Plug-and-play.

Accelerating EVM adoption through automation.

At Plug, we firmly believe that blockchains weren't built for humans. Human executed blockchain transactions are manual, slow, error-prone, and inefficient. We envision a future dominated by automated transactions, where the vast majority of onchain actions are designed by humans and executed by bots. This future is made possible through simple declarative statements that only run when the desired outcome can be achieved.

Plug is a generalized intent framework empowering Ethereum based blockchains, protocols, and applications with "if this, then that" functionality.

Plug was founded to introduce a better and more effective way to interact with the blockchain. We've poured our effort into making it possible to enable a plug-and-play experience for transaction automation. We're here to empower humans to benefit from the blockchain to the maximum extent and provide the ability to log off instead of being terminally online.
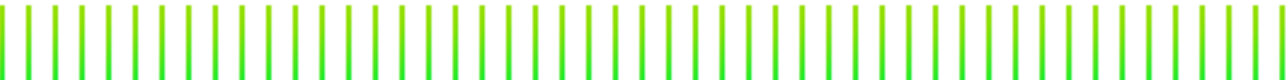
Blockchains Today

Since the introduction of blockchains, execution has remained highly inefficient, opaque, and manual. Millions of dollars are spent every year on blockchain gas fees, yet the existing solutions do little beyond increasing execution costs while being unable to secure increased effectiveness and desired outcomes.

This reality forces users to accept mediocre experiences and outcomes due to the lack of granular control over how they interact with onchain protocols.

In today's world, users cannot declare explicit conditions under which their transaction can and will be executed. Instead, they must spend their valuable time clicking buttons, hopefully at the perfect time, so they can send the transaction and get most of their desired results. This has led to millions in losses, costs that should not have been paid, and inefficient use of capital.

Plug Enabled Blockchains

When accelerated with the power of outcome-based transactions and intent-driven automation, blockchains step into a new paradigm.

- Outcomes of transactions are known before being executed.
- Onchain mechanisms run more effectively than ever before.
- Market dynamics are responded to in an instant.
- Open interest remains active without the need for manual intervention.
- Scale of activity is no longer limited by upfront and uncertain costs.
- AI systems can operate without fear of hallucination.
- Users have granular control over every piece of their interaction.

Better results and experiences are delivered to every user and protocol.

Our User

Plug is designed to lower the barrier of entry to improved transaction execution for all individuals. Our simple-to-use framework and platform interface bring newfound benefits for all Ethereum based blockchains, primitives, and protocols.
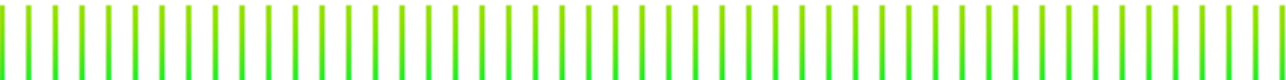
Previously, similar models were limited to the crowd of developers willing to write code of their own. Now, the remaining 99% of users in the industry are empowered with a solution that gives them the ability to unlock more sophisticated and effective transactions, no technical experience needed.

Platform as the Spear

Plug is a platform that introduces a plug-and-play interface of Ethereum, where users can automate and schedule all their blockchain activities in one place.

Our north star is delivering the best experience to users, for the broadest set of protocols, at the most rapid rate. Our platform can integrate existing protocols without requiring any changes to or involvement from the partner. We have the ability to integrate protocols into Plug without their permission, but we will aim to form win-win relationships to best serve our collective user bases.

While Plug is well positioned to be introduced as infrastructure, our focus remains on serving the majority of users in the space and establishing sufficient market penetration that enables a seamless expansion towards infrastructure. This approach mitigates the slow ramp of the infrastructure first approach that operates with a long sales cycle and high integration cost.

Monetization

Plug is revenue generating on day one. To provide the best experience to users, cost-balancing is critical to the future success of Plug. By understanding costs and revenue immediately, Plug is positioned to build the most sustainable and impactful product possible.

The fee structure of Plug is optimized around value creation events that happen on a regular basis rather than one-off transactions. Contrary to a typical blockchain transaction, Plug enables the scheduling and execution of recurring transactions providing an opportunity for genuine recurring revenue.

Plug has three prongs to our fee structure:

1. **Flat Minimum:** $2.50 fee on all transactions executed.
2. **Volume:** 1% fee on select transactions.
3. **Consumption:** variable based on conditions and outcomes.

Our Team

Plug was founded by a trio of crypto native builders who are deeply familiar with the startup space. Our CEO, 🥵 **Chance**, has enabled over 800,000 transactions and over $500M of onchain volume with his library of gas optimized frameworks and primitives. Our CMO, 🔴 **Reka**, architected marketing and distribution strategies that acquired over 3 million users at Guild, a token-gating platform she co-founded. Our COO, 👾 **Drake**, has spent 10 years in FinTech and Crypto startups building and leading engineering teams that have processed over $4B in volume on traditional rails.

Where We Are Today

Plug is weeks away from launching. The onchain contracts have been developed, reviewed, and are pending a final audit for the first public release. The platform which enables users to access the protocol is currently in development and undergoing a phase of user feedback collection. Our go-to-market strategy for Season 0 is being architected as we finalize our launch partners and work to fine tune the user experience for our initial launch.

Where We Are Going

We as a team are critically focused on enabling the best user experience. With the release of the platform, our focus remains:

- Decentralize the Solver network powering third-party execution.
- Cyclical seasons enabling response to market realities and user desires.
- Proof of Usage (Points) and Tokenization of the underlying system.

Fundraise

Plug is raising $3M via SAFE to accelerate three key prongs:

- Accelerating adoption and scaling distribution.
- Salaries, insurance, and miscellaneous:
  - Founding team (CEO, CMO, COO)
  - 2 Full-Time Developers (Protocol, Platform)
- Administrative costs (Legal, Accounting, Audits, etc.)

Contact

You can get in touch with our team at any of the following:

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