Great Wall FAQ (v3)

Last updated: November 12, 2025

For Clients (The Problem & Solution)

Q: What is the "$5 wrench attack" and why isn't my hardware wallet safe?

A: The $5 wrench attack is when an attacker threatens you with physical violence to force you to unlock your wallet. Hardware wallets (Ledger, Trezor) protect against remote hackers, not physical coercion: if you are present, you can be forced to unlock. They are, therefore, completely vulnerable to a wrench attack.

Q: How does Great Wall solve this? What is TKBA?

A: By making a physical attack futile. Our **TKBA (Tacit Knowledge-Based Authentication)** protocol simultaneously delivers four properties that, until now, were mutually exclusive:

1. **Deviceless (Knowledge-Based):** Your mind is your wallet. Access is tied only to tacit knowledge—not a device, seed phrase, or object.

2. **Individual Custody:** We uphold "Not your keys, not your coins." You are always your own bank.

3. **Coercion Resistance:** Access requires time (e.g., 2–168 hours of computation) *and* tacit knowledge (your private gameplay). An attacker has a deficit of time; forced access is impractical.

4. **Anti-Obscurity (Anti-Fragile):** Security increases as attackers learn about it; this knowledge becomes the deterrent.

Q: What is "Loud, Proud, and Free"? Doesn't that make me a target?

A: It's the opposite. In the old paradigm (obscurity), hiding is necessary because your setup is fragile. In the new paradigm (Anti-Obscurity), being loud is a *strategic deterrent.* Our apparel and stickers act like a security company's yard sign—signaling confident protection and deterring attacks before they begin.

For Clients (The Product & Service)

Q: What am I actually buying with a subscription?

A: Coercion-proof peace of mind: you outsource the *time* component of TKBA via our **Anonymous Computation Marketplace**. Instead of tying up your own machine for

hours or days, you pay an anonymous Provider to run the recurring, memory-intensive job.

Q: What are the subscription tiers (Basic, Medium, Professional, Golden)?

A: Tiers map to your security level—the duration of the time-lock computation you pay for:

- **Basic:** 2-hour delay ($1.25/mo)

- **Medium:** 24-hour delay ($18.00/mo)

- **Professional:** 48-hour delay ($42.00/mo)

- **Golden:** 168-hour (7-day) delay ($210.00/mo)

A longer delay implies an attacker would need to sustain a kidnapping for that entire duration—an impractical and futile undertaking.

Q: Is Great Wall a custodian? Do you ever have my keys?

A: No. We are not a custodian and never hold your keys. TKBA is a key derivation scheme (like BIP39); we provide the computation marketplace. Only you possess the tacit knowledge to complete access.

Q: What if I forget my tacit knowledge?

A: An integrated memory coach (think Duolingo) helps you practice your private gameplay just enough to retain it without fatigue, creating a healthy habit—and a predictable cadence for your service.

Q: What if the Great Wall company disappears tomorrow?

A: You lose no access. TKBA can run 100% offline on any device. You would only lose convenience—you'd run the hours-long computation yourself.

For Investors (The Business Model & Growth)

Q: What is the Anonymous Computation Marketplace?

A: It's a two-sided marketplace connecting:
Clients: Users who need anonymity and outsource recurring, memory-intensive computation; and
Providers: PC owners (gamers, developers, ex-miners) who monetize idle compute by running those jobs. We take a **28%** platform fee (commission).

Q: What is the Provider-Driven Growth Engine?

A: Providers are our capital-efficient sales force. To head start the network, we offer a **20% lifetime referral commission** on subscription revenue from any client a Provider recruits—*limited to before we reach 20,000 paying customers.*

Q: What are your unit economics (LTV:CAC)?

A: Projected $\tilde{\textbf{3}}$**7:1 LTV:CAC**. CAC is $\$\sim 21, driven by provider referrals functioning as success-based COGS rather than fixed marketing expense.$

Q: What is your current traction?

A: Pre-launch, raising a **$600K seed** to achieve the following forward-looking milestones:

- MVP Ready: November 30, 2025

- First 10 Beta Clients: December 10, 2025

- End of Beta (50 Clients): February 2026

- Scale to 1,000 Customers: June 2026

Q: Why is Client Anonymity so important here?

A: Paying for a time-lock creates a brief *window of vulnerability.* Our marketplace must match Clients and Providers anonymously so attackers cannot learn when a client's window is open. This anonymity also compounds network effects—as users seek to blend into the largest pool.

For detailed economics, see our Executive Summary: tr.ee/gwxs.