Interview guideline

Interview context:

- **Background:** Master thesis at the Chair for Strategy & Organization at the Technical University of Munich (TUM) supervised by Prof. Dr. Isabell M. Welpe

- **Topic:** Factors driving the adoption of cryptocurrency payments.

- **Format:** Semi-structured expert interviews will be conducted with industry experts, lasting about 30 minutes. A PowerPoint is provided to guide through the interview.

- **Goals:** Obtain further information on the impact of single factors, gain insights into the payment process, add potential additional factors, and acquire expertise about Stablecoins.

- **Use:** Additional data for the analysis, verifying, and supplementing data from literature and secondary sources.

Opening credits:

The interview aims to collect data for my master thesis on the factors driving the adoption of cryptocurrency payments. The thesis lists and collects factors for adoption from various scientific literature and then analyses cryptocurrencies on behalf of the collected factors. Other entities like payment gateways will also play a part in the analysis. The goal is to find out if currently available cryptocurrencies fulfill all relevant factors and therefore could become an essential means of payment.

The interview data will only be used for my master thesis at the Chair of Strategy & Organization at TUM and will be treated confidentially. Personal details such as name and age will only be included in the interview with consent. In general, the interviewee is always free not to answer questions. With consent, the interview will be recorded for subsequent transcription.

Questions:

Basic / Personal Information:

What is your name and current occupation?

How long have you been occupied in or related to the cryptocurrency industry?

What points of contact have you had with the cryptocurrency industry?

Cryptocurrency Factors:

Following factors are listed from various scientific papers:

- Volatility:
- Security:
- Transaction Costs:
- Transaction Speed:
- Number of accepting venues:
- Usability:

- Availability / Accessibility:
- Decentralization of a cryptocurrency:
- Throughput:
- Number of Supporters (Github Followers & Commits):
- Current & Historical Success of a Crypto (Market Cap, Estimated number of Users, daily transaction volume):
- Regulations:
- Knowledge:
- Trust:

Which of those factors deem you most important/impactful?

Rate the influence on cryptocurrency payment adoption for the following factors from 0 to 3 (0: No influence; 1: low influence; 2: medium influence; 3: high influence)

Is there any factor missing?

Is energy consumption/sustainability of cryptocurrencies a factor relevant for cryptocurrency payments, especially with increasing environmental awareness in mind?

How would you rate the importance of this factor from 0 to 3?

Cryptocurrency Payment Process:

How do exchanges, wallets, and payment gateways fit into the process?

Dose this process picture cover the basic process?
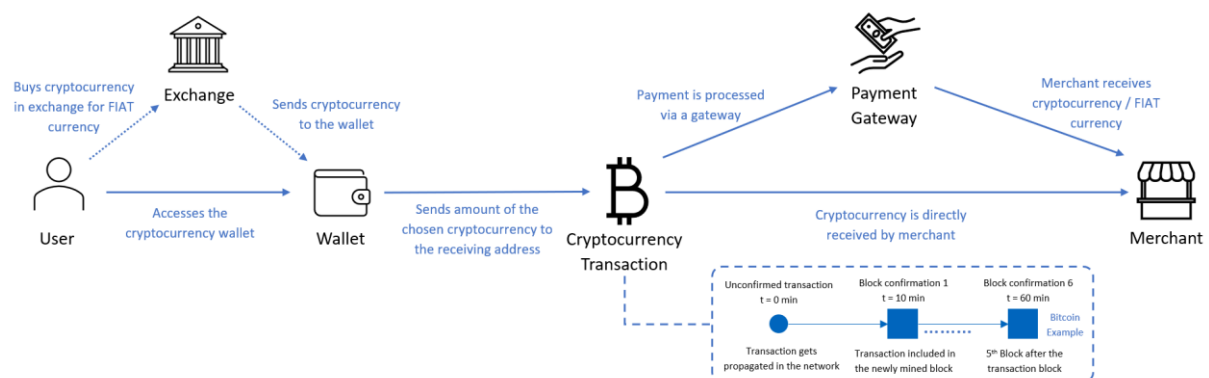
Which adoption factors can exchanges influence?

Which adoption factors can wallets influence?

Which adoption factors can payment gateways influence?

Stablecoins:

What do you think about Stablecoins? Could they be a viable solution for cryptocurrency payments?

Are there any current problems hindering their acceptance?

Which one do you see best suited for the future out of these three types of Stablecoins (FIAT-backed Stablecoins like Tether or USDC; Algorithmic-backed Stablecoins like Terra/LUNA; Crypto-backed Stablecoins like Dai)?

Future Outlook:

Do you think cryptocurrency payments will see an increase in adoption?

What are the current roadblocks regarding the adoption?

Are there any technical challenges that still need to be solved?

Geographically, adoption of cryptocurrency payments is higher in countries without a strong FIAT currency like the US Dollar or the Euro. What do you think are the reasons for this?

Finally: Is there anything you would like to add or mention that I have not addressed through my questions?