TRYCRYPTO

# TryCrypto makes decentralized tech usable

# Problem

***Building blockchain apps is extremely time-consuming and frustrating***

Out-dated or nonexistent documentation

Complex development workflows

Lack of quality developer tools

No established best-practices

***It can take 8-12 weeks and cost as much as $300,000 to build a blockchain PoC***

- Report from Microsoft Azure

# Solution

***Change the time to get started with blockchain app development from weeks to 10 minutes***

Full-stack blockchain application scaffolding

Components for smart contract development

Smart Contract as a Service

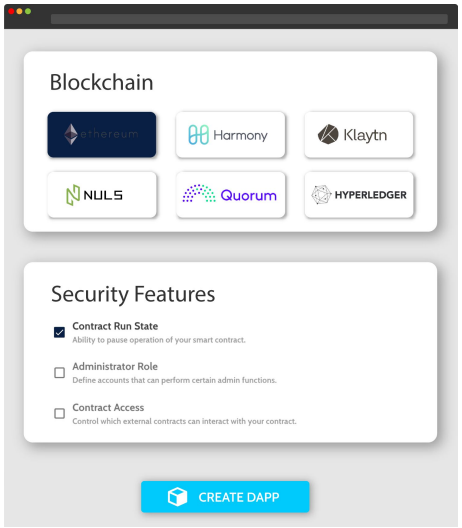

Integration with existing APIs

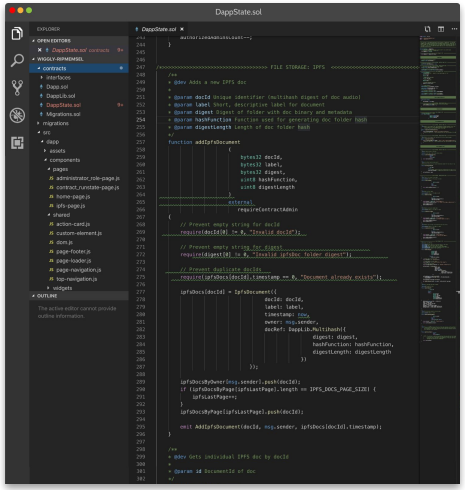
*Built for web developers*

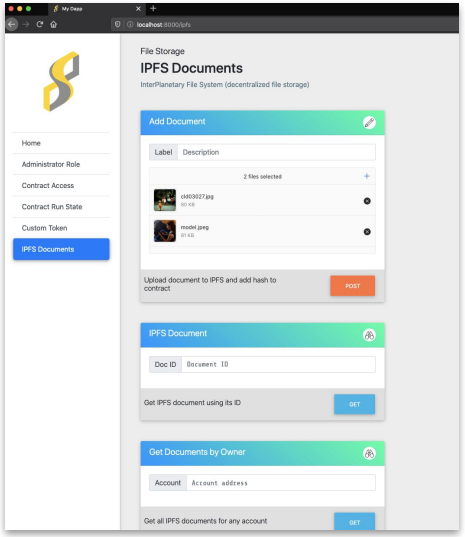
# Product – DappStarter

[Video]

[Try Beta]




## 1. Select blockchain and features

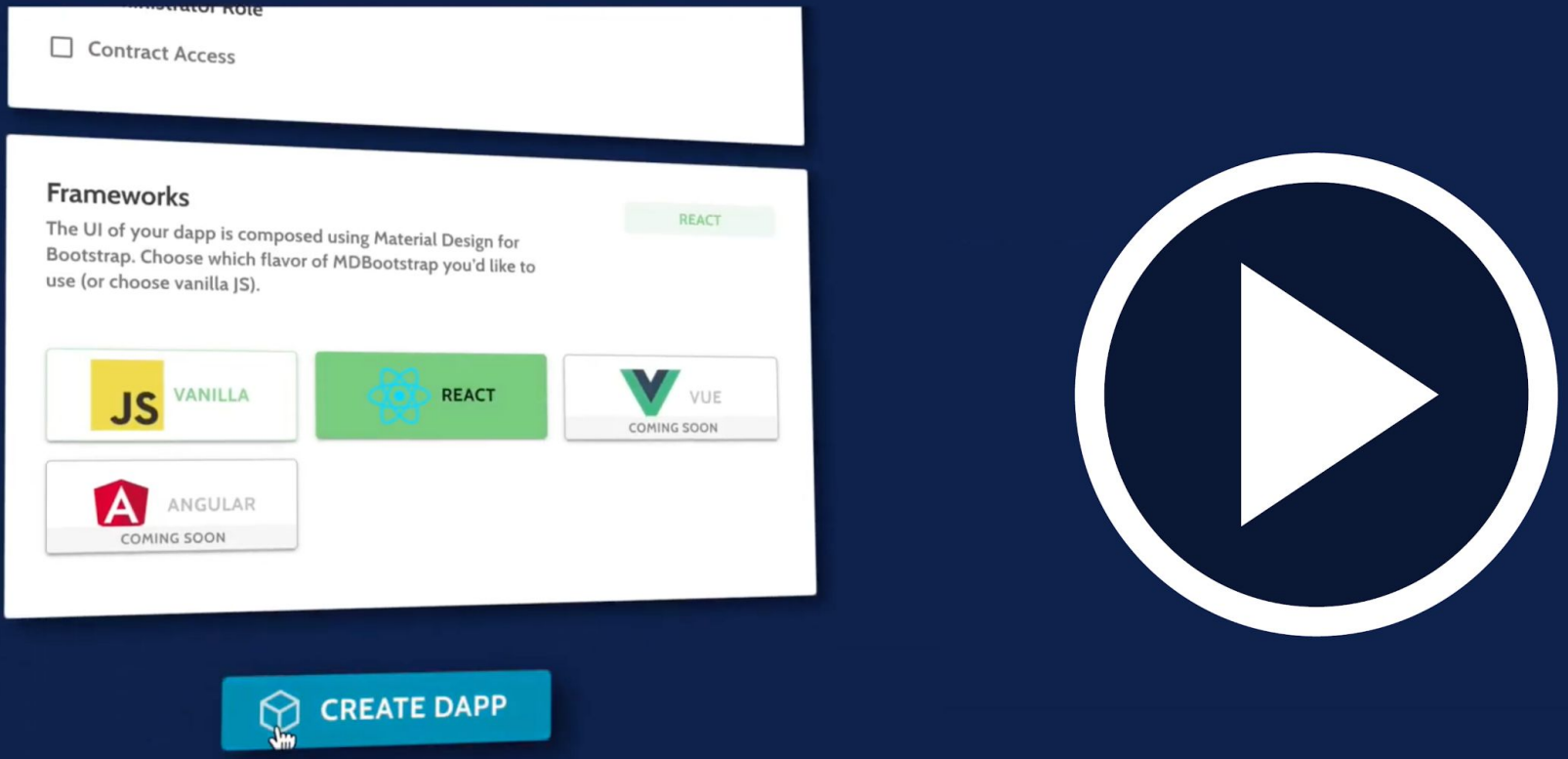
Configure the platform, select front-end customizations and configurations

## 2. Download source code

Get professional, well-commented code for smart contracts, unit tests, dapp web client and server API

## 3. Edit code and deploy

Customize the source code to fit product needs and ship 🚀


Contract Access
Frameworks
The UI of your dapp is composed using Material Design for Bootstrap. Choose which flavor of MDBootstrap you'd like to use (or choose vanilla JS).
REACT
JS
VANILLA
REACT
VUE
COMING SOON
ANGULAR
COMING SOON
CREATE DAPP

# DappStarter USP

## Blockchain agnostic

Our vision is to be the go-to platform for all blockchain developers regardless of which blockchain they are targeting.

## White-label capability

Blockchains and enterprises can spin-up their custom, branded DappStarter portal for a premium price.

## Full-stack

Competing solutions offer only canned Smart Contracts. We provide customizable Smart Contract, unit tests, web app and server API, all packaged and supported with online docs and webinars.

## Integration with centralized systems

Businesses can't flip a switch and become decentralized. We provide integration capabilities so they can use decentralized solutions alongside existing centralized systems.

# SaaS Business Model

## Freemium

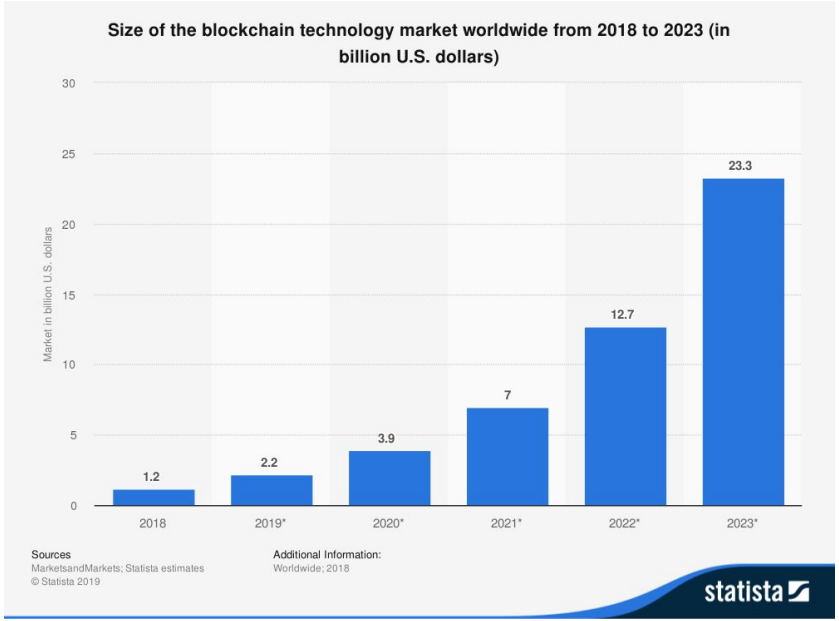
Free users have access to basic DappStarter functionality, while Indy, Business, and Enterprise users pay a subscription fee for access to premium blocks and features.

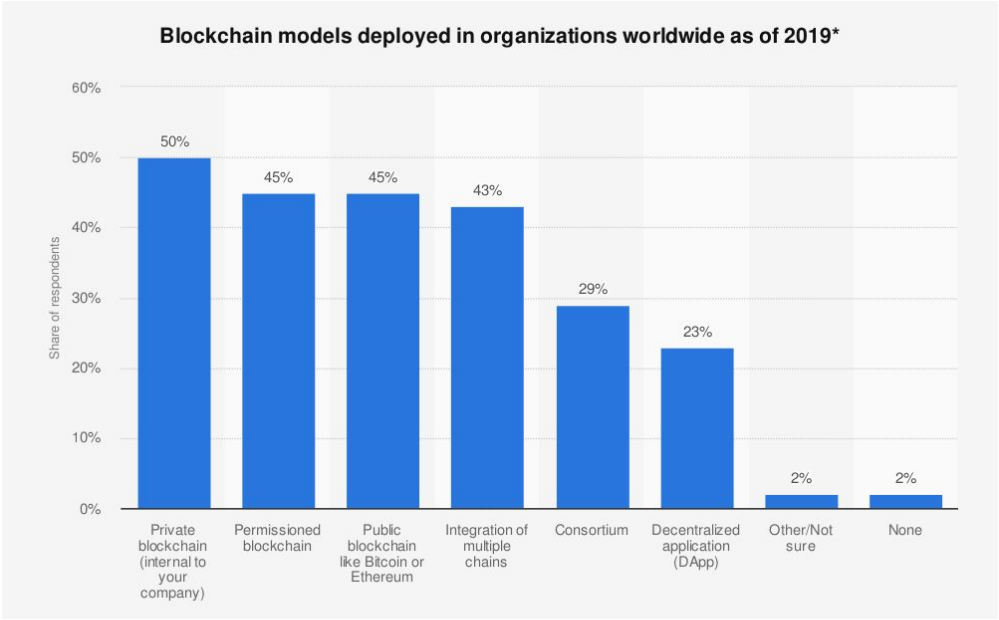
| | Free | Indy | Business | Enterprise |
|---|---|---|---|---|
| Target audience | Anyone | Independent developers | Consulting companies | Blockchain administrator |
| **DappStarter Platform** | | | | |
| MIT-licensed project source code | ✓ | ✓ | ✓ | ✓ |
| Smart Contract | ✓ | ✓ | ✓ | ✓ |
| Web UI | ✓ | ✓ | ✓ | ✓ |
| Unit tests | ✓ | ✓ | ✓ | ✓ |
| Events API | ✓ | ✓ | ✓ | ✓ |
| GitHub repository | ✓ | ✓ | ✓ | ✓ |
| White-label Portal | ✗ | ✗ | ✗ | ✓ |
| Custom Domain | ✗ | ✗ | ✗ | ✓ |
| **Feature Blocks** | | | | |
| Free | ✓ | ✓ | ✓ | ✓ |
| Premium | ✗ | ✓ | ✓ | ✓ |
| Connected | ✗ | ✗ | ✓ | ✓ |
| Custom - Shared | ✗ | ✗ | ✓ | ✓ |
| Custom - Exclusive | ✗ | ✗ | ✗ | ✓ |
| **Analytics and Reporting** | | | | |
| Email notification on project creation | ✗ | ✗ | ✗ | ✓ |
| Web hook on project creation | ✗ | ✗ | ✗ | ✓ |
| Monthly analytics report | ✗ | ✗ | ✗ | ✓ |

# Market Size

The global blockchain market size is expected to grow from USD 1.2 billion in 2018 to USD 23.3 billion by 2023, at a Compound Annual Growth Rate (CAGR) of 80.2%.

A Deloitte survey of 1,386 global blockchain-savvy senior executives reported that 45% of the organizations use public blockchains and 23% use blockchain apps.



# Go-to-Market Strategy

## Target web developers with free workshops

"Blockchain Bootcamp Workshops" catered toward web developers getting into blockchain

- ➡ Leverage blockchains for promotion
- ➡ Demonstrate how DappStarter can be a tool for blockchain development

## Partner with blockchains to build community

Co-branding and promotions for building developer communities

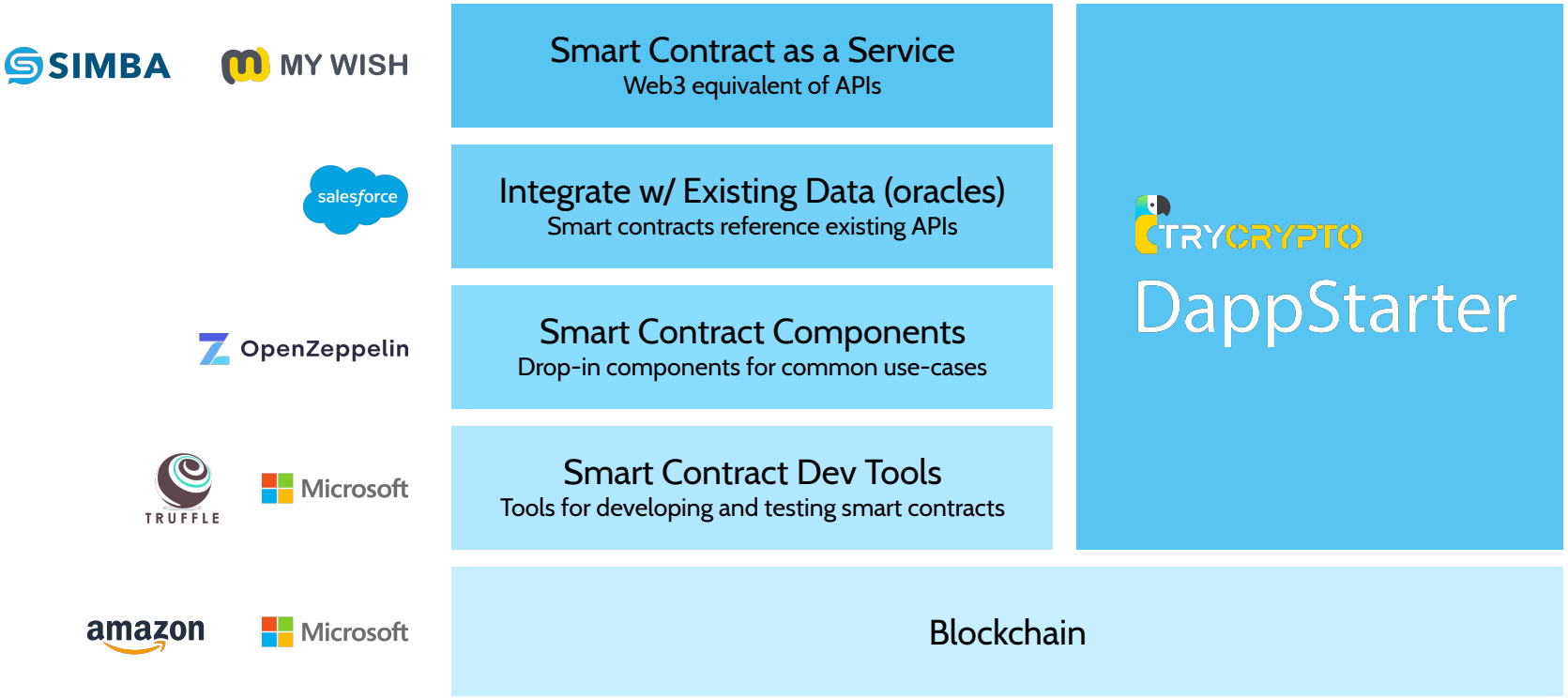
- ➡ Hackathons
- ➡ Workshops
- ➡ Video content

## Create Open Source components to build awareness

Gain brand exposure and thought leadership through Open Source projects

- ➡ Single sign-on for blockchain — PhotoBlock (see appendix for more information)

# Enterprise Competitive Landscape




*There is no player that provides the full suite of developer tools for building flexible blockchain applications.*

# Team

## Nik Kalyani

*Co-founder/ Chief Executive Officer*

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

## Chase Chapman

*Co-founder/ Chief Experience Officer*

- 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*

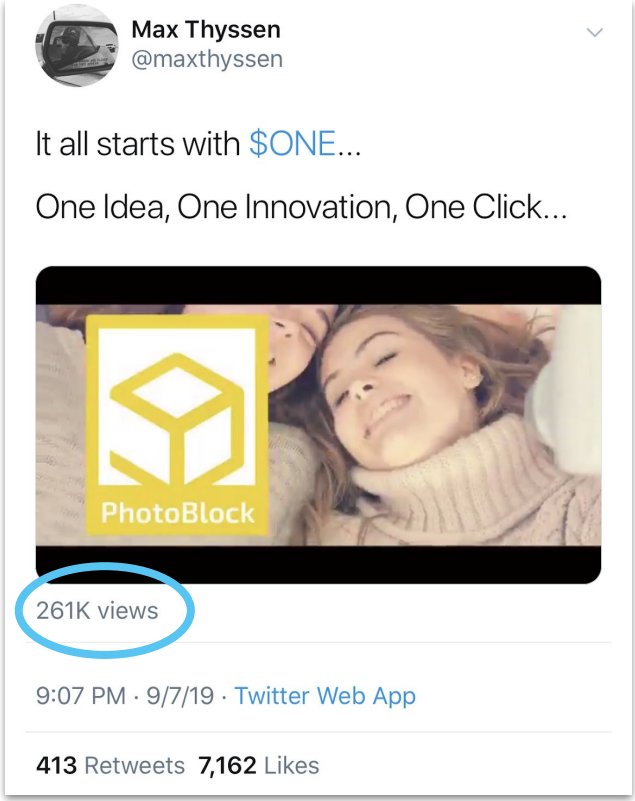
# Traction

## Product

- ➡️ DappStarter platform launched
- ➡️ PhotoBlock beta released

## Business

- ➡️ Harmony Partnership
- ➡️ NEAR Beta Program
- ➡️ Won Klaytn (Kakao) Hackathon – S. Korea
- ➡️ Won Wanxiang Hackathon – Shanghai
- ➡️ Talks with top blockchains to partner with DappStarter for developer ecosystem



# Use of Funds

Primary use of funds is for **Product Development**


Our focus for the first 18 months is product-market fit and user acquisition. We expect to close on a Series A funding round prior to Month 18.

Series A funds will be used to expand business development and sales with the goal of generating our first $1 million in revenue.


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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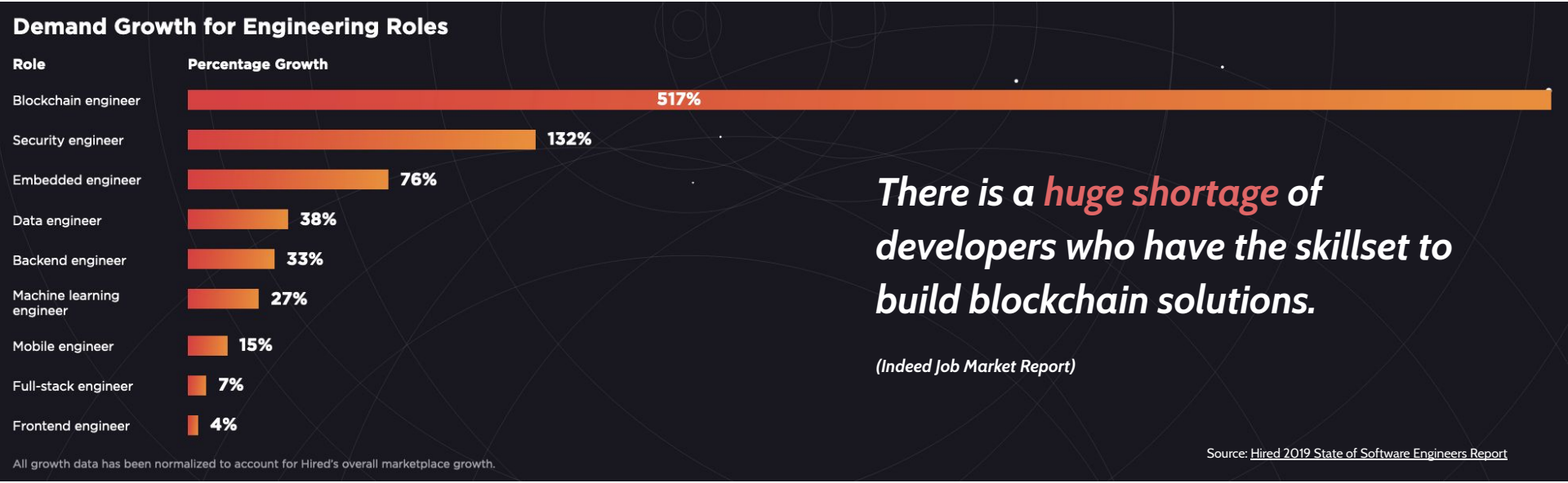
| Chase Chapman – Co-founder | chase@trycrypto.com | +1.650.335.8063 |


https://www.trycrypto.com

# Additional Reading

## Reference Materials

# Market Size – Developers




***27.7 million developers** around the world by 2023 (DAXX)*

# Development: DappStarter

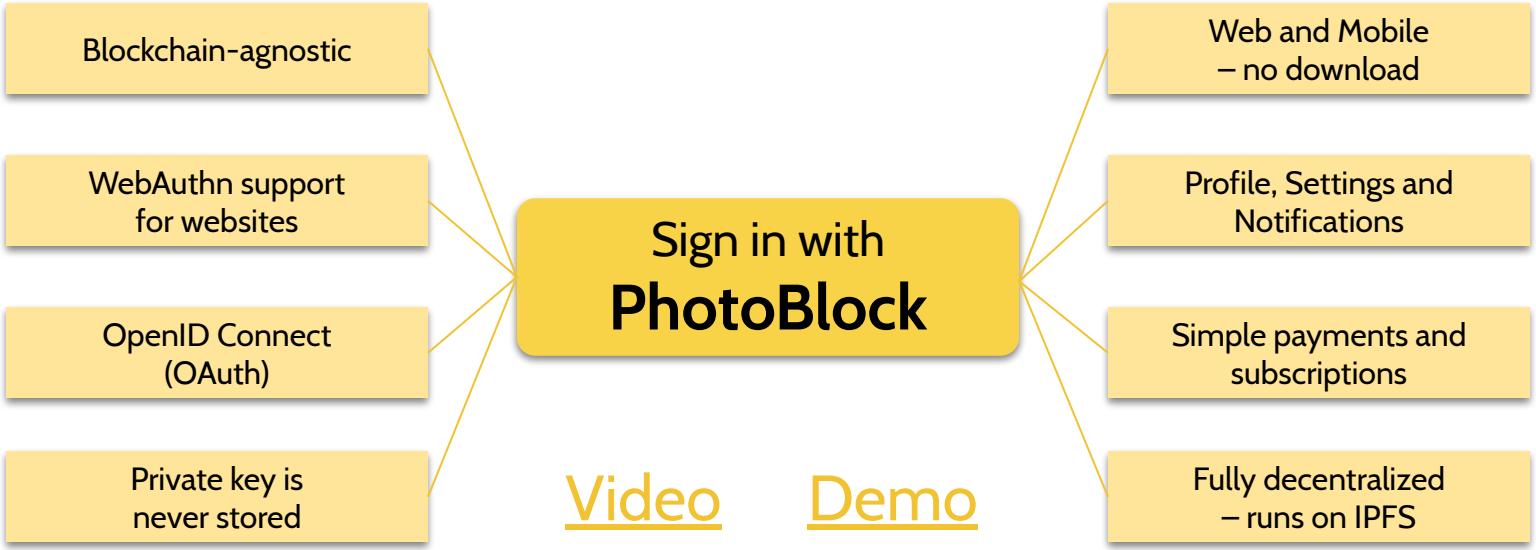
**Dapp Starter** gives developers a ready-to-use Open Source starter kit with full PhotoBlock integration. It saves developers significant time as they can download a complete, customized front-end user-interface for the blockchain of their choice with Authentication, Payments, Subscription, Testing and User-interface pre-built.

# Authentication: PhotoBlock

**Visual authentication** solution for websites and blockchains

**Using only a photo and emojis**, users can securely authenticate to any blockchain, website or mobile app that supports PhotoBlock

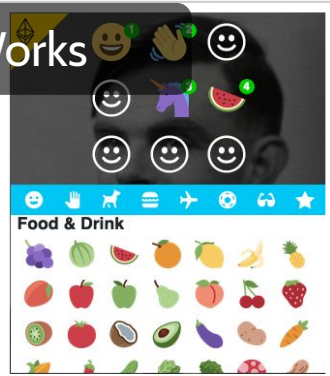
**Developers can add PhotoBlock** support to any web or mobile app with **only a few lines of code**



# How PhotoBlock Works

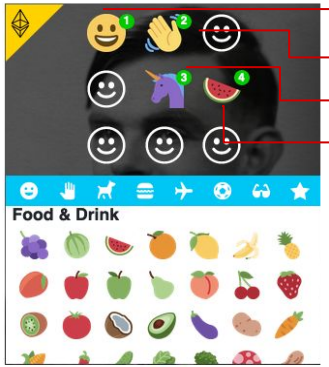
1

User uploads their photo



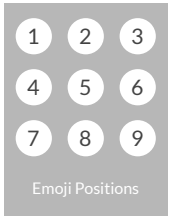

2

User creates EmojiKey by choosing emojis at each of nine positions in sequence.




3

PhotoBlock gets the byte value for each emoji in sequence, ignoring empty positions.





4

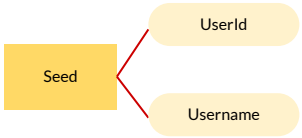
PhotoBlock divides photo bytes into nine segments and extracts bytes for each emoji position.

H1 = blake2s("1F600", "89504E470D0A")
H2 = blake2s("1F44B", "1A0A0000000D")
H3 = blake2s("1F984", "080600000092")
H4 = blake2s("1F349", "C1070700000A")

**Seed = blake2s(H1, H2, H3, H4)**

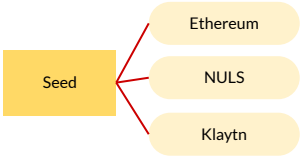
5

PhotoBlock uses the Blake2s algorithm to hash emoji bytes with photo bytes for each position, and finally, produces an aggregate hash of the positional hashes. This is the high-entropy seed for keygen.




6

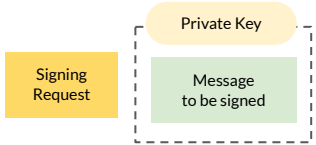
The seed is used to deterministically generate a UserId and Username in "adjective - phonetic word" format. Their hash is compared to the hash stored in the XMP (eXtensible Metadata Platform) photo section.




7

If the hash matches, the same seed is used to deterministically generate a public key and account address for the blockchain where PhotoBlock is being used.

No private key or any other security information is ever stored in PhotoBlock!




8

The public key and account address are reported to the calling application. The private key is only generated for signing requests and not available to the application.