



[www.trycrypto.com](http://www.trycrypto.com)

# The Blockchain Divide

Blockchain technology is ushering in an amazing new world of decentralized trust and transparency that will improve our lives.

But if you are a non-technical user, you can't experience this world because the tools and apps for it are hard to use.

Our mission is to make blockchain  
more accessible to mainstream users.



Jon



Nik



Clint



Chase



John



Joe



Traci



Shooan



Mai

We are TryCrypto. This is our story...



# Prologue: The School of Hard Knocks

Nik Kalyani

Co-founder/CEO



**DOTNETNUKE**

1

## Developer Ecosystem

Co-founded Open Source CMS with worldwide ecosystem of hundreds of thousands of web developers.

VC funded; acquired 2017

- Gained experience marketing to and engaging developers
- Played pivotal role in selling to SME/Enterprise customers and reaching first \$5MM in sales revenue



WHENHUB

INTERFACE™

2

## Consumer Blockchain

Co-founded mobile app for people to video chat with experts using Smart Contract for billing

- People found crypto wallets hard to use
- App development experience was rough



**UDACITY**

3

## Developer Blockchain

Guest instructor for blockchain nanodegree program

- Developers challenged by rapidly shifting landscape
- No resources for learning new code design patterns

# Genesis: Shared Vision

Nik Kalyani

Co-founder/CEO



Mentor

she(256)  
women in blockchain

UCLA Berkeley program for  
connecting women interested  
in blockchain with mentors

Chase Chapman

Co-founder/Chief Experience Officer



Mentee

Undergraduate student at  
University of Michigan  
Ross School of Business.  
Leadership role in local  
blockchain community.

Our shared desire to make blockchain  
easier for everyone resulted in...



## Insight: The Root Problem?

**Developing user-friendly blockchain apps is challenging for developers**

Outdated  
documentation

Complicated  
concepts

Lack of mature  
developer tools

UX friction for  
end-users

## Innovate: Our Solution

Make it easy for developers  
to build blockchain apps  
that deliver great user experiences

think  **Airtable** for blockchain apps

# The GIST Stack

4

TRACK

**DappGrader**  
(Free + Monthly Subscription)

**(Q4 2020)**

Blockchain app auditing and analytics service.

3

SIMPLIFY

**PhotoKey**  
(Free)

**(Alpha Launched)**

Open Source, blockchain-agnostic, authentication and decentralized identity application.



VIDEO



ALPHA

2

INTEGRATE

**DappConnector**  
(Free + Pay Per Transaction)

**(In Development)**

Blockchain oracle service for easy integration of existing data using a visual connection builder.

1

GENERATE

**DappStarter**  
(Free + Pay Per Block)

**(Beta Launched)**

Full-stack, blockchain app generator that lets developers assemble their app using feature blocks.



VIDEO



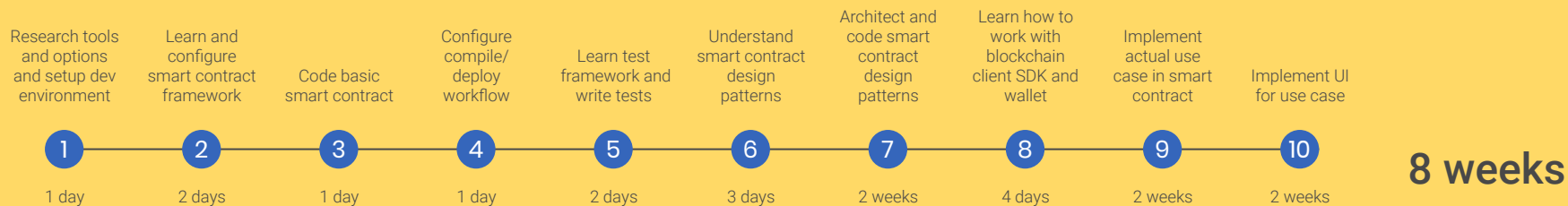
BETA

Any Blockchain



# The DappStarter Advantage

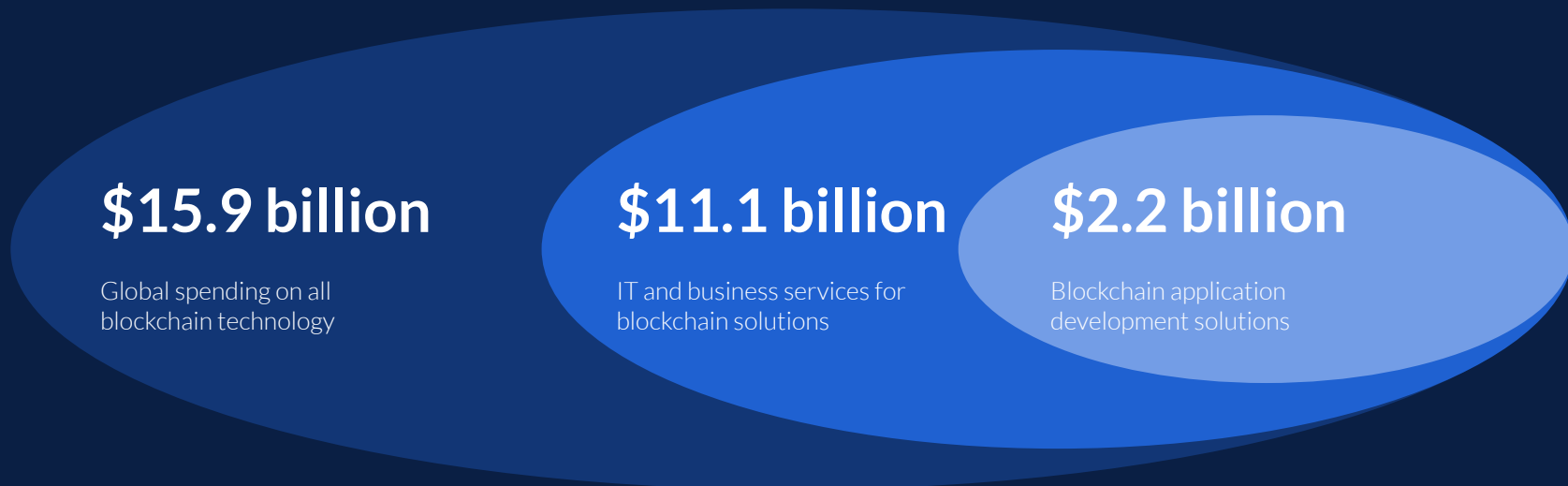
## Current Workflow



## DappStarter Workflow



## Opportunity: Growing Market



**60% of CIOs are planning to deploy blockchain applications in 1-2 years**

# Challenge: Competitive Landscape



There is no company that provides a full suite of developer tools for building blockchain applications.

# Growth: Go-to-Market Strategy



Co-marketing through blockchain/  
cryptocurrency exchange partnerships  
and developer programs



Website and landing pages for each  
product/service

Webinars, conferences, newsletters, and  
educational content, especially videos

Create and download DappStarter  
or DappConnector project



TryCrypto co-organized “BlockCovid,” a virtual summit in partnership with World Economic Forum Global Shapers to bring developers together for building blockchain solutions that address problems created by COVID-19. Over 200 developers from around the world are participating in this multi-week summit. <https://www.blockcovid.org>

## Goals: 18-month Plan & Funding

18-month Goals

**25,000**

Dapp Project Download Run Rate

**\$500K**

Revenue Run Rate

| Roadmap       | 2020  | 2021  |
|---------------|---|---|
| DappStarter   | Onboard 5 blockchains<br><br>Publish 8-10 free blocks and 3-5 paid blocks | Add additional 3-5 blockchains<br><br>Publish additional 10-15 blocks |
| DappConnector | Launch DappConnector with a minimum of 5 APIs                             | Launch DappConnector Public with a minimum of 6-8 APIs                |

**We are currently self-funded and raising \$2 million in Seed Capital.**



Decent Function, Inc. d/b/a TryCrypto is a Public Benefit Corporation incorporated in Delaware with headquarters at 1601 Morgan Street, Mountain View, CA 94043

For more information, please contact:

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