



Decentology™



Decentralized technology for an equitable world

decentology.com

FOUNDERS



Nik Kalyani

Co-founder/CEO

Four prior startups, two venture-funded, two exits

Co-founded largest Open Source CMS on Microsoft platform with over 500K devs

Guest instructor for Udacity Blockchain Nanodegree



Chase Chapman

Co-founder/Chief Experience Officer

Student, University of Michigan

Taught non-technical blockchain curriculum
for 13-week course



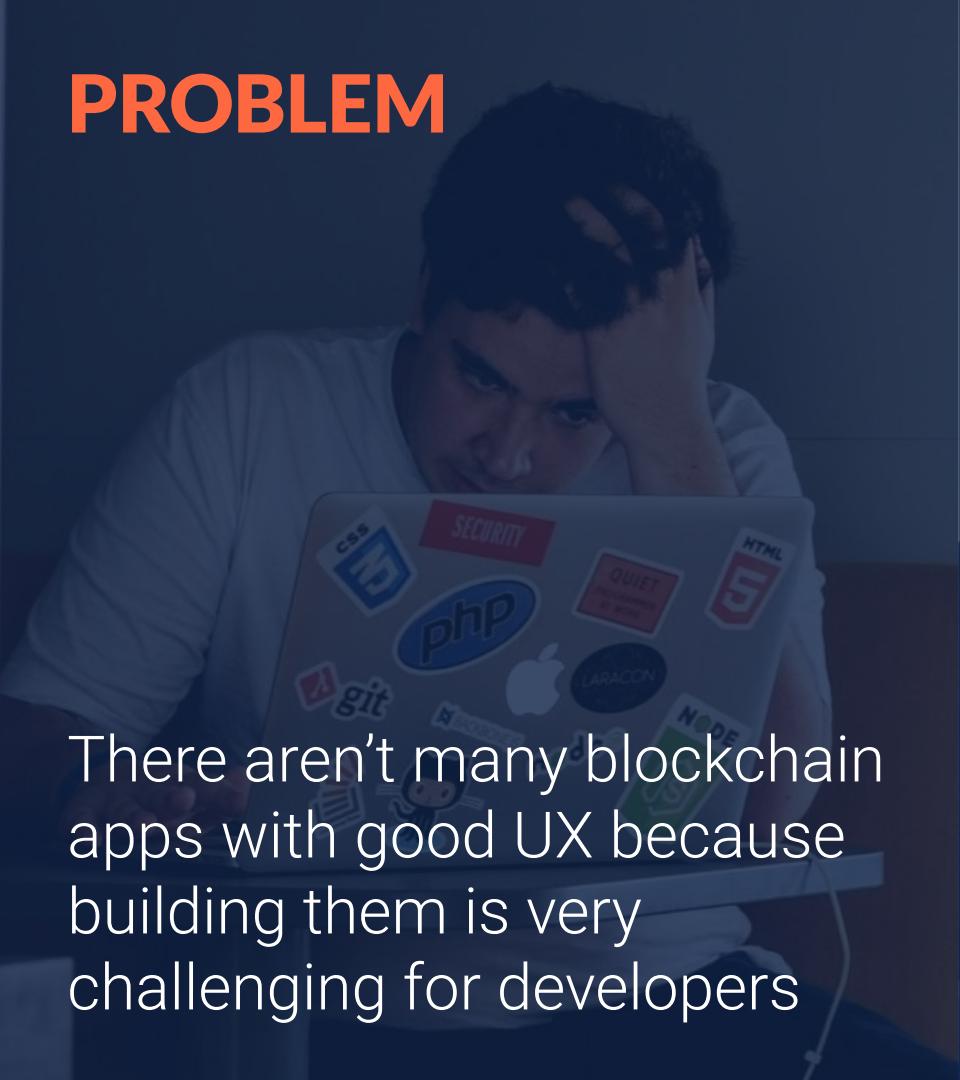
We met through a UC Berkeley program
for connecting women interested in
blockchain with mentors

VISION

To use decentralized
technology in pursuit
of an equitable world

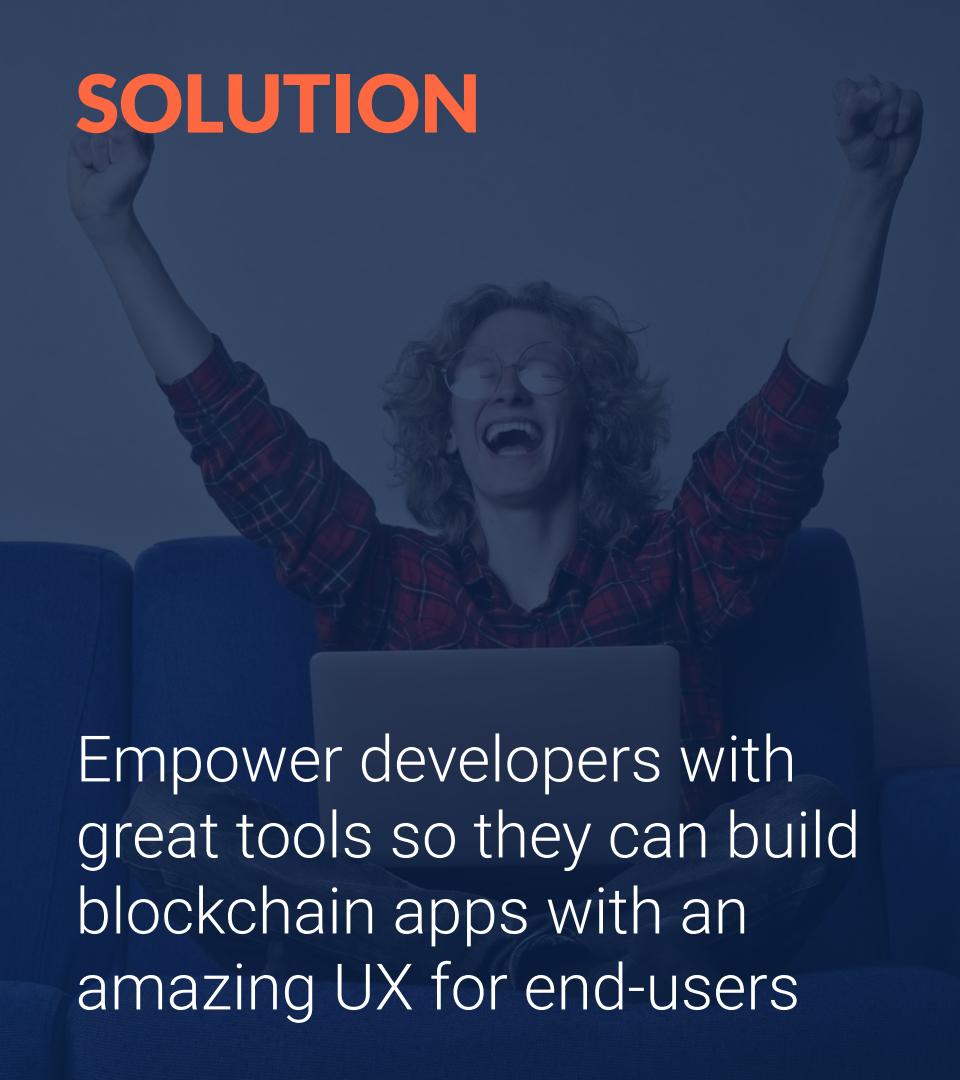


PROBLEM

A dark, semi-transparent background image of a man with his hands on his head, looking stressed or overwhelmed, sitting at a desk with a laptop.

There aren't many blockchain apps with good UX because building them is very challenging for developers

SOLUTION

A dark, semi-transparent background image of a person with curly hair and glasses, wearing a red plaid shirt, cheering with their arms raised while sitting at a desk with a laptop.

Empower developers with great tools so they can build blockchain apps with an amazing UX for end-users

COMPARABLE



Xamarin

Acquired by Microsoft
for \$500 million

reduces the complexity and
friction for developers to build...

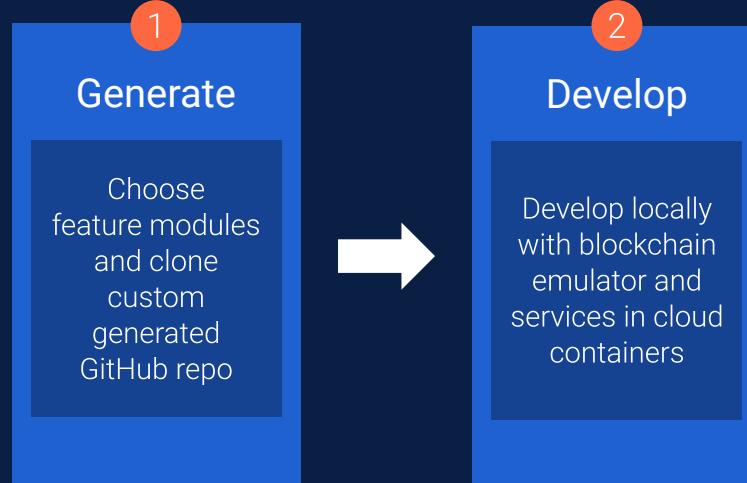
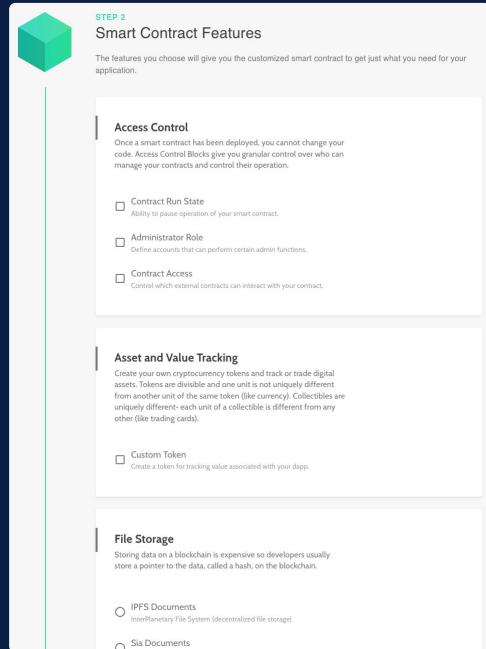
platform-agnostic
mobile apps



Decentology™

blockchain-agnostic
decentralized apps

DAPPSTARTER



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

DAPPSTARTER BENEFITS

		Without DappStarter	With DappStarter
FREE	Smart Contract Development	2-4 weeks	 Working dapp in 15 mins Buttery smooth, magical experience
	Unit Test Development		
	Web UI Development		
	Wallet Integration		
PAID	Pro Module Features	Many weeks. Requires custom code or integration with third-party services.	One-click
	Dapp Deployment		
	Advanced Smart Contract Services		
	Oracle Services		
	Transaction Fee Relay Service		

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

OPPORTUNITY

Global spending on blockchain technology

2023

IT/Business Services for blockchain

Blockchain application development

\$16 Billion

\$11 Billion

\$2.2 Billion

TODAY

Custom
Web Apps

Built using plugins
with a CMS platform



FUTURE

Custom
Blockchain Apps

Built using modules and custom
code with DappStarter

SAAS FREEMIUM MODEL

Developer works with DappStarter project code on their local computer.

All services run in a cloud Docker container.

1
BUILD
(Free)

2
TEST
(Free)

3
LIVE
(Paid)



An active subscription is required for the lifetime of apps in production.

Revenue from base subscription plus per transaction fee

SUBSCRIPTION TIERS

	Basic (Free)	Starter (\$)	Pro (\$)	Enterprise (\$)
Development and Test Projects	1	2	5	10
Module Pro Features		✓	✓	✓
One-click Deploy	TestNet	TestNet	TestNet + MainNet	TestNet + MainNet
Oracle Designer + Service	TestNet	TestNet	TestNet + MainNet	TestNet + MainNet
Dapp Dashboard + Analytics	TestNet	TestNet	TestNet + MainNet	TestNet + MainNet
Custom Dapp URL			✓	✓
Support		Public Discord	Ticket System	Ticket System + Private Discord
Storage	1 GB	5 GB	10 GB	25 GB
Transaction Relay Fee			0.75%	
Smart Contract Transactions			\$0.025	

COMPETITION

				
Full-stack code including smart contract, UI, unit tests	✓	✓	✓	✓
Modular components to fit different use cases	✓	✓	✓	
Fast! Dapp running in 15 mins or less, with 80% time/cost savings.	✓			
Dynamic compilation and hot-loading in IDE	✓			
Fully functional product – no professional services needed	✓			
Built-in oracle integration – no additional code needed	✓			

We can scale and grow much faster with our modular approach because we do not rely on consulting services revenue like our competitors.

PARTNERS & PROGRESS

Integration
Partners



Dapper



X CONFLUX S SOLANA

Upcoming
Blockchain
Partners



CASPERLABS



TomoChain

Other
Partners



UNSTOPPABLE
DOMAINS



OpenWeb Collective

Revenue of \$75,000 from partners for DappStarter integration
Over 1,000 projects created and growing fast

18-MONTH: GOALS

DEVELOPER PROJECTS

25,000

FREE MODULES

30

PRO MODULES

10

SUBSCRIBERS

500

AVG. SUBSCRIPTION

\$99/mth

REVENUE RUN RATE

\$500K

We are currently self-funded with investment of \$50K by co-founder, and raising \$2MM for our seed round

18-MONTH: INDUSTRY FOCUS

NON-FUNGIBLE TOKENS

Representation of digital assets in blockchain
Smart Contracts

Gaming

Unlock Content

Generative Art

Loyalty Program

Physical Goods

Asset Bundling



Dapper

MANUFACTURING (IOT)

Capture data from sensors and log to blockchain for compliance; trigger audits

Sensor Log

Cold Chain Tracker

Maintenance Trigger

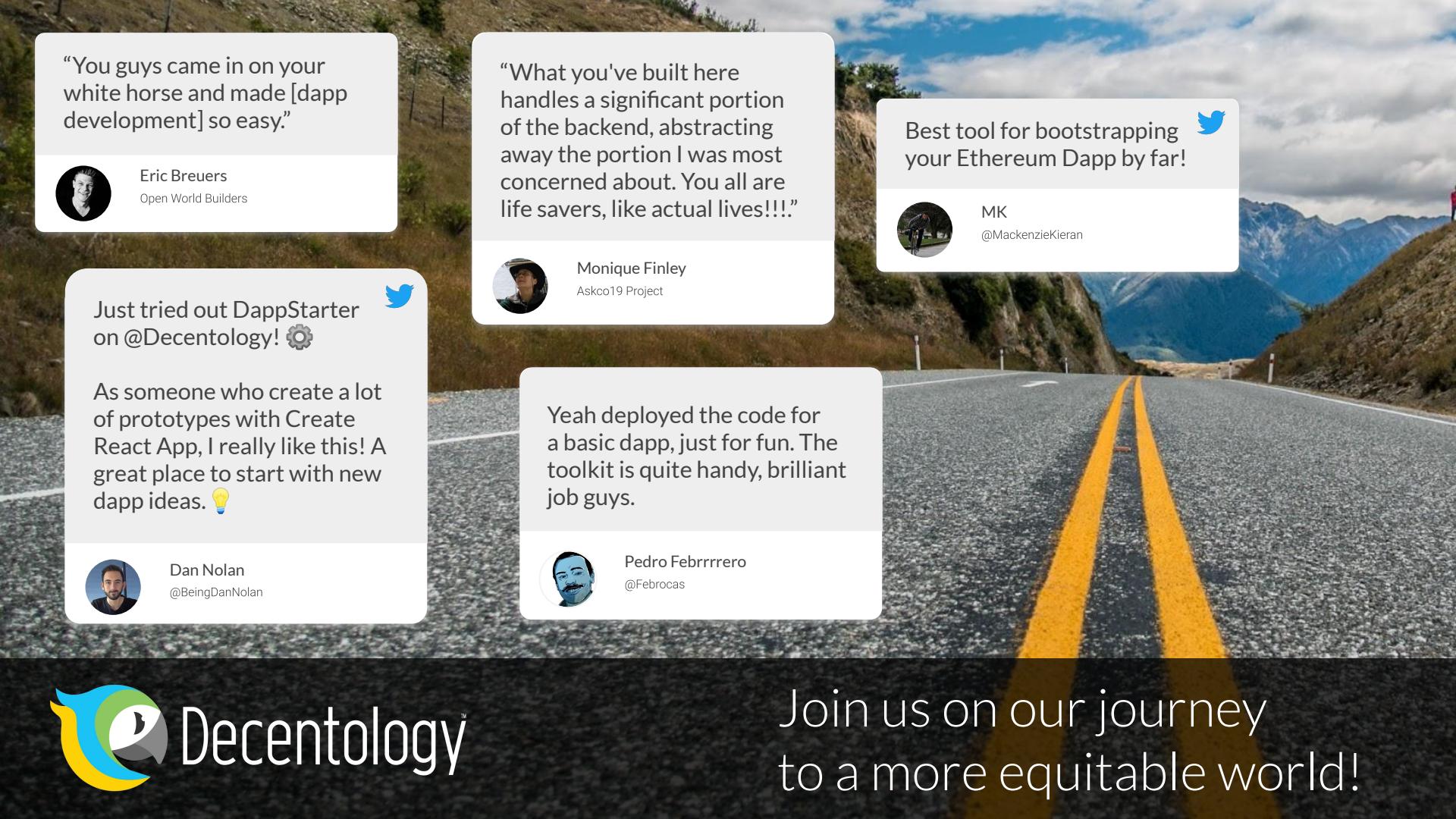
Sensor Trigger

Device NFT

Audit Trail



IOTA



"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

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



Pedro Febrero
@Febrocas

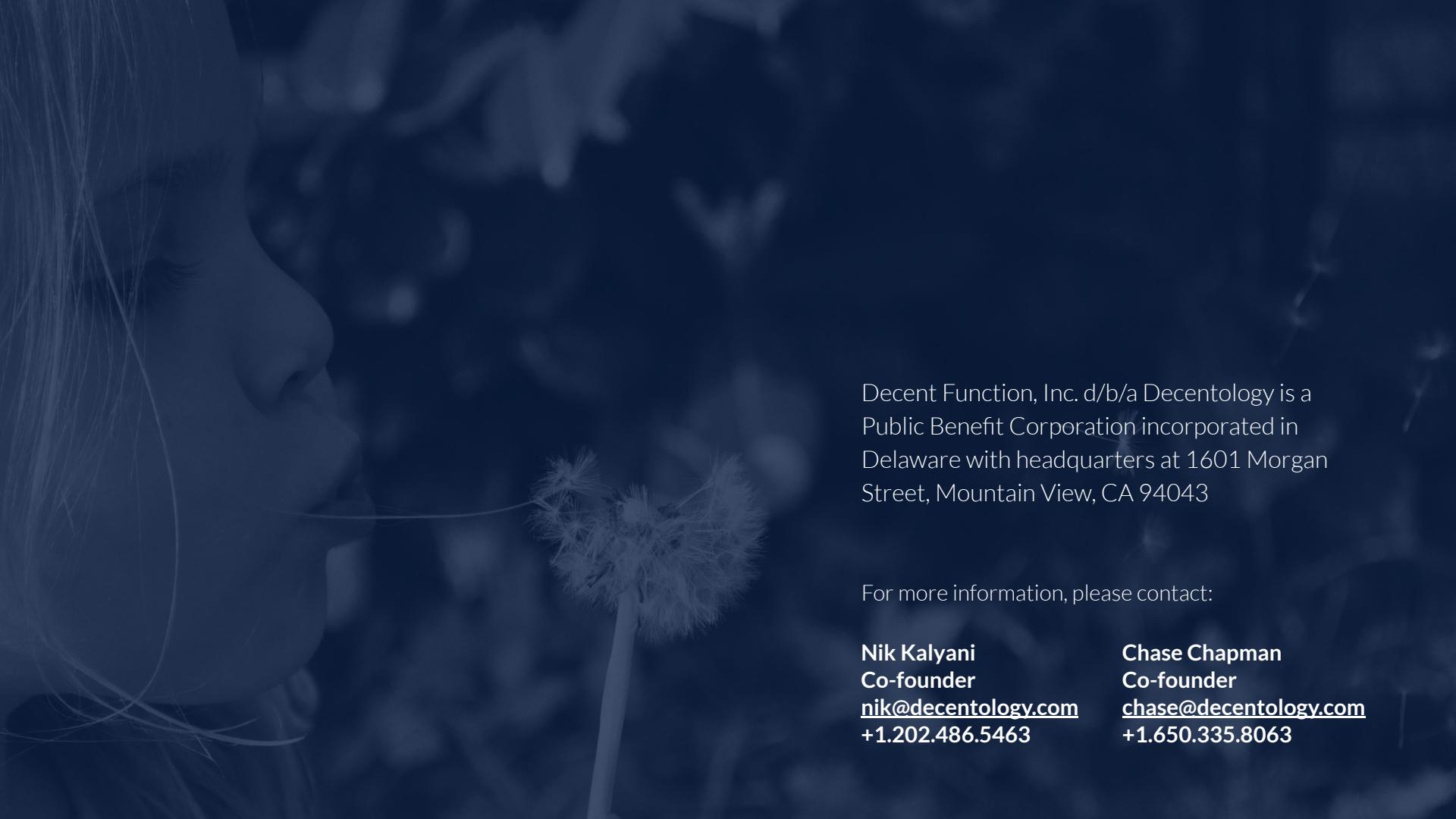
Best tool for bootstrapping your Ethereum Dapp by far! 



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.

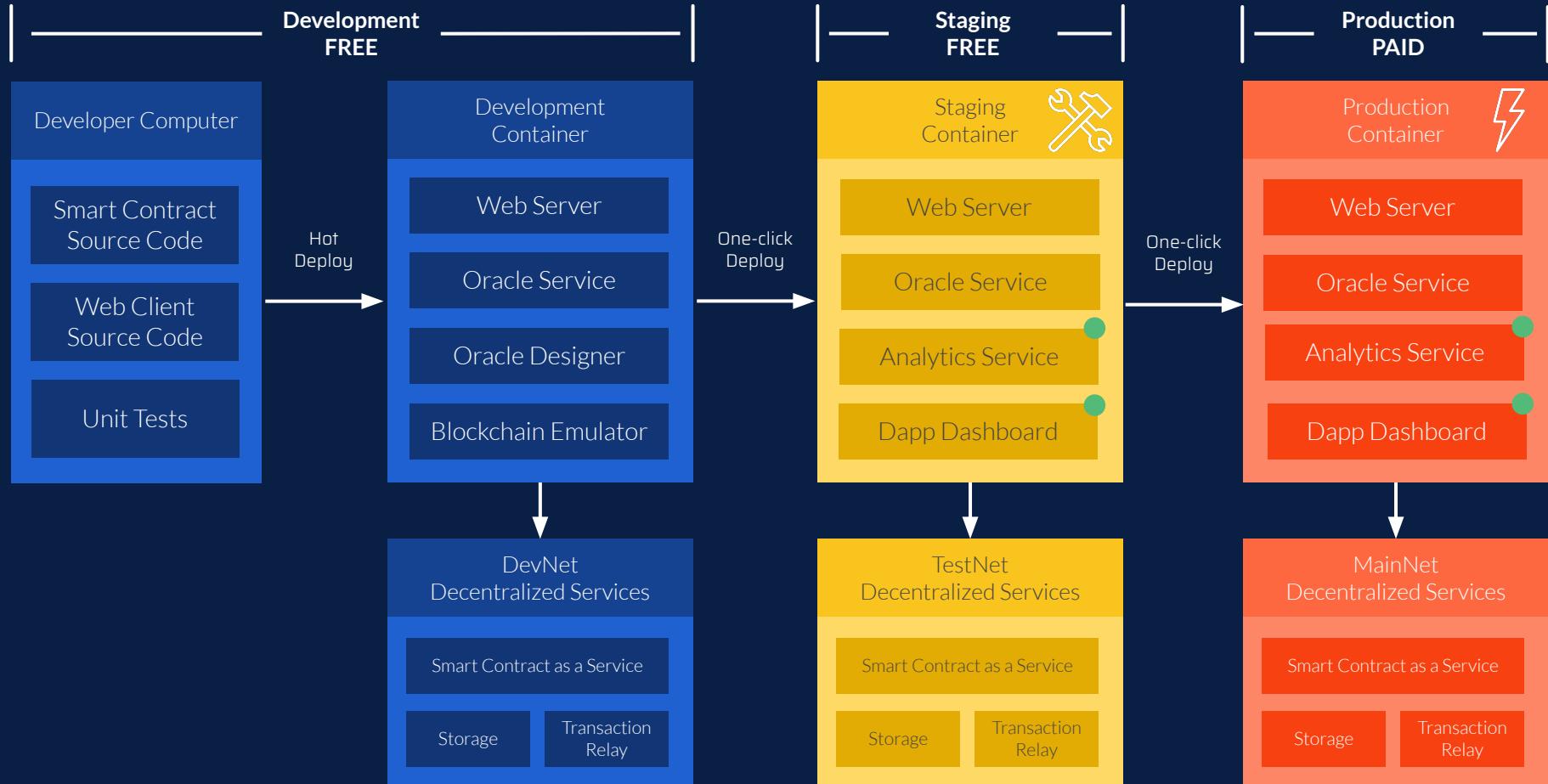
Decent Function, Inc. d/b/a Decentology is a
Public Benefit Corporation incorporated in
Delaware with headquarters at 1601 Morgan
Street, Mountain View, CA 94043

For more information, please contact:

Nik Kalyani
Co-founder
nik@decentology.com
+1.202.486.5463

Chase Chapman
Co-founder
chase@decentology.com
+1.650.335.8063

Appendix: Development Architecture



Appendix: Future Dapp Developer Ecosystem

Decentology will create a Developer Program for independent developers to build and sell Dapp Modules through DappStarter. Initially, this will be invite-only for a few select Trusted Developers.

