Meet Tesseract, a Startup Bringing Blockchain to Mobile In the 2019 dLab/EMURGO Accelerator Program

emurgo.io
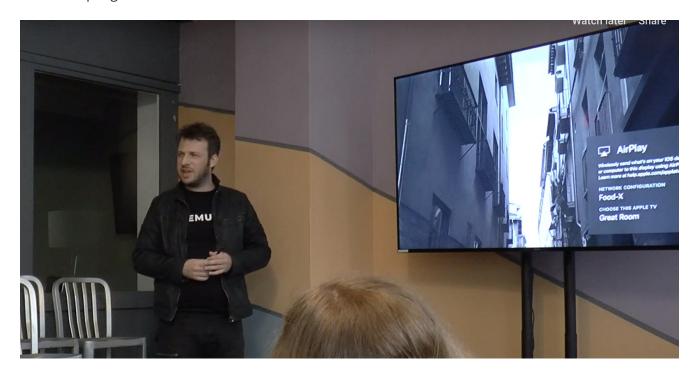

Meet the Founders: Daniel & Gilad

Tesseract founders Daniel and Gilad both describe themselves as veterans of business. Both founders have previously ran successful companies across multiple industries spanning different continents. The experience and knowledge that they have developed from their years of hard work is now focused on Tesseract, one of four startups accepted into the dLab/EMURGO startup accelerator program in New York in 2019.

Gilad began his journey into business through the world of retail. Inventory, boxes and brick and mortar operations were a normal part of his everyday working life. However, it was around 2011 that Gilad began to see the revolution that would take place in the retail industry, as e-commerce became increasingly important. From this insight, Gilad decided to shift from a low-tech to a high-tech focus. This led to the foundation of ShopCloud, a startup that integrated mobile into the shopping experience. Before Daniel met Gilad, he ran a successful consulting company based in Crimea, Ukraine. Throughout his life, travelling back and forth from Ukraine to Israel was a regular occurance. However, it was on one of these trips to Israel in 2014 when Daniel discovered that all of his bank accounts and credit cards had been blocked by his Ukrainian bank. Political unrest in the region had resulted in Daniel being not able to withdraw his money. Without access to his funds, Daniel found a job in Israel working at ShopCloud, where he met Gilad for the first time.

It was from working with Daniel that Gilad first learned about blockchain. The decision to step into the industry came from a conversation that lasted deep into the night between the two founders. After discussing blockchain, its applications and the potential for future generations, they decided to face the future together and become co-founders of what would become Tesseract. Gilad's belief that blockchain is a major piece of human history led him to sell his lower-tech businesses and go all-in on founding their new startup together.
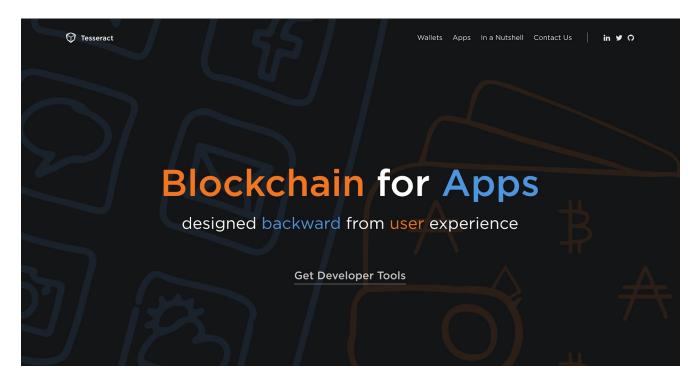

Gilad Waksman is talking publicly about Tesseract enabling Apps to adopt blockchain on mobile.

Tesseract Overview

In geometry, a tesseract is a four dimensional cube. For the founders, the fourth dimension of their company, Tesseract, is making blockchain useable and accessible to the world. This means an open standard of communication between wallets and applications. A specific use case that Tesseract want to develop is a browser plug-in that would allow users to instantly run Cardano-based applications. As Cardano continues to keep building its ecosystem with useful applications, the need for this type of simple plug-in becomes more apparent. A similar use case would also be available on mobile.

Tesseract was created to act as the keystone for the mass adoption of blockchain for applications across mobile. This vision looks to bridge the gap between where the blockchain industry is today and where the industry will be in the future. At present, blockchain development is very much limited to those who are specialized blockchain developers and not mobile developers. Tesseract is developing the open-source tools, such as their own software development kits (SDKs) for iOS and Android, to allow developers to easily use blockchain in mobile applications. Ultimately, the founders want people to enjoy amazing apps based on blockchain technology in the same way that billions of people use their favorite email and internet apps without ever needing to know about the underlying protocols that power them. Tesseract will make blockchain more accessible for developers to build these amazing applications that bring blockchain technology to the world.

Blockchain for Apps

designed backward from user experience

Get Developer Tools

Tesseract homepage

Allowing developers a smoother experience has wide ranging implications across the tech industry. There are many companies who would like to transition to blockchain, yet lack the tools to do so. Tesseract is talking with companies that are having problems adopting blockchain. Daniel and Gilad are building solutions aimed at eliminating the barriers to entry for these companies and to make blockchain accessible and user friendly.

Tesseract & dLab/EMURGO

For Gilad and Daniel, Cardano is the blockchain they have chosen to focus on above all others. This decision led the founders to EMURGO, who they reached out to for their expertise and experience in blockchain technology. Both Daniel and Gilad have been in contact with EMURGO for almost a year. In 2018, the two founders applied for the dLab/EMURGO startup accelerator program, based in New York, which they were ultimately accepted for. For Daniel and Gilad, the dLab/EMURGO accelerator is like a university. They have gone into the startup accelerator with an open mind, eager to learn and to get insights and other perspectives. The most important thing that dLab/EMURGO has to offer Tesseract is expert, world-class knowledge about Cardano and blockchain technology. For the founders, it is exciting to go forward hand-in-hand with dLab/EMURGO to build and grow using Cardano - the first third generation blockchain to evolve out of a scientific philosophy and research-first driven approach that is scalable, sustainable, and interoperable.

Conclusion

Founders Daniel and Gilad see blockchain as a revolutionary next step for building the applications of the future. Their multi-network OpenWallet protocol, mobile-first wallet reference implementation, and supporting software development kit for mobile applications will help lay the groundwork for a more decentralized internet. With strong business and technological backgrounds, both founders will benefit immensely from the guidance, expertise and knowledge of dLab/EMURGO while building on Cardano. If you are developing a project that you would like advice or guidance with, please get in touch with EMURGO here.

About EMURGO

EMURGO drives the adoption of Cardano and adds value to ADA holders by building, investing in, and advising projects or organizations that adopt Cardano's decentralized blockchain ecosystem. EMURGO leverages its expertise in blockchain R&D as well as its global network of related blockchain and industry partners to support ventures globally.

EMURGO is the official commercial and venture arm of the Cardano project, registered in Tokyo, Japan since June 2017 and in Singapore since May 2018. EMURGO is uniquely affiliated and works closely with IOHK to grow Cardano's ecosystem globally and promote the adoption of the Cardano blockchain. To learn more about the project, visit the EMURGO website.

|| **Click here to subscribe to the EMURGO Newsletter** ||

Follow EMURGO on Social Media
 • Official Homepage: emurgo.io
 • Twitter (English): @emurgo_io
 • Twitter (Japanese): @Emurgo_Japan
 • Youtube: EMURGO

- Telegram: <u>EMURGO Announcements</u>
- Facebook: <u>@emurgo.io</u>
- Instagram: <u>@emurgo_io</u>
- LinkedIn: <u>@emurgo_io</u>

About Yoroi Wallet
- Yoroi Twitter: <u>@YoroiWallet</u>
- Yoroi Homepage: <u>https://yoroi-wallet.com/</u>

About Cardano
- Cardano Forum: <u>https://forum.cardano.org/</u>
- Cardano Telegram: <u>https://t.me/CardanoGeneral</u>
- Cardano Reddit: