalyst Workshop: Transforming LatAm ´s Financial Future with Paradox Ventures®</b><br><br>Description: Step into the Catalyst Workshop: Transforming LatAm's Financial Future with Paradox Ventures®, where Blockchain, FinTech, and Artificial Intelligence converge to shape a bold new era for financial services in Latin America. Participants will uncover how cutting-edge technologies can drive innovative and inclusive solutions to the region's most urgent financial challenges. Don't just imagine the future—help create it. Join us and turn bold ideas into game-changing realities.<br><br>Hosts: Carlos Valderrama, Paradox Ventures® | Sacristia |