



Pitchdeck: TruCol

A decentralised collaboration protocol for test-driven development

1 Challenge

While trying to set out a programming bounty to speed up the development of another company, we noticed most bounty platforms take a cut as middleperson. We wanted the person that solves our problem, to get the full reward.

2 Solution

Decentralisation eliminates intermediaries. So we assembled a team of students from Delft- & Radboud University, and competed at the ETHDenver in 2021. There we developed the trustless collaboration protocol for test driven development.

3 Market Opportunity

Our business model changes after reaching series B/C. We first build a database of task- & solution pairs as consultants. Upon acquiring sufficient data, we intend to pivot to a TTD market making using an arbitrage bot built on that dataset.

The logistics market is good starting point due our affinity with its algorithmic and efficiency driven nature. Our top-down market analysis contains a Monte-Carlo simulation of the total addressable market size for the TruCol company. This TAM yields an estimated yearly revenue of 600K to 14M per year.

4 Competition

In business model I, our competition consists of GitCoin, which take a 10% cut and allow for ambiguity. We take no cut, and earn income by helping companies safely offload their tasks into the TruCol protocol. Additionally, we can facilitate companies in privacy-friendly, automated compliance using self-sovereign identities.

In business model II, our competition currently consists of GPT-4 and GitHub co-pilot, we expect this market to be so large that new competitors will come and go. We hope our headstart in this market will enable us to maintain a competitive edge.

5 Market Strategy

We aim to collaborate with 1 leading edge algorithmic firm, such as Optiver, to demonstrate the power of the TruCol protocol. If such a demonstration is succesfull, a rational market will follow. If the market is irrational, we will put in more effort to stimulate the usage of the TruCol protocol.

6 Team & Impact

During the ETHDenver we learned about the profound impact of our protocol. It eliminates hiring bias, providing fair and inclusive work for all. On top of that, companies automatically get the lowest labour costs in the world, with solutions that are delivered on time with insurance.



We had a lot of fun in our journey with TruCol so far, thanks to the help of our team members with excellent communication and coding skills.