

Stablecoins: The Future of Global Payments



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Stablecoins: The Future of Global Payments

Authors: Alice@foresightventures.com, Maximus.Hamilton@foresightventures.com

The global financial system is undergoing a profound transformation. Traditional payment networks, constrained by legacy infrastructure, slow settlement times, and high fees, are being challenged from every angle by an emerging alternative: stablecoins. These digital assets are rapidly transforming how value moves across borders, how businesses transact, and how individuals access financial services.

Stablecoins have evolved over the last few years to now serve as foundational infrastructure for global payments. Major fintech companies, payment processors, and sovereign entities are now increasingly integrating stablecoins into consumer-facing applications and enterprise financial flows. Meanwhile, new layers of financial tooling—from payment gateways to on/off-ramps and programmable yield products—are making stablecoin adoption more accessible than ever.

This report explores the stablecoin ecosystem from both a technical and commercial perspective. It analyzes the key players shaping the space, the critical infrastructure that supports stablecoin transactions, and the evolving demand dynamics driving adoption. Furthermore, it examines how stablecoins are enabling new financial use cases and what challenges still remain for their widespread integration into the global economy.

Contents

[Stablecoins: The Future of Global Payments](#)

[Contents](#)

[I. Why Stablecoin Payments?](#)

[II. The Stablecoin Sector Landscape](#)

[1\). Application Layer](#)

[2\). Payment Processors](#)

[3\). Asset Issuers](#)

[4\). Settlement Layer](#)

[III. Expanding Stablecoin Adoption: Serving Non-Crypto-Native Users](#)

[1\) The Current Landscape: Stablecoins Are Still Onchain-Centric](#)

[2\) Unlocking Real-world Enterprise Adoption of Stablecoins](#)

[Key Areas of Enterprise Adoption](#)

[A. Enterprise-First Payment Infrastructure](#)

[B. Enterprise-First Settlement Networks](#)

[C. Incentivizing Enterprises with Revenue-Sharing Stablecoins](#)

[D. Easier Stablecoin issuance for Businesses and Organizations](#)

[E. B2B Stablecoin Liquidity & Treasury Solutions](#)

[III. Expanding Consumer Use Cases Beyond Crypto-Native Users](#)

[3\) Key Consumer Adoption Themes](#)

[A. Stablecoin Integration into Mainstream Payment Apps](#)

[B. Embedded Stablecoin Payments in E-commerce & Remittances](#)

[C. New Onchain Yield Products for Non-Crypto Users](#)

[D. Streamlined KYC Process for Onboarding](#)

[IV. The Stablecoin-Native Economy: Will Consumers Skip Fiat?](#)

[1. Onchain Yield and Capital Efficiency](#)

[2. Reduced Reliance on Intermediaries for Custody](#)

[3. Regulatory Maturation and Institutional Adoption](#)

[V. Key Challenges & The Road Ahead](#)

[Current Bottlenecks](#)

[Conclusion: How Do We Accelerate Adoption?](#)

I. Why Stablecoin Payments?

To explore the impact of stablecoins, it's relevant to first examine the limitations of traditional payment solutions. These legacy systems include cash, checks, debit cards, credit cards, international wire transfers (SWIFT), ACH, and peer-to-peer payments, among others. While their integration into our daily lives feels standard, the infrastructure for many of these payment rails (e.g. ACH, SWIFT) has been around since the 1970's. Though groundbreaking at the time, much of this infrastructure is now antiquated and highly fragmented. These methods are plagued by issues like high fees, high friction, slow processing times, the inability to settle 24/7, and complex backend procedures. What's more, they often bundle (for a price) unnecessary additional services such as identity verification, lending, compliance, fraud protection, and bank integration.

Stablecoin payments are addressing these pain points. Compared to traditional payment methods, using blockchain for payment settlement greatly simplifies the payment process, reduces the number of intermediaries, provides real-time visibility of fund flows, and results in not only faster settlement times but also lower costs.

The primary benefits of stablecoin payments can be summarized as follows:

- **Real-time settlements:** Transactions are finalized nearly instantly, eliminating the delays in traditional banking systems.
- **Security and reliability:** A blockchain's immutable ledger ensures secure and transparent transactions, offering protection for the user.
- **Cost reduction:** Eliminating intermediaries significantly reduces transaction fees, saving the user from these expenses.
- **Global coverage:** Decentralized platforms can reach markets underserved by traditional financial services (including the unbanked population) and achieve financial inclusion.

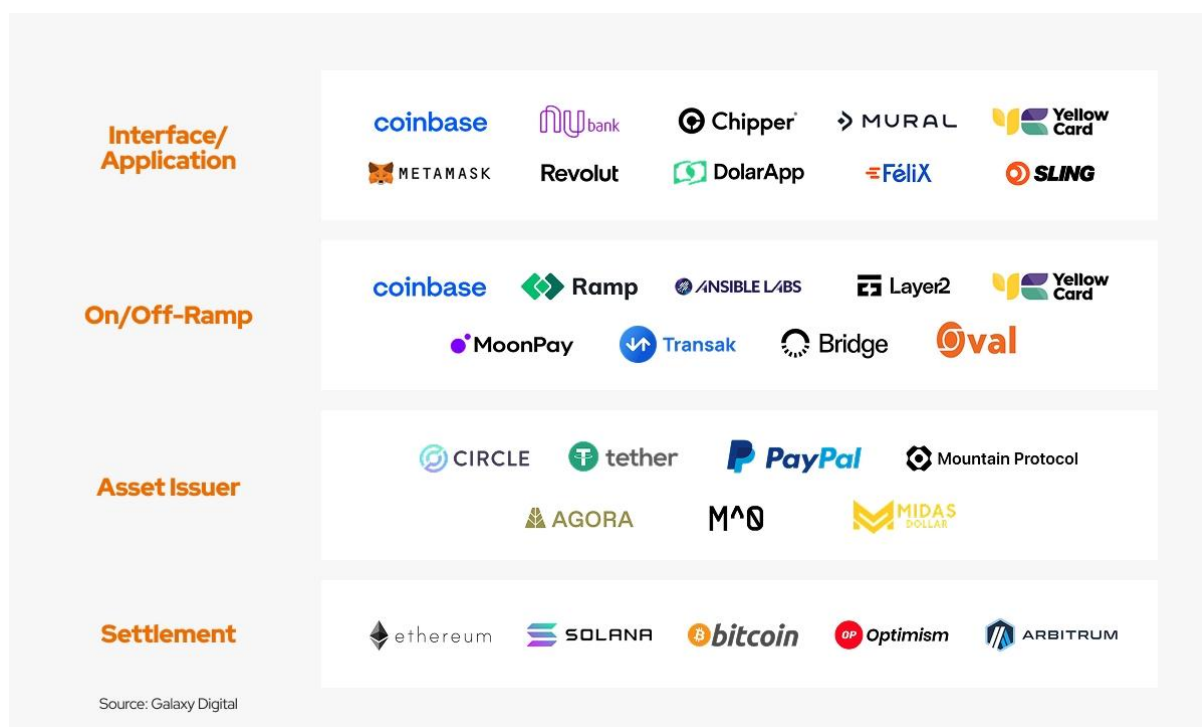
Payment Type	Transaction Fee	Time to Settle	Notes
Credit card payment	2-3% + \$0.30	Instant to merchant	High fees for merchant. Chargeback risk
Debit card payment (Regulated)	Regulated: 0.05% + \$0.21 Durbin Amendment: 0.9% + %0.15	Instant to merchant	Low fees, subject to Durbin Amendment caps
ACH transfer	\$0.20 - \$1.50	3-5 business days	Limited to domestic transfers. Funding risk
International wire transfer	\$30 - \$50	1-5 business days	High fees, exchange rate markups
Remittance service	6.65% (for \$200)	Minutes to days	Varies by service and destination country
Peer-to-peer payment app	Free (p2p) 1-3% (Business)	Instant to 1 day	Fees apply for instant transfers, credit card use and payments
Stablecoin transfer	<\$0.01	Seconds to minutes	Global availability, minimal fees

Source: al6zcrypto

Payment Method Comparison

II. The Stablecoin Sector Landscape

The stablecoin payment sector can be divided into four technology stack layers:



Stablecoin Technology Stack

These layers can be summarized as follows:

1). Application Layer

The application layer mainly consists of various payment service providers (PSPs) that integrate multiple independent on/off-ramp payment institutions into unified aggregation platforms. These platforms give streamlined stablecoin access to users, provide tools for developers building at the application level, and offer credit card services for Web3 consumers.

a. Payment Gateways

As part of the application layer, payment gateways are services that facilitate transactions between buyers and sellers by securely processing payments.

Some of the most notable companies innovating in this area include:

- **Stripe:** A traditional payment provider integrating stablecoins like USDC for global payments.
- **MetaMask:** While MetaMask itself doesn't provide direct fiat exchange functionality, users can perform fiat-to-crypto on/off-ramps through integration with third-party services.
- **Helio:** a leading payment platform with 450,000 active wallets and 6,000 merchants. With the Solana Pay plugin, millions of Shopify merchants can now settle payments in cryptocurrency and instantly convert USDY into other stablecoins such as USDC, EURC, and PYUSD.
- Apple Pay, PayPal, Cash App, Nubank, Revolut and other Web2 payment applications also allow users to complete payments now using stablecoins.

The space for payment gateway providers can be categorized into two clear categories, with definite overlap: 1) tools built primarily for developers looking to integrate stablecoin infrastructure into their workflows and 2) products made for end users to easily access stablecoin-powered financial services. While these categories are by no means mutually exclusive, most payment gateway providers tend to lean heavily toward one or the other, shaping their core product offerings, user experience, and target markets.

Developer-focused payment gateways are designed to serve businesses, fintech companies, and enterprises that need stablecoin infrastructure embedded into their workflows. They typically offer APIs, SDKs, and developer tooling that allow for integration into existing payment systems, enabling functionalities like automated

payments, stablecoin wallets, virtual accounts, and real-time settlements. Some emerging projects focused on providing this developer tooling include:

- **Iron:** Primarily positioned as a developer-first platform, Iron provides APIs that allow businesses to seamlessly integrate stablecoin-powered transactions into their existing business. It provides companies with global on/off-ramp rails, stablecoin payment infrastructure, wallets, and virtual accounts that allow for customizable payment workflows (including recurring payments, invoicing, or on-demand payouts).
- **BVNK:** Provides enterprise-grade payment infrastructure for businesses to easily work with stablecoins. BVNK offers API solutions for seamless integration, a payments platform for cross-border payments, business accounts allowing companies to both hold and transact in multiple stablecoins and fiat currencies, and merchant services giving companies the proper tools to accept stablecoin payments from their customers.

Consumer-focused payment gateways prioritize end users, offering simple and user-friendly interfaces that make it easy to access stablecoin payments, remittances, and onchain financial services. They often include mobile wallets, multi-currency support, fiat on/off-ramps, and seamless cross-border transactions. Some notable projects include:

- **Decaf:** Provides an onchain banking platform that enables personal spending, remittances, and stablecoin transactions across 184+ countries for end users. Decaf has a strong first-mover advantage in LatAm and almost zero offramp fees in working with local ramps like MoneyGram.
- **Meso:** A next-generation payment gateway offering seamless on/off-ramp solutions and direct integration with merchants, allowing users and businesses to move between fiat and stablecoins with minimal friction. Meso also supports Apple Pay USDC purchases, streamlining the process for consumers to acquire stablecoins using simple and familiar payment methods.
- **Venmo:** Venmo's stablecoin wallet feature utilizes stablecoin technology but its features are integrated into the existing consumer payments app, making it easy for users to send, receive, and spend digital dollars without needing to interact with blockchain infrastructure directly.

b. Physical/Virtual Crypto Cards

Crypto cards are payment cards that allow users to spend cryptocurrencies or stablecoins at traditional merchants. These cards typically integrate with traditional credit card networks (e.g. Visa or Mastercard), enabling seamless transactions by automatically converting crypto holdings into fiat at the point of sale.

Notable examples include:

- **Gnosis Pay:** A debit card linked to Ethereum wallets, enabling direct stablecoin spending.
- **[Ether.fi](#) Card:** A credit card launched in partnership with Visa, allowing users to easily obtain credit lines using crypto assets as collateral. The card allows for spending of fiat without selling any underlying crypto assets.
- **Raincards:** A USDC-backed corporate card designed for Web3 teams' daily business payment needs. The card allows teams to conveniently use their onchain assets (like USDC) to pay for travel expenses, office supplies, and other routine business expenses.
- **1Money:** This stablecoin ecosystem has recently launched stablecoin-supported credit cards, providing an SDK for easy Layer-1 and Layer-2 integration.

Redotpay



Go-to-Market Strategy

- 1. Social Media Activity:**
Active on X (formerly Twitter): Publishes 3-8 high-engagement tweets daily, rapidly growing followers. Has a Telegram mini-app, driving a wave of traffic.
- 2. Subsidized User Acquisition:**
Signup bonus: Each user receives \$5-\$10.
Retweet giveaways: Random draws to split \$100.
Referral program: Up to \$100 per referral.
- 3. Product Interface:**
High product usability: Supports USDC deposits across multiple blockchains, not limited to a single chain. The product is relatively mature.

Regions and Currencies

Singapore and Hong Kong

Fee Structure

- Card issuance fee: Virtual card \$10, physical card \$100.
- Deposit/withdrawal fee: \$0.
- Service fee: 1% per transaction.

User Data

- Total users: 1.1 million.
- Monthly active users (MAU): 90,000.
- Daily transaction volume: \$1 million.

Infini



Go-to-Market Strategy

- 1. Key feature: Staking dividend function.** Users can earn an annual percentage yield (APY) by depositing funds, with yields distributed daily at 11 PM. No Infini bank card is required—just open an account on the website and deposit funds.
- 2. Yield source:** Partnerships with staking protocols.
- 3. Supports direct deposits to on-chain addresses for ETH, BNB, ARB, USDT, and USDC.**

Regions and Currencies

Targets the Asia-Pacific region, primarily Chinese-speaking users.

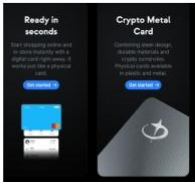
Fee Structure

- Card issuance fee: Meow card \$18.88, Woof card \$28.88
- Deposit fee: 0, Withdrawal fee: 0
- Service fee: 1.3% per transaction

User Data

Issued 35,000 cards, Total Value Locked (TVL) \$40M+

Bleap



Go-to-Market Strategy

- 1. Staking rewards:** Up to 20% annual percentage yield.
- 2. Up to 2% cashback on each transaction.**
- 3. Currently supports USDC deposits/withdrawals on Arbitrum + Base; roadmap plans for 20+ assets and 10+ blockchains; supports USD, GBP, EUR deposits.**

Regions and Currencies

Europe, headquartered in Poland

Fee Structure

- Card issuance fee: Not available (in beta)
- Deposit/withdrawal fee: 0
- Service fee: 1% per transaction

User Data

NA, in beta

The list of crypto card providers is extensive and most are not listed here. They primarily differ in their service regions and supported currencies, and all generally offer low fees for end users.

2). Payment Processors

As another layer in the stablecoin technology stack, payment processors serve as the backbone of payment rails, enabling cross-chain transactions, on/off-ramps, and seamless on-chain fund transfers. These projects facilitate the movement of stablecoins between different blockchain networks, financial institutions, and end users. They act as a critical middle layer in the payment lifecycle and ultimately bridge Web3 payments with traditional financial systems.

a. On/off-Ramp processors :

- **Moonpay:** Moonpay supports over 80 cryptocurrencies, offering various on/off-ramp methods and token swaps.
- **Ramp Network:** Ramp covers more than 150 countries, providing on/off-ramp services for over 90 crypto assets. The network handles all KYC (identity verification), AML (anti-money laundering), and compliance requirements.
- **Alchemy Pay:** A hybrid payment gateway solution supporting two-way exchange and payments between fiat and crypto assets.

b. Stablecoin Issuance & Orchestration Processor:

- **Bridge:** Bridge's core offerings include an Orchestration API and an Issuance API, the former helping enterprises integrate multiple stablecoin payments and exchanges, the latter supporting rapid enterprise stablecoin issuance. Recently acquired by payments giant Stripe, the platform is currently licensed in the U.S. and Europe and holds key partnerships with the U.S. State Department and Treasury.
- **Brale:** A similar product offering to Bridge, including a regulated stablecoin issuance platform, payment orchestration solutions, and reserve management APIs.
- **Perena:** Perena's Numeraire platform (in beta) simplifies stablecoin issuance and swapping by providing concentrated liquidity in a single seed pool. With a well-capitalized seed pool it reduces barriers to entry for niche stablecoins and makes it easier for smaller stablecoins to be created by specific entities. By lowering the friction for smaller projects to launch their own stablecoins, Perena could drive the creation of more organization-specific stablecoins going forward.

3). Asset Issuers

Asset issuers are responsible for creating, maintaining, and redeeming stablecoins. Their business model typically centers around the balance sheet, similar to bank operations; they accept customer deposits and invest the capital in high-yield assets like U.S. Treasury bonds to earn a spread. We can identify three layers of stablecoin innovation occurring at the asset issuer level, again with overlap: static reserve-backed stablecoins, yield-bearing stablecoins, and revenue-sharing stablecoins.

1. Static Reserve-Backed Stablecoins

The first generation of stablecoins introduced the foundational model for digital dollars: centrally-issued tokens backed 1:1 by fiat reserves held in traditional financial institutions. Key players in this category include both Tether and Circle, with market caps of \$142 billion and \$56 billion, respectively.

Tether's USDT and Circle's USDC are the most widely used stablecoins, both backed by USD reserves at a 1:1 ratio in Tether and Circle's financial accounts. These stablecoins are currently integrated with multiple platforms, have shown strong adoption across the board, and serve as the base pairs for a massive proportion of crypto trading and settlements. Notably, the value capture of these stablecoins returns to the asset issuers themselves. USDT and USDC primarily benefit their issuing entities by generating revenue through an interest spread (float) rather than sharing yield with users.

2. Yield-Bearing Stablecoins

The second evolution of stablecoins moves beyond simple fiat-backed tokens by embedding native yield generation. Yield-bearing stablecoins provide holders with onchain returns, typically derived from mechanisms like short-term T-bill yields, DeFi lending strategies, or staking rewards. Unlike traditional static stablecoins, which passively hold reserves, these assets actively generate income while maintaining price stability.

Notable protocols providing this onchain yield include:

- **Mountain:** A regulated and fully audited financial platform that provides USDM, a yield-bearing stablecoin with 4.70% current APY. Mountain allows users to simply hold USDM in their wallets and earn interest on a daily basis, making it attractive to users seeking passive yield without additional staking or otherwise complex DeFi involvement. USDM has a current market cap of \$152 million.
- **Level:** A decentralized protocol offering lvlUSD, a stablecoin composed of a liquid restaked dollar. Level explores a new method of stablecoin yield generation; it uses lvlUSD to secure multiple decentralized networks and collect the additive yield from these networks, which is then passed on to the holder of lvlUSD. lvlUSD has a current market cap of \$52 million.
- **Ethena:** A stablecoin protocol that issues USDe, an onchain synthetic dollar backed by delta-hedged ETH, BTC, and SOL collateral. Ethena's unique design allows USDe holders to earn organic yield (6.00% current APY) sourced from the funding rates of perpetual futures markets. USDe has a current market cap of \$5.4 billion.
- **CAP Labs:** Built on the highly anticipated megaETH blockchain, CAP is developing a next-generation stablecoin engine that seeks to provide new sources of yield for stablecoin holders. CAP stablecoins generate scalable and adaptive yield by tapping into exogenous revenue sources including arbitrage tactics, MEV, and RWAs — yield streams traditionally reserved for sophisticated institutional players.

3. Revenue-Sharing Stablecoins

Revenue-sharing stablecoins enable applications to effectively share the revenue from their own distribution channels, further transforming stablecoins from passive payment instruments into active financial assets. Unlike static stablecoins or yield-bearing stablecoins, which derive returns from external sources like money market instruments or DeFi lending, revenue-sharing stablecoins integrate built-in monetization mechanisms that distribute a portion of transaction fees, interest income, or other revenue streams directly to users, issuers, or ecosystem participants. This model importantly aligns incentives between stablecoin issuers, their distributors, and end-users.

There are currently three leaders in the revenue-sharing category:

- **Paxos:** As a growing stablecoin issuer, Paxos announced the launch of USDG in November 2024, regulated by the Monetary Authority of Singapore's upcoming stablecoin framework. Paxos shares stablecoin revenue and interest income generated from reserve assets with partners who help to grow the network's utility. This includes Robinhood, Anchorage Digital, and Galaxy, among others. USDG has a current market cap of \$110 million.
- **M^0:** The M^0 team consists of former MakerDAO and Circle veterans, and the vision of M^0 is to act as a simple, trusted neutral settlement layer that enables any financial institution to mint and redeem M^0's revenue-sharing stablecoin, "M". M^0 protocol shares most of the interest revenues with the approved distributors referred to as Earners. One key difference between "M" and other revenue-sharing stablecoins is that "M" can also be used as the "raw material" of other stablecoins, such as USDN (Noble's revenue-sharing stablecoin). "M" has a current market cap of \$125 million.
- **Agora:** Similar to USDG and "M", Agora's AUSD also shares revenue with applications and market makers that integrate AUSD. Agora also has strategic support from a number of market makers and applications, including Wintermute, Galaxy, Consensus, and Kraken Ventures. AUSD has a current market cap of \$57 million.

4). Settlement Layer

The settlement layer of the stablecoin technology stack underpins the stablecoin ecosystem, ensuring finality and security for transactions. It consists of payment rails (blockchain networks) that process and validate stablecoin transactions in real-time. These payment rails provide crucial settlement infrastructure at both the Layer-1 and Layer-2 level. Many distinguished networks of today function as critical settlement layers for stablecoin transactions:

- **Solana:** A high-performance blockchain known for its impressive throughput, fast finality, and low fees. Solana has emerged as a key settlement layer for stablecoin transactions, particularly in consumer payments and remittances. Its ecosystem strongly supports the PayFi use case by actively encouraging developers to build Solana payment applications and hosting PayFi events and hackerhouses.
- **Tron:** A Layer-1 holding significant market share in stablecoin payments. USDT on Tron is widely used for cross-border payments and peer-to-peer (P2P) transactions due to its efficiency and deep liquidity. Tron also focuses strongly on B2C transactions but currently lacks deep support for B2B scenarios.
- **Codex:** An OP Layer-2 for cross-border B2B payments, Codex aggregates on/off-ramp service providers, market makers, exchanges, and stablecoin issuers to provide a one-stop settlement solution for enterprises. Codex boasts a strong distribution channel, sharing 50% of its sequencer fees with Circle to create strong flow.
- **Noble:** A USDC-native asset issuance chain designed for Cosmos and IBC ecosystems. Cosmos is the fourth-largest USDC issuance chain and is already integrated with Coinbase. Projects integrating Noble can deposit USDC into over 90 IBC modular chains (e.g. dYdX, Osmosis, Celestia, SEI, Injective) with one click.
- **1Money:** A purpose-built Layer-1 network designed specifically for stablecoin payments. Transactions are processed immediately with **equal priority and fixed fees**, meaning there is no transaction reordering and no entity can “skip the line” by paying higher fees. The network also makes gasless transactions available through ecosystem partners for an enhanced user experience.

III. Expanding Stablecoin Adoption: Serving Non-Crypto-Native Users

1) The Current Landscape: Stablecoins Are Still Onchain-Centric

Today, most stablecoin projects cater to **onchain users and crypto-native developers**, with mature but crowded infrastructure. While this has driven liquidity and DeFi adoption, it has done little to **bridge stablecoins into the mainstream economy**.

With **regulatory clarity improving**, there is an **emerging demand from enterprises and non-crypto-native users** looking for stablecoin solutions that are easy to use, compliant, and seamlessly integrated into existing financial systems. Companies like

Bridge, Decaf, and Iron are leading the way in creating regulated, user-friendly stablecoin products for different regions.

While **most of these endeavors to bring stablecoin payments from the chain level to real life currently happen at the application layer**, in the future we expect it will expand from payment gateways to processors and to asset issuers driven by policy benefits & market demand.

2) Unlocking Real-world Enterprise Adoption of Stablecoins

For stablecoins to truly gain mass adoption, one potential method is to integrate with **existing financial systems** rather than remain siloed in crypto-native applications. This is currently happening at both the enterprise and consumer level.

Key Areas of Enterprise Adoption

A. Enterprise-First Payment Infrastructure

One of the strongest drivers of mainstream stablecoin adoption is the growing demand from large enterprises for stablecoin infrastructure. Businesses are increasingly relying on stablecoins as a bridge between fiat and crypto, given their ability to streamline global trade, enhance treasury management, and improve operational efficiency. This demand has fueled the success of crypto projects focused on building enterprise-grade stablecoin infrastructure, offering payment solutions that integrate seamlessly into existing financial workflows.

BVNK is a prime example of a company taking this enterprise-centric approach. It seeks to solve the orchestration problem that persists—the complexity of coordinating fiat and stablecoin transactions across multiple parties, payment networks, and jurisdictions to optimize cost, speed, and compliance for businesses. Unlike traditional payment gateways that merely facilitate stablecoin transactions, BVNK acts as a cohesive infrastructure layer, automating and optimizing the entire transaction lifecycle from on-ramp to off-ramp.

BVNK is purpose-built for enterprise adoption, offering a unified API that allows businesses to embed stablecoin payments directly into their existing financial systems. Many enterprises must manually coordinate liquidity providers, conversion partners, and local payout rails, making stablecoin adoption inefficient at scale. BVNK solves this by automating the entire payment workflow, ensuring businesses can seamlessly process stablecoin transactions without operational bottlenecks.

The protocol also introduces a true multi-rail solution, integrating local banks, crypto liquidity providers, and fiat off-ramps into a single payment engine. Instead of forcing businesses to manage multiple intermediaries, BVNK automatically routes funds through the **fastest, cheapest, and most reliable channels**, optimizing every transaction in real time.

A summary of BVNK's key features includes:

- Smart routing: BVNK dynamically selects the most cost-effective conversion and payout paths for every transaction.
- Real-time tracking and analytics: Businesses gain full transparency into cross-border stablecoin transactions.
- Scalable execution: BVNK provides a true end-to-end solution, eliminating the need for companies to piece together various liquidity providers and fiat rails.

As enterprise adoption of stablecoins continues to accelerate, solutions like BVNK will play a pivotal role in making stablecoin payments frictionless, scalable, and fully integrated with global commerce. By solving the inefficiencies that prevent businesses from adopting stablecoins at scale, BVNK is not just enabling stablecoin transactions—it's laying the foundation for a financial system where stablecoins could become the primary medium of exchange for enterprises worldwide.

B. Enterprise-First Settlement Networks

Enterprise-focused settlement networks are becoming increasingly relevant in facilitating seamless, high-speed, and fully regulated transactions for businesses. These networks are designed to optimize B2B cross-border payments. They're easy to integrate into enterprise technology stacks and fully compliant with regulatory standards.

Purpose-built settlement networks like Codex are paving the way for such seamless B2B transactions. Codex is a Layer-2 solution built specifically for cross-border transactions, allowing businesses to send and settle payments on a T+0 basis and in virtually any currency pair. At the Layer-1 level, Solana is now fully committed to being one of the most active ecosystems driving the PayFi narrative, positioning itself as a high-performant settlement layer that can rival traditional payment networks. Solana Pay, an open-source payments protocol built on the network, allows merchants to accept and settle direct-to-wallet stablecoin transactions without intermediaries, and projects like [Helio](#) are integrating Solana-powered stablecoin payments into e-commerce to provide instant cross-border transaction settlement for merchants and freelancers.

Beyond the technology stack, L1 and L2 networks are actively engaging with enterprises, financial partners, and local businesses to promote stablecoin-driven payments. This is especially powerful in underbanked regions like Latin America and Southeast Asia, where stablecoins provide enterprises with more accessible and efficient infrastructure than traditional banking rails.

C. Incentivizing Enterprises with Revenue-Sharing Stablecoins

As touched on above, revenue-sharing stablecoins provide built-in monetization incentives for enterprises that integrate them, actively distributing a portion of transaction fees, interest income, or other revenue streams to ecosystem participants. This model aligns incentives between issuers, distributors, and applications, making stablecoins more than just a medium of exchange — they become an economic engine that rewards those who contribute to their adoption. Revenue-sharing stablecoins don't only target end users, they prioritize distribution through fintech apps, payment processors, and financial institutions, creating and leveraging network effects to accelerate adoption.

By embedding financial incentives directly into their design, revenue-sharing stablecoins shift the economic model from passive adoption to active distribution growth. Instead of relying on organic user demand, they encourage ecosystem participants to actively push adoption in exchange for a share of this revenue. Paxos, M⁰, and Agora all leverage this revenue-sharing design:

- **USDG (Paxos):** USDG is designed for institutional adoption, with revenue-sharing mechanisms that distribute interest income from reserve assets to key partners, such as Robinhood, Anchorage Digital, and Galaxy. By incentivizing large fintech platforms and custodians to integrate USDG, Paxos is expanding its stablecoin's reach through established financial networks.
- **M (M⁰):** M⁰ introduces a modular framework where financial institutions can mint and redeem "M", earning a share of the stablecoin's generated revenues. M also serves as the base asset for other stablecoins, such as [USDN](#) (Noble's revenue-sharing stablecoin), making it a valuable settlement layer for financial markets.
- **AUSD (Agora):** AUSD follows a similar model, distributing revenue to market makers and applications that drive stablecoin adoption.

This rise of the revenue-sharing model is reshaping enterprise adoption of stablecoins, making them not only an efficient solution for payments but also a new revenue stream for ecosystem partners. As more institutions recognize the economic benefits

of integrating revenue-sharing stablecoins, this model could become a dominant force in stablecoin monetization.

D. Easier Stablecoin issuance for Businesses and Organizations

Another key trend furthering enterprise adoption is the ability for entities to more easily issue and manage their own stablecoins. Several notable companies are building in this area, including **Perena**, which is currently working on its flagship Numeraire platform (currently in beta).

Built on the Solana network, Perena's Numeraire is an AMM designed for creating and swapping stablecoins. It uses a hub-and-spoke model, with its native stablecoin, USD*, as the central reserve asset ("hub"). Stablecoins pegged to different assets ("spokes") connect to USD*, ensuring deep liquidity and efficient trading.

This setup allows smaller stablecoins to tap into USD*'s liquidity from its well-capitalized seed pool, making it easier for individual entities to issue their own stablecoins with lower barriers and friction. As a result, Perena's liquidity model will likely allow more organization-specific or even country-specific stablecoins to emerge.

The trend toward organizations or countries launching their own stablecoins appears likely to gain momentum, particularly as the infrastructure making it easy for them to do so continues to mature. As an example, the country of Nigeria just [introduced](#) its first fully compliant stablecoin, cNGN. Other countries are likely to follow suit.

E. B2B Stablecoin Liquidity & Treasury Solutions

As stablecoins gain traction in enterprise finance, businesses are increasingly exploring ways to hold, manage, and optimize stablecoin liquidity for operational efficiency and yield generation. Traditional corporate treasuries generally rely on bank deposits, money market funds, and short-term bonds to manage liquidity and earn yield. Stablecoins now provide a blockchain-based alternative that offers these desired benefits with greater speed and flexibility.

Stablecoins provide one of the clearest ways for businesses to optimize their working capital efficiency. Unlike traditional banking systems, where settlement cycles can take days and liquidity is constrained by banking hours, stablecoins enable real-time transactions with 24/7 liquidity, ensuring that capital is never idle and always available when needed. One of the key inefficiencies in corporate treasury management is the reliance on *nostro* and *vostro* accounts for foreign exchange transfers. These accounts require businesses to pre-fund cross-border transactions, often tying up substantial capital in various currencies to facilitate international payments. Stablecoins eliminate

this need by allowing businesses to hold a single digital dollar equivalent that can be instantly converted and settled across jurisdictions without intermediary banking friction.

Beyond payments, onchain yield generation is becoming an increasingly attractive tool for businesses managing their treasuries in stablecoins. Businesses can allocate capital into stablecoins generating yield from underlying T-bills, DeFi lending markets, or staking mechanisms, enabling them to generate passive income on their reserves while maintaining liquidity at all times.

As a first-mover protocol in this category, Mountain provides powerful treasury solutions for enterprises looking to earn yield on their fully liquid assets. Mountain's USDM stablecoin natively accrues yield from underlying U.S. Treasuries, allowing businesses to simply hold a highly liquid and fully redeemable digital dollar equivalent and earn risk-adjusted returns comparable to traditional money market funds. Importantly, Mountain is fully regulated under the Bermuda Monetary Authority and audited by OpenZeppelin to ensure the necessary compliance that corporations demand from their financial treasury assets.

III. Expanding Consumer Use Cases Beyond Crypto-Native Users

As stablecoins become easier to access and integrate into traditional financial apps, **non-crypto-native consumers** will begin using them without even realizing they're doing so. Just as users interact with digital payments today without understanding the underlying banking infrastructure, stablecoins will increasingly function as the invisible backend powering faster, cheaper, and more efficient transactions across various industries.

3) Key Consumer Adoption Themes

A. Stablecoin Integration into Mainstream Payment Apps

One of the strongest signals of stablecoin adoption is their increasing integration into major payment platforms like Apple Pay, PayPal, and Stripe. Mainstream applications like these are incorporating stablecoin transactions into their existing infrastructure, allowing millions of users to interact with stablecoins in a seamless and familiar way.

B. Embedded Stablecoin Payments in E-commerce & Remittances

The ability to use stablecoins for everyday transactions is a crucial driver of adoption, particularly in e-commerce and cross-border remittances, where traditional payment systems are slow, expensive, and reliant on outdated banking networks. Embedded stablecoin payments in these niches provide:

- **Faster and cheaper checkout experiences:** Stablecoin payments eliminate intermediaries, reducing transaction fees and settlement times for both merchants and consumers. Integrated into major e-commerce platforms, they can provide an alternative to credit card networks, offering instant finality and lower processing costs.
- **Direct-to-wallet payments for gig workers and international freelancers:** Stablecoins enable remittance senders and freelancers/gig-workers to send and receive payments instantly and at lower fees compared to traditional banking or remittance services. This will inevitably make them a preferred option for global labor markets.

As stablecoin rails become embedded into mainstream platforms, their adoption will expand beyond crypto-native circles, creating a future where consumers unknowingly leverage blockchain-powered transactions for everyday financial activities.

C. New Onchain Yield Products for Non-Crypto Users

The ability to earn yield on *digital* dollars is another compelling value proposition of stablecoins, a feature that remains largely untapped by traditional finance. While DeFi-native users have long accessed onchain yield, new products are emerging to make these opportunities accessible to mainstream consumers through simplified, regulated interfaces.

The key to giving non-crypto users access to this new source of yield lies in the ability to bridge traditional finance users to onchain yield in a seamless and simplistic way. Historically, accessing DeFi yields required technical expertise, self-custody, and interaction with complex protocols. Now, regulated platforms are abstracting away these complexities, offering intuitive interfaces that enable users to earn yield on stablecoin holdings without needing deep crypto knowledge.

As a protocol building at the forefront of this narrative, Mountain recognizes the importance of making onchain yield easily accessible to both native and non-native crypto users. Unlike traditional stablecoins that act solely as a medium of exchange, Mountain's USDM distributes yield directly to its token holders on a daily basis by default. Its current 4.70% APY is generated from short-term, low-risk U.S. Treasuries, making it an attractive alternative to both traditional bank deposits and DeFi staking mechanisms. Importantly, Mountain appeals to non-crypto-native users in a few ways.

- **Seamless passive yield:** Users simply hold USDM in their wallets and automatically accrue yield, eliminating the need for additional staking, taking part in complex DeFi strategies, or any form of active management.
- **Regulatory compliance:** USDM is fully audited, fully collateralized, and structured with segregated, bankruptcy-remote accounts, ensuring a similar level of investor protection and transparency that users would demand from holding off-chain money-market instruments.
- **De-risking on-chain yield:** Mountain's architecture allows it to minimize many of the risks unique to stablecoins and digital assets, risks that may turn many non-crypto-native users away. Mountain minimizes exposure to bank failures and stablecoin depegs by keeping reserves exclusively in U.S. Treasuries and simultaneously securing USDC-denominated lines of credit. This ensures liquidity even during market stress, replicating the same theoretical solvency levels as traditional government yield products.

Solutions like Mountain's represent a major shift for non-crypto users. For retail users, USDM provides an intuitive, low-risk entry point into digital asset yield and stablecoin use. For institutions and corporate treasuries, USDM offers a regulated, stable, and interest-bearing alternative to traditional banking products, making it an attractive treasury management tool. Mountain's long-term strategy involves deepening USDM's integrations within both DeFi and TradFi ecosystems, expanding multi-chain support, and forging new institutional partnerships (including its existing collaboration with **BlackRock**). These goals will further simplify access to onchain yield and create strong incentives for non-crypto-native users to adopt stablecoins.

D. Streamlined KYC Process for Onboarding

For stablecoins to achieve widespread consumer adoption, the Know Your Customer (KYC) process must be both frictionless and compliant with local regulations. A key challenge in onboarding non-crypto users is the often cumbersome identity verification process, which can deter mainstream adoption and lead to abandonment rates. To overcome this, modern stablecoin payment providers are providing tiered verification, embedding KYC directly into their platforms, and porting compliance credentials across different partnership applications to ensure seamless onboarding.

The lack of a cohesive regulatory framework across different jurisdictions poses a challenge to simplifying the KYC process for both providers and users. Leading providers are providing modular KYC frameworks that adapt verification processes based on regional regulations. For instance, Circle's USDC platform offers tiered verification, where users can access basic transactions with minimal KYC while unlocking higher limits through additional verification steps.

Furthermore, rather than requiring users to complete separate verification steps, modern platforms are integrating KYC directly into their payment flows. For example, Ramp and MoonPay allow users to purchase stablecoins using a debit card while completing KYC in real-time, reducing the need for lengthy manual reviews. Similarly, BVNK provides embedded KYC solutions for businesses, allowing enterprises to onboard customers quickly and securely without disrupting the payment experience. Notably, many of these solutions also store customer credentials, which can then be utilized in most partner applications, removing the need for users to undergo the KYC process a second time with these services.

Going forward, refining KYC into a seamless and automated process will be crucial for stablecoin payment providers to eliminate some of the existing barriers for mainstream users and increasingly bring them onchain.

IV. The Stablecoin-Native Economy: Will Consumers Skip Fiat?

One of the most intriguing questions that emerges when forecasting the future impact of stablecoins is how deeply they will assimilate into our financial economy. *Will a stablecoin-native economy become standard — and will this lead to consumers actively choosing to hold their capital in stablecoins instead of fiat?*

While stablecoins accelerate global payments and save both time and monetary capital, real-world transactions still rely on fiat on/off-ramps. This creates the metaphorical “stablecoin sandwich” framework used to describe the reality that stablecoins act solely as a bridge between fiat currencies in the middle of a transaction’s lifecycle. While many stablecoin payment providers focus on fiat interoperability, essentially making stablecoins a temporary transfer layer between fiat currencies, what’s perhaps more interesting is to envision a future where stablecoin-native payment service providers (PSPs) exist and stablecoin payments function natively. This means rethinking payments from the ground up, assuming a world where transactions, settlements, and treasury functions occur entirely on-chain.

Companies like Iron are actively innovating in this area, building for a future where stablecoins are not just a bridge between fiat systems but the foundation of an entirely onchain financial system. While other payment solutions generally replicate traditional financial rails with stablecoins, companies like Iron are developing as an onchain-first payments and treasury stack, with the anticipation that in the future money will remain onchain and financial markets will become truly interoperable, settling 24/7 in real-time on shared public ledgers.

As to the feasibility of this future where money remains onchain, this will entirely depend on whether consumers choose to on/off-ramp their stablecoins to fiat currencies in order to settle by legacy rails or instead maintain their capital onchain. There are several key factors to consider that could drive this transition:

1. Onchain Yield and Capital Efficiency

One of the most compelling reasons consumers may keep their money in stablecoins is the ability to earn passive, risk-adjusted yield directly onchain. In a stablecoin-native economy, consumers would have more control over how their capital is put to work, with near-instant access to returns that generally outperform traditional savings accounts. For this to truly become a reality, users must find attractive yield opportunities going forward and the protocols offering this yield must reach levels of maturity that promise little counterparty risk.

2. Reduced Reliance on Intermediaries for Custody

Holding stablecoins removes the need for traditional banking relationships. Today, users depend on banks for account custody, payments, and access to financial services. However, stablecoins enable self-custodial wallets and programmable finance, where users can hold and manage their own money without requiring a third-party intermediary. This is particularly valuable in regions with unstable banking systems or where access to financial services is limited. While the self-custody model is becoming increasingly attractive, most non-crypto-native users are either unaware of it or hesitant to interact with their funds in this way. In order to truly adopt a self-custody model, consumers will likely demand more regulatory safeguards and capable applications.

3. Regulatory Maturation and Institutional Adoption

As stablecoins continue to gain regulatory clarity and become more widely accepted, consumers will have greater trust in their ability to hold value over time. If major enterprises, payroll providers, and financial institutions begin settling transactions natively in stablecoins, users will see fewer reasons to convert back to fiat. This is similar to how consumers gradually transitioned from cash to digital banking—once an infrastructure is widely adopted, the need for legacy systems declines.

Notably, the transition toward this stablecoin-native economy would ultimately cannibalize many existing payment rails. If consumers and businesses increasingly opt to store value in stablecoins rather than fiat in traditional bank accounts, the implications for existing payment systems are significant. Credit card networks, remittance companies, and banks rely on transaction fees and foreign exchange

spreads as primary revenue sources. However, stablecoins settle instantly and at near-zero cost on blockchain networks, effectively disintermediating these players if stablecoins can be used as freely as fiat in a given country's economy.

Moreover, a stablecoin-native economy would challenge the premise of fiat-based banking, where deposits serve as the foundation for lending and credit creation. If capital remains onchain, banks could see deposit flight, reducing their ability to lend and generate yield from customer funds. This could accelerate a financial system shift where decentralized and onchain financial services replace the traditional role of banks.

What's clear is that a theoretical stablecoin-native economy could become a reality so long as incentives align in favor of keeping money onchain. Such a transition would be gradual, but as onchain yield opportunities grow, banking frictions persist, and stablecoin payment networks mature, consumers may increasingly choose stablecoins over fiat, leading to the gradual obsolescence of certain legacy financial rails.

V. Key Challenges & The Road Ahead

Current Bottlenecks

- **Regulatory Uncertainty** – More clarity is needed for banks, enterprises, and fintechs to fully adopt stablecoins.
- **User Experience (UX) Friction** – Non-crypto users need **simpler and more seamless interfaces** to interact with stablecoins.
- **Enterprise Risk & Compliance Concerns** – Large businesses require **clear compliance frameworks** before adopting stablecoins at scale.

While bottlenecks exist in both user acceptance and business adoption, we anticipate that regulatory clarity from the U.S. government will ultimately favor stablecoins. This will encourage more traditional users and enterprises to adopt regulated currencies, despite potential KYC/KYB frictions for both parties. In the long run, the market holds significant potential.

By segmenting the market into **crypto-native** and **non-crypto-native** users, we observe that while the crypto-native segment is well-served, the non-crypto-native market remains largely untapped. This gap presents a major opportunity for innovative companies to establish a first-mover advantage in onboarding new users into crypto.

Within the on-chain side, the stablecoin market is already highly competitive. Many players are focusing on increasing use cases, locking in TVL through higher yields, and incentivizing users to hold stablecoins. As the ecosystem evolves, success will depend

on expanding real-world applications, fostering interoperability among different stablecoins, and reducing friction for both businesses and consumers.

Conclusion: How Do We Accelerate Adoption?

- **Applications:** Simplify the **consumer experience**. Build regulatory-first stablecoin solutions that provide higher yield and better experiences than Web2 payment rails.
- **Processors:** Focus on **enterprise-friendly out-of-the-box infrastructure** to provide seamless stablecoin solutions for businesses while maintaining full regional compliance.
- **Asset issuers:** Potentially pass along stablecoin yields to non-crypto native companies and users, incentivizing them to hold stablecoins instead of fiat.

Mass adoption of stablecoins will not solely come from emerging startups but from the collaboration of established distribution channels. Four major fintech companies have officially announced their entry into the stablecoin space: Robinhood and Revolut are launching their own stablecoins, Stripe recently acquired Bridge to enable faster and cheaper global payments, and Visa is helping banks launch stablecoins despite its own interests. We're seeing a trend where Web3 payment startups are taking advantage of mature distribution channels by integrating their technology into existing companies with SDKs, offering users the option to pay with both fiat and crypto in any situation. This approach helps address the cold-start problem and builds trust with enterprises and users from the beginning.

Stablecoins have the potential to **reshape financial transactions globally**, but **mass adoption ultimately depends on bridging the gap between onchain ecosystems and the broader economy**.