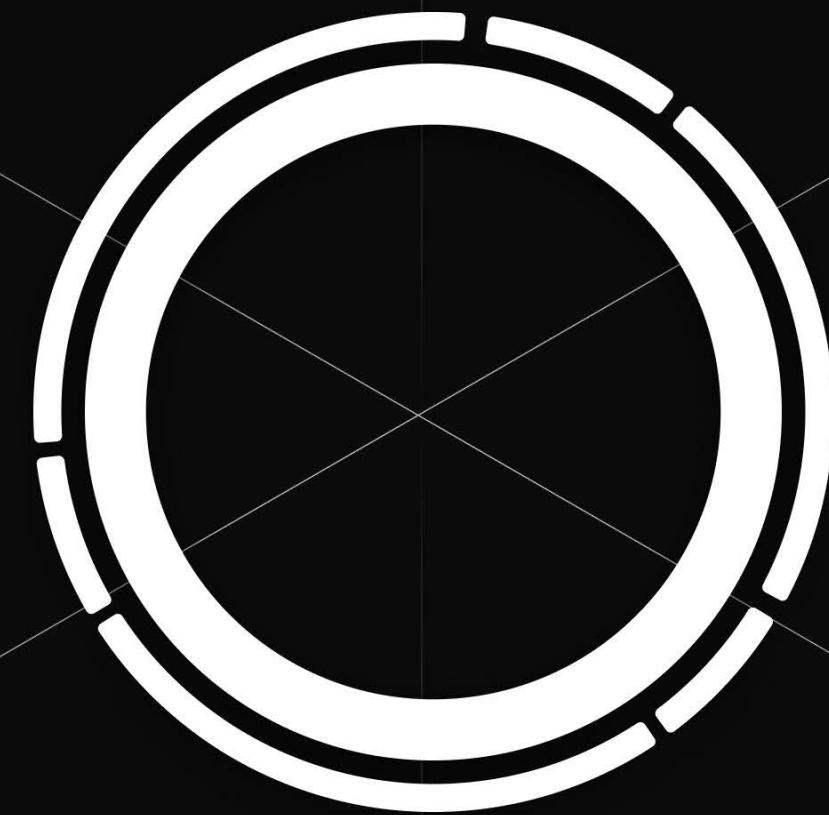


# Intuition

Strategic Round Deck

Q2 2025





“Seek to do something extraordinary, and those who get the vision will come along for the ride.”

Reed Hastings, CEO of Netflix

# Investors<sup>1/2</sup>



SHIMA CAPITAL F, PRIME

polygon Ventures

consenSys

VENTURES

matrixport

tangent

ArkStream Capital

GSR

PULSAR

Artichoke Capital

OWC

PRIMAL CAPITAL

POLYMORPHIC CAPITAL

ODA CAPITAL

NEWTRIBE CAPITAL

Orange DAO

THE LAO



DAO Jones

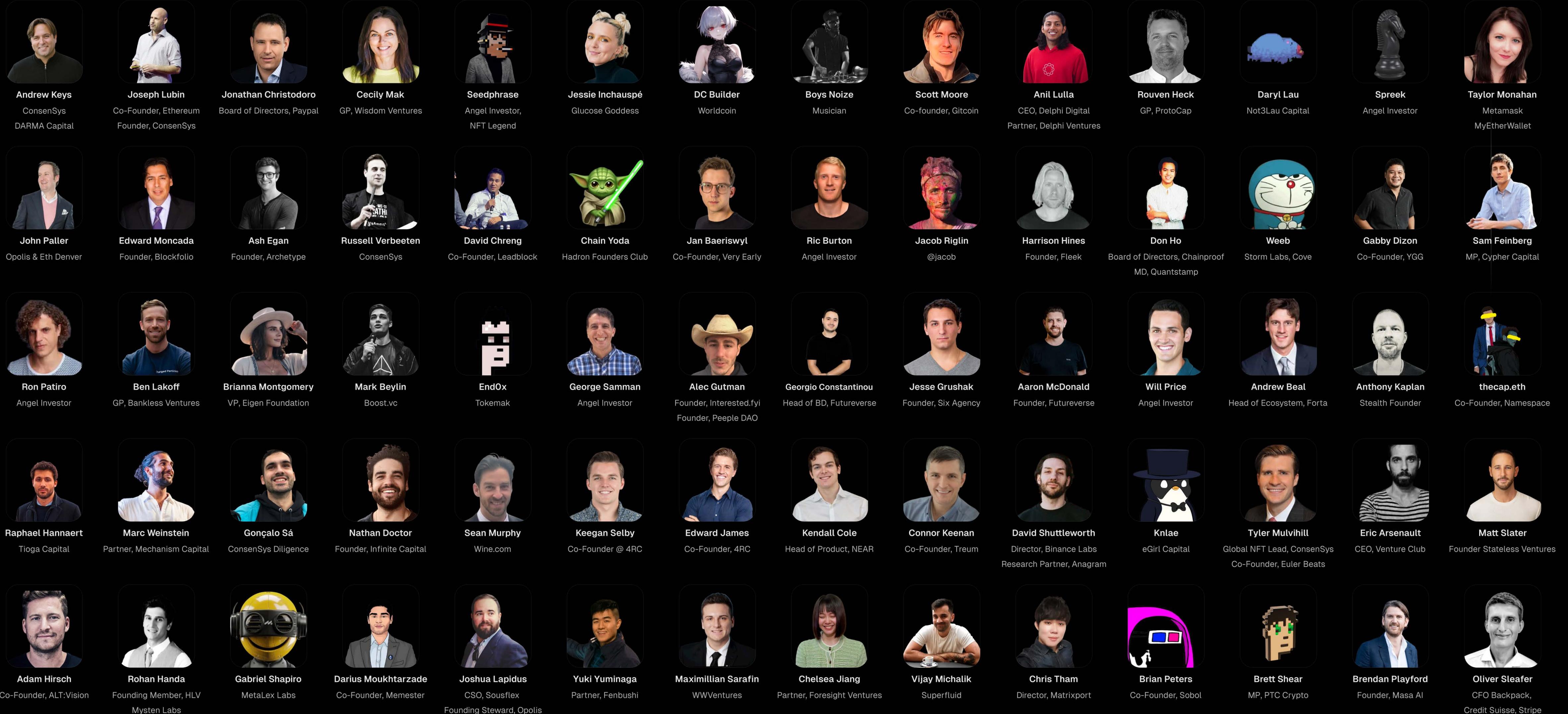
Punk DAO

SPACESHIP

INTERN DAO

# Investors

2/2



# Team



**Billy Luedtke**  
Founder / CEO

Systems engineer; 8-year ConsenSys veteran; Ethereum investor & operator since 2014; Enterprise Lead for first Ethereum-based decentralized identity solution (**uPort**)

[X](#) [in](#) [d](#)

- Industrial & Systems Engineer
- Distributed Seismic Network (QCN) at Cal Tech / United States Geological Survey Office (**USGS**)
- Helped start blockchain consulting practice at **EY**
- Serial founder/manager at **ConsenSys** (8 yrs)
- Enterprise Lead at **uPort**
- Co-Chair, **Enterprise Ethereum Alliance** Digital Identity Working Group
- Founding Member, **Decentralized Identity Foundation**
- Steward, **1 Million Developers initiative**
- Founder, **Layer 0 Ventures**
- Special Advisor, **ConsenSys/Metamask**

**Caltech** **USGS** **USC**

**u·port** **DIF** **consensys**

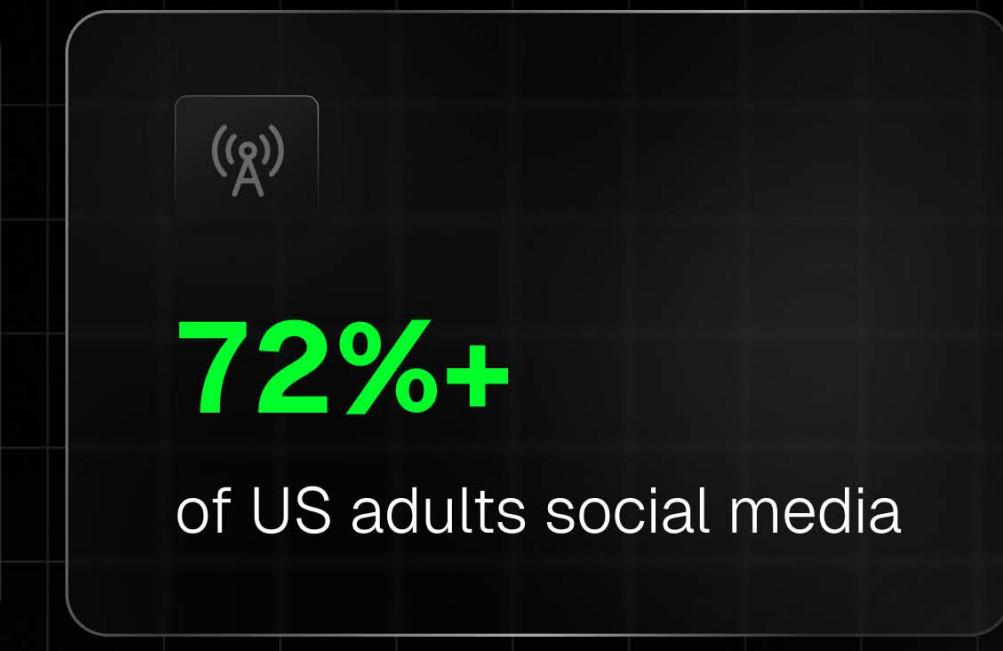
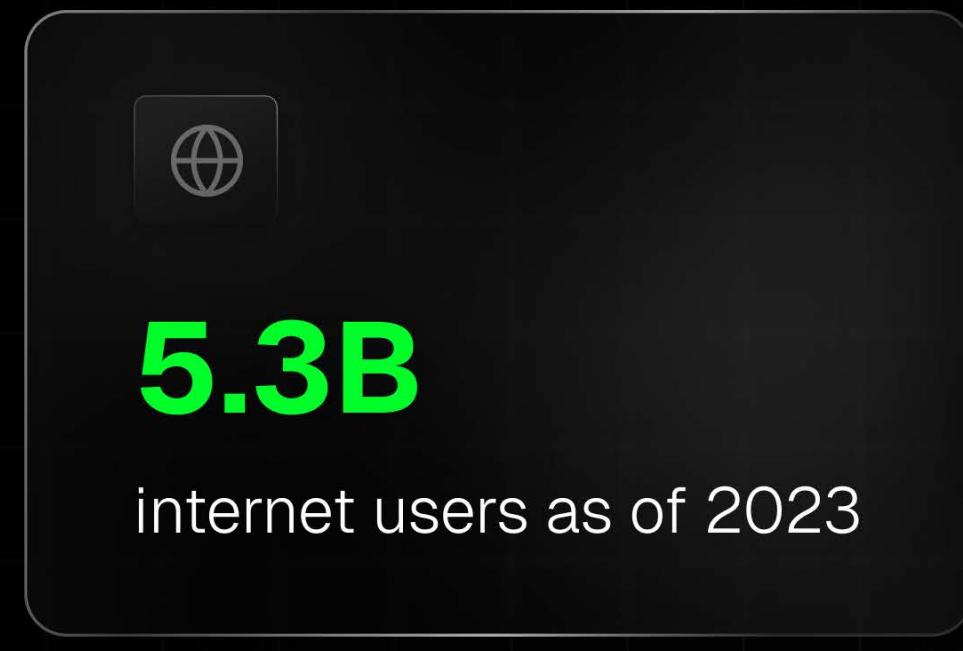
**ENTERPRISE ETHEREUM ALLIANCE** **METAMASK** **EY**

 <p>Simona Karuzas CTO Co-Founder Veramo ConsenSys, Mesh R&amp;D <b>uPort</b></p> <p>Senior full-stack engineer and Ethereum and decentralized identity veteran. Deep experience in decentralized identity, blockchain architecture, mobile, and web development. Leader with experience across various tech stacks.</p>	 <p>Andrew Cox COO Goldman Sachs J.P. Morgan Stanford Law</p> <p>Legal and finance expert with experience at JP Morgan and Goldman Sachs, focusing on forex and regulatory reform. Holds a Stanford JD, bringing legal and strategic insight.</p>	 <p>George Finn CPO Groupon Cap Gemini</p> <p>Technical product lead with a decade of frontend mastery, SRE, and design experience, bringing a rare combination of engineering expertise &amp; pixel perfect execution. Passionate about bridging the gap between complex systems &amp; user-centered design.</p>	 <p>Christian Jeria Design Lead Notabene ConsenSys, MetaMask Apple</p> <p>Designer with 18 years of experience. MetaMask's first designer; built and led the team and grew MetaMask from 15k to 20M MAUs, inventing many of the ways in which we still interact with Web3 today.</p>	 <p>Alessandro Voto Product Lead Lit Protocol ConsenSys, Gitcoin ChainSafe, Handshake</p> <p>Web3 product manager, verifiable compute aficionado, and Bitcoin and Ethereum veteran. Ran a blockchain think-tank at Institute for the Future, before starting ConsenSys's west coast offices and taking many teams in the crypto space from 0 to 1.</p>
 <p>Luis Boiko Ferriera BE Engineering Lead PhD, Machine Learning First Foundry</p> <p>Machine Learning PhD and Staff-level Rust engineer with extensive experience guiding development teams and architecting complex systems. Deep expertise in secure enclaves and private computation.</p>	 <p>Claudio Mello Senior BE Engineer PhD, Cryptography Franklin Templeton Look Lateral, Hashdex</p> <p>Cryptography PhD, skilled in backend, blockchain, DevOps, and AWS. Language-agnostic, mastering Solidity, Rust, Go, Python, and more. Self-motivated, experienced in scaling and innovation.</p>	 <p>Jonathan Prozzi FE Engineering Lead Raid Guild, Govrn DAO Haus RabbitHole</p> <p>Veteran Web3 product engineer focused on open-source and ecosystem growth. Formerly in non-profit edtech, building tools for coordination, governance, and knowledge-sharing.</p>	 <p>Rob Kennedy Senior FE Engineer Bao.finance CreativeElement</p> <p>IT and Multimedia entrepreneur turned Ethereum developer. Brings a unique blend of technical acumen, creative storytelling, and industry experience to deliver seamless Web3 interfaces.</p>	 <p>Sean G Full-Stack Engineer String Snowball Finance Sixense Enterprises</p> <p>Senior software engineer with C++ and game dev background. \$350M exit @ Sixense, before moving into Web3. Expert in GoLang, Solidity, and C++/C#. Proven leader with innovative problem-solving skills.</p>
 <p>Francois Parquet Full-Stack Developer Wave Heetech Lalamove</p> <p>Full-stack developer and professional MEV expert. Serial co-founder and CTO. Driven by the latest advancements in AI and their intersection with Intuition.</p>	 <p>Mihailo Maksa Solidity Engineer TokenFlow MAJR DAO LongTerm Finance</p> <p>Solidity expert with 5+ years in Web3, passionate about account abstraction and cross-chain tech. Creative coder pushing blockchain boundaries and solving complex challenges.</p>	 <p>Matthew Kaye Strategy &amp; BD Lead Blockhead Capital Endgame Partners InternDAO</p> <p>A seasoned crypto investor since 2016. Invested in Intuition and managed his own fund for six years. Driven by his enthusiasm for Intuition's vision, chose to close the fund and return capital to investors, joining the team full-time.</p>	 <p>Tibor Lakatos Community Lead Operations/manufacturing, SunWize Smolverse</p> <p>Experienced leader in business operations and sales, who established a proven track record in driving growth, conflict resolution, and team management in the manufacturing industry, before moving into crypto.</p>	 <p>Calum MacDonald Content Lead Citadel</p> <p>Started in crypto trading in 2017, interned at Citadel but chose Web3. Former Digital Asset Management trader, now on Intuition's Growth team driving adoption.</p>
 <p>Arthur Hayes Maelstrom BitMEX</p>	 <p>Austin Griffith Ethereum Foundation BUIDL Guild Scaffold Eth</p>	<b>ADVISOR</b>	 <p>Joseph Chow Ethereum contributor since 2014 Creator of the first BTC &lt;&gt; ETH bridge Head of ConsenSys R&amp;D</p>	<b>ADVISOR</b>

“As scale increases, the inevitable failures of trust become statistical certainties.”

Nicholas Carr

# The scale and interconnectedness of society continue to exponentially increase.



# With this, we can no longer discern who or what to trust.



**94%**

Increase in phishing  
attacks since 2020

TREND MICRO NEWS



**68%**

of Americans do  
not trust the news

PEW RESEARCH CENTER



**49.6%**

of internet traffic came  
from bots in 2023

IMPERVA

PROBLEM

8

# Digital information ecosystems were not designed with these problems in mind.

This crisis is a product of our fundamentally flawed systems for aggregating and distributing information, which lack key elements for fostering trust in digital environments.

Fragmentation & a lack of interoperability

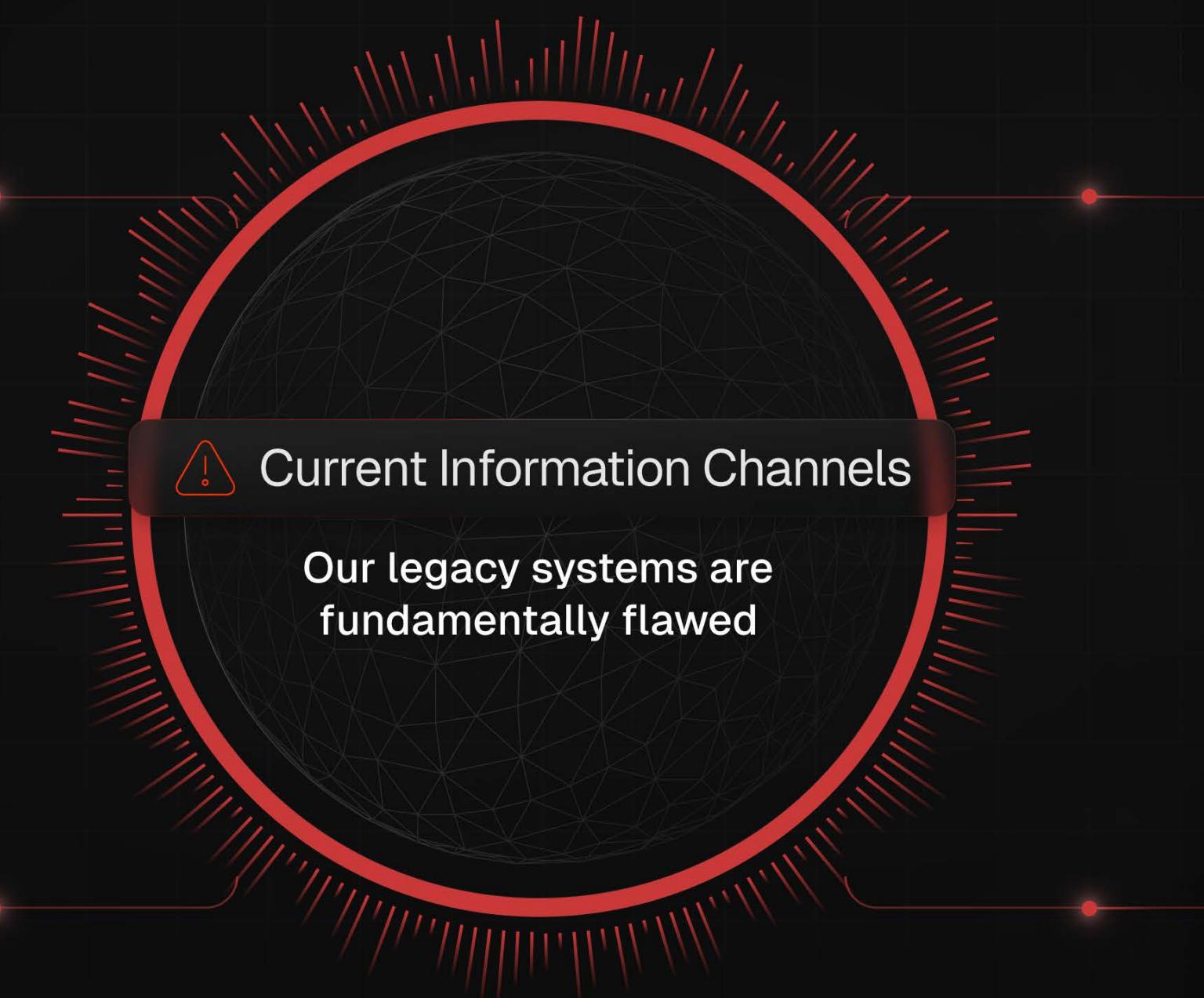
**~\$150B / year**

spent on U.S. healthcare sector data interoperability issues alone

Lack of expression

**3%**

of US consumers leave reviews after making purchases



Inherent bias & inequality

**87% of users**

believe that search engines favor certain websites or content over others

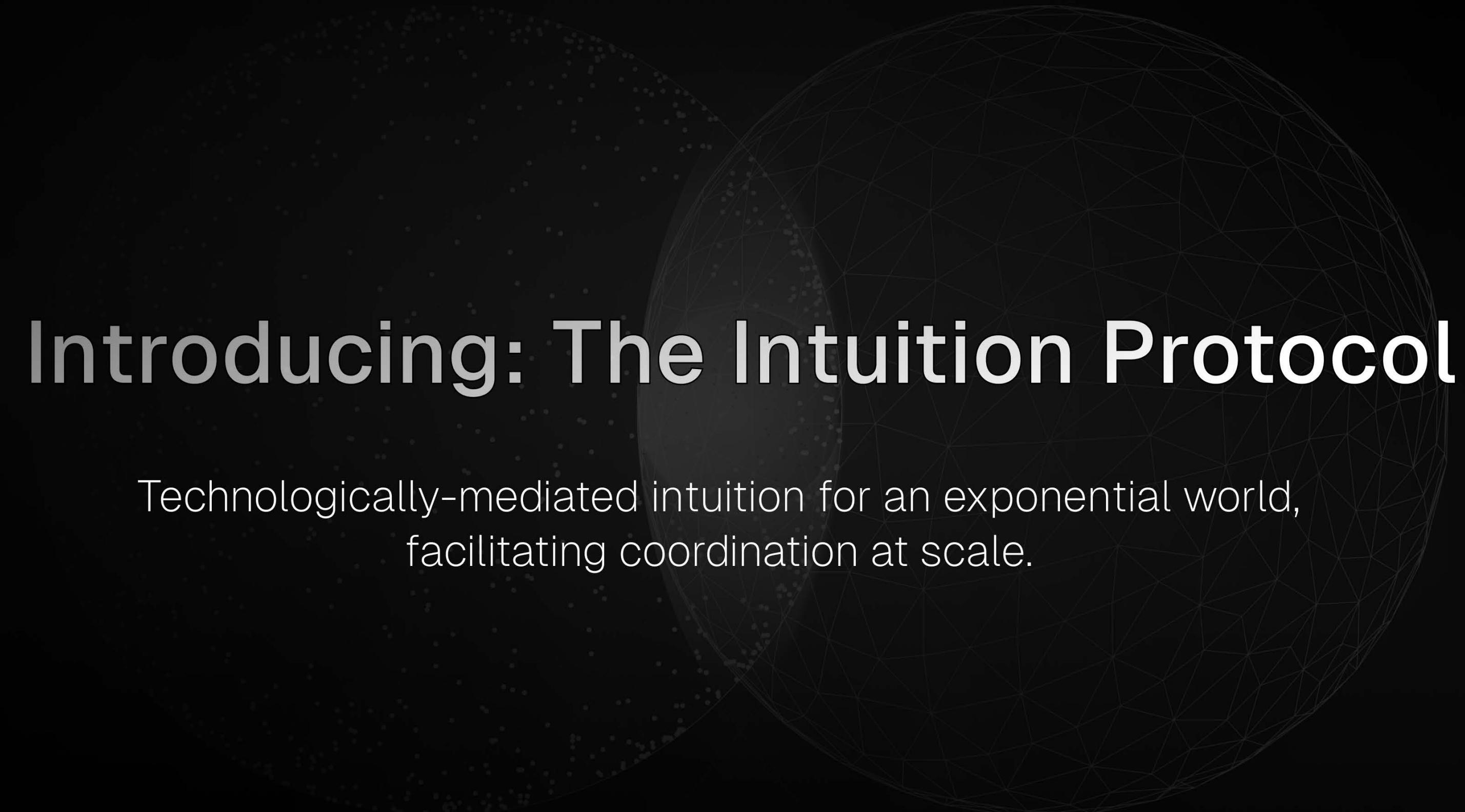
Data & experience monopolization

**92%**

of all search queries performed on Google

What if we reimagined the world of **identities** and **data**, allowing **people** and **machines** to get **the information they need, when they need it**, from the **sources they trust**?

# Introducing: The Intuition Protocol

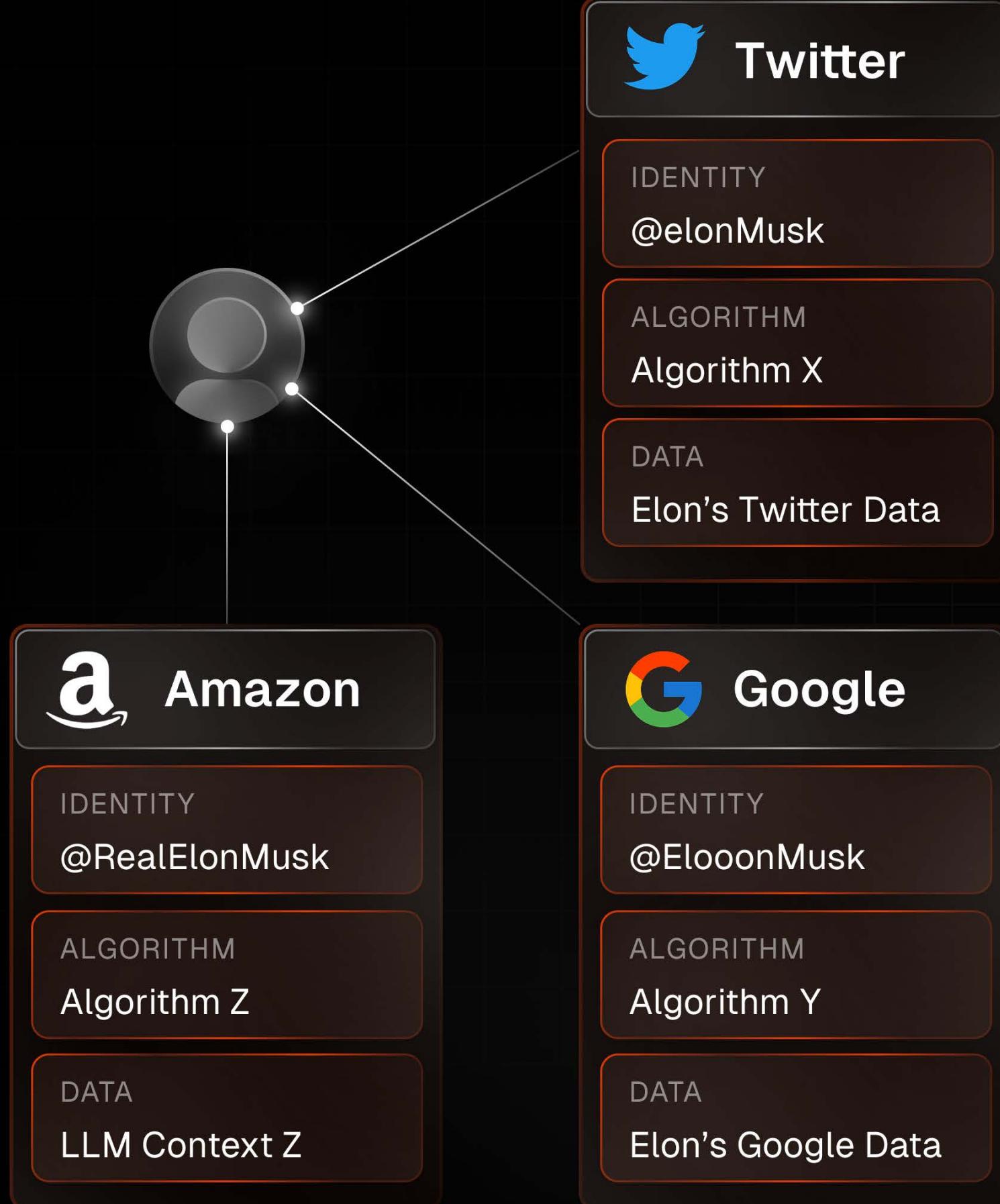


Technologically-mediated intuition for an exponential world,  
facilitating coordination at scale.

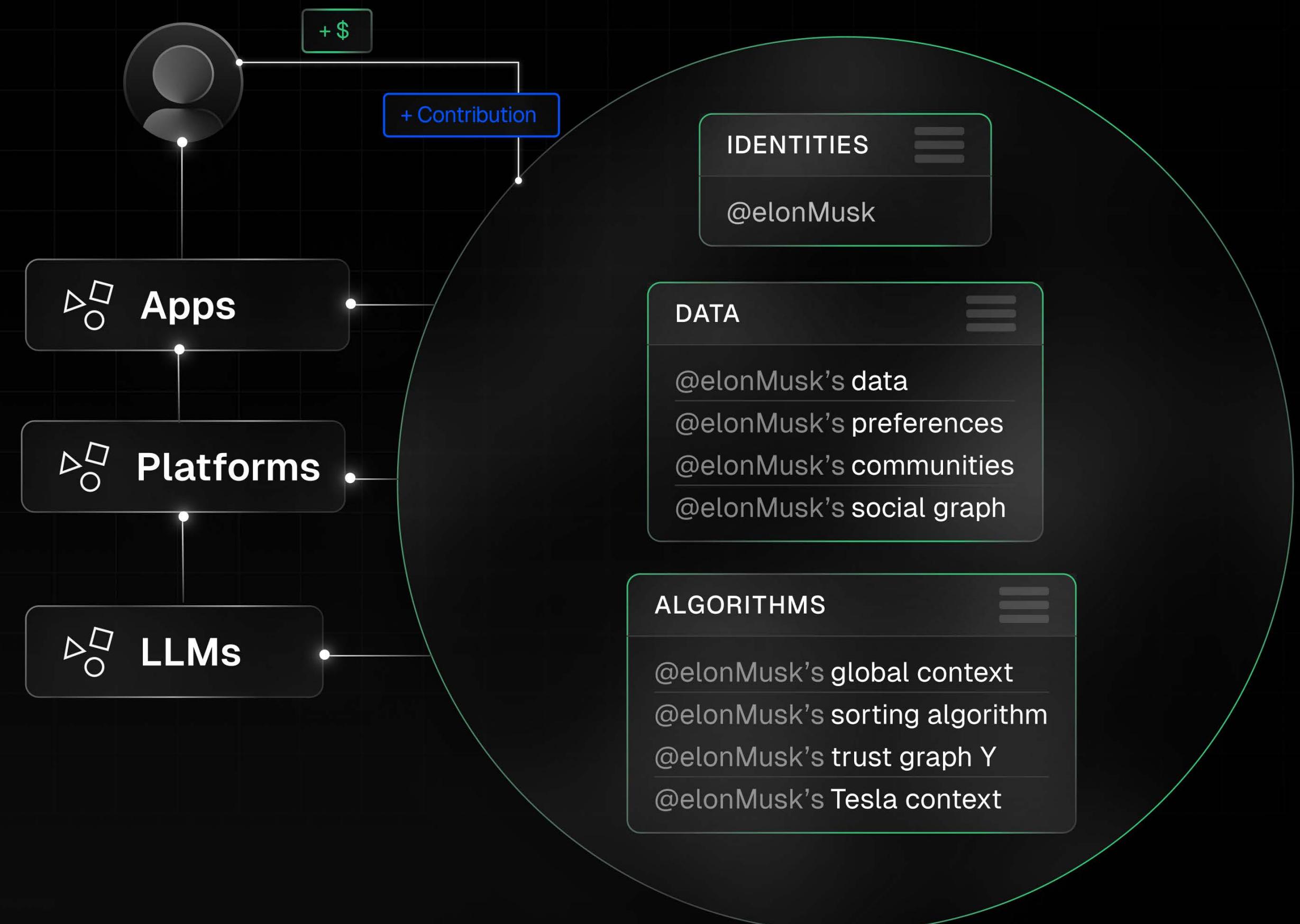
# Intuition: The Trust Protocol.

The Intuition System is the world's first **token-curated, open and semantic knowledge graph**—decoupling verifiable identities, data, and algorithms from the application layer to enable scalable societal coordination.

THE OLD PARADIGM



INTUITION



# The foundation for a trustworthy internet.

Designed to address the limitations of the current paradigm, Intuition offers a new model for information that prioritizes agent (human and machine) empowerment, freedom of choice, data integrity, and open access.

## Self-sovereign, composable, and portable identities and data

Enabling seamless and secure interactions across platforms without dependency on centralized entities.

## Payment rails for data and a realignment of incentives

Allowing agents to get programmatically rewarded for the data they create, encouraging the sharing of accurate, relevant, and valuable information.

## Verifiably attributable data and provable provenance

Providing a fully transparent picture of the truth, and enabling agents to see a clear and trustworthy representation of information.

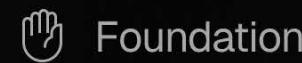
## A permissionless, structured, and semantic data commons

Allowing developers to compete with Big Tech by eliminating vendor lock-in and enabling a focus on use cases, rather than a hoarding of data.



# A full-stack offering.

A comprehensive suite of developer tooling to streamline the development of the next generation of technologies powered by humanity's collective **intuition**.



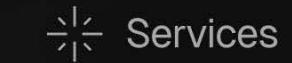
## Network/Protocol

The Intuition network provides the infrastructure for a new information economy, using **cryptoeconomic incentives** to promote the expression of high-quality, semantic data.

By rewarding the contribution of useful data and fostering **consensus on canonical identifiers** and shared data standards, the Intuition protocol creates a unified framework where data can be transparently sourced, verified, and enriched.



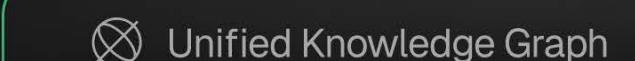
## The Trust Protocol



## Indexing

The Indexing layer of Intuition composes on-chain and off-chain data together into a unified, semantic knowledge graph.

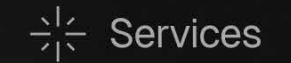
The structured framework enables developers to access a rich, context-aware dataset that transcends data location—offering a comprehensive, web-wide view that enhances the accuracy and depth of applications built on the protocol.



## The Trust Protocol



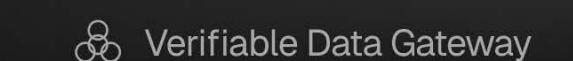
## 1DB



## Data Access

The Data Access layer allows developers to **stream real-time data** from the knowledge graph to the database best suited for their use case.

The knowledge graph can also be queried directly, empowering developers to build responsive, data-driven applications.



## 1API



## Reality Tunnels



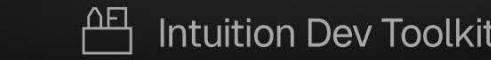
## SDK & App Development

Intuition offers **templates, component libraries, and pre-built integrations** to significantly reduce development complexity.

Removing much of the integration work allows developers to focus on innovating, achieve faster deployments, and ensure a high-quality user experience.



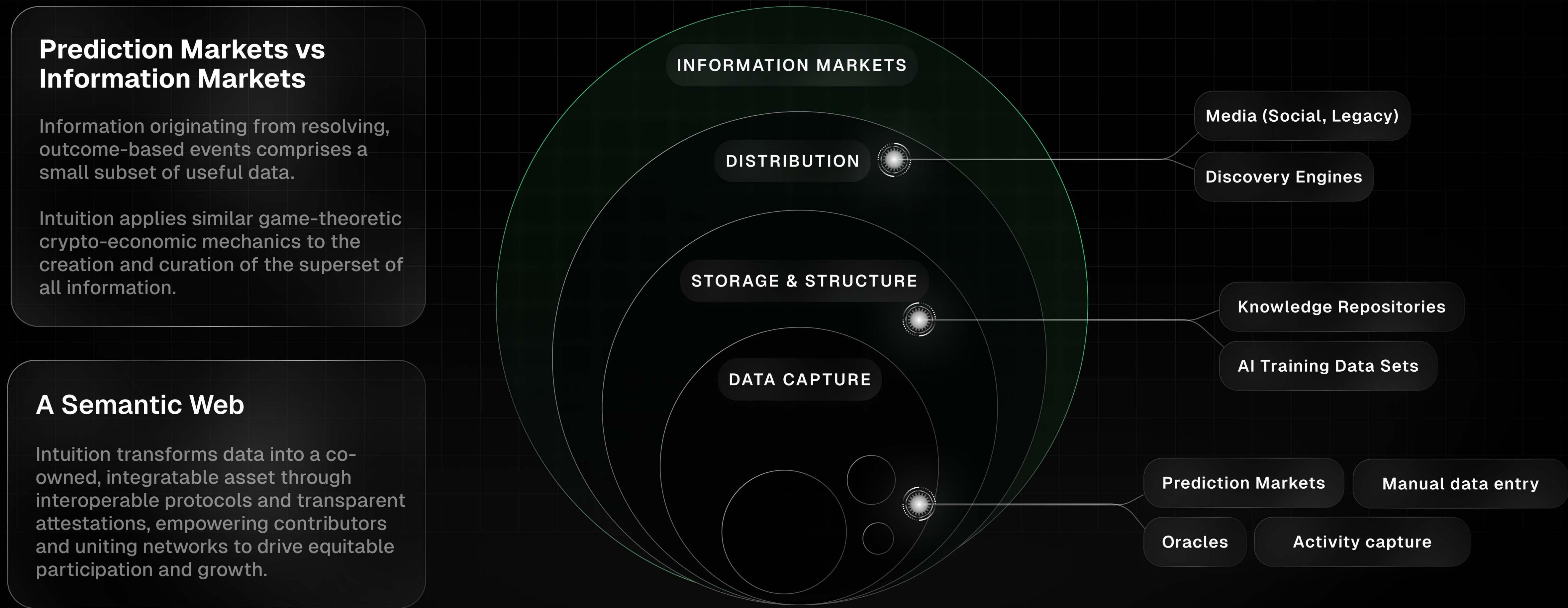
## 1UI



## 1SDK

# Defining a new category: Information Markets.

Empowering a transparent, value-driven ecosystem where data flows freely and incentives align for truth and utility - an ecosystem where trust is not a commodity to be controlled, but a communal resource to be shared.

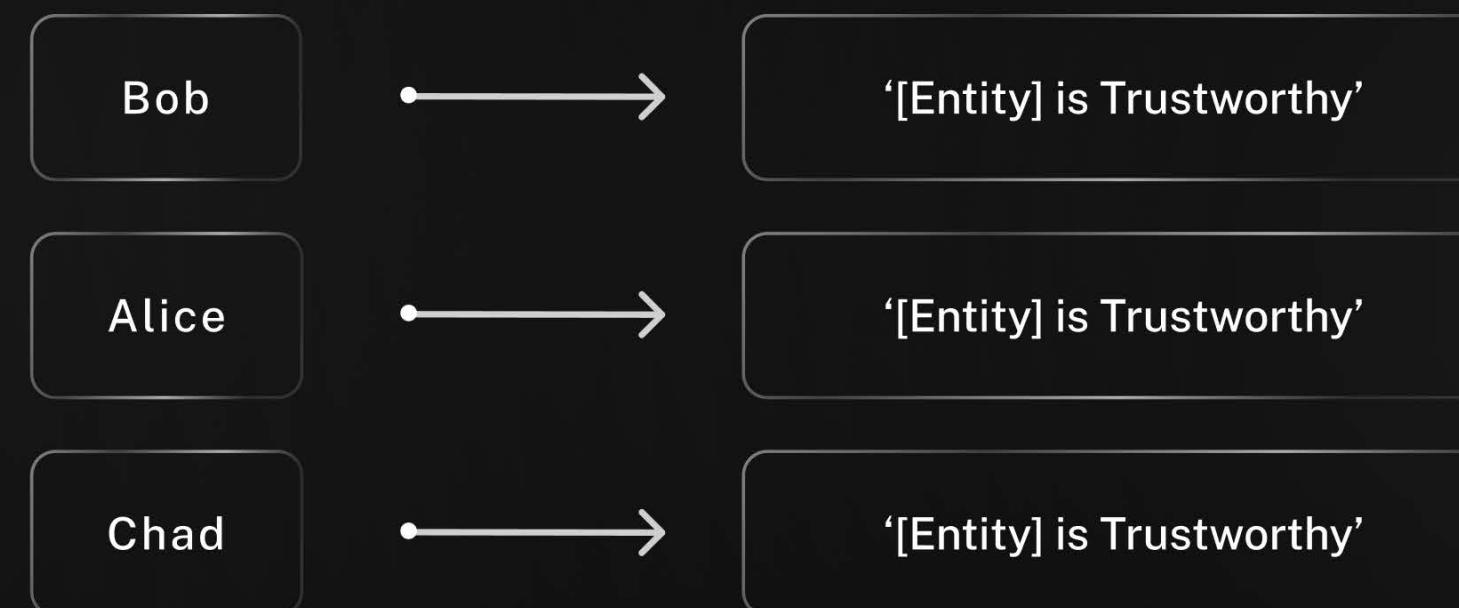


# Addressing the shortcomings of existing verifiable data infrastructure.

Intuition unlocks many-to-one relationships capable of handling **both objective facts and subjective opinions**, significantly enhancing data utility and the scope of applicability.

## Current W3C Spec

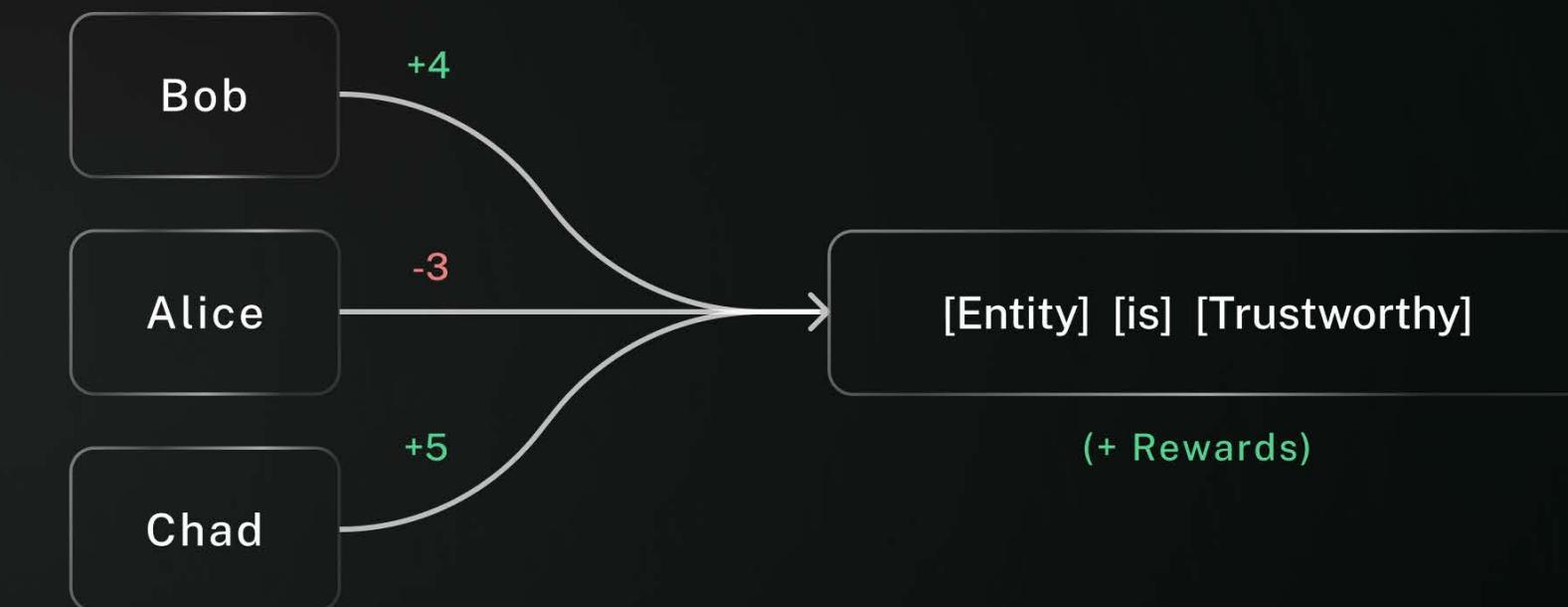
One-to-One



- Not well suited to many-to-one, nondeterministic statements
- Major focus on institutional credentials and high-sensitivity use cases
- Lack of incentivization for creating p2p attestations
- Rampant identity and data fragmentation, replicating the issues of Web2
- Lack of data discoverability, resulting in an inability to address complex reputational use cases

## Intuition Model

Many-to-One



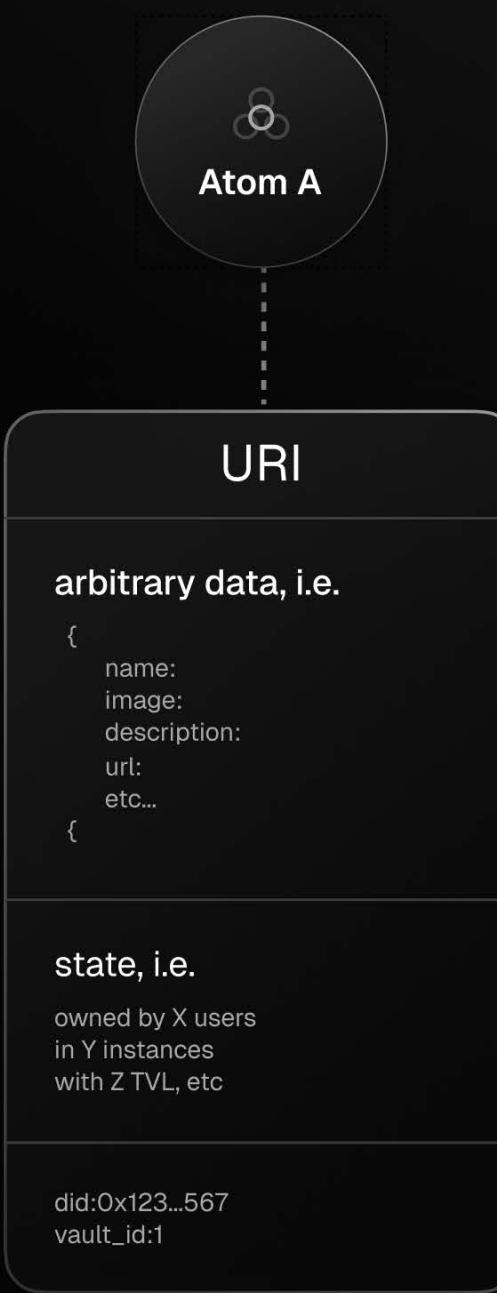
- ✓ Better handles both objective and subjective many-to-one statements
- ✓ Unlocks consumer use cases, enabling growth without institutional buy-in
- ✓ Allows value to flow programmatically through data to its owners, incentivizing contribution
- ✓ Eliminates data fragmentation, enabling seamless querying and filtering
- ✓ Enables selective data discovery without full disclosure

# An elegantly simplistic solution.

Intuition deconstructs the world's data into three novel primitives that allow for deterministic discoverability, discrete ownership, and the programmatic flow of value.

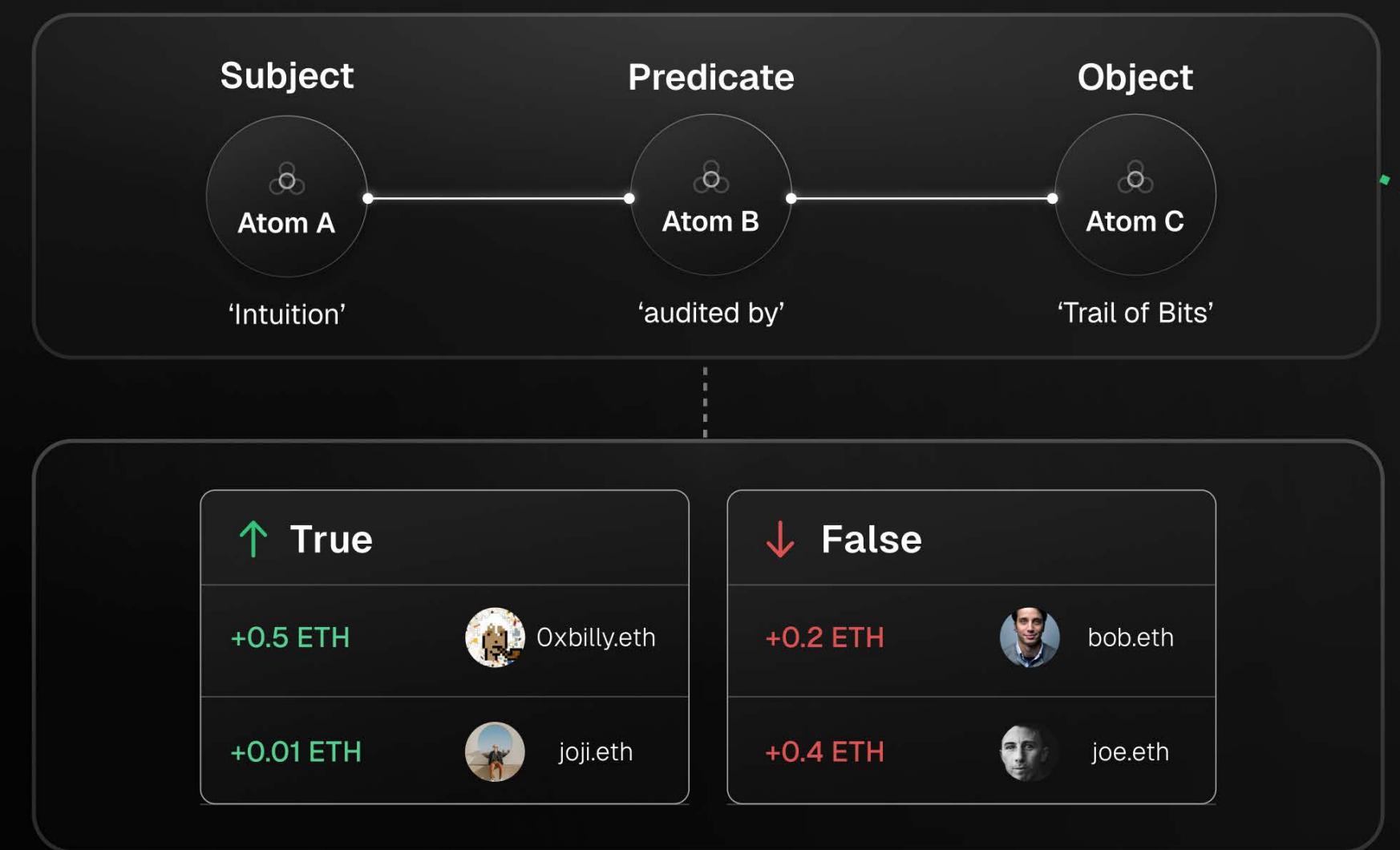
## 01 Atoms

The atomic unit of knowledge, enabling universal referencing, tracking of usage, and discrete ownership of identities & data.



## 02 Triples

Semantic statements about anything, composed of a Subject, Predicate, and Object—each represented as an Atom—allowing users to define and obtain ownership of precise relationships between data points.



## 03 Signal

The method of expression, which decouples statements from "who is saying what", enabling many-to-one relationships, non-deterministic statements, and the concept of 'information markets'.

## Intuition Knowledge Graph

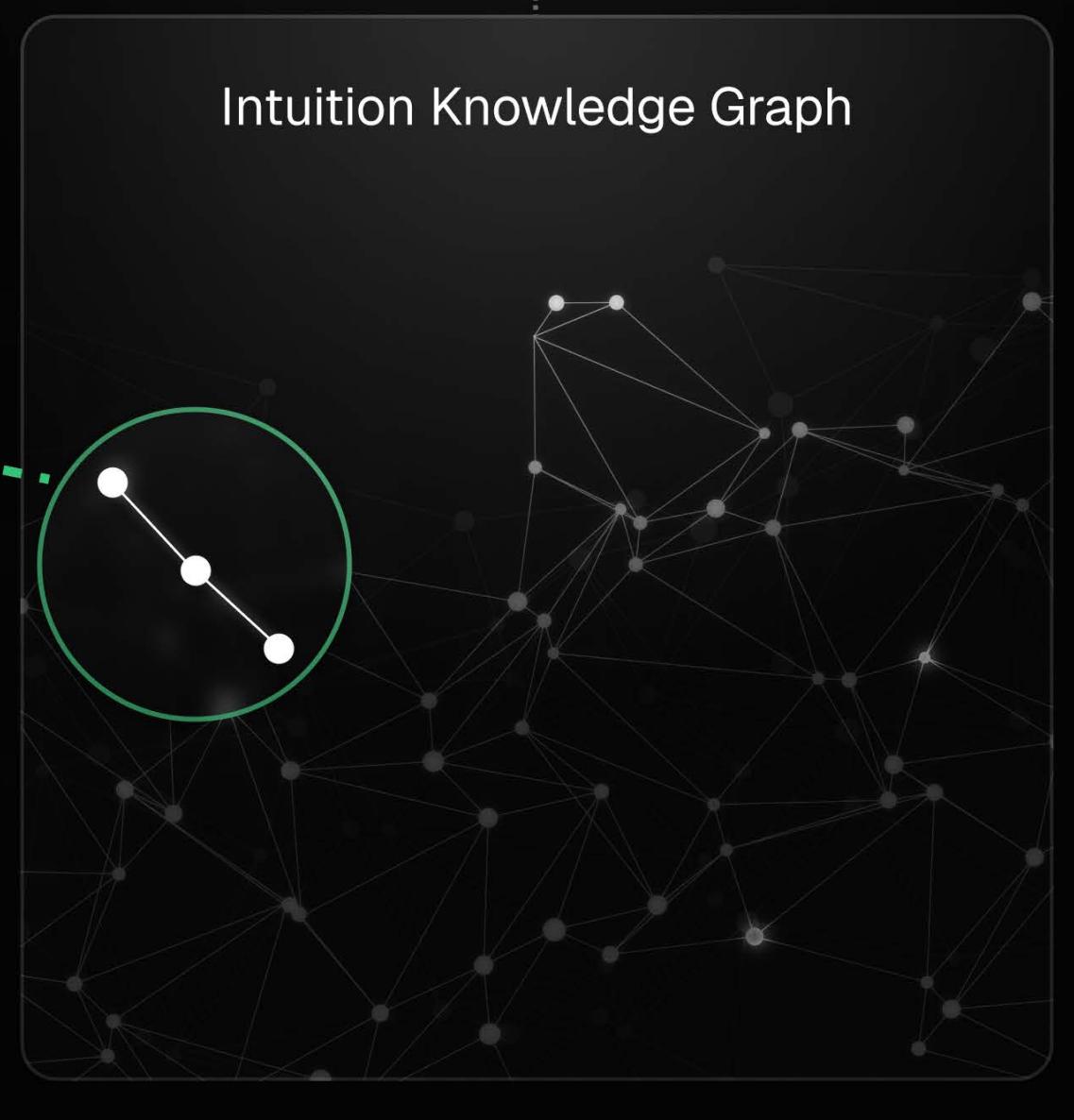
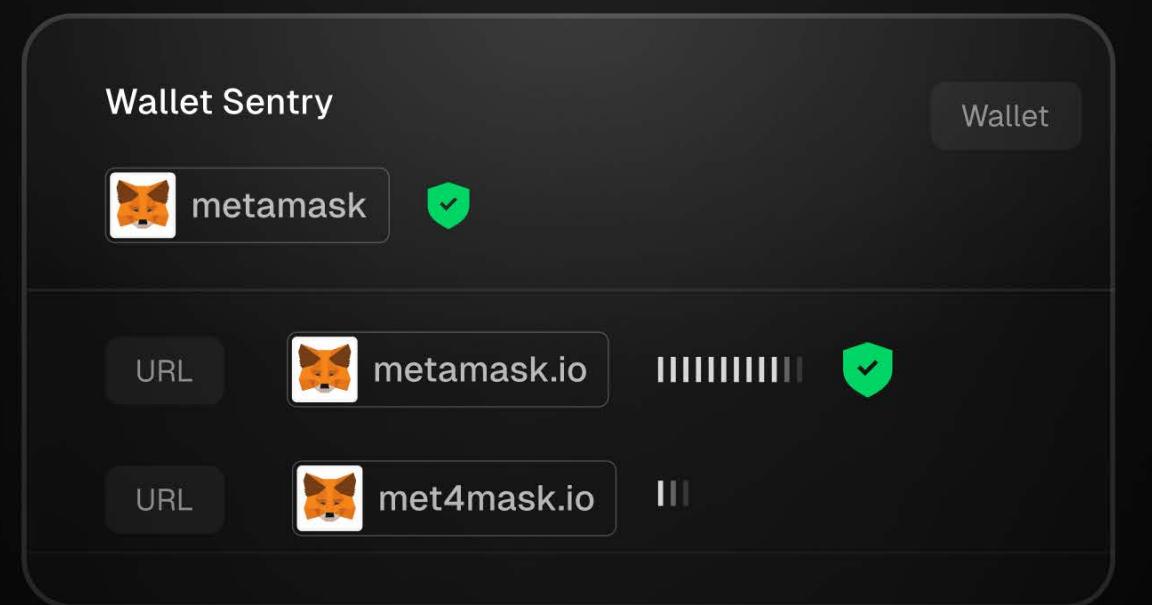


# Creating consensus mechanisms for structured data.

These primitives allow us to apply cryptoeconomic mechanics to incentivize convergence on universal standards for identity and data, leveraging the decentralized rails of crypto to facilitate consensus around:



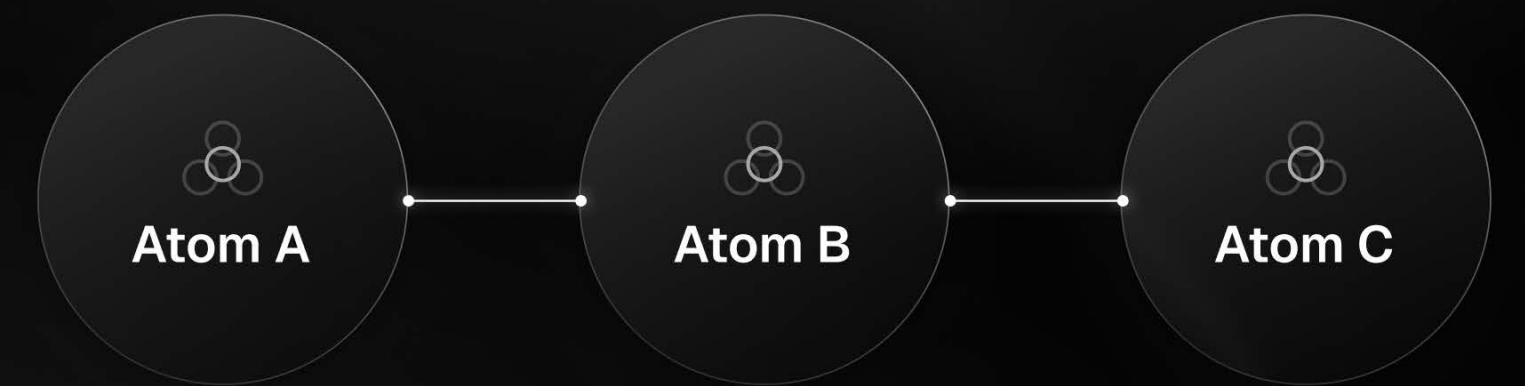
03 The measure of utility and relevancy of information.



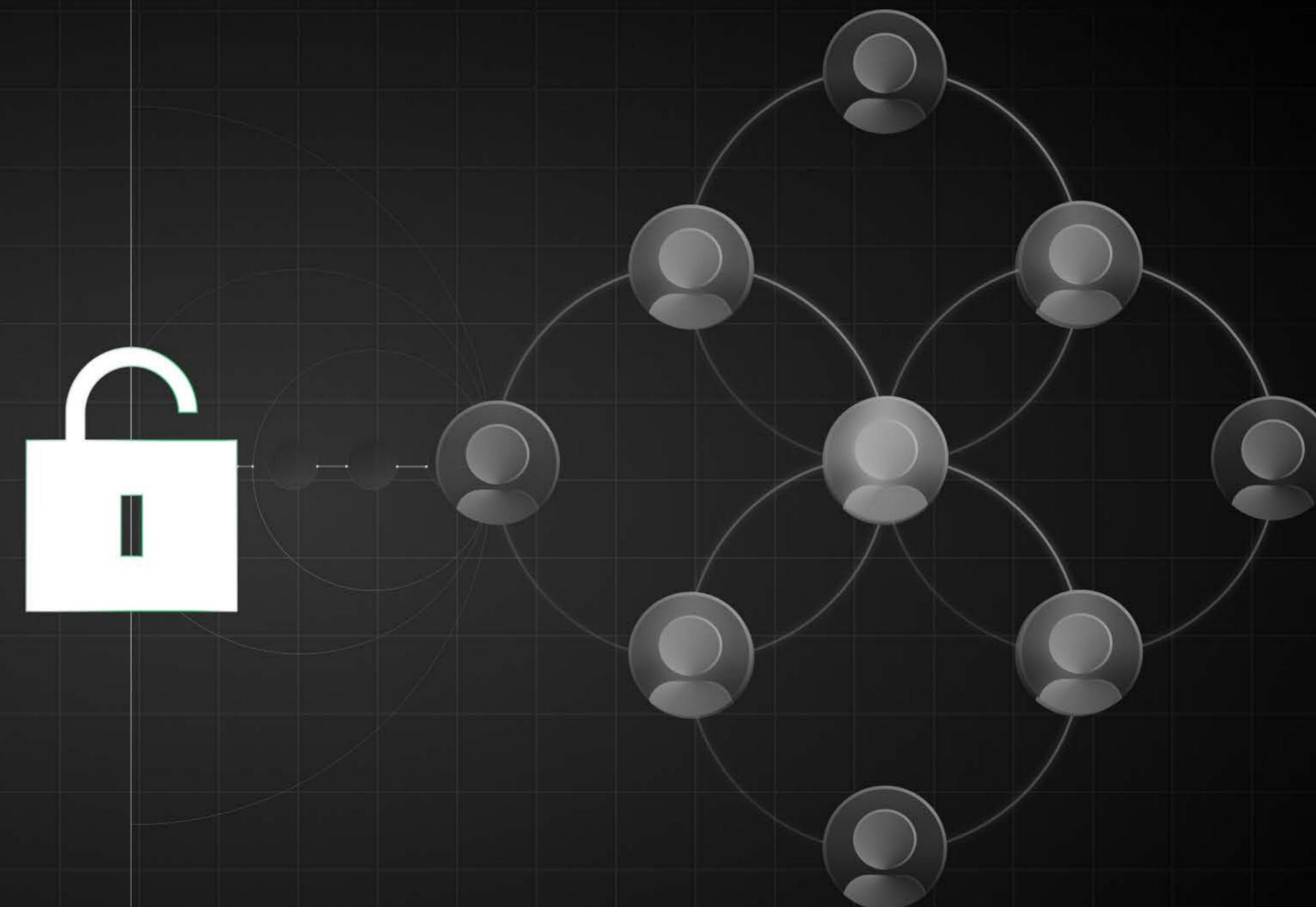
# Bringing structure to data at scale.

These primitives and mechanics provide a framework for arbitrarily-complex expression while retaining a discrete, semantic format, enabling programmatic ownership models, easy integration, and seamless value flows.

Semantic Triple



# Disintermediating the value flow of the ‘oil of the internet’.



Empowering individuals to take back control of their digital identities and data, ensuring everyone benefits directly from the wealth they help create.

# Built to meet the diverse demands of the information age.



## Creators

Owning the data you create, and getting rewarded programmatically when your data is engaged with.

Play new social games rooted in platform-agnostic data, cross-platform reputation, and verifiable claims - providing evidence of being early to the prediction of new trends and truths.



## Consumers

Get the data you need, when you need it, from the sources you trust - anywhere across the web, at the point of interaction.

Bring your preferences, communities, social graphs, and more with you, wherever you go.



## AI

Scalable agent-to-agent (human and machine) coordination through the establishment of common language.

Access high-quality verifiable data that provides insights into humanity's intuition that have never before been captured.

Leverage incentivized labeling to generate outputs that are both more reliable and ethical.

Train personalized AI on both your personal knowledge graph, and the knowledge of rest of the world.

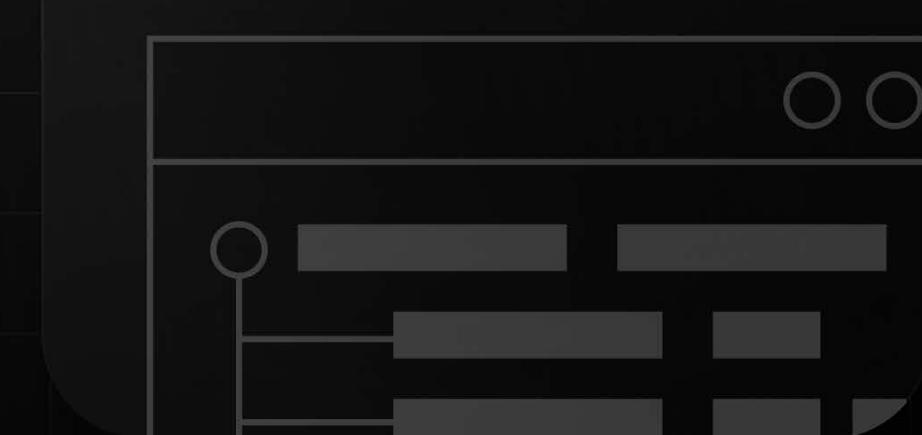


## Developers

What the cloud did for hardware - for identities, data and algorithms.

Outsource the overhead of needing to think about the latest standards in identity and data standards by leveraging consensus information frameworks.

Get programmatically rewarded for generating useful data, immediately unlocking new revenue streams.



## Businesses

Understand your customers like never before, with business intelligence tools leveraging the entirety of user actions across the web.

Focus on doing what your business does best, rather than on hoarding data - while still retaining data equity.

Make your data instantly discoverable and interoperable across the web.

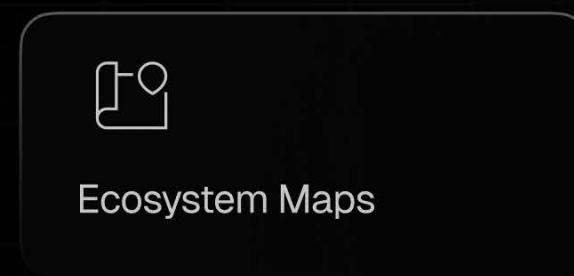


# Infinite use cases, limitless possibilities.

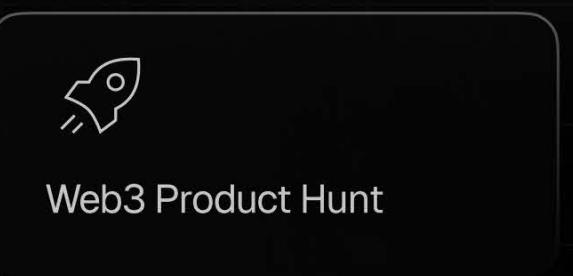
Unlocking the next generation of use cases for the decentralized web.



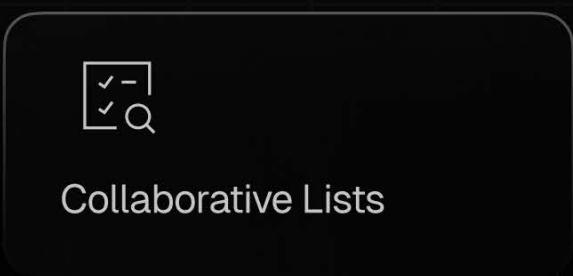
Social Alarm Signals



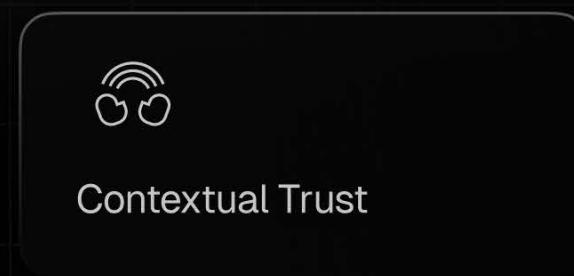
Ecosystem Maps



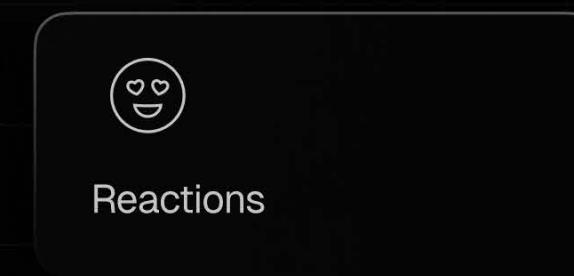
Web3 Product Hunt



Collaborative Lists



Contextual Trust



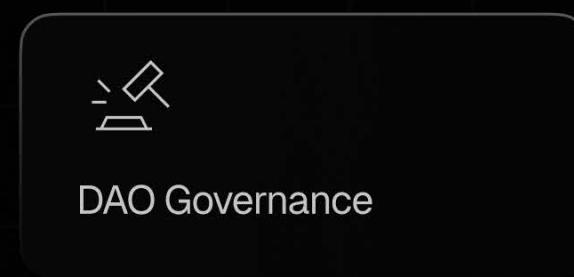
Reactions



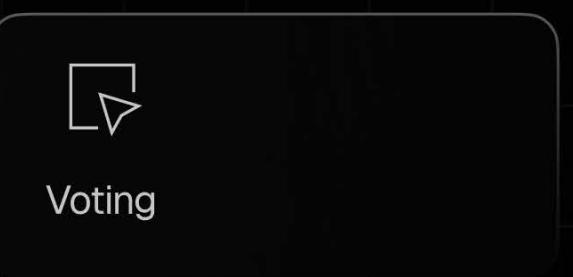
Ratings & Reviews



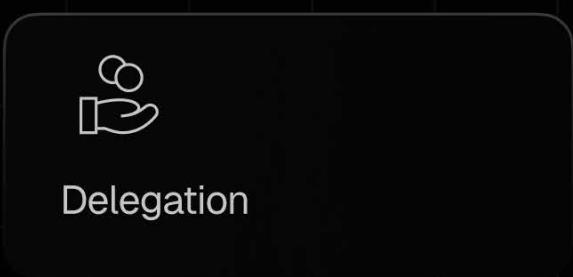
Composable Reputation



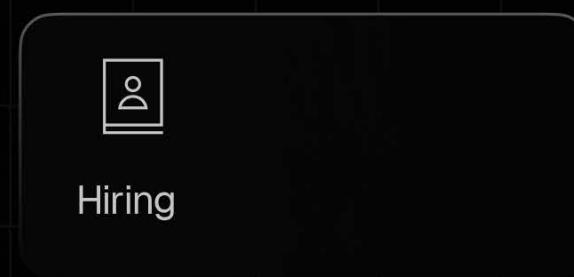
DAO Governance



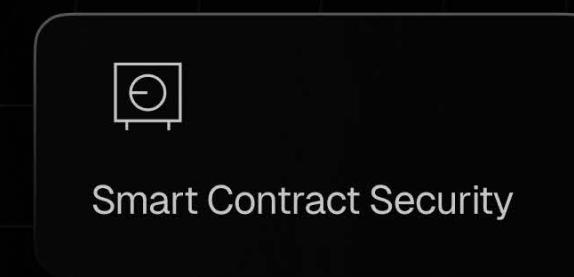
Voting



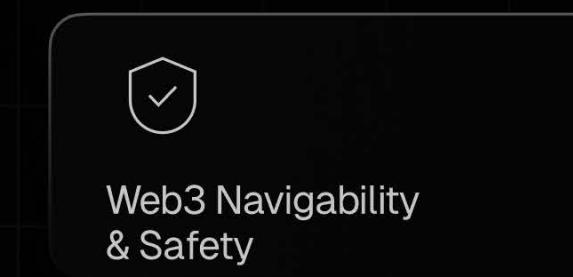
Delegation



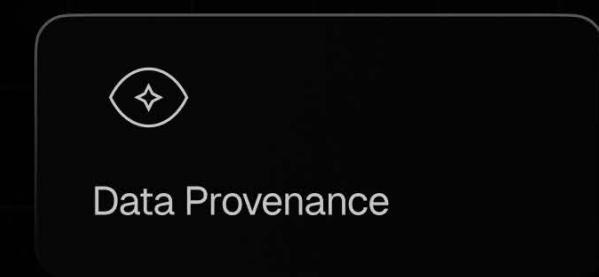
Hiring



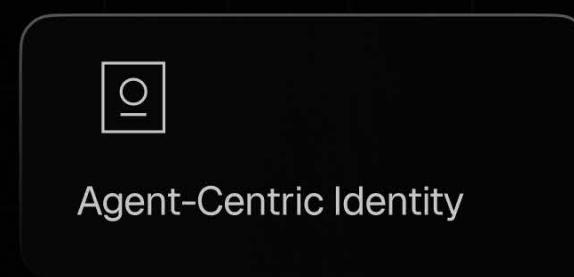
Smart Contract Security



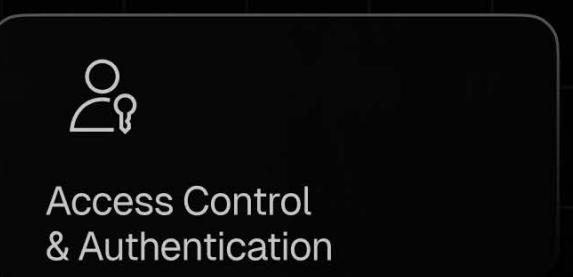
Web3 Navigability & Safety



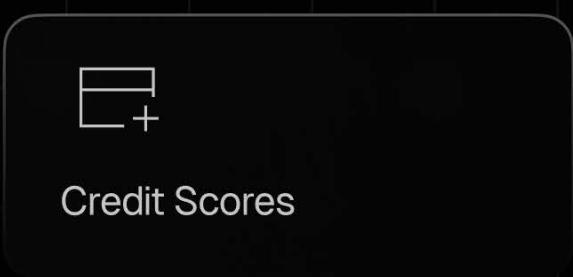
Data Provenance



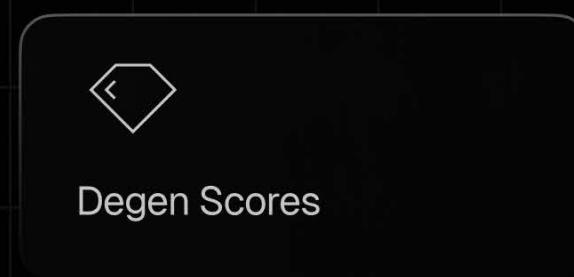
Agent-Centric Identity



Access Control & Authentication



Credit Scores



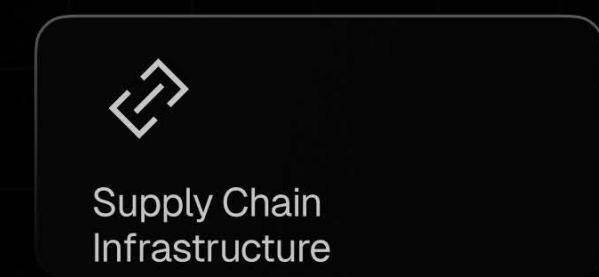
Degen Scores



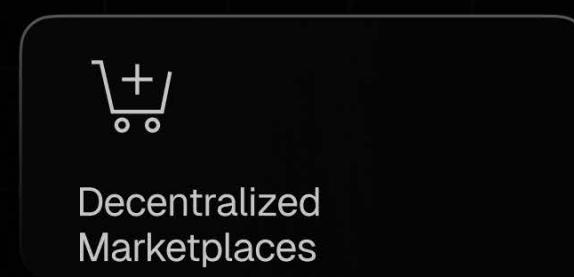
Market Analysis



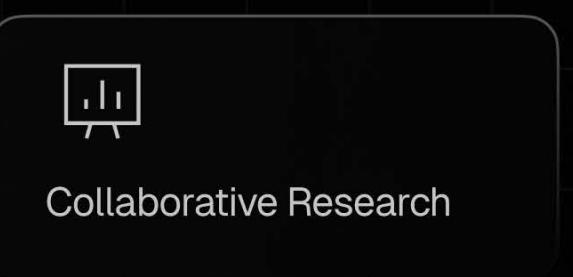
Community Analysis



Supply Chain Infrastructure



Decentralized Marketplaces



Collaborative Research



IoT Data Analytics



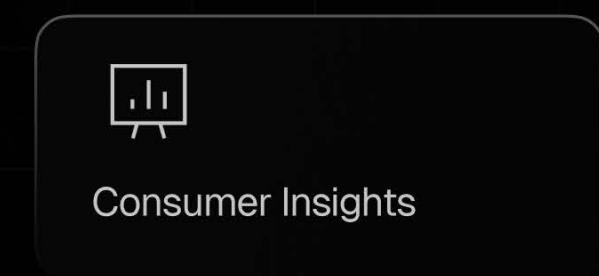
Digital Advertising



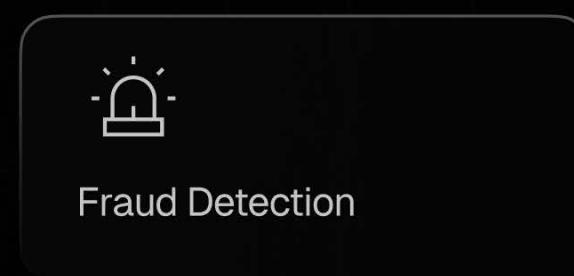
Universal Preferences



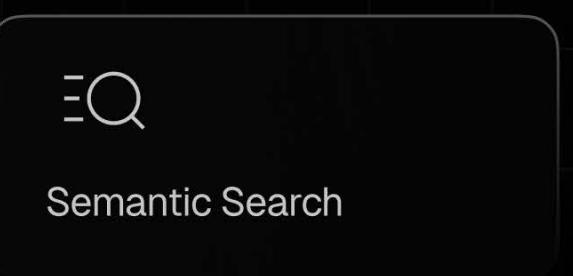
AI Training Sets



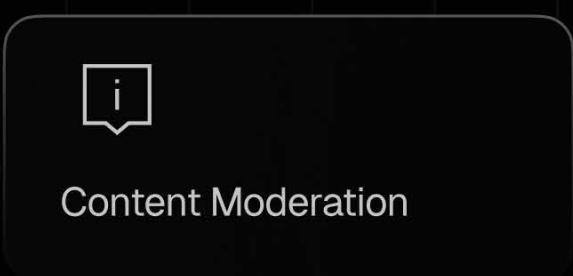
Consumer Insights



Fraud Detection



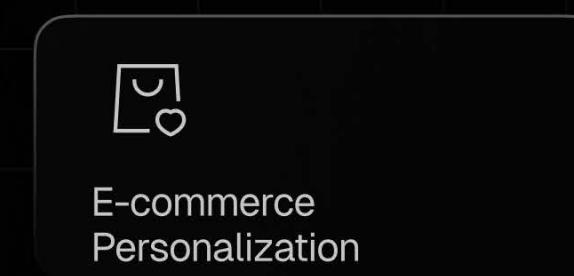
Semantic Search



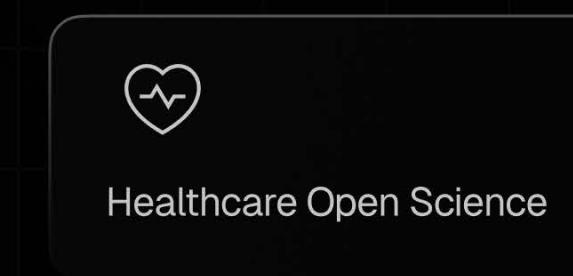
Content Moderation



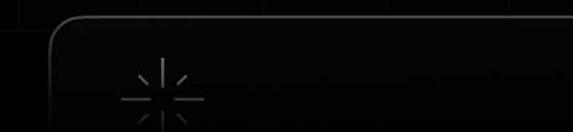
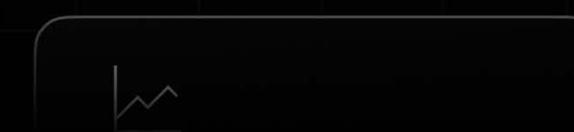
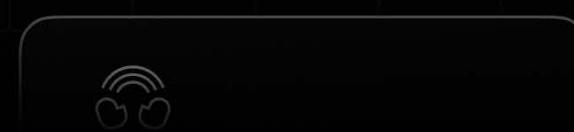
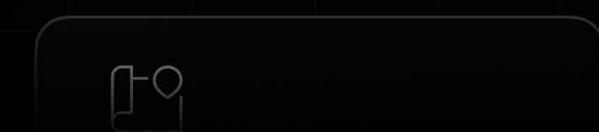
Identity Verification



E-commerce Personalization

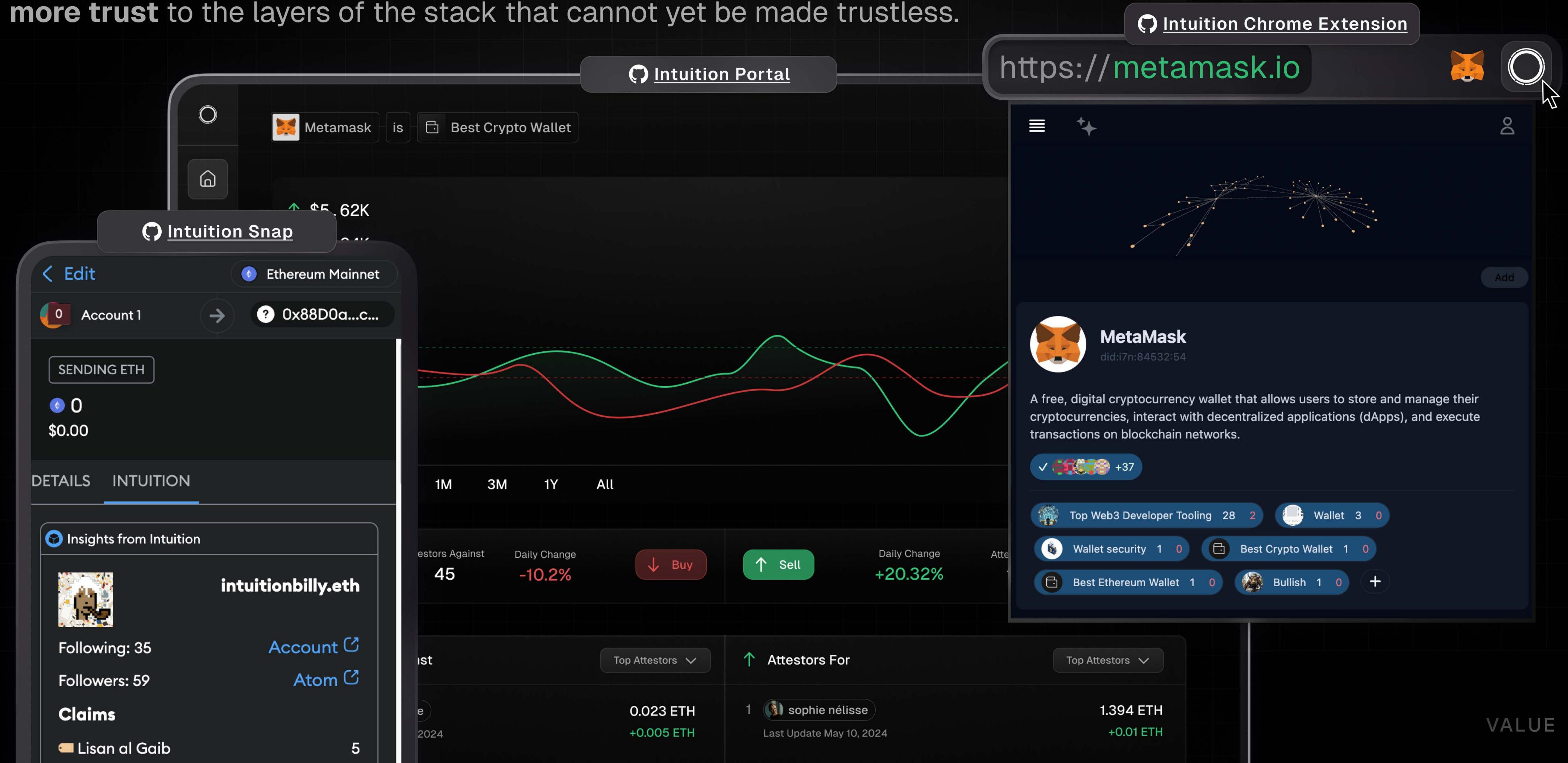


Healthcare Open Science



The vision: an internet where  
**trustless** technology meets **trustful** interaction.

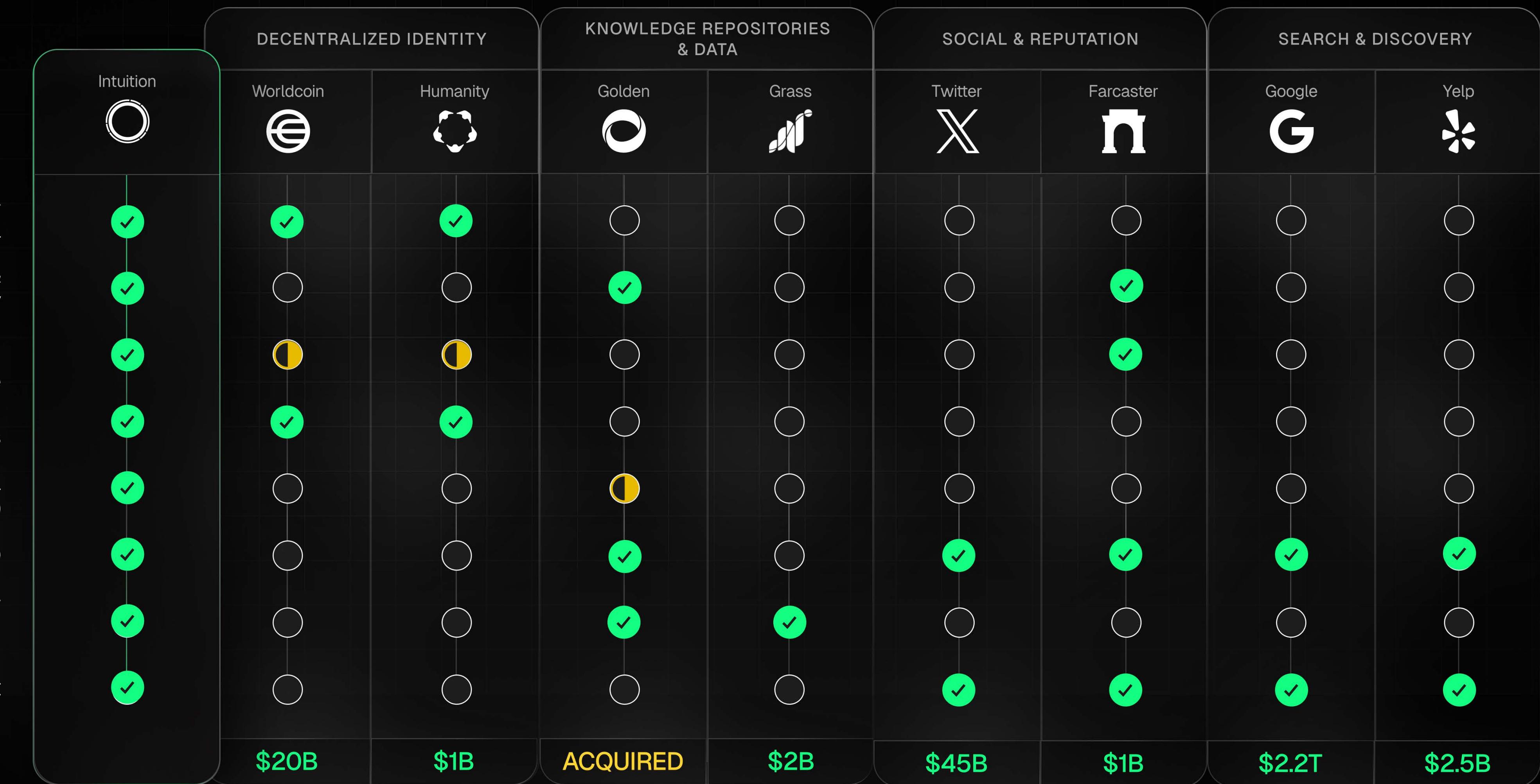
Trustless technologies alone can only take us so far. Intuition fills this gap by bringing **more trust** to the layers of the stack that cannot yet be made trustless.



# Two years building amidst growing market demand.



# A first-to-market platform extending the scope and scale of existing, use-case specific solutions.



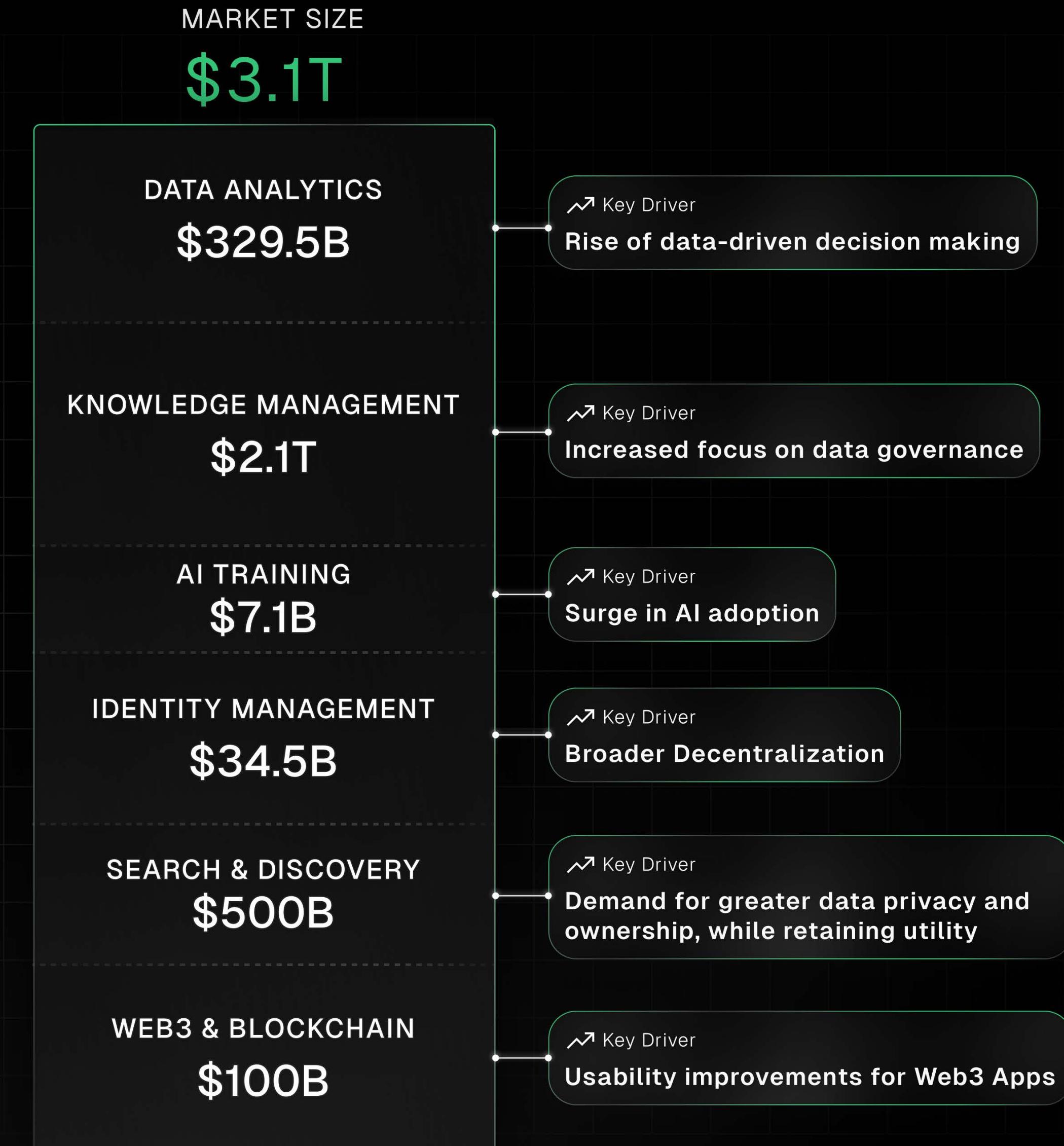
# Industry agnostic with widespread market utility.

Starting with **Web3 Navigability and Security**, to better prepare our industry for the masses.

- ⌚ Preventing loss of funds
- ⌚ Improving user confidence
- ⌚ Breaking down information silos
- ⌚ Showcasing opportunities
- ⌚ Building trust in crypto



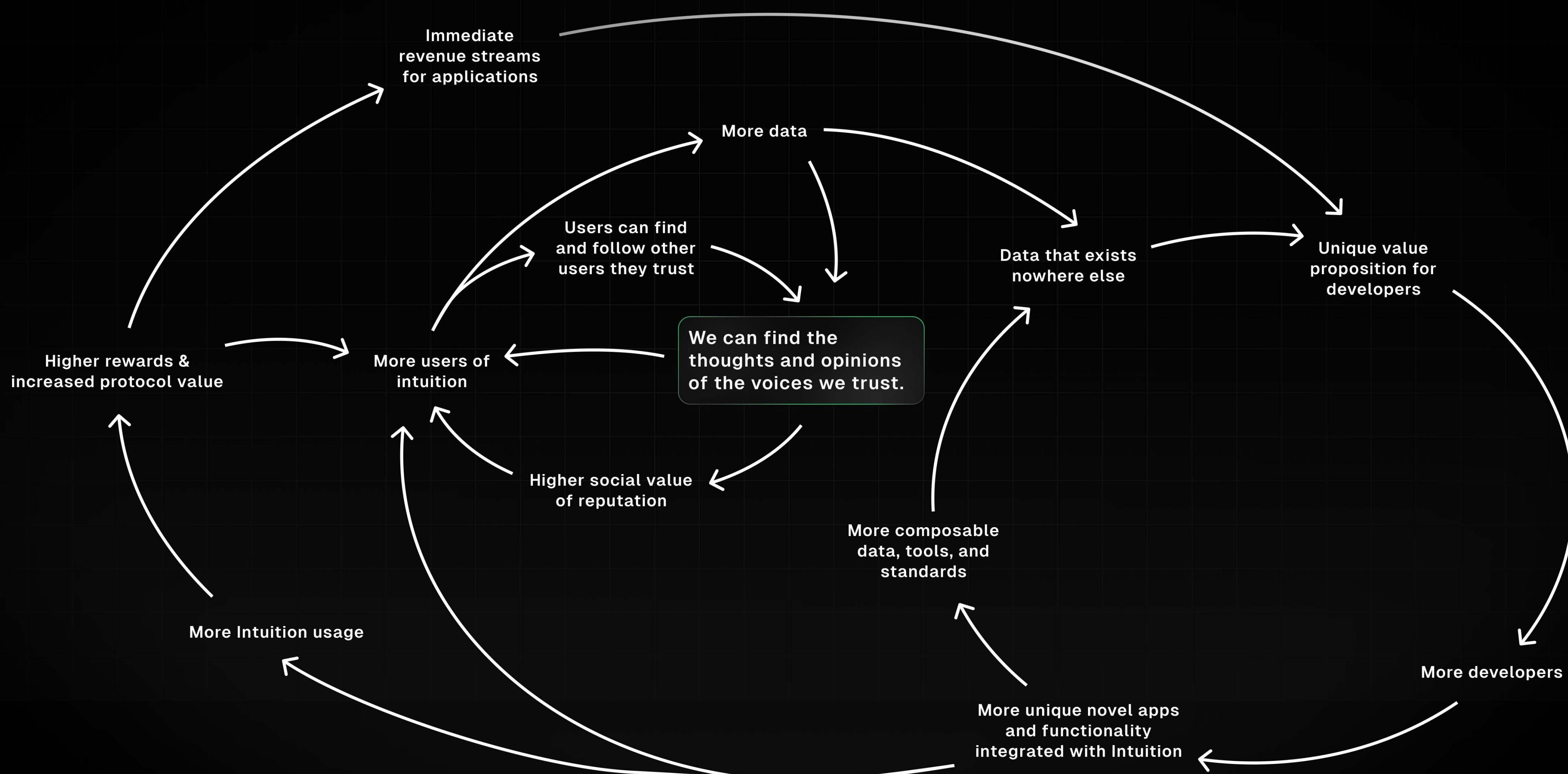
2023



2030

# Powered by an infinitely productive game.

A self-sustaining ecosystem that grows in value with each new user and developer.

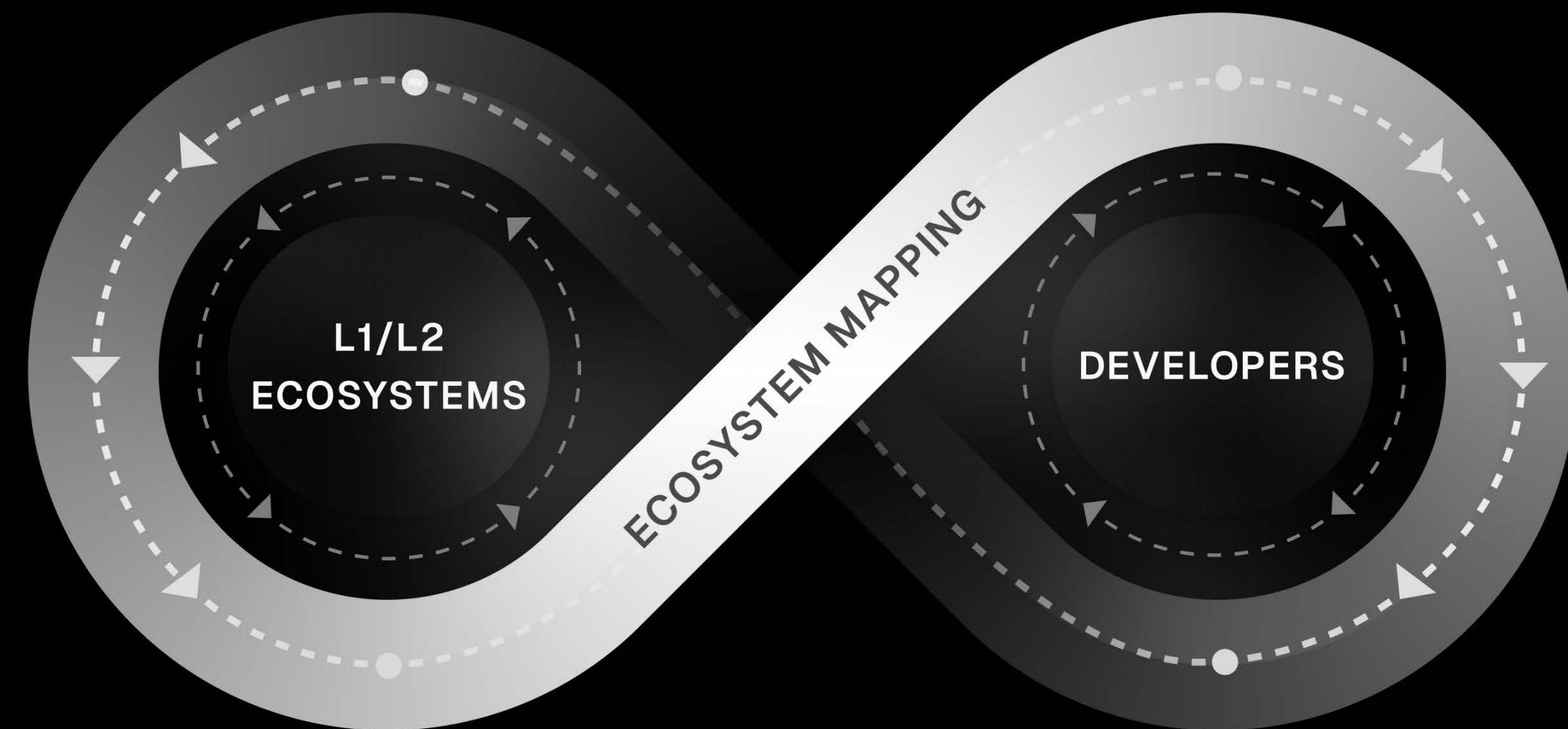


# Setting the flywheel in motion.

Bootstrapping the knowledge graph through the incentivized crowdsourcing of Web3-specific information to help make our ecosystem more navigable and secure.

## 01 Land

Leverage current capabilities to establish foothold within Web3 by providing critical security & navigability solutions



## 02 Adopt

Partners benefit from adding their data to the Intuition knowledge graph, enhancing visibility and providing economic incentives

## 03 Expand

Expand into developer communities of partner platforms with foundational utility provided by ecosystem data

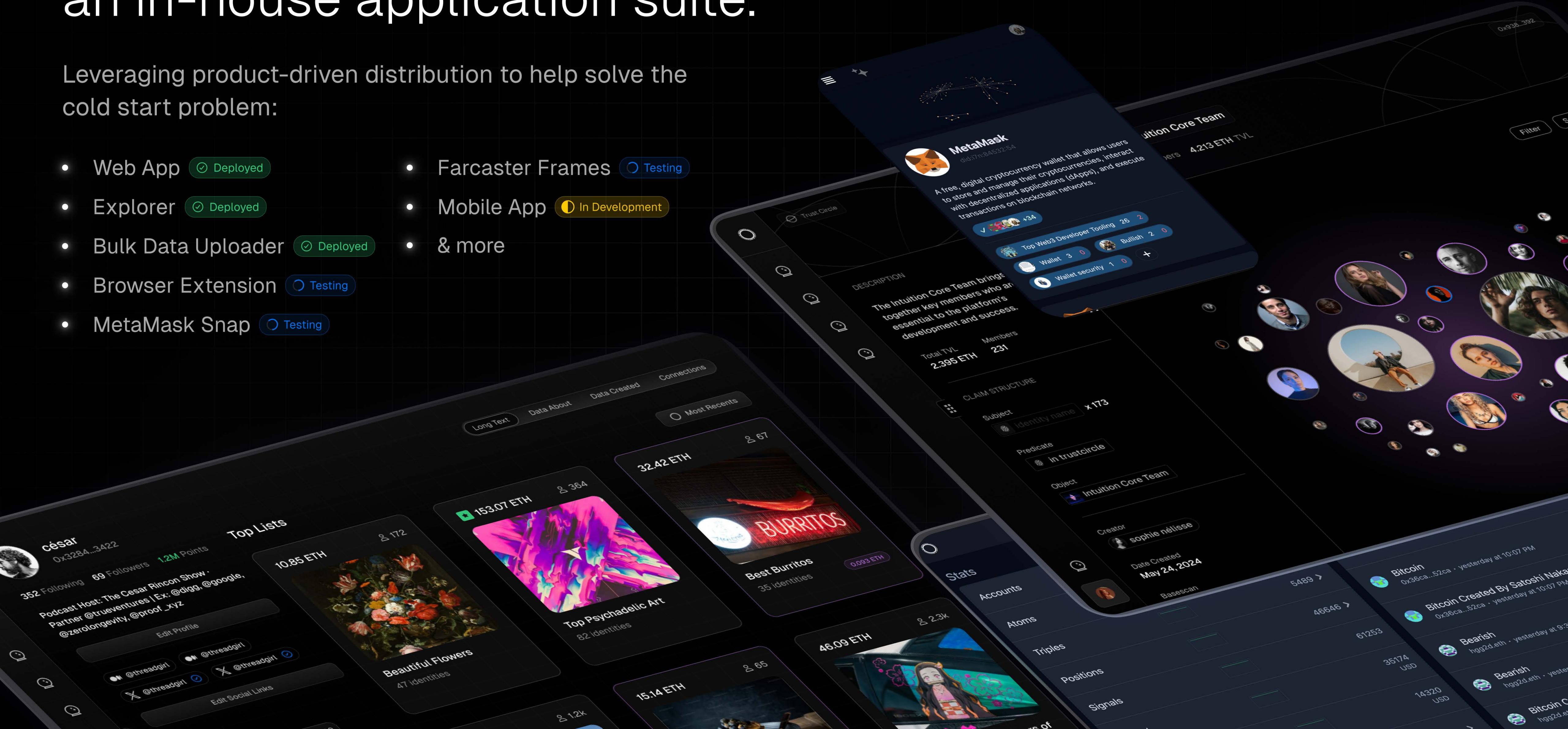
## 04 Retain

Powerful developer tooling and integration incentives lead to developer lock-in

# Bootstrapping the ecosystem with an in-house application suite.

Leveraging product-driven distribution to help solve the cold start problem:

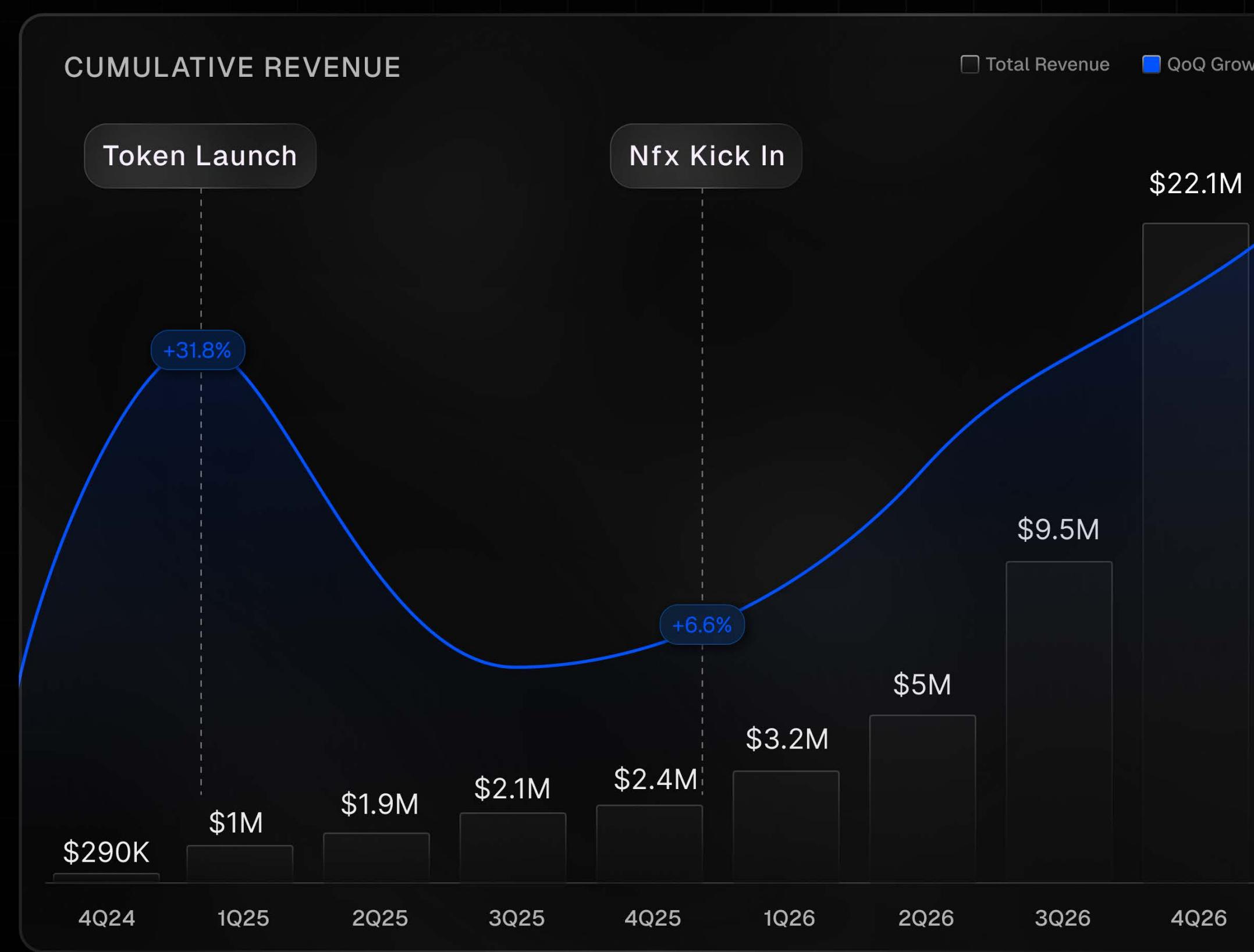
- Web App (✓ Deployed)
- Explorer (✓ Deployed)
- Bulk Data Uploader (✓ Deployed)
- Browser Extension (○ Testing)
- MetaMask Snap (○ Testing)
- Farcaster Frames (○ Testing)
- Mobile App (● In Development)
- & more



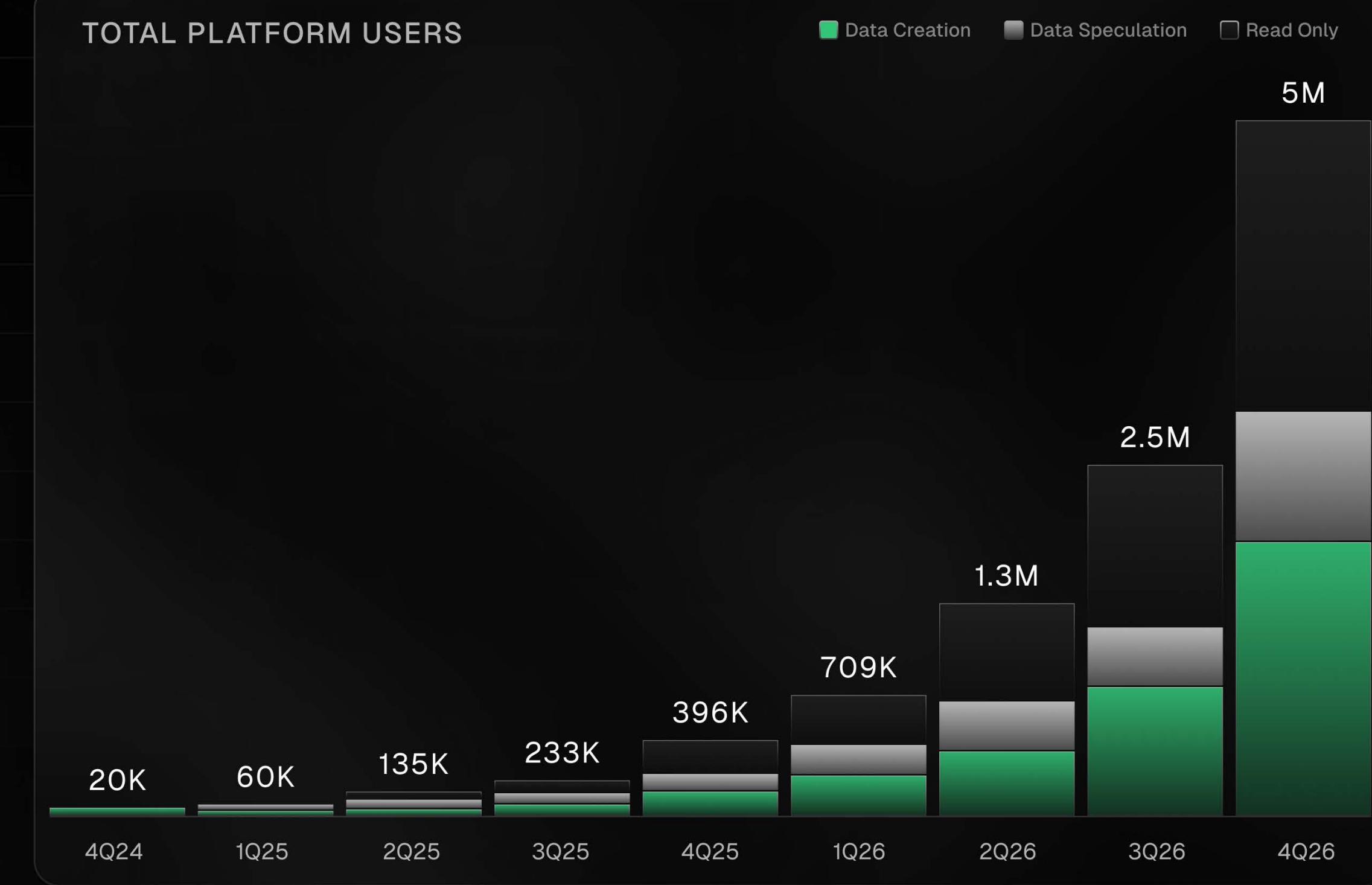
# Growth Projections

Poised for exponential network effects driven by achievable growth and sustainable token dynamics.

ASSUMPTIONS	Token Launch FDV \$250M	Partner/Developer Churn 50%	User Churn 80%	Avg. \$/tx .003
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EOY 2026 ESTIMATES			
	Transactions per User per Quarter	Average Transaction Size	
Data Creation	36 (+300%)	\$0.1 (-97%)	\$35 (+250%)
Data Speculation	21 (+20%)	Data Creation	Data Speculation



# Roadmap

Funding provides resources to rapidly scale, bringing our goals and profitability into view.

Q2 2025

- Strategic Round
- Community Sale
- Bonding Curve Registry Release
- AI Agent Integration, Personalization, and Reputation
- A/B Test Bonding Curves to Fine Tune Incentives
- Bootstrap the Knowledge Graph

## Use of Funds

- Token Launch & Exchange Listings
- 3-5 Targeted Hires
- GTM Push
- New Contract Audits
- Expanded Product Suite
- DevRel & Ecosystem Building

## 5 Year

- Most new products outsource their identity and data needs to Intuition.
- Intuition used by consumers daily, across Web2 and Web3.

## 10 Year

- The entirety of the world's data is mapped on Intuition.
- The value from data flows seamlessly to its creators.

Q2 2025 (continued)

- Airdrop
- Token Genesis Event
- Production Release to Existing Chains
- Initial Exchange Listings
- Roll Out Developer Tooling Suite
- Established as a core component of the Web3 interaction flow

Q3 2025

- Intuition Network Testnet
- Interpretations & Reality Tunnels (Data filtering mechanisms)
- Proof of Humanity Aggregations
- Incentivized Crowdsourcing of Web3 Navigability & Security Information
- Premium APIs for enterprise data consumption

Q4 2025

- Intuition Network Mainnet
- Private & Permissioned Knowledge Graphs
- Monetization of Data Reads
- Metatransactions & Gas Subscriptions
- Proof of Machinehood

Q1 2026

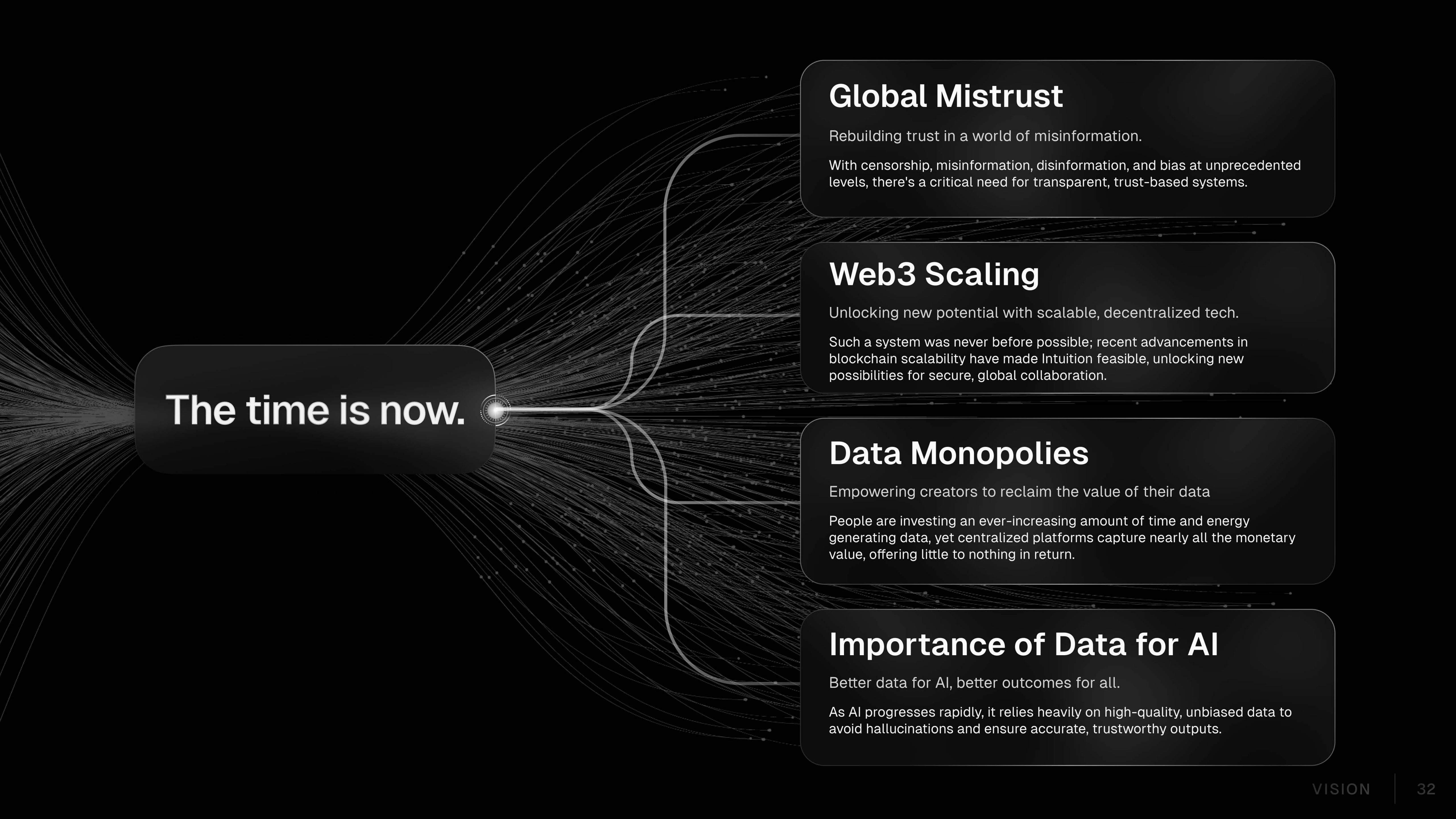
- Web3 Market Saturated
- Begin Web2 Market Focus & Partnerships
- Web2-Friendly Application Suite

Q2 2025

Q3 2025

Q4 2025

Q1 2026



The time is now.

## Global Mistrust

Rebuilding trust in a world of misinformation.

With censorship, misinformation, disinformation, and bias at unprecedented levels, there's a critical need for transparent, trust-based systems.

## Web3 Scaling

Unlocking new potential with scalable, decentralized tech.

Such a system was never before possible; recent advancements in blockchain scalability have made Intuition feasible, unlocking new possibilities for secure, global collaboration.

## Data Monopolies

Empowering creators to reclaim the value of their data

People are investing an ever-increasing amount of time and energy generating data, yet centralized platforms capture nearly all the monetary value, offering little to nothing in return.

## Importance of Data for AI

Better data for AI, better outcomes for all.

As AI progresses rapidly, it relies heavily on high-quality, unbiased data to avoid hallucinations and ensure accurate, trustworthy outputs.