

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