



KEYNOTE PRESENTATION

persistent
cookies

ooo

CRUMBS THE FUTURE OF COOKIES

session



Ads

Compressed NFT Cookies

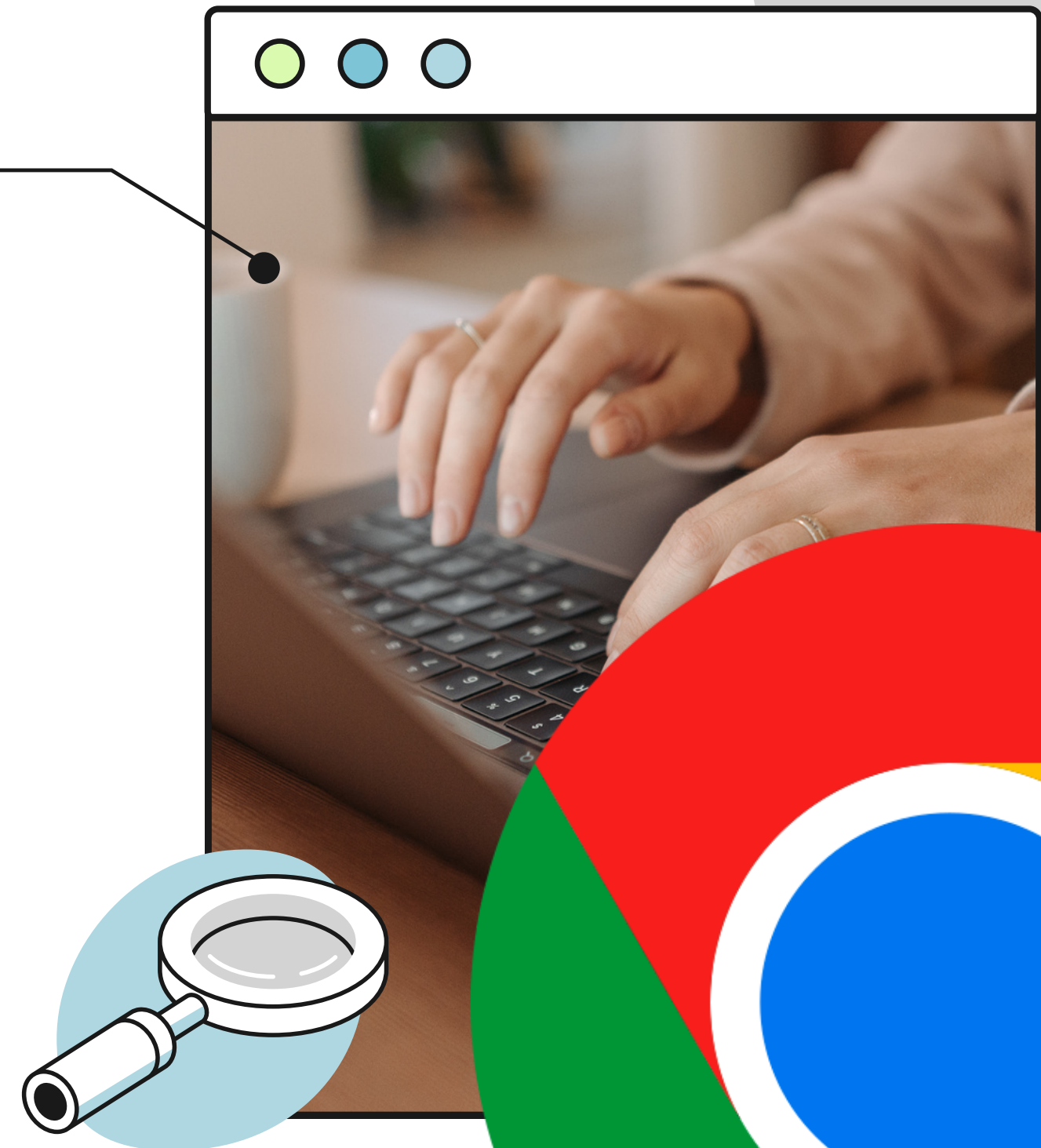


Feedback

● ● ● THE PROBLEM

Google plans to ban third party cookies by 2024.

Third party cookies are used by the advertising industry for data collection and targeted ads



IMPACTED STAKEHOLDERS

ADVERTISERS

Significant power imbalance (Google), loss of targeted ads and data collection

CREATORS

Drop in revenue from lack of third party advertisement

USERS

Less relevant content and less personalized experience



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THE FUTURE OF SELF- CUSTODIAL DATA SHARING

session



Ads

Feedback

VALUE PROPOSITION

1

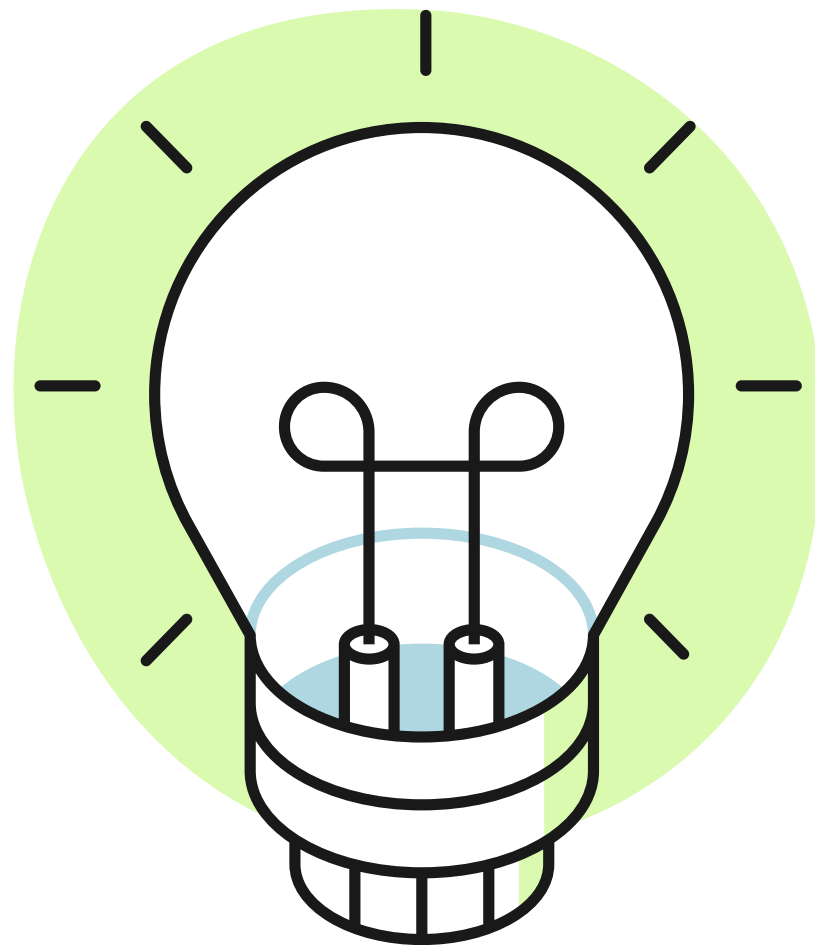
**REWARD USERS FOR THEIR
DATA**

2

**HIGHER QUALITY DATA FOR
ADVERTISERS**

3

**RELIABLE REVENUE FOR
CONTENT CREATORS**



NEXT STEPS

- offer our tool as a package or an extension
- customize permissions on a site-to-site basis
- add onboarding form that offers streamlined wallet creation

TEAM

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W1

Wallet 1 ▾

