

End-to-end platform for developing blockchain applications

Problem

Developing blockchain applications is expensive & time-consuming

Cost

\$100K - \$1MM

Duration

3 - 12 weeks

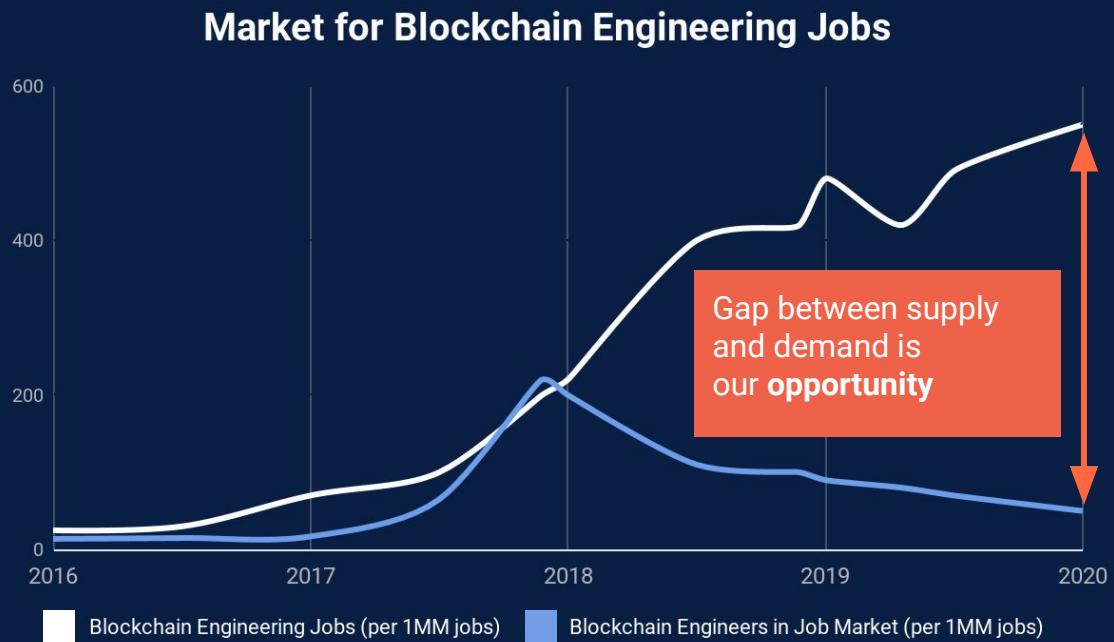


Why?

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

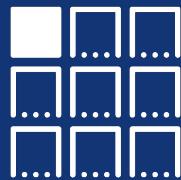
Why now?

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

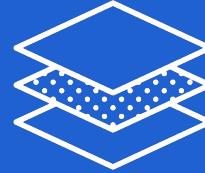


Solution

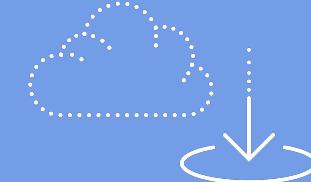
One platform for end-to-end blockchain application development



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

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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”

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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 upto 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">→ (Annually) Partner with 5 public and 3 private blockchains and co-promote to their dev ecosystems→ (Annually) Partner with 3-5 decentralized services and leverage their promotional channels→ (Annually) Partner with 2-3 blockchain e-learning companies | <ul style="list-style-type: none">→ (Weekly) 2 webinars to educate devs and get enterprise leads→ (Weekly) 2-4 blog, video and e-learning content posts→ (Annually) Attend/speak at 3-5 enterprise-centric blockchain conferences→ (Monthly) Advertise in 3-5 newsletters and video channels targeting web developers | <ul style="list-style-type: none">→ (Monthly) Qualified demos to 15 customer prospects→ (Annually) Contract with 10-15 blockchain consulting services to sell subscriptions for commission |
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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
DappStarter	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
DappConnector	Launch DappConnector Add Top 5 APIs used by businesses	Launch DappConnector Public Add 6-8 APIs

Team



Nik Kalyani

Co-founder/CEO

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

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





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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