

# End-to-end platform for developing blockchain applications

## Problem

# Developing blockchain applications is expensive & time-consuming

Cost

\$100K - \$1MM

Duration

3 - 12 weeks

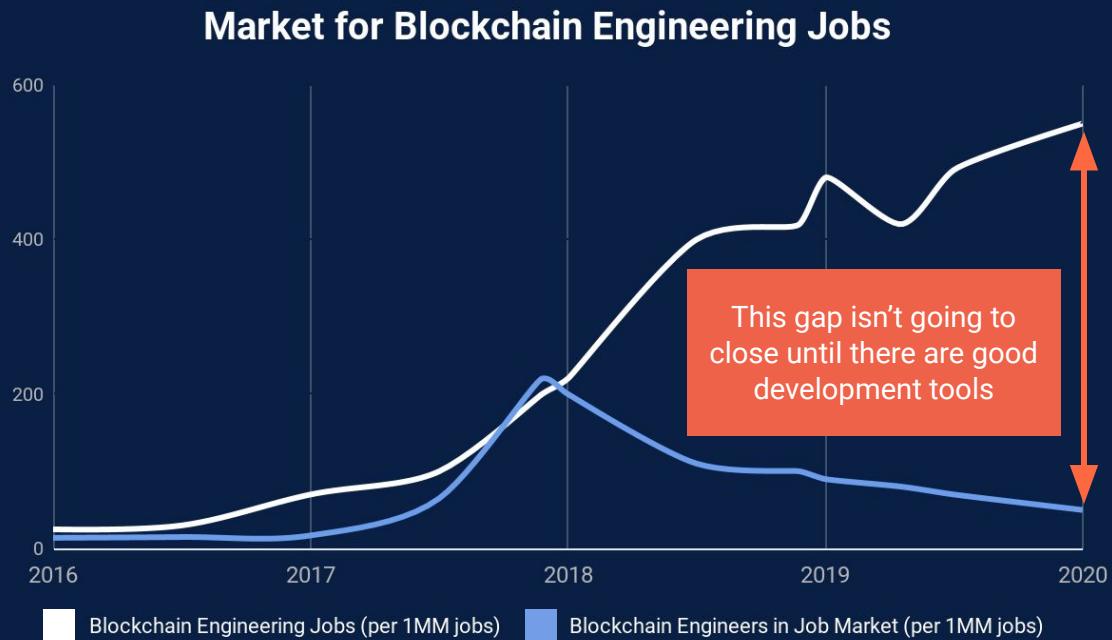


# Why?

- Emergent, fast-changing industry
- Lack of mature development platforms
- Shortage of blockchain app developers

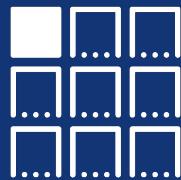
# Why now?

60% of CIOs are planning to deploy blockchain applications in 1-2 years, but there aren't enough developers to build them

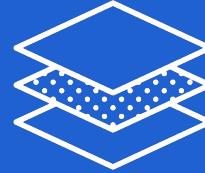


## Solution

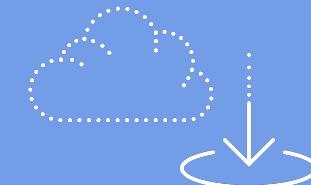
# One platform for end-to-end blockchain application development



Blockchain &  
Framework Agnostic



Full-stack,  
Complete Solution



Cloud & On-premises  
Capabilities

think  for blockchain apps

# Build with DappStarter

## Full-stack application generator

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### Step 1

Select blockchain and features  
(like Lego blocks)

### Step 2

Get complete  
auto-generated  
blockchain app  
source code

### Step 3

Customize code  
and deploy

The screenshot shows the DappStarter application interface. At the top, a browser window displays the URL <https://dappstartertrycrypto.com>. Below the browser is a section titled "Blockchain" containing six buttons: Ethereum (selected), Harmony, Klaytn, NULS, Quorum, and HYPERLEDGER. Underneath this is a section titled "Security Features" with three checkboxes:

- Contract Run State**  
Ability to pause operation of your smart contract.
- Administrator Role**  
Define accounts that can perform certain admin functions.
- Contract Access**  
Control which external contracts can interact with your contract.

 CREATE DAPP



VIDEO



BETA

# Dapp Development Comparison

## Current Workflow

Research tools and options and setup dev environment	Learn and configure smart contract framework	Code basic smart contract	Configure compile/deploy workflow	Learn test framework and write tests	Understand smart contract design patterns	Architect and code smart contract design patterns	Learn how to work with blockchain client SDK and wallet	Implement business use case in smart contract	Implement UI for business use case	
1	2	3	4	5	6	7	8	9	10	
Time	1 day	2 days	1 day	1 day	2 days	3 days	2 weeks	4 days	2 weeks	2 weeks
Cost	\$1,600	\$4,800	\$1,600	\$1,600	\$4,800	\$6,400	\$16,000	\$8,000	\$32,000	\$24,000

8 weeks

\$126,400

## DappStarter Workflow

Select features and setup dev environment	DappStarter reduces time and cost of blockchain app development by <b>80%</b>			Implement business use case in smart contract	Implement UI for business use case
1	2	3	4	5	6
Time	1 day	2 weeks	1 week	2 weeks	1 week
Cost	\$1,600	\$16,000	\$8,000	\$16,000	\$8,000

3 weeks

\$26,600

2

# Integrate with DappConnector

## External data integration cloud service\*

### Step 1

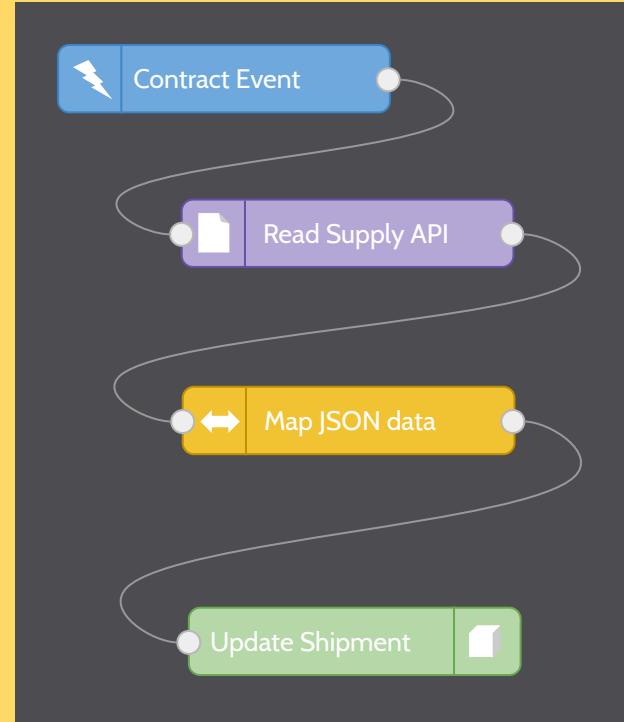
Configure integrations with existing systems

### Step 2

Define rules for transaction proofs and consensus

### Step 3

Smart Contracts seamlessly interact with business systems



\* Commonly referred to as an “oracle”

# 3

# Measure with DappGrader

## Blockchain app auditing and analytics service

### Step 1

Audit opaque Smart Contract transaction logs and view transaction data in context

### Step 2

Measure transaction latency, gas cost and other blockchain-specific performance metrics



# Market Size

By 2023 the market for SaaS-based blockchain app development will grow to \$2.2 billion

\$15.9 billion

Global spending on all  
blockchain technology

\$11.1 billion

IT and business services for  
blockchain solutions

\$2.2 billion

Blockchain application  
development solutions

# Business Model

All subscriptions are evergreen and follow a standard SaaS freemium model

SEAT-BASED PRICING		Pay-as-you-Go	Pro	Business	Enterprise
DappStarter	Free Blocks	Unlimited use			
	Premium Blocks	Pay-per-use	Subscription (pay per seat)	Subscription (pay per seat)	Subscription (pay per seat)

REQUEST-BASED PRICING		Pay-as-you-Go	Pro	Business	Enterprise
DappConnector	Cloud	Free allowance, then usage-based pricing paid from credit balance (similar to Twilio)			
	On-Premises	Free up to 10,000 requests/month	10K - 200K requests/month	200K - 1MM requests/month	Unlimited requests/month

\* Initial focus is on DappStarter and DappConnector. DappGrader pricing model will be determined in the future.

# Go-to-Market

Leverage partnerships and educational material to create sales funnel

## Partnerships



## Marketing



## Sales



- |  |  |   |
|--|--|---|
| <ul style="list-style-type: none"><li>→ (Annually) Partner with 5 public and 3 private blockchains and co-promote to their dev ecosystems</li><li>→ (Annually) Partner with 3-5 decentralized services and leverage their promotional channels</li><li>→ (Annually) Partner with 2-3 blockchain e-learning companies</li></ul> | <ul style="list-style-type: none"><li>→ (Weekly) 2 webinars to educate devs and get enterprise leads</li><li>→ (Weekly) 2-4 blog, video and e-learning content posts</li><li>→ (Annually) Attend/speak at 3-5 enterprise-centric blockchain conferences</li><li>→ (Monthly) Advertise in 3-5 newsletters and video channels targeting web developers</li></ul> | <ul style="list-style-type: none"><li>→ (Monthly) Qualified demos to 15 customer prospects</li><li>→ (Annually) Contract with 10-15 blockchain consulting services to sell subscriptions for commission</li></ul> |
|--|--|---|

# Competitive Landscape



Smart Contract as a Service

Web3 equivalent of APIs

Integrate w/ Existing Data (oracles)

Smart contracts reference existing APIs

Smart Contract Components

Drop-in components for common use-cases

Smart Contract Dev Tools

Tools for developing and testing smart contracts



Blockchain

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

# Goals & Roadmap

**18-month  
Goals**

**25,000**

Dapp Project Download Run Rate

**\$500K**

Revenue Run Rate

Roadmap	2020	2021
<b>DappStarter</b>	Onboard Top 5 public and Top 3 private blockchains  Publish 8-10 free blocks and 12-15 premium blocks	Add additional 5-7 (total) public and private blockchains  Publish 10-15 blocks
<b>DappConnector</b>	Launch DappConnector  Add Top 5 APIs used by businesses	Launch DappConnector Public  Add 6-8 APIs

# Team



**Nik Kalyani**

Co-founder/CEO

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Co-founder of WhenHub  
Co-founder DotNetNuke (acq. 2017)  
Creator of Walkstarter  
Udacity Blockchain SME  
Microsoft MVP (12 years)



**Chase Chapman**

Co-founder/ Chief Experience Officer

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Business Student University of Michigan  
Medium blockchain writer  
Blockchain curriculum education lead



**Jonathan Sheely**  
Lead Software Architect



**Traci Fong**  
Front-end Engineer



**Clint Patterson**  
Developer Evangelist



**Shooan Li**  
Business Development - Asia

# Progress

## Product

- DappStarter platform launched with support for Ethereum, Harmony and Klaytn
- Hyperledger and Quorum support currently in development
- DappConnector currently in development
- Open Source authentication solution PhotoKey beta released

## Business

### Blockchain Partnerships



### Blockchain Developer Program Selections



### International Hackathon Wins



# COVID-19

## Situation

Pandemic has transformed businesses forcing them to reassess processes, priorities, and current best practices

“...opportunity for CIOs to drive meaningful change and new models through technology enablement.”  
- Gartner CIO Top Actions 2020

## Response

- Remain capital efficient
- Align development efforts with business needs to accelerate growth
- Build thought leadership for transforming existing models to blockchain



Connect, educate, and inspire practical blockchain solutions for today and beyond



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

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