

Title: Base L2 Launch & Coinbase Onchain Bet Code: NT-120 Author: Gabriel Berlitz Rondon Language: en Date: 2023-07-30 Methodology: adoption\_brief  
Tags: #l2 #coinbase #rollups

## User Moment

Coinbase framed Base as ‘Onchain Summer,’ inviting artists, brands, and DeFi teams to ship limited campaigns. Because onboarding reused Coinbase accounts, newcomers could bridge with one click, bypassing steep learning curves around seed phrases.

## Product Surface

Base leverages the OP Stack but ships Coinbase-specific tooling: wallet-as-a-service, gasless transactions via paymasters, and detailed developer telemetry. Sequencer transparency reports emphasized how much MEV profit Coinbase retained versus rebating to users.

## Ecosystem Reaction

Friend.tech’s social trading experiment spiked Base activity days after mainnet, showcasing how a single viral app can define an L2’s perception. Competing rollups doubled down on differentiators—Arbitrum on Nitro throughput, zkSync on validity proofs—to avoid losing narrative share.

## Execution Lessons

Owning both exchange distribution and L2 infrastructure lets Coinbase treat onchain features like product updates, but it also raises expectations around neutrality, censorship resistance, and exit strategies if the sequencer halts.