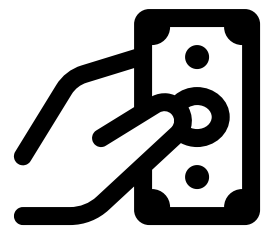
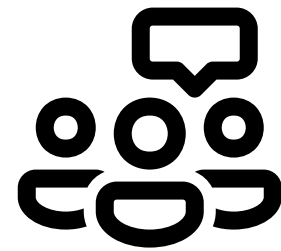


BetterScan

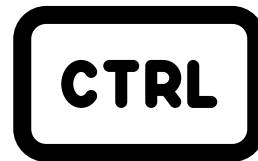
Blockchains create amazing usecases:



International
Payment



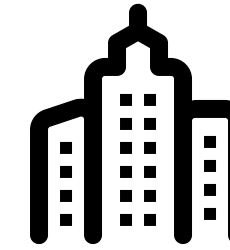
Community
Funding



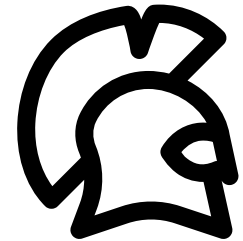
Control on
Your Money



Native Digital
Products



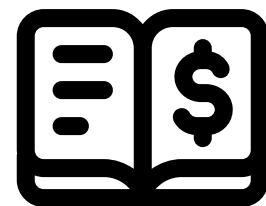
Tokenisation of
Assets



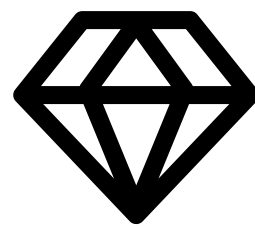
Gaming
Economy



Trustless
Agreements



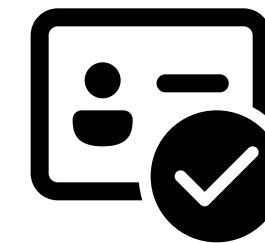
Open
Finance



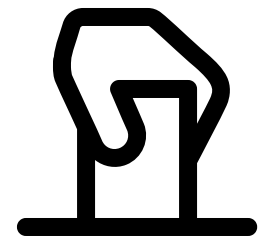
Luxury
Tracability



Justice
Efficiency



Digital Identity
Management



Voting &
Democracy

More companies are going web3

BLACKROCK

Robinhood 

 UE

 CRÉDIT AGRICOLE

 PayPal



 SOCIÉTÉ GÉNÉRALE



 Microsoft



 EDF



 Goldman Sachs

 HUAWEI

 ATARI

 AMF



 VISA

 Google Cloud

 infogreffe
Entreprendre en confiance

 J.P. Morgan

... and so many more!

Market Cap > \$1T

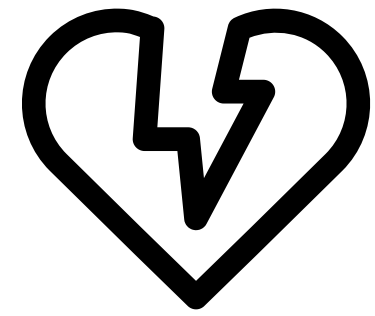


4-year hype cycles

 building
(we are here)

adoption
(preparing for)

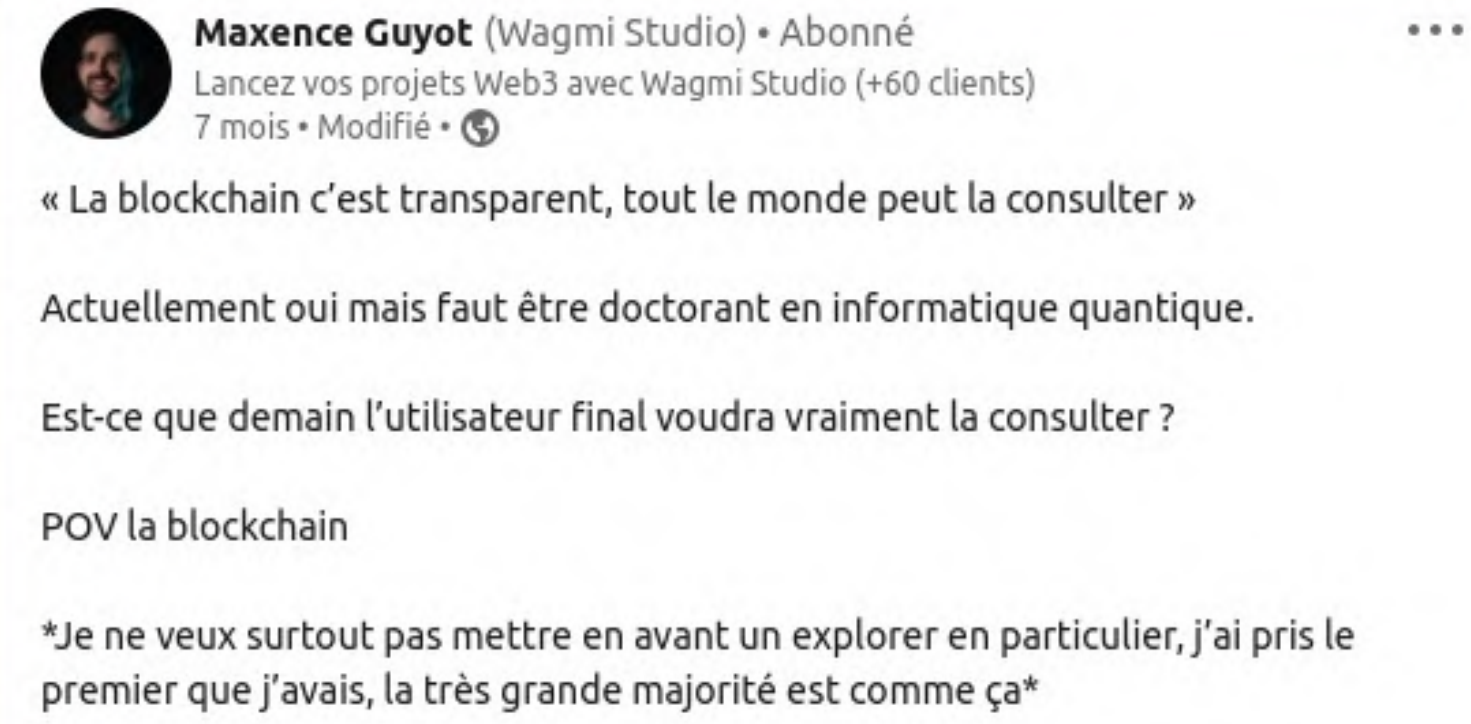
 speculation



The Problem

The Community complains 😡

People **don't understand**
blockchain explorers



vitalik.eth ✓
@VitalikButerin

Some personal user experiences

2023 Feb 28

[See all posts](#)

In 2013, I went to a sushi restaurant beside the [Internet Archive in San Francisco](#), because I had heard that it accepted bitcoin for payments and I wanted to try it out. When it came time to pay the bill, I asked to pay in BTC. I scanned the QR code, and clicked "send". To my surprise, the

etherscan is speaking gibberish! 🤯

Try it yourself...



Try Pitch

Etherscan

Eth: \$1,488.35 (+1.32%) | 21 Gwei

All Filters Search by Address / Txn Hash / Block / Token / Ens

HomeBlockchainTokensResourcesMoreSign In

Transaction Details

BuyExchangeEarnGaming

Transaction Hash:0x001b78d6dc4ffdecf9205632fb38d35848e7c552703cea3bebc12c8f02299568

Status:Success

Block:1542935912 Block Confirmations

Timestamp:2 mins ago (Aug-28-2022 06:20:21 PM +UTC) | Confirmed within 30 secs

Value:0.023349365 Ether (\$34.75)

Transaction Fee:0.000615371943963 Ether (\$0.92)

Gas Price:0.000000029303425903 Ether (29.303425903 Gwei)

what do these *weird numbers*?

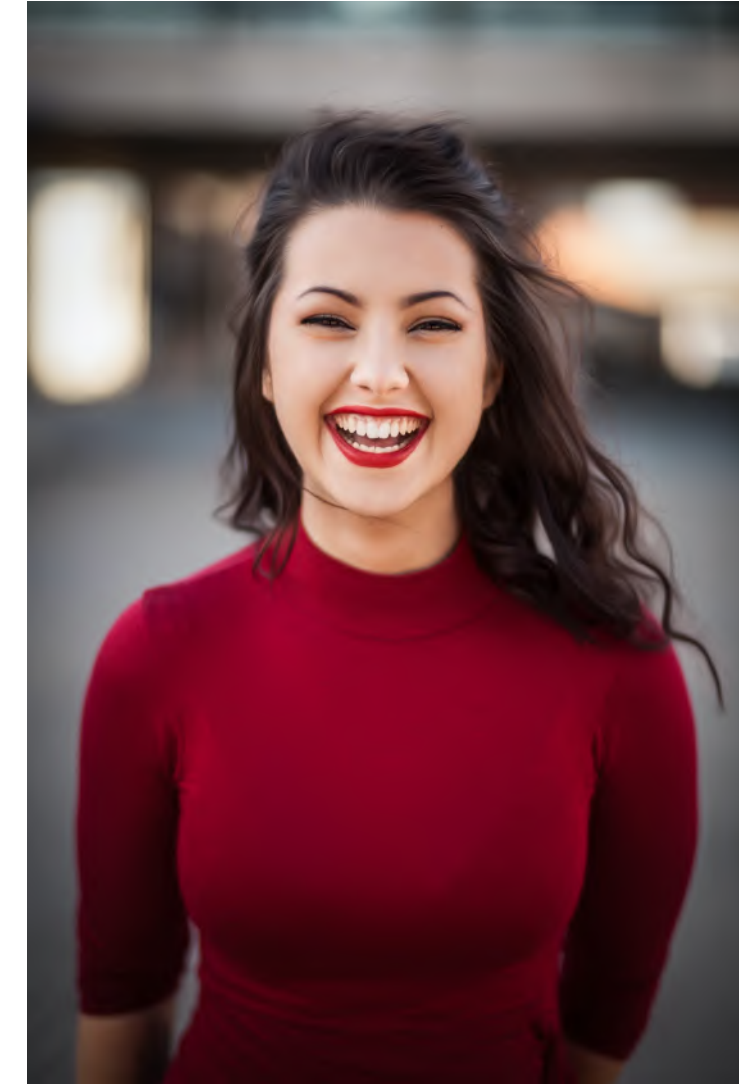
what does *timestamp* mean?

what is *value*?

there is *technical data* everywhere...
help!

Let's build a solution

One Simple Explorer for Everyone



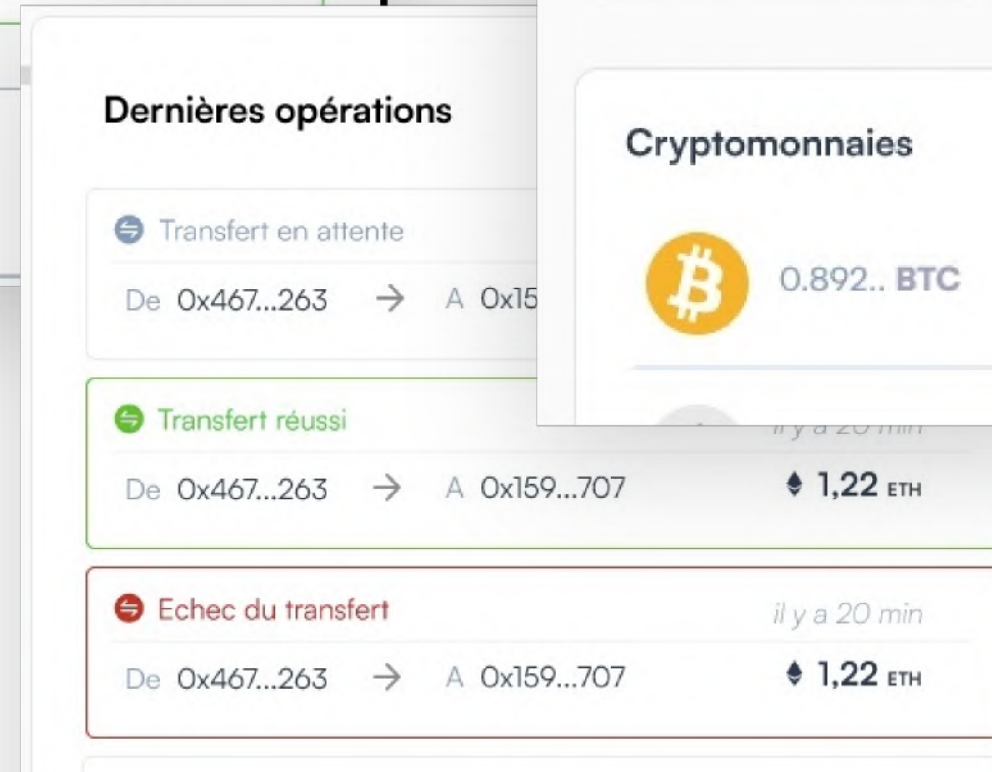
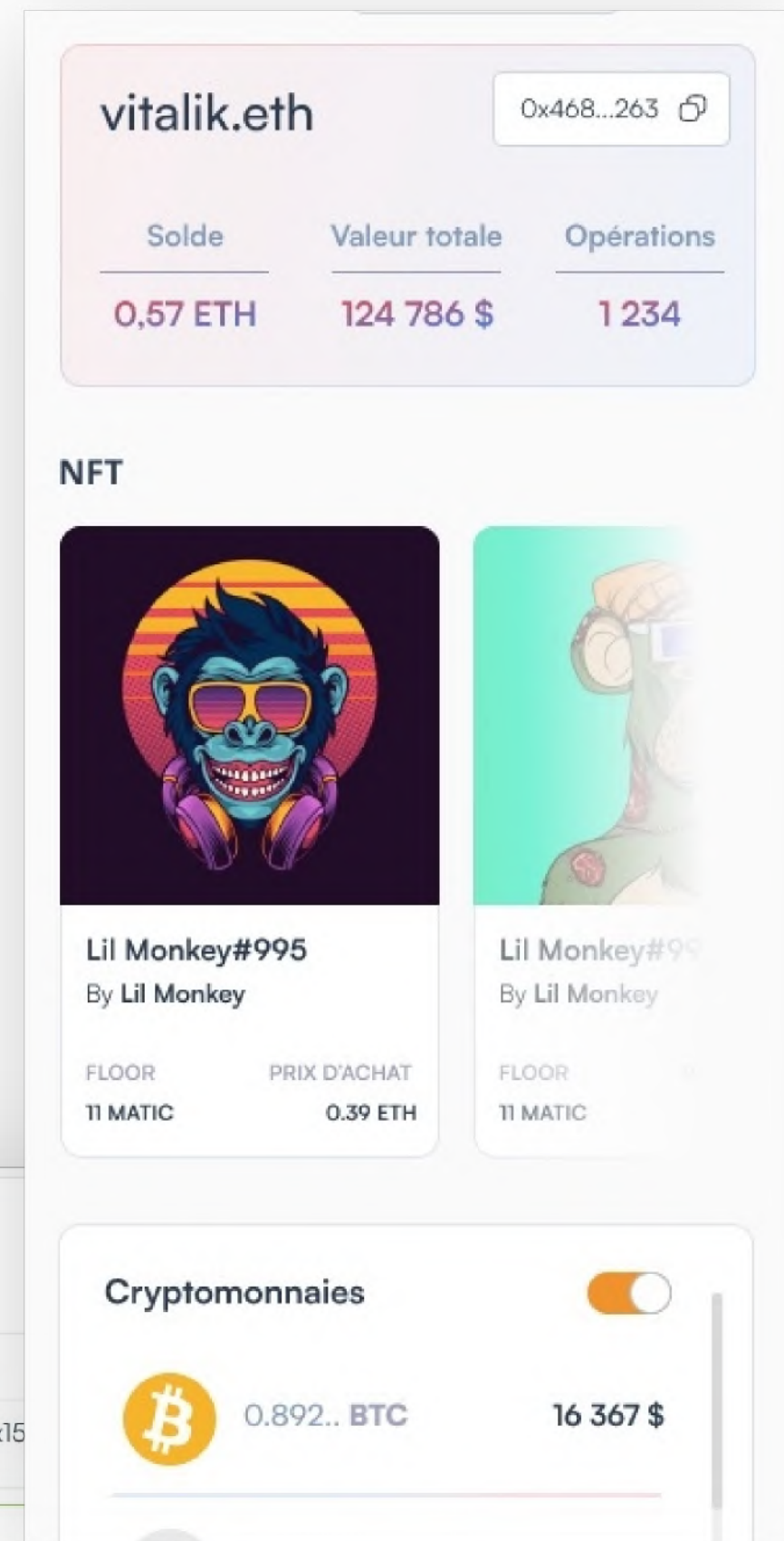
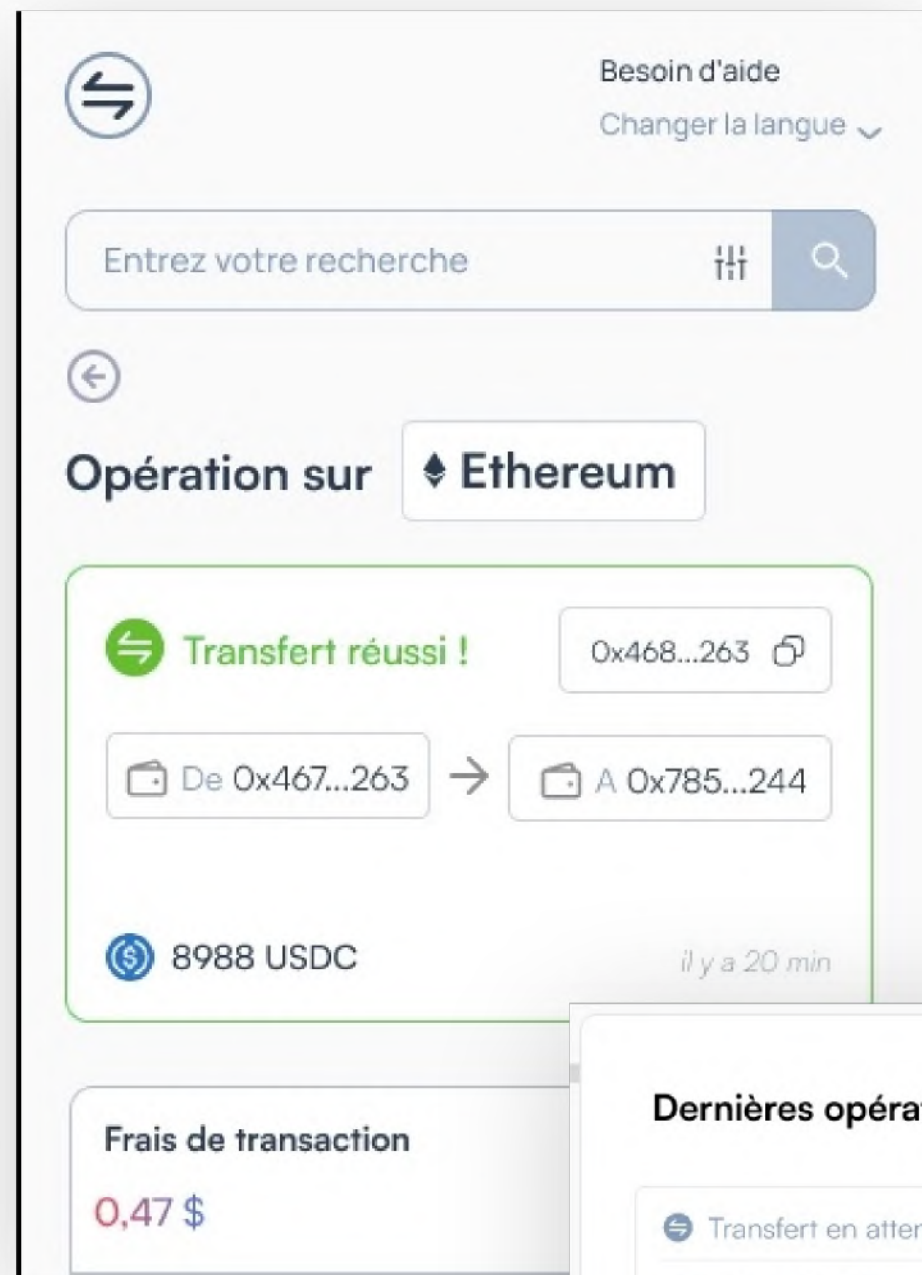
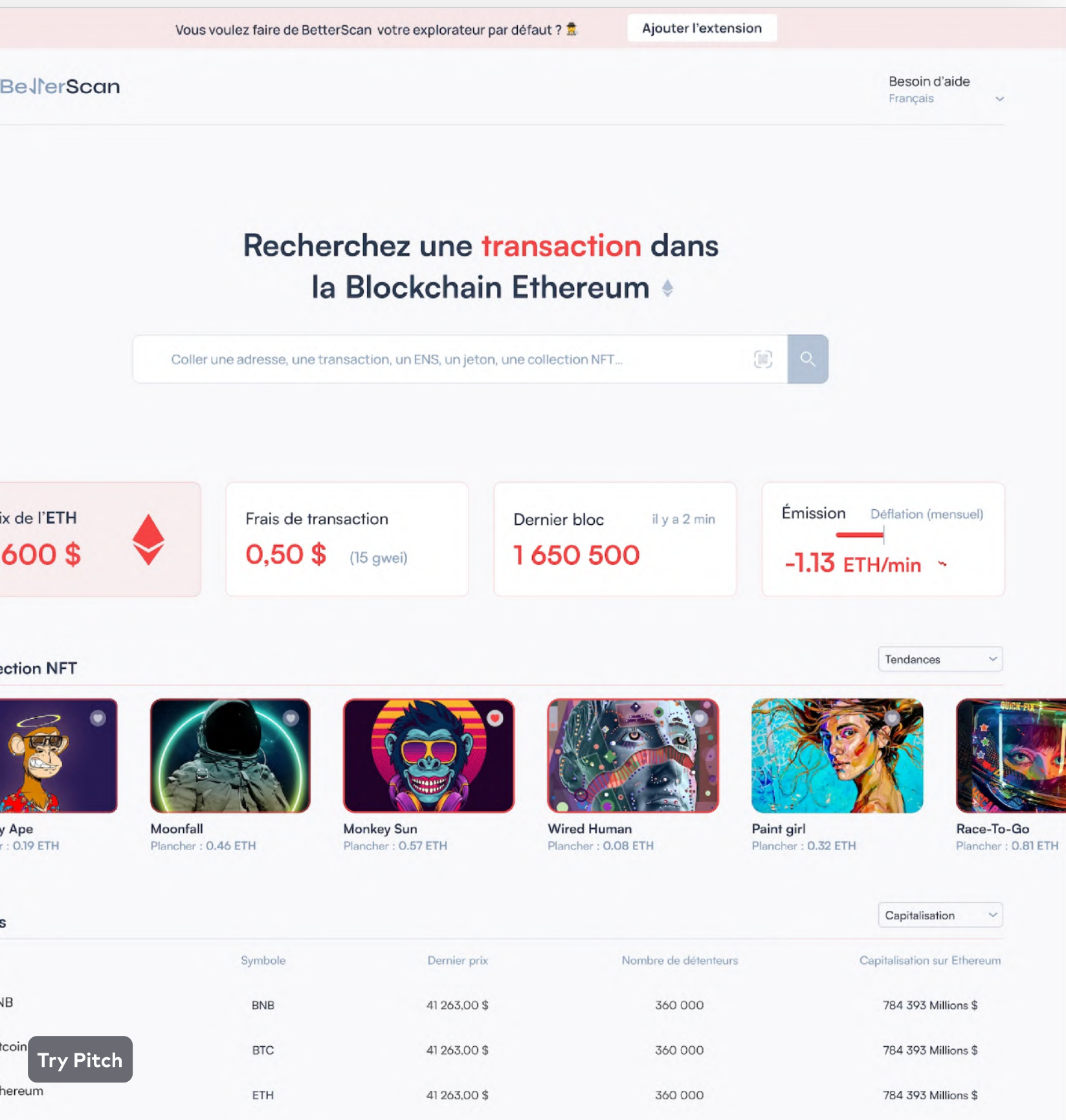
“

*Checking my transaction was **too easy**,
I can go golfing with **peace of mind!***

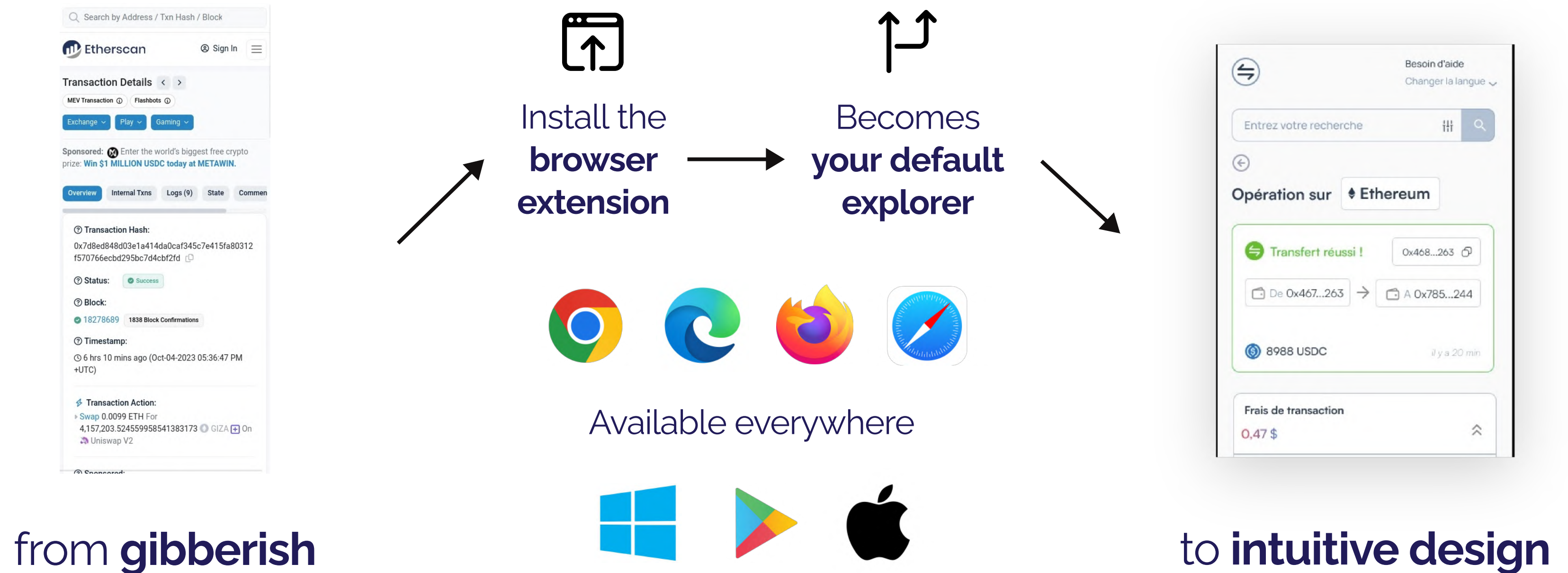
”



One focus: **intuitive design**



Acquisition Strategy: a simple browser extension



Team

The Engineer




Rémi Blaise
**10y Engineer
Developer**

 [remi-blaise](#)

The Designer



Hugo Custodio
**UX+UI Designer
NFT Artist**

 [hugo-custodio](#)

The Financial



Edouard Lepelletier
**Fundraising
Asset Manager @ Investeam**

 [edouard-lepelletier-58272bb4](#)

Partners



**la huge
letter**



wagmi
studio

Business



Hassane Houballah
Communication

Legal



Maître Poulet
Lawyer

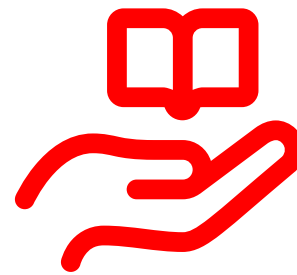


Jordan Pouille
Legal Advisor

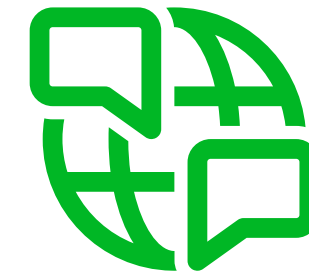
Improvements: the "*Google*" of Web3!



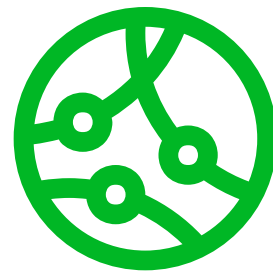
Easy to Use



Educational



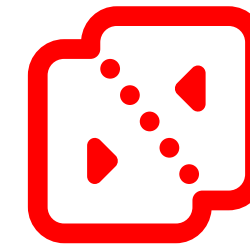
Translated



Across All Chains



Explore and Discover



Integrate the Ecosystem



Technologies



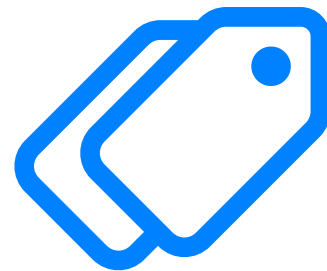
**Blockchain Scanning
and Indexation**



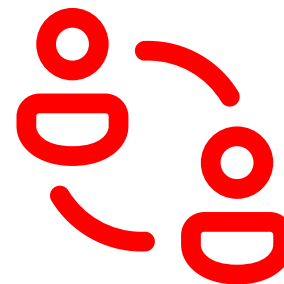
Search Engine



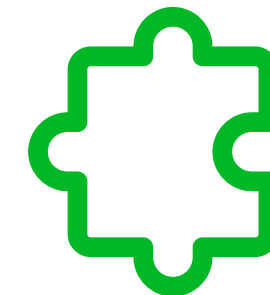
**Artificial Intelligence
Assistance**



**Data Labelization
and Analysis**

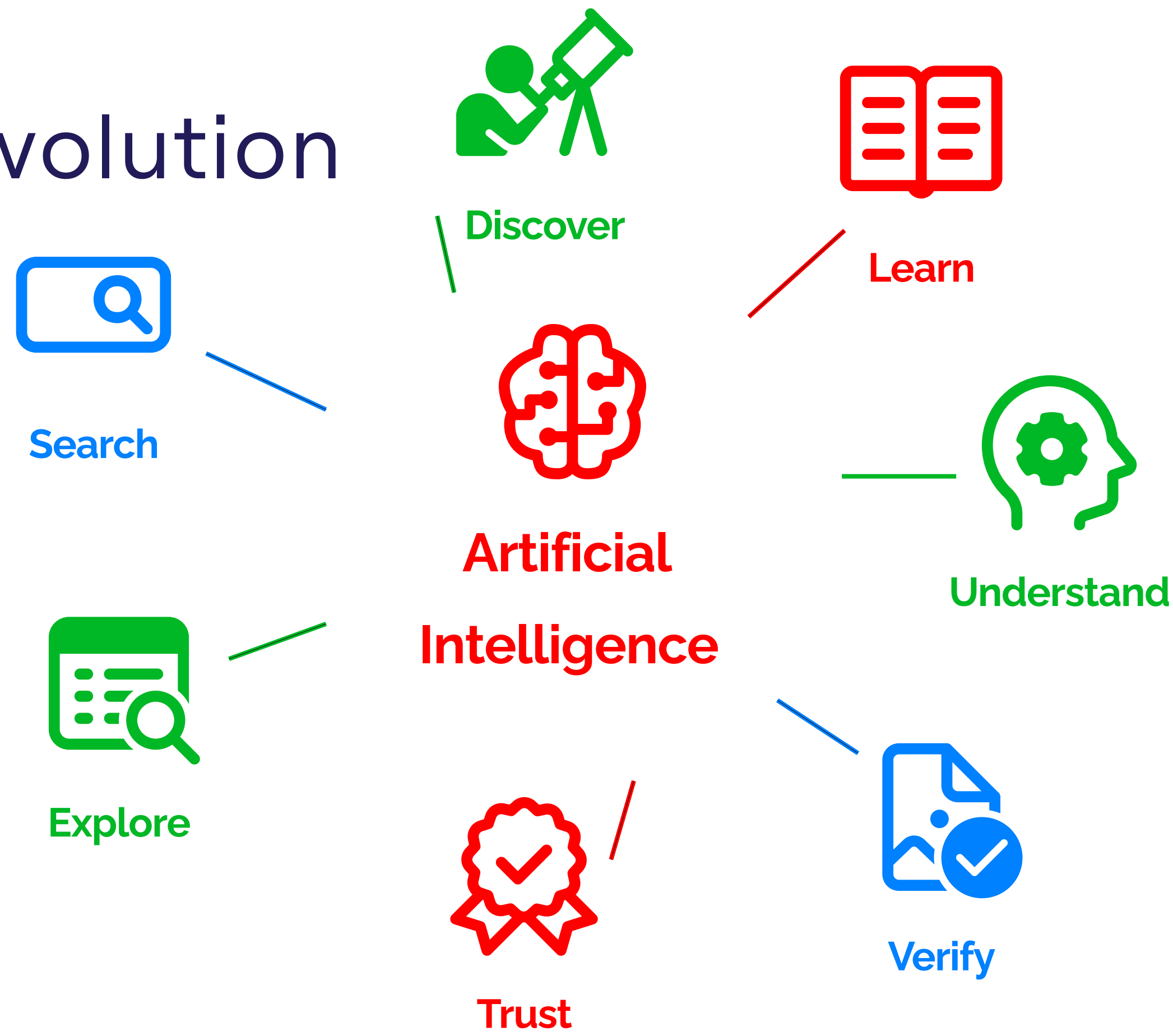


**Social Features
Aggregation**

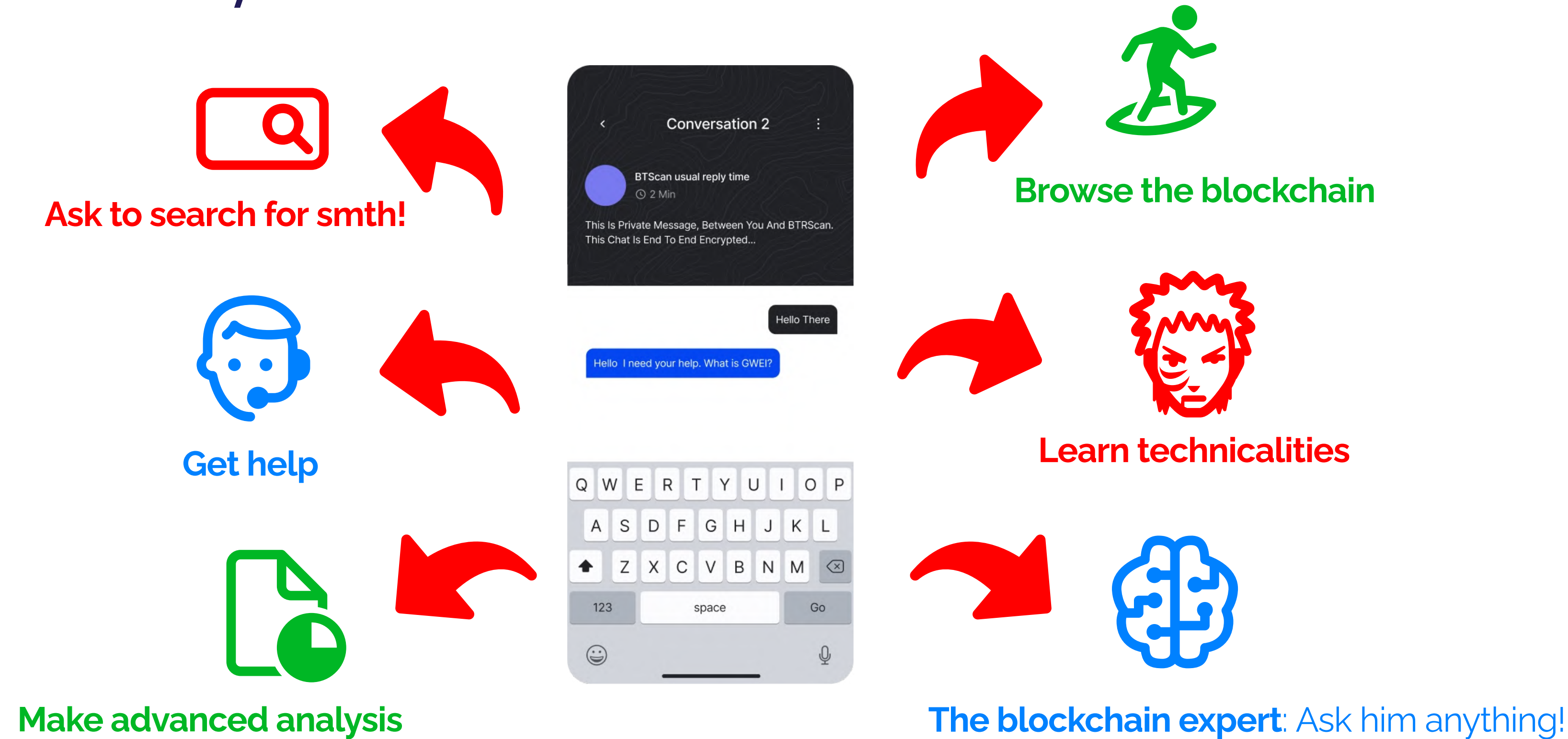


**Open Plugin
System!**







The UX revolution



The AI is your best friend!



Business Model: **Monetize** a qualified audience

Offer	Type of Client	Examples	Budgets
 Targeted advertising for qualified audience	Services	CoinList, startups	\$1M • \$5 CPM
 Sponsorships / Custom campaigns	Major Brands	Ledger, Sorare	\$500,000 • \$0.50 CPUV
 Grants / Long-term partnerships	Blockchains	BNB, Polygon	\$100,000/year
 Integration of web3 services	Services	Uniswap, Opensea	70% revenue share
 Affiliation toward exchange platforms	Services	Binance, Kraken	\$100/lead
 Premium feature subscriptions	Users	Gamers, Traders, ...	\$20/month

Acquisition Funnel



Source 1:

Developer Acquisition

Onboard developers to integrate the explorer

Acquire Dev

Retain Dev

Active Business Development

Directs a flow of users



Convert Dev

Consideration → Decision
Onboarding → Integration into App

Visit

Enjoy the Blockchain

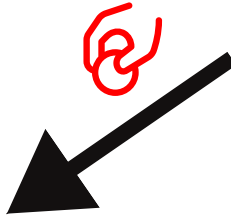
free recurring



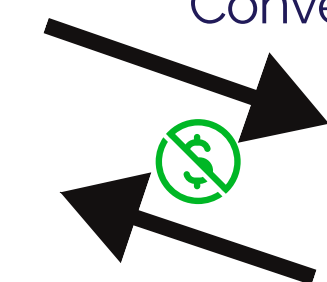
Monetize the Visit

Acquire User

Awareness
Content
Community



Convert User



Retain User

Install Browser Extension



Source 2:

User Acquisition

Make people discover with content strategy



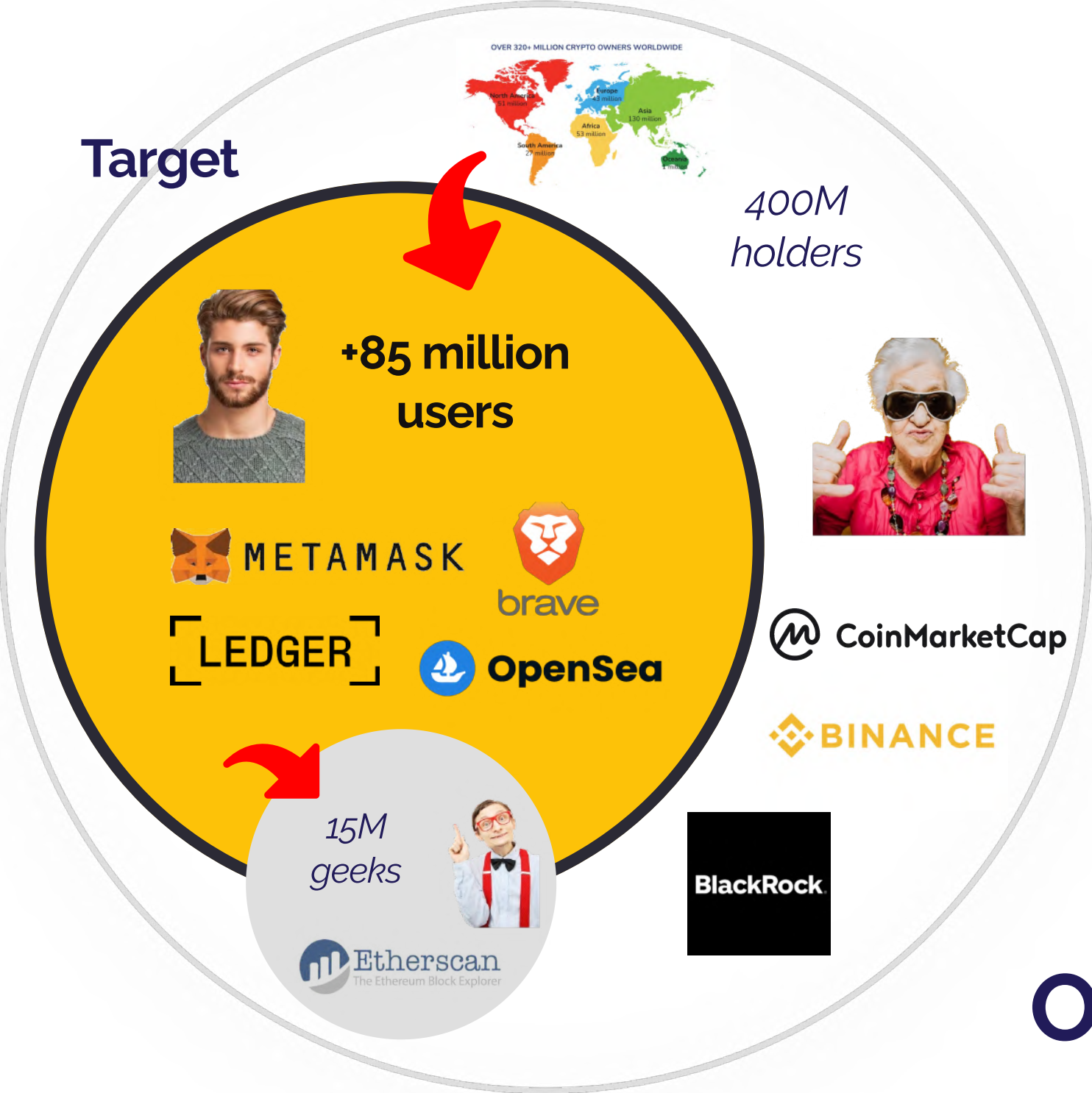
Source 3:

User Retention

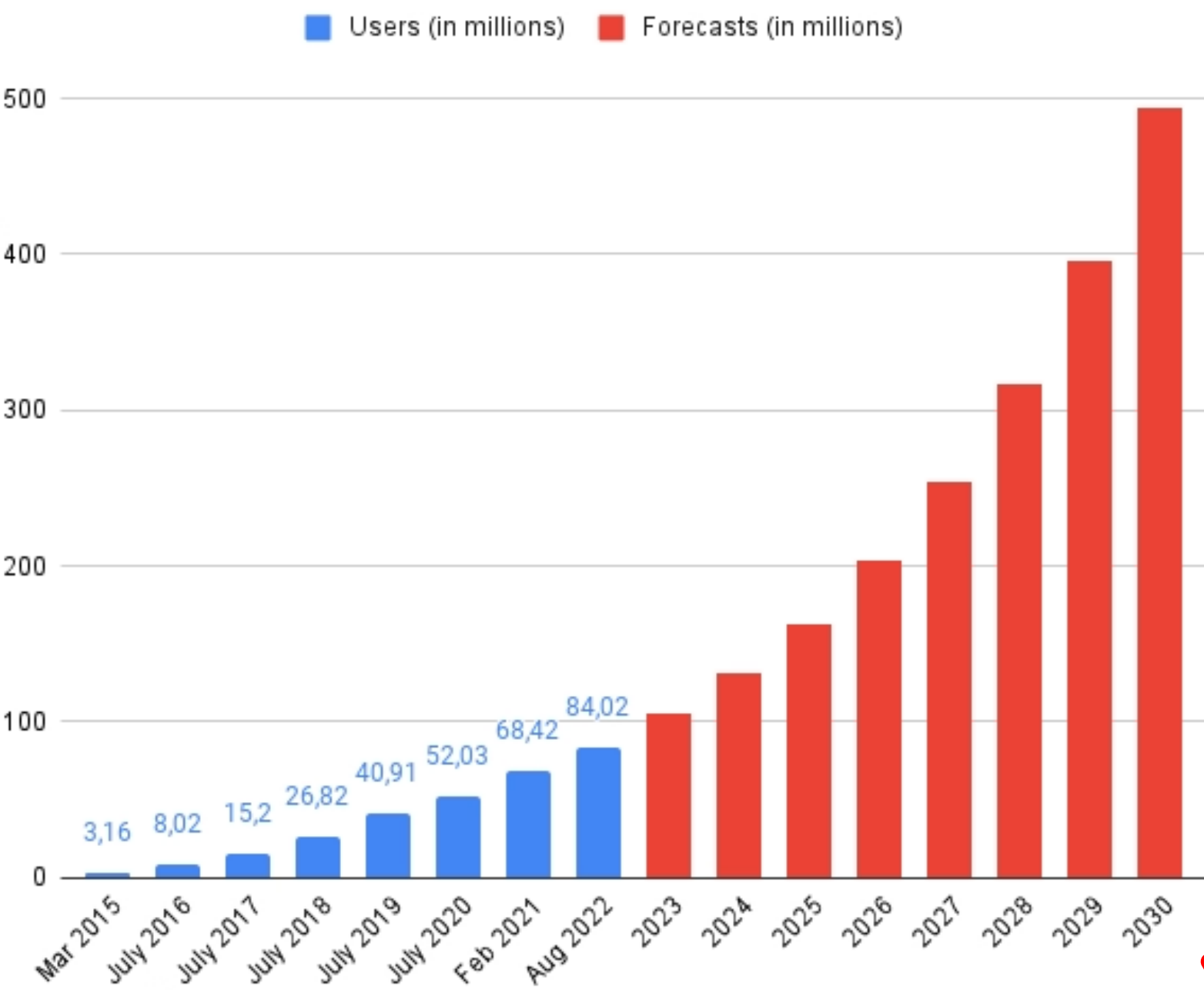


BeJterScan

Market Growth



RESEARCH: Number of Blockchain Wallet Users Worldwide, 2015 - 2030



Our target audience is **hyper-growing**

Value to Capture

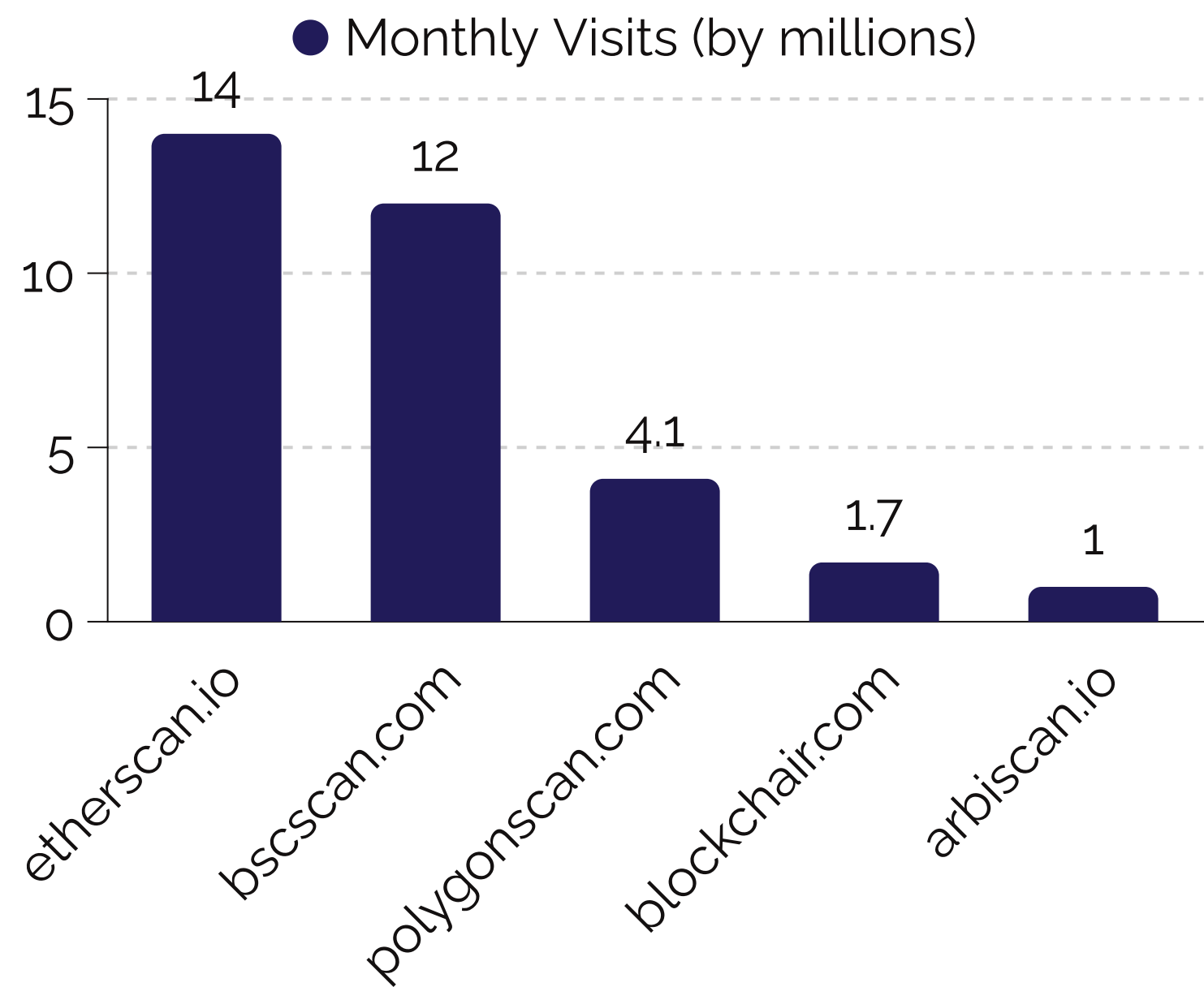
	Today	Tomorrow
Users	85 M	500 M
x	x	x
Lifetime User Value	\$10	\$100
=	=	=
Value to capture	\$850M	\$50B

Potential **Billion Dollar Company**



Competitors

Leading blockchain explorers



Other products for the same audience

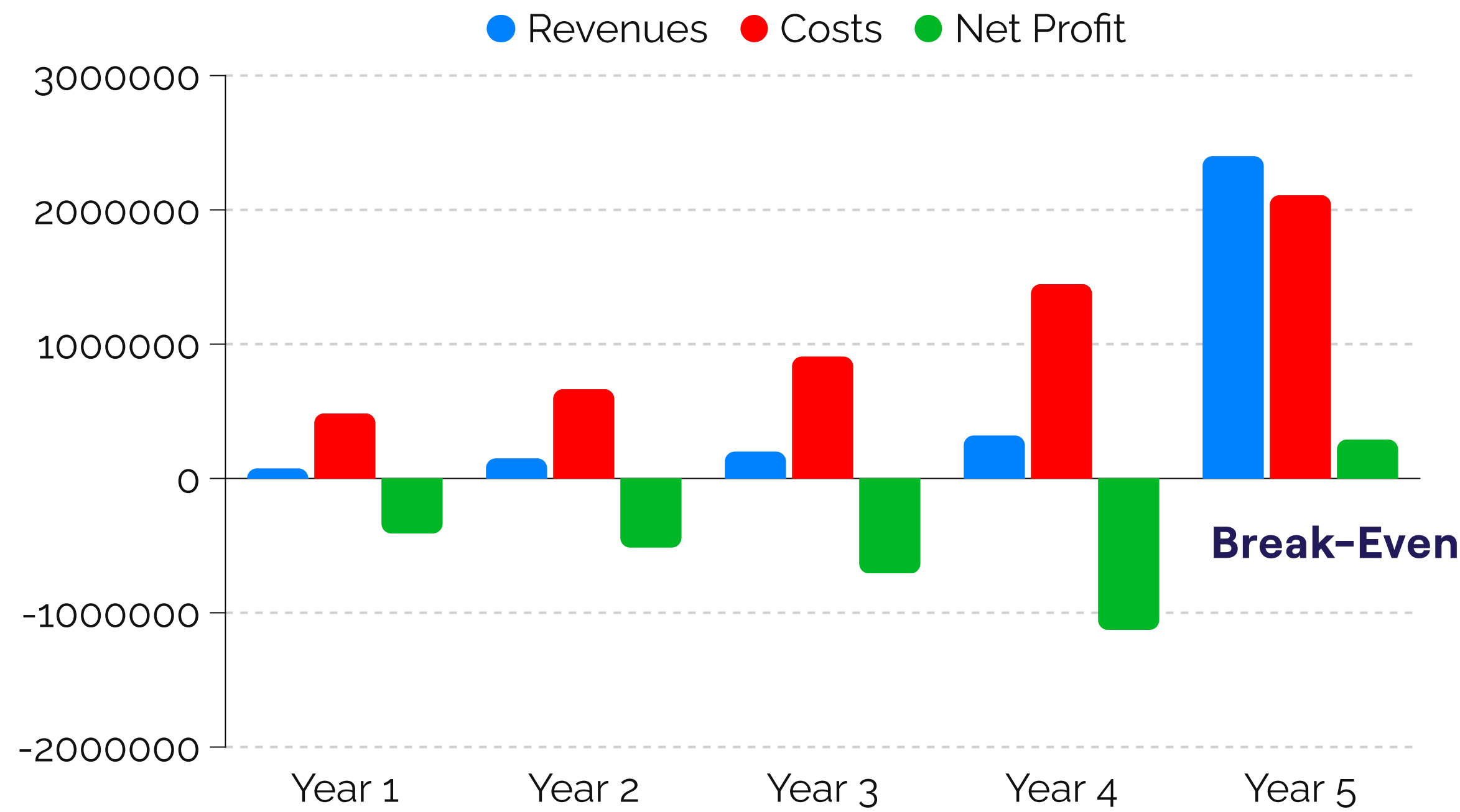
#	Brand	Valuation
1	Opensea	\$13 billion
2	Metamask	\$7 billion
3	Ledger	\$1.5 billion
4	Brave	\$130 million

Other blockchain data tools

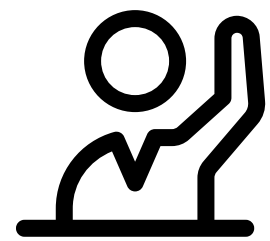
Tool	Feature	Valuation
debank.com	Wallet Aggregator	\$200 million
zapper.fi	Wallet Aggregator	\$200 million
dune.com	Data Analysis	\$1 billion
nansen.ai	Data Analysis	\$1 billion
kaiko.com	Data Analysis	\$500 million

Finances

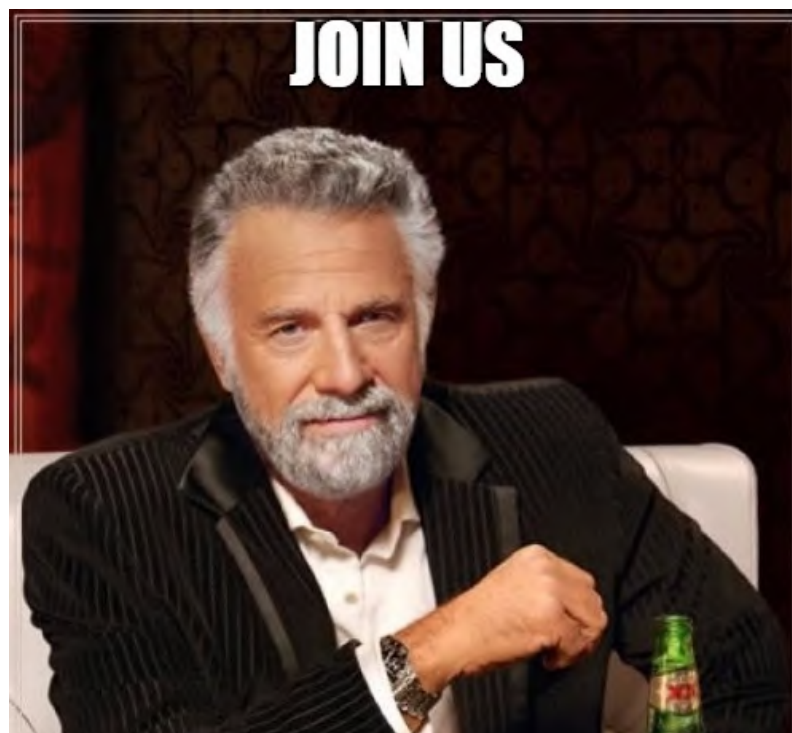
Projected Cashflow: 5-year Break-Even



Join the adventure!



Looking for
Business Angel



First Support

€100k

as SAFE (BSA AIR)

20% discount on fundraiser

