

Great Wall

Making Self-Custody Safe for the Mainstream

Investment Opportunity

The Problem: The \$5 Wrench Attack

- ▶ “Not your keys, not your coins” creates a paradox
- ▶ Self-custody users vulnerable to **physical coercion**
- ▶ **2025:** Record surge in wrench attacks
- ▶ Obscurity-based defenses can **backfire catastrophically**
- ▶ Attackers incentivized toward **greater violence**

Hardware wallets, seed phrases, and exchanges all fail under coercion.

Our Solution: Tacit Knowledge-Based Authentication (TKBA)

The first and only system delivering all four properties:

Deviceless

No hardware, seed phrase, or object to steal

Individual Custody

True self-custody—no third-party reliance

Anti-Obscure

Security increases as attackers learn the protocol

Coercion-Resistant

Requires time + tacit knowledge, neutralizing wrench attacks

From hiding in fear to loud, proud confidence.

Competitive Differentiation

Method	Deviceless	Individual	Anti-Obscure	Coercion Res.
TKBA (Great Wall)	Yes	Yes	Yes	Yes
Physical (vaults)	No	Yes	Yes	Yes
Exchanges	Yes	No	Yes	Yes
Obscurity (decoys)	Yes	Yes	No	No
Ledger, etc.	Yes	Yes	Yes	No

Great Wall is the only solution satisfying all four properties.

Business Model: Subscription Marketplace

Two-Sided Marketplace:

- ▶ **Clients:** Users needing anonymous, memory-intensive computation
- ▶ **Providers:** PC owners monetizing idle capacity
- ▶ Platform fee: **28%** of transactions

Provider-Driven Growth Engine:

- ▶ 20% referral commission
- ▶ Zero-base-cost sales force
- ▶ Viral growth, dramatically lower CAC

Key Metrics

Metric	Value
LTV:CAC Ratio	26:1
Gross Margin	67%
CAC Payback	3 months
Platform Fee	28%
Breakeven	Month 25
Year 3 Exit ARR	\$6.60M

Revenue Growth Trajectory

	Year 1	Year 2	Year 3
Exit ARR	\$0.45M	\$1.10M	\$6.60M
Subscribers	3810	9353	56,598

Growth: 145.00% (Y1 to Y2) and 505.00% (Y2 to Y3)

Path to Profitability

	Year 1	Year 2	Year 3
Operating Income	\$-189.00K	\$-243.00K	\$440.00K

Cash flow positive in Month 25 at 9840 active subscribers

Seed Round: Use of Funds

Seed Round: \$600K

- ▶ **Team:** Phased hiring for lean runway
- ▶ **Marketing:** Customer acquisition
- ▶ **Legal:** Compliance and insurance
- ▶ **Infrastructure:** Hosting and security

Runway: 17 months

Investment Opportunity

Round	Amount	Valuation
Seed (Now)	\$600K	\$3.00M post-money
Series A (M18)	\$2M	\$8.00M post-money
Year 3 Target	—	\$17–20M

Near-Term Timeline

Milestone	Date
MVP Ready	Feb 28, 2026
10 Beta Clients	Mar 10, 2026
Beta End	May 2026
Scale Marketplace	Jun 2026
1000 Users	Sep 2026

Why Now

1. **Market Timing:** Record wrench attacks in 2025 creating urgent demand
2. **First-Mover Advantage:** Only anonymous computation marketplace for security
3. **Capital Efficiency:** Provider-driven growth with strong unit economics
4. **Technology Ready:** TKBA protocol proven and ready to deploy

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Seeking \$600K Seed Round