



PITCH DECK

Getting rug-pulled shouldn't be a web3
rite of passage

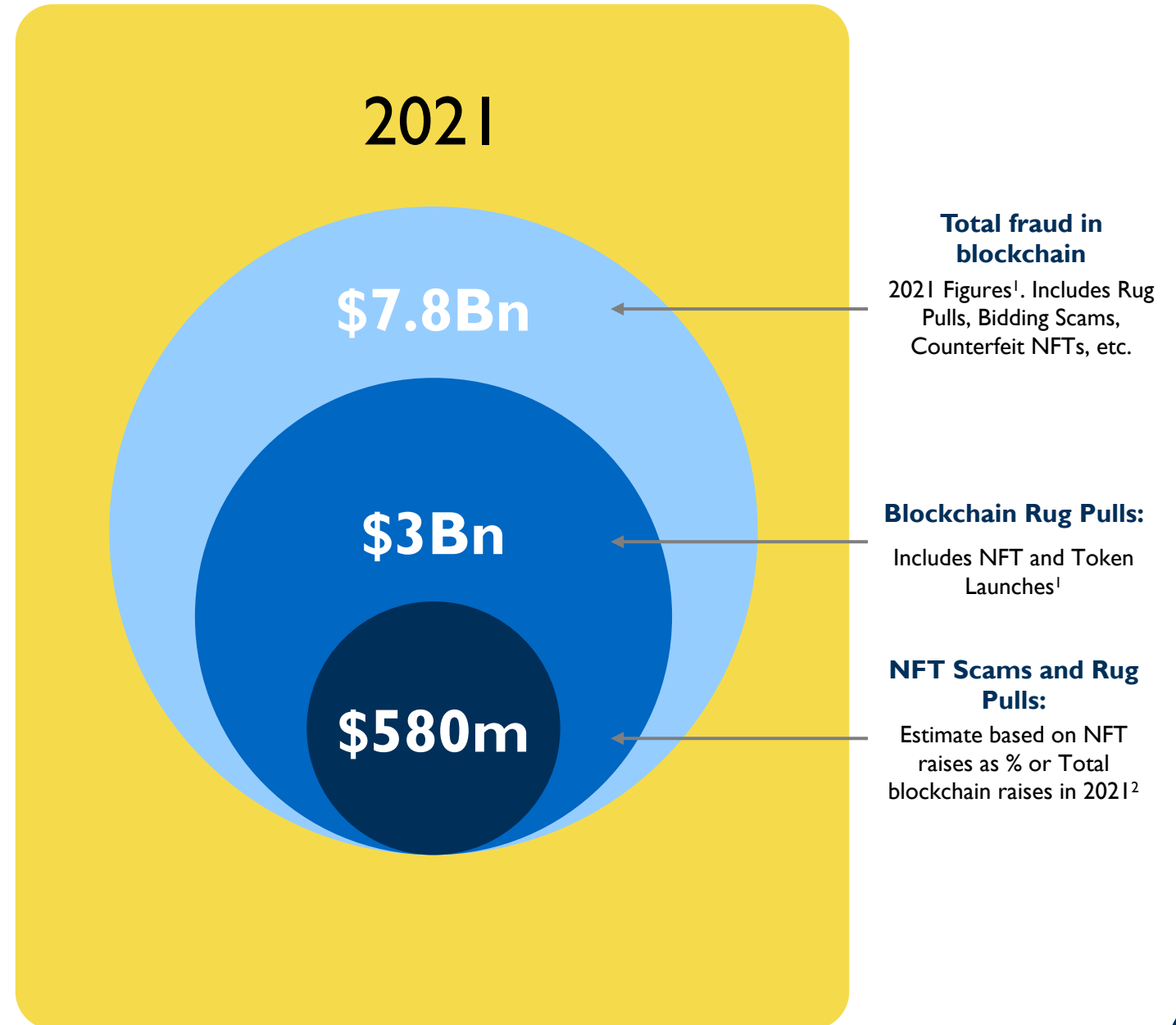


@Trustless.ink

THE PROBLEM

“Rug Pulls” are the biggest threat to Trust in web3, costing **\$3Bn** in 2021* and adding a significant deterrent to blockchain mass adoption.

* "The 2022 Crypto Crime Report", Chainalysis



TRUSTLESS.INK

Trustless.ink is a launch platform that natively disincentivizes Rug Pulls AND creates better conditions for legitimate projects to rise above the noise.



01.

Smart Roadmaps
unlock funding progressively as project moves forward



02.

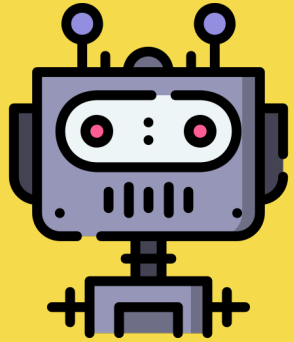
Emergency break
that the community members can vote on to refund unused portions of monies raised



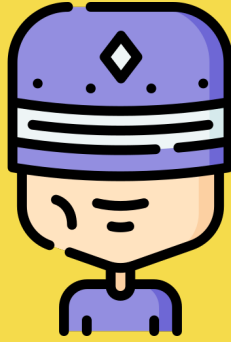
03.

Deep Scrubs and AI surface suspicious activity on the blockchain related to a specific project

THE TEAM



Rodolfo Ergueta
Product Development



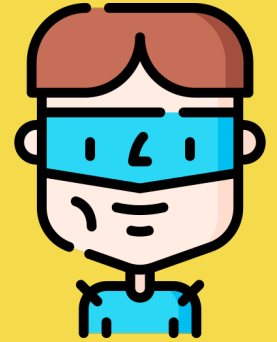
Noe Horowitz
Developer



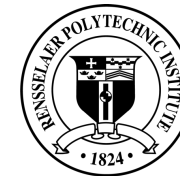
Aaron Wong
Developer



Zhiwei Li
Data Scientist



Peter Laird
Technical Advisor



DEMO

APPENDIX

RUG PULLS MUST BE ADDRESSED

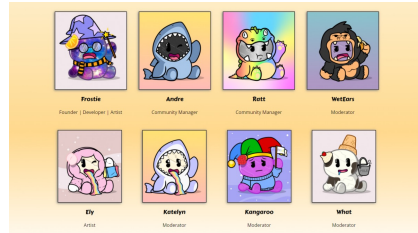
A **Rug Pull** scam takes place when a crypto project attracts early supporters and investors by promoting a fake project via social media and other channels. Once the project collects the money the project founder(s) **take off and drain all the funds** from the community that bought in.



Bored Bunny
\$21 Million

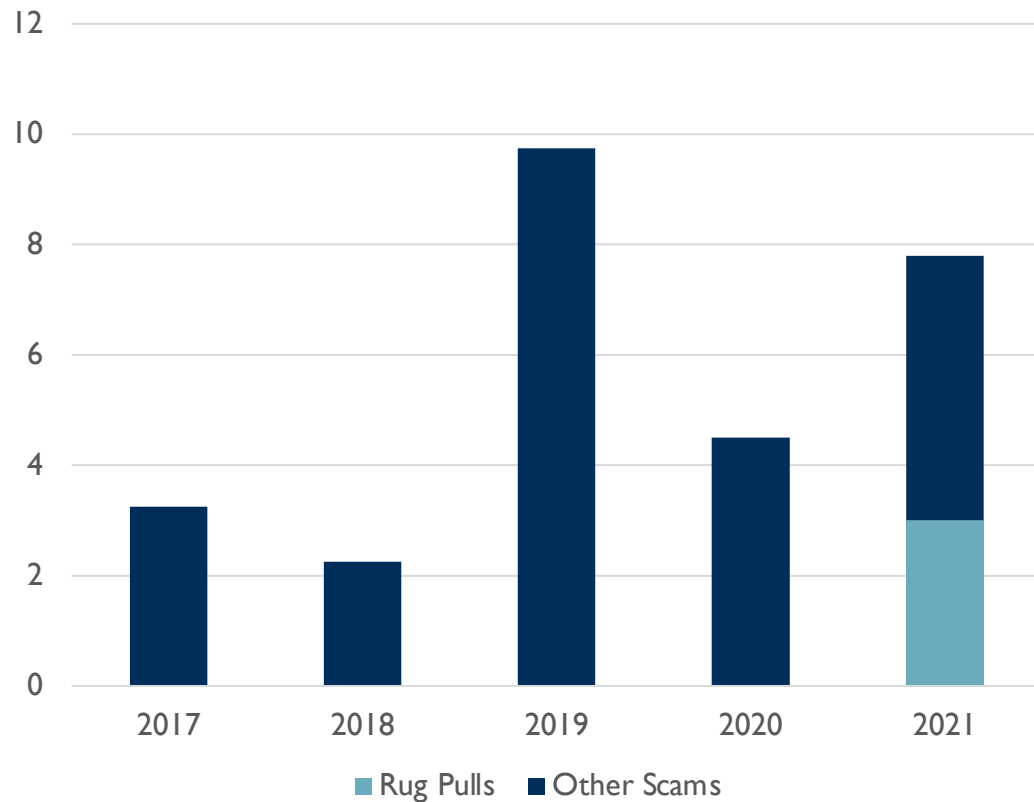


Baller Ape Club/Evolved Apes
\$4.7 Million



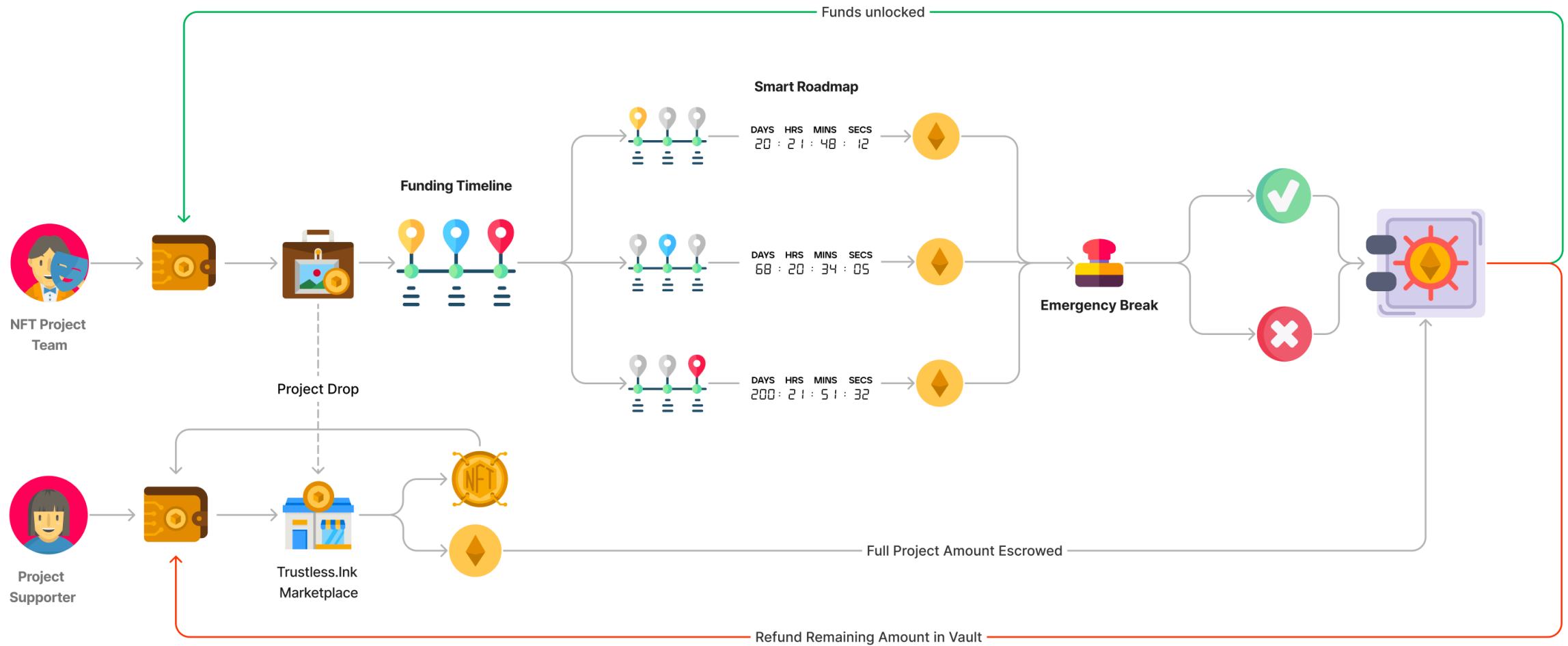
Frosties
\$1 Million

**Total yearly cryptocurrency value
received by scammers 2017-2021**
\$Billion



"The 2022 Crypto Crime Report", Chainalysis

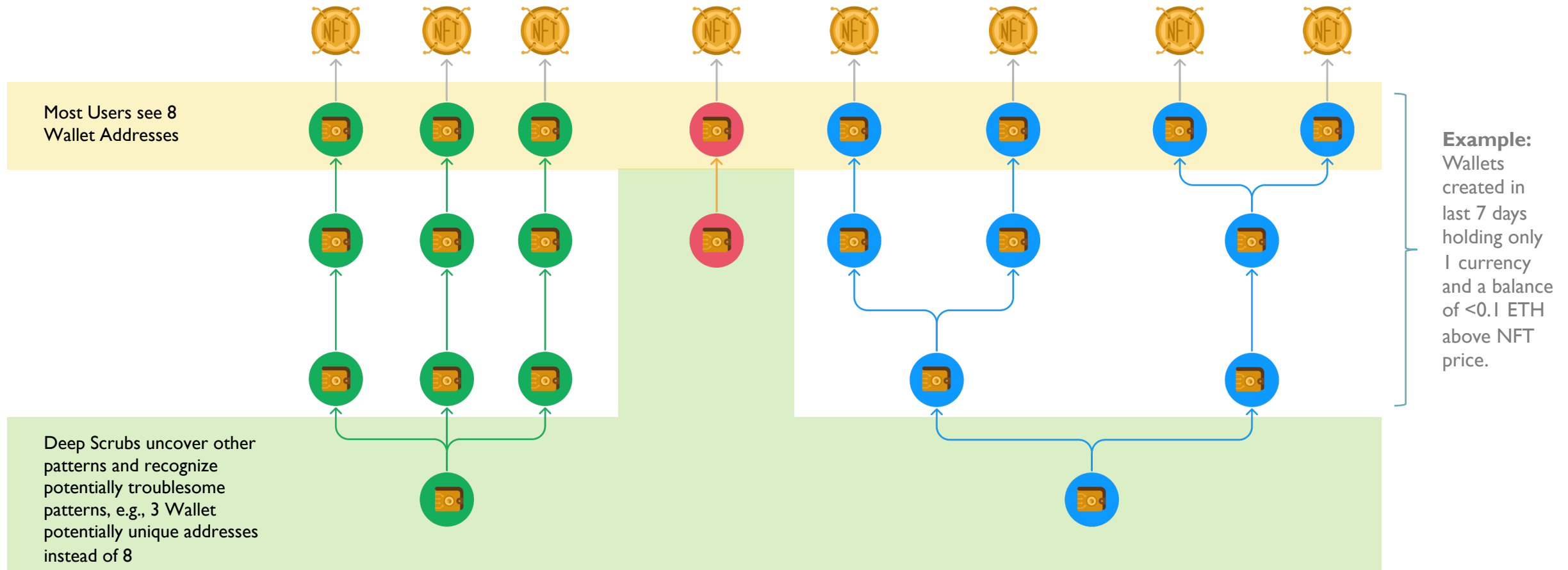
HOW IT WORKS – SMART ROADMAPS



HOW IT WORKS – DEEP AI SCRUBS

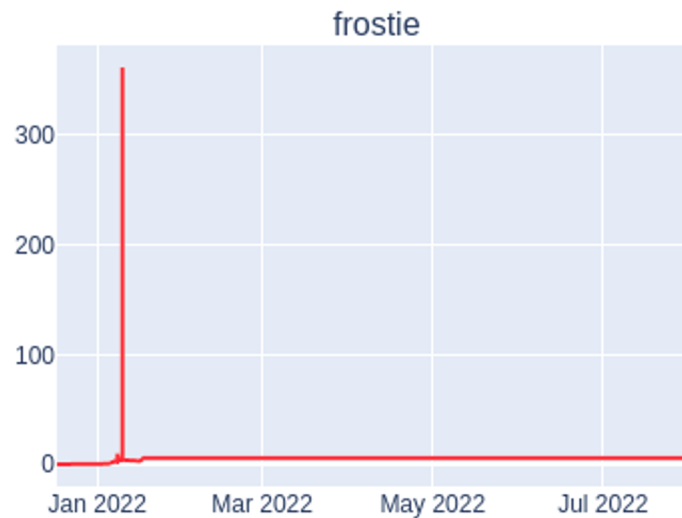
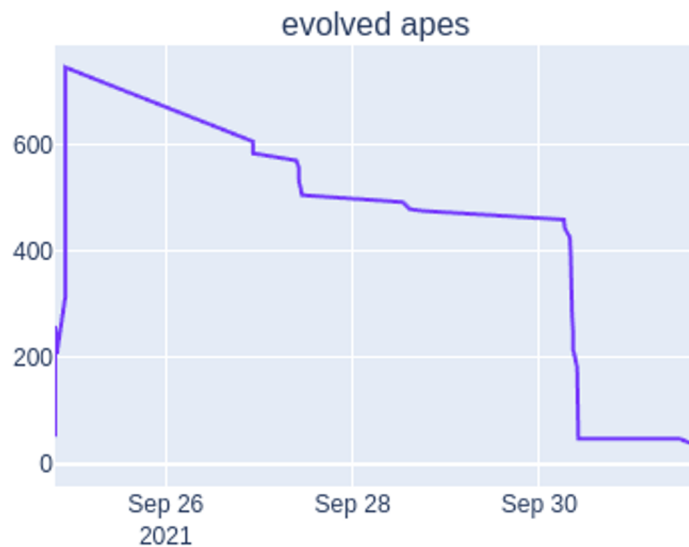
Deep AI Scrubs detect patterns indicative of pump-and-dump schemes

○ = Wallet Address



HOW IT WORKS – CONTRACT WALLET ANALYSIS

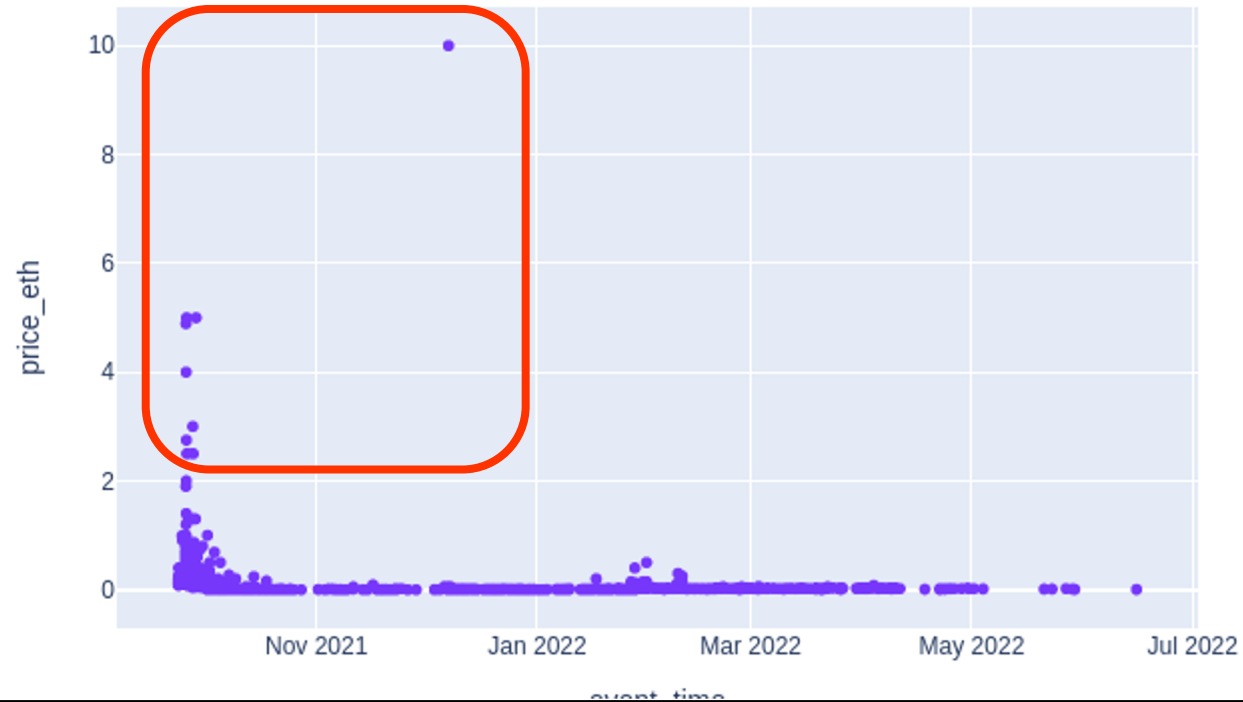
Contract wallet alert



Case of Evolved Apes NFT: first 30% of the funds in the project wallet were drained within 2 hrs., i.e., the Rug Pull happens fast, but it's detectable.

Note: These analyses are examples of the work we would productize to monitor projects

HOW IT WORKS – “GENEROUS BUYER” ANALYSIS



“Generous buyers” who are willing to pay high price for an NFT: are they legit?

Checking those address’ NFT collection, we see they only hold this one specific NFT.

For evolved ape, 2 out of 3 top buyers only have bought evolved ape NFT.
For Frosties NFT, 1 out of 3 top buyers only have bought Frostie NFT.