



Decentology™



Decentralized technology for an equitable world

[decentology.com](http://decentology.com)

# FOUNDERS

she(256)  
women in blockchain

Met through a University of California – Berkeley program for connecting mentors with women interested in blockchain



## Nik Kalyani

Co-founder/CEO

Four prior startups, two venture-funded, two exits

Co-founded DotNetNuke (DNN), largest Open Source CMS on Microsoft platform with over 500K devs



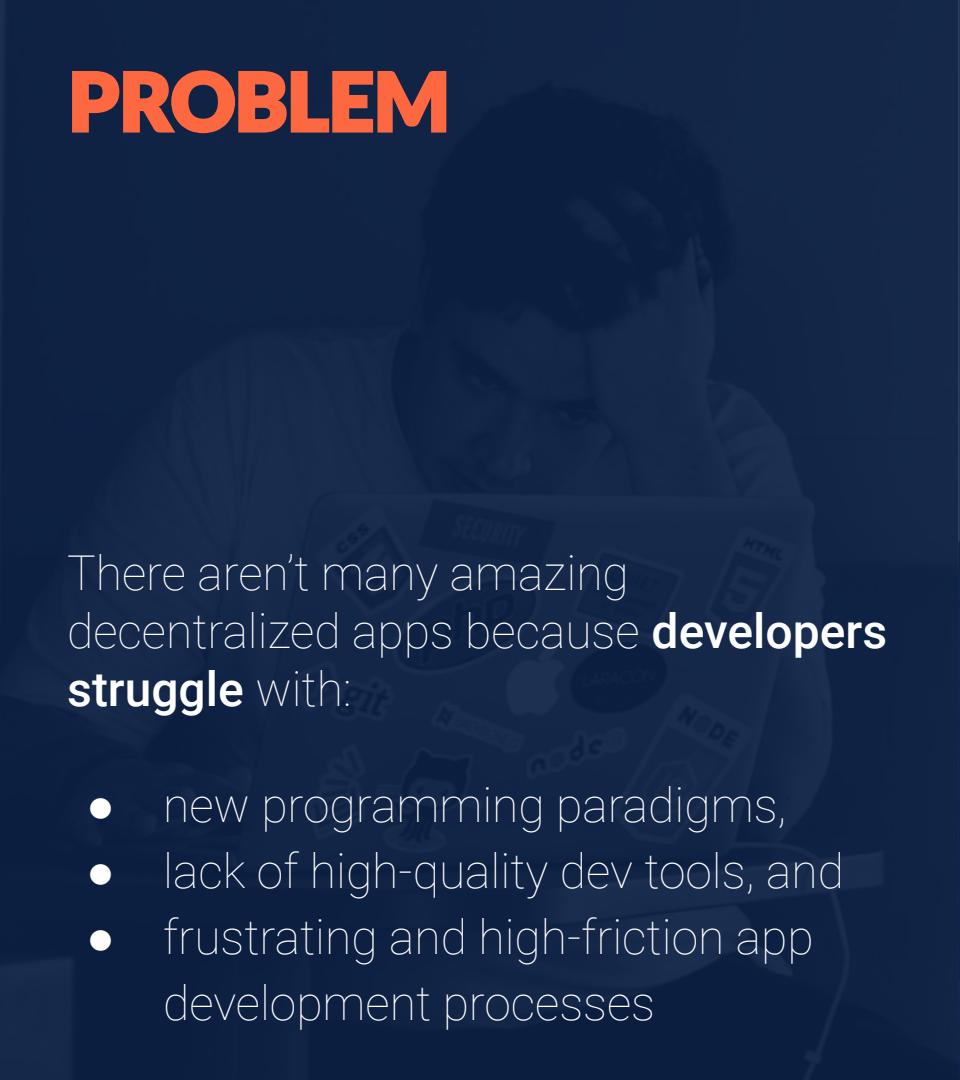
## Chase Chapman

Co-founder/Chief Experience Officer

Student (Senior), University of Michigan

Created and taught business blockchain curriculum at University of Michigan

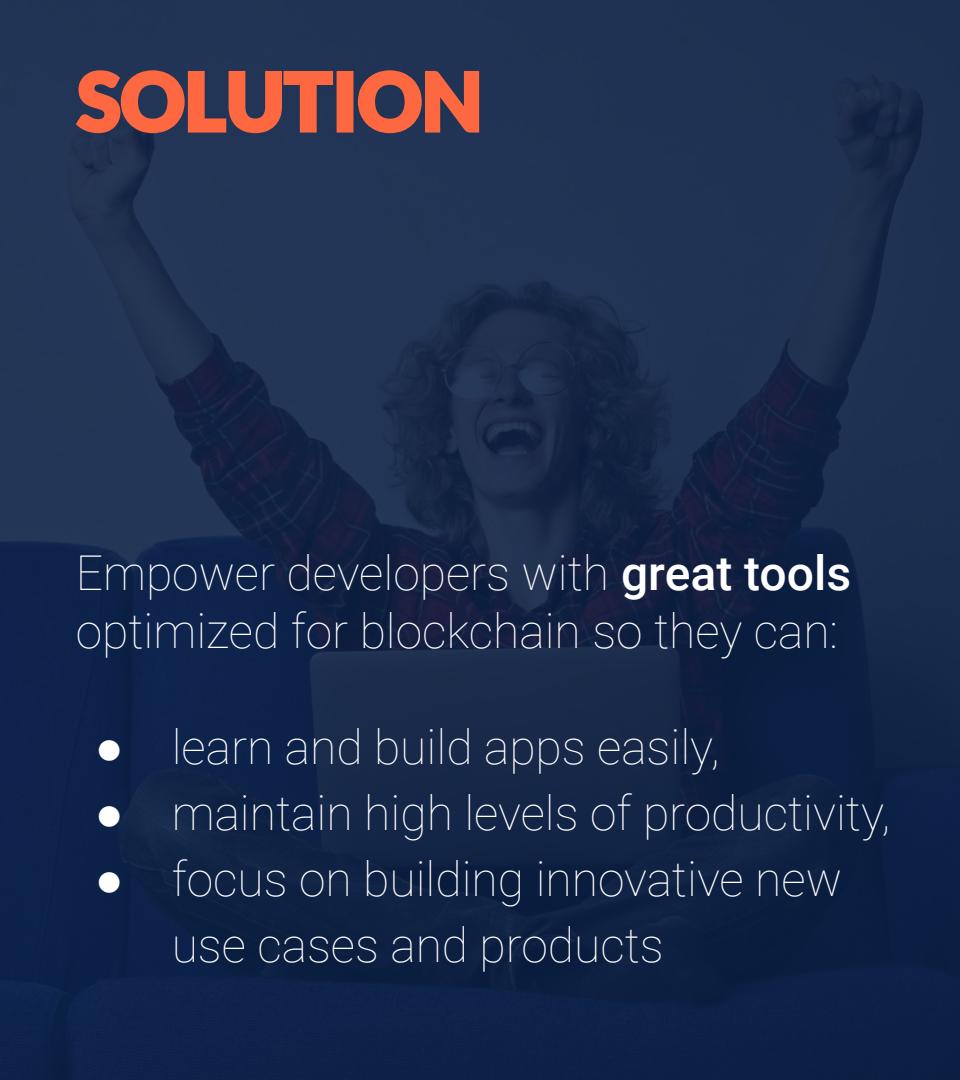
# PROBLEM



There aren't many amazing decentralized apps because **developers struggle** with:

- new programming paradigms,
- lack of high-quality dev tools, and
- frustrating and high-friction app development processes

# SOLUTION



Empower developers with **great tools** optimized for blockchain so they can:

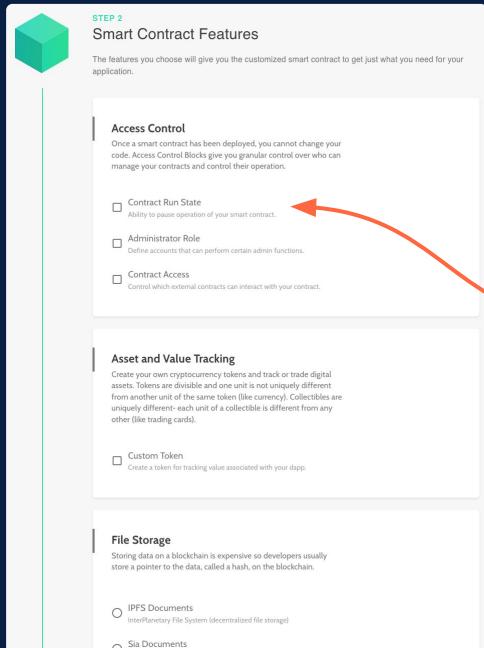
- learn and build apps easily,
- maintain high levels of productivity,
- focus on building innovative new use cases and products

# MISSION

Onboard the first  
10 million blockchain  
app developers

# DAPPSTARTER

DappStarter Website



## Zero to full-stack, production-grade dapp in 15 mins

**1 Generate**

Choose feature modules.

DappStarter generates a full-stack app and creates a new GitHub code repo

Centralized

**2 Develop**

Enhance the app as desired developing locally with blockchain and oracle services in cloud containers

Centralized

**3 Deploy**

One-click deploy of the Smart Contract, web client and web API

Decentralized

## Over 1,200 projects created and growing fast

# MARKET

2023

\$16 Billion

IT/Business Services for blockchain

Blockchain  
application  
development

2022

At present,  
businesses are  
testing the waters  
with blockchain  
applications.  
**It's too early to  
monetize.**

2021

As a first-mover,  
our goal is to  
**dominate this  
market** as it  
evolves and  
grows.

# TARGET CUSTOMER

Our target customer will change as the nascent blockchain app market grows.

2021

Blockchain-centric organizations seeking to onboard developers for their product or service

New and emergent blockchains; blockchain app services; blockchain education and certification entities

2022

Organizations building pilot blockchain apps in 2-3 industries such as construction, IoT and consumer retail

We'll focus on industries where blockchain can immediately address pain points with a high chance of success

2023

SME/Enterprise companies with in-house developer teams building blockchain apps

Our platform will evolve to provide services using a SaaS subscription model so we can rapidly grow revenue

# REVENUE MODEL – NEAR TERM

- 1  
BUILD  
(Free for Devs)
- 2  
TEST  
(Free for Devs)
- 3  
LIVE  
(Free for Devs)



Blockchains and blockchain services pay a **flat fee** for integration with DappStarter, training webinars and co-marketing events starting at \$25K

Current revenue with this model is \$75K

Blockchains pay an **ongoing subscription fee** based on the number of production developer projects using DappStarter online services (decentralized storage, oracle services, web hosting etc.)

# PARTNERS & PROSPECTS

Integration  
Partners



Dapper



\$ Customer



\$ Customer

Upcoming  
Blockchain  
Partners



CASPERLABS



Other  
Partners



Prospects



Hewlett Packard  
Enterprise



# SEED ROUND

FOUNDER FUNDING

\$60K

RAISE AMOUNT

\$600K

(product development,  
marketing, operations)

RUNWAY

6-7 mths

REVENUE GOAL

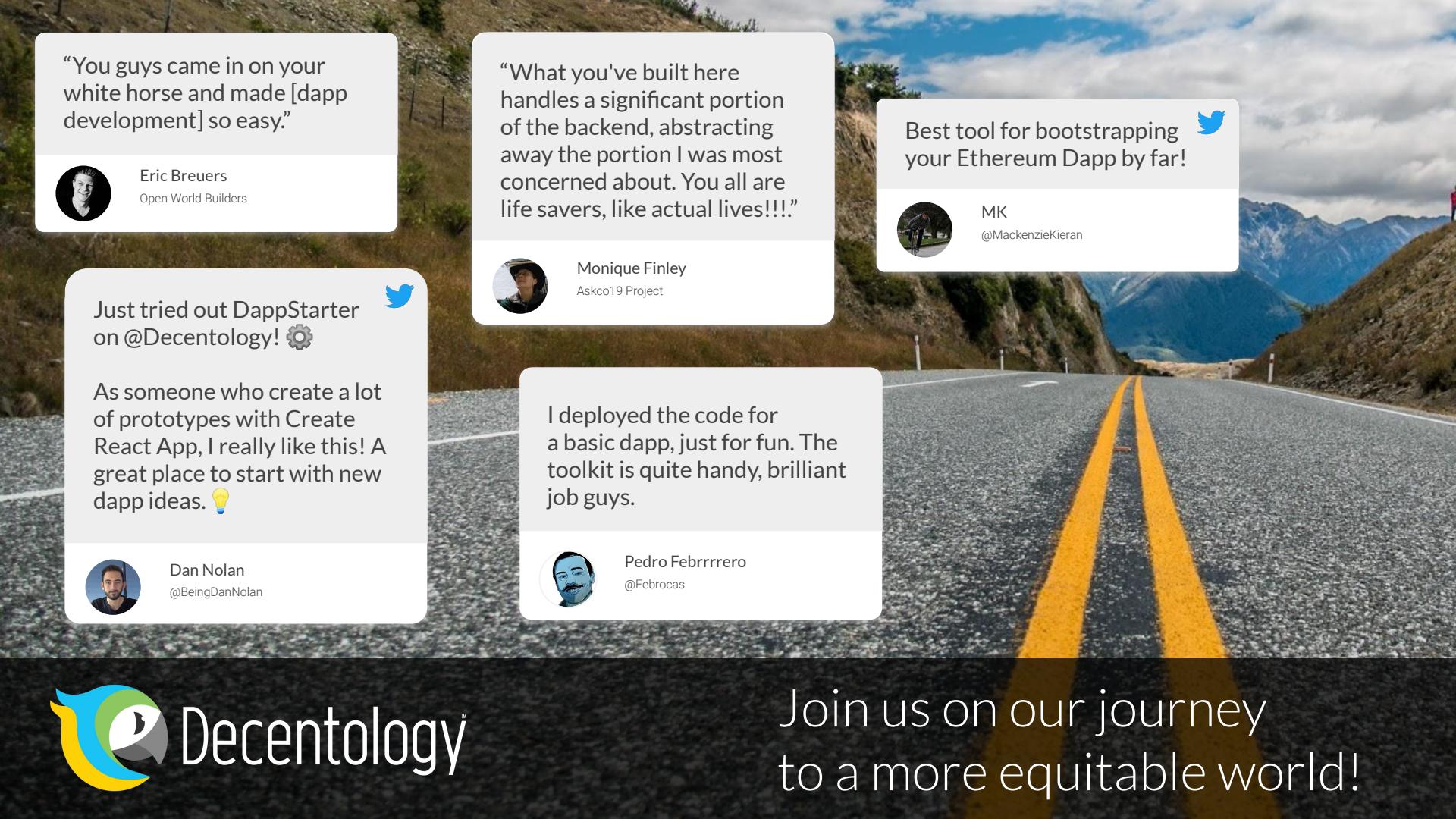
\$200K

CUSTOMERS GOAL

3-5 blockchains,  
5-7 blockchain services,  
1-2 blockchain training orgs

PROJECTS GOAL

2,500



"You guys came in on your white horse and made [dapp development] so easy."



Eric Breuers  
Open World Builders

"What you've built here handles a significant portion of the backend, abstracting away the portion I was most concerned about. You all are life savers, like actual lives!!!!"



Monique Finley  
Askco19 Project

Just tried out DappStarter on @Decentology! 

As someone who create a lot of prototypes with Create React App, I really like this! A great place to start with new dapp ideas. 



Dan Nolan  
@BeingDanNolan

I deployed the code for a basic dapp, just for fun. The toolkit is quite handy, brilliant job guys.



Pedro Febrero  
@Febrocas

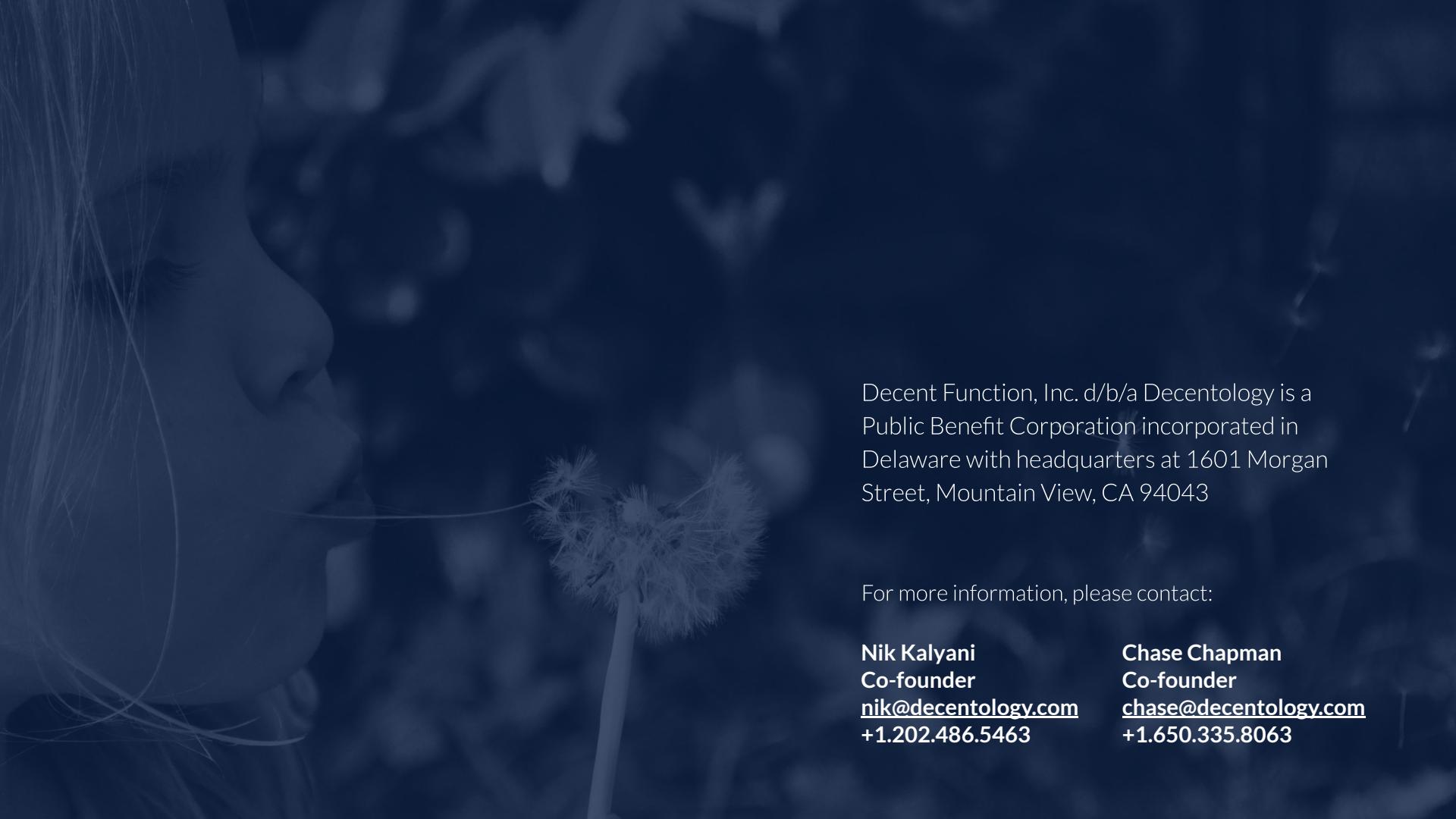
Best tool for bootstrapping your Ethereum Dapp by far! 



MK  
@MackenzieKieran

Join us on our journey to a more equitable world!



A dark, moody background featuring a woman's profile on the left and a dandelion seed head on the right, both in soft focus.

Decent Function, Inc. d/b/a Decentology is a  
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