



[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...



# Genesis: Shared Vision

Nik Kalyani

Co-founder/CEO



Mentor

she(256)  
women in blockchain

UC 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...



# Background: 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

## Insight: The Root Problem?

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

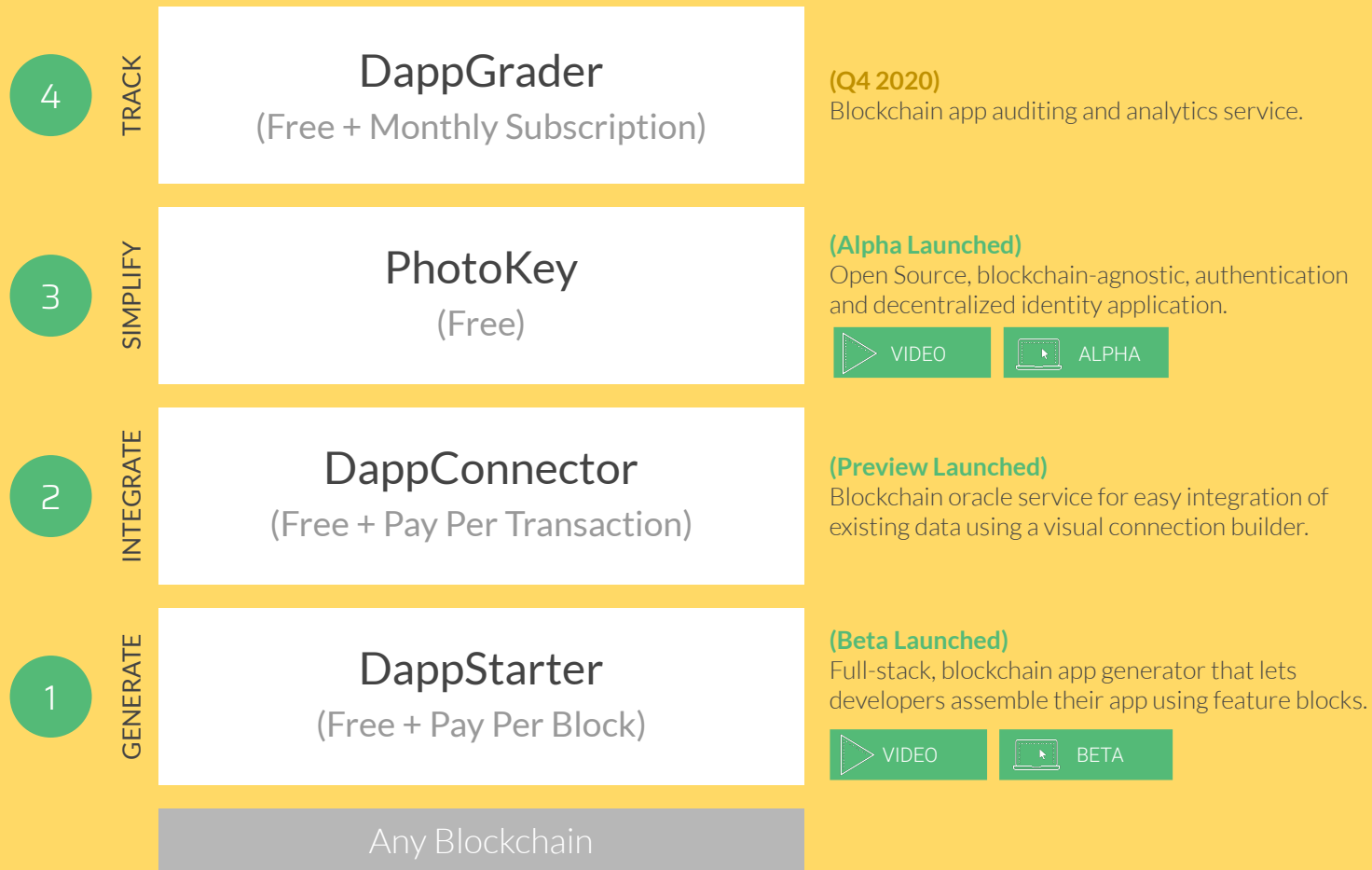
Outdated documentation	Complicated concepts
Lack of mature developer tools	UX friction for end-users

## Innovate: Our Solution

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

think  **Airtable** for blockchain apps

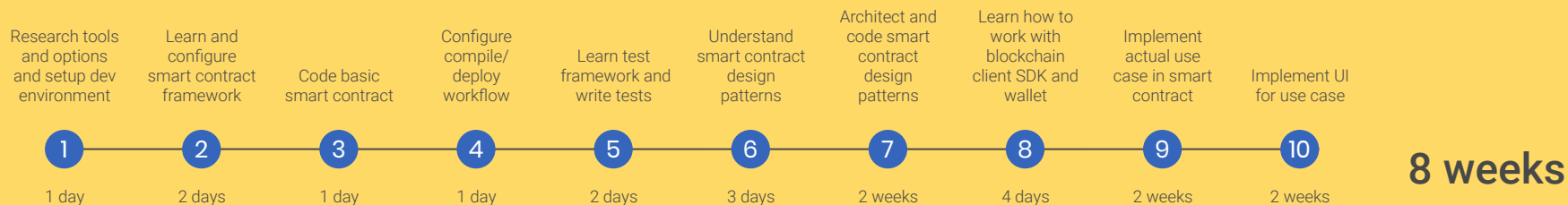
# The GIST Stack



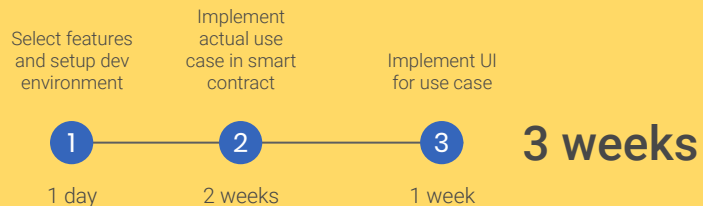


# The DappStarter Advantage

## Current Workflow

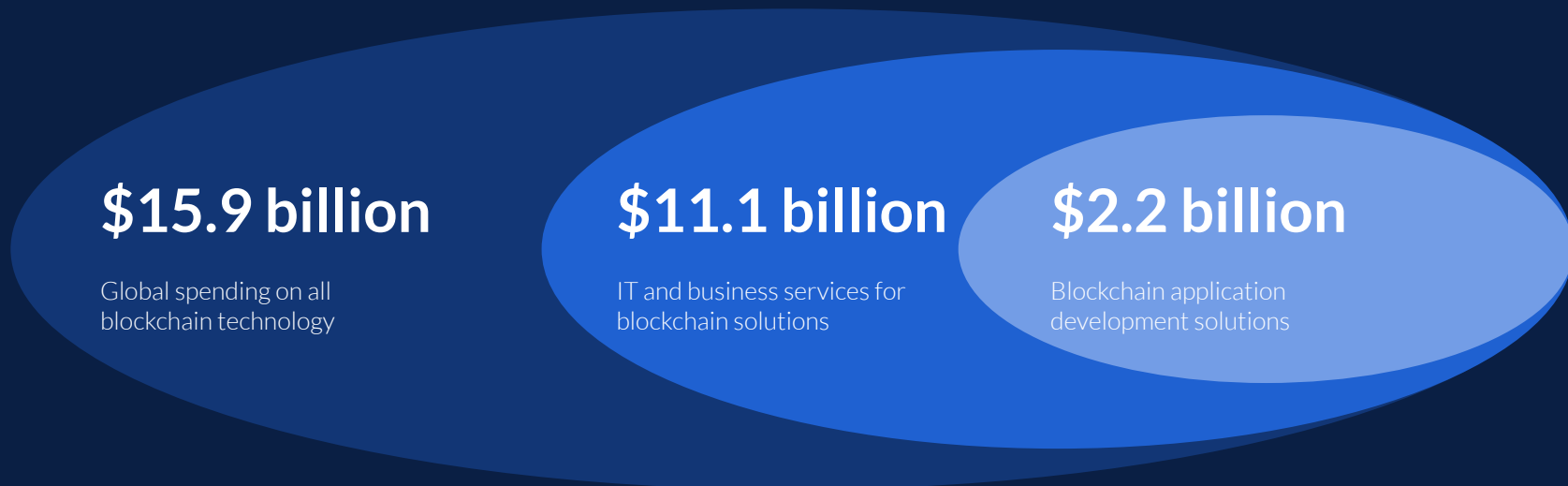


## DappStarter Workflow



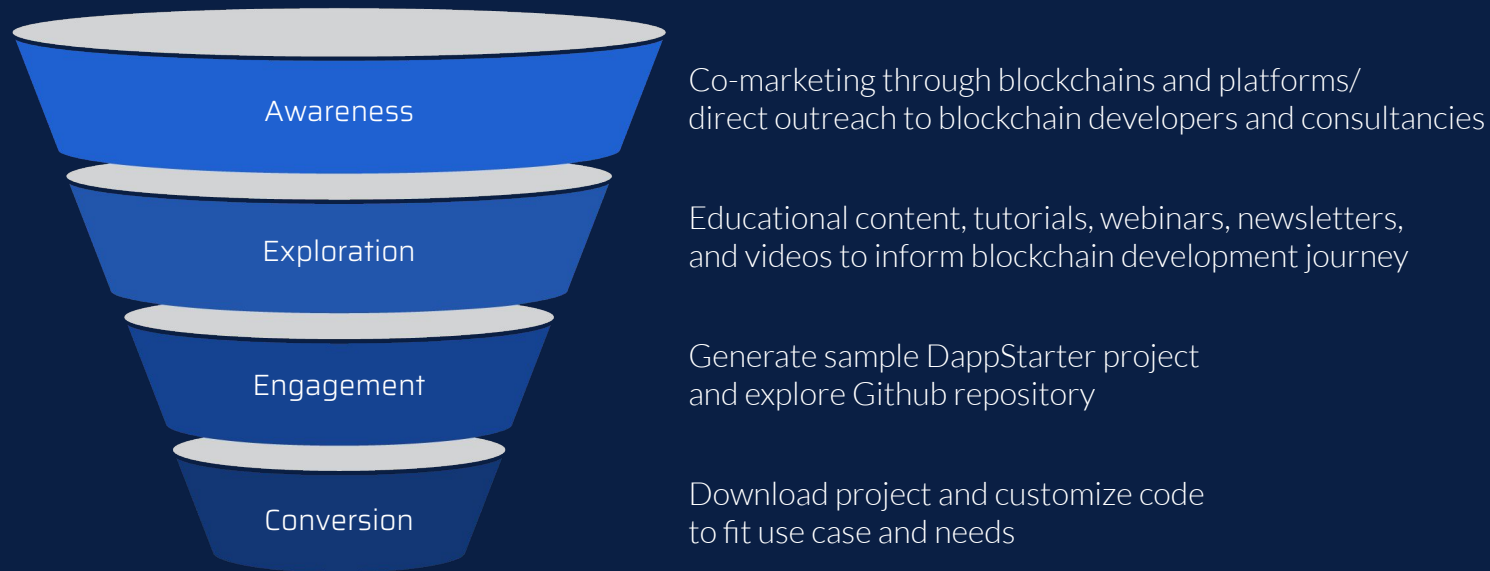
DappStarter reduces time and cost of blockchain app development by **80%**

## Opportunity: Growing Market



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

# Growth: Go-to-Market Strategy



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>

## Partnerships



Dapper



NEAR



UNSTOPPABLE  
DOMAINS



Harmony



Open Web Collective

## Progress

500+  
DappStarter  
downloads

In talks with 5  
agencies  
(customer  
prospects)

DappStarter  
Beta 2 released

PhotoKey  
Alpha released

We expect to book revenue starting July 2020

## 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  Publish 8-10 free blocks and 3-5 paid blocks	Add additional 3-5 blockchains  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:

Nik Kalyani – Co-founder	<a href="mailto:nik@trycrypto.com">nik@trycrypto.com</a>	+1.202.486.5463
Chase Chapman – Co-founder	<a href="mailto:chase@trycrypto.com">chase@trycrypto.com</a>	+1.650.335.8063

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