

# End-to-end platform for developing blockchain applications

## Problem

# Developing blockchain applications is expensive & time-consuming

Cost

\$100K - \$1MM

Duration

3 - 12 weeks

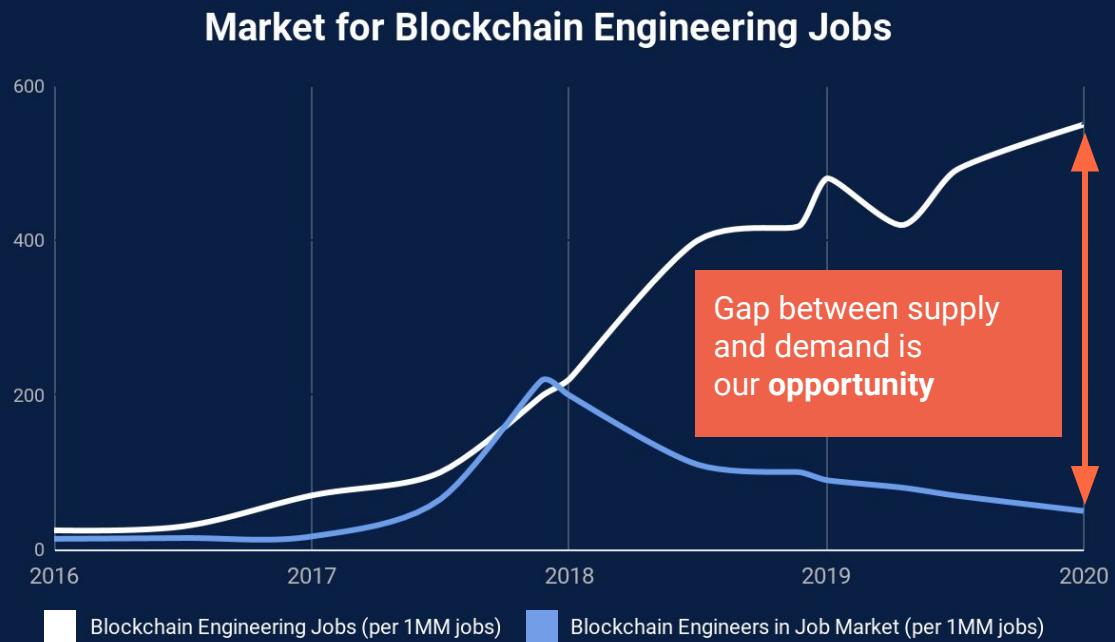


# Why?

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

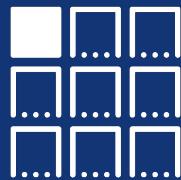
# Why now?

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

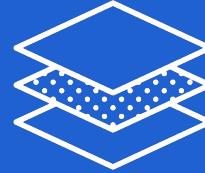


## Solution

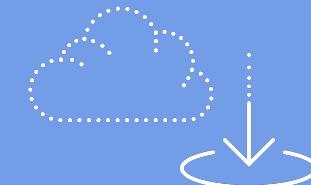
# One platform for end-to-end blockchain application development



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

2

# 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”

# 3

# Measure with DappGrader

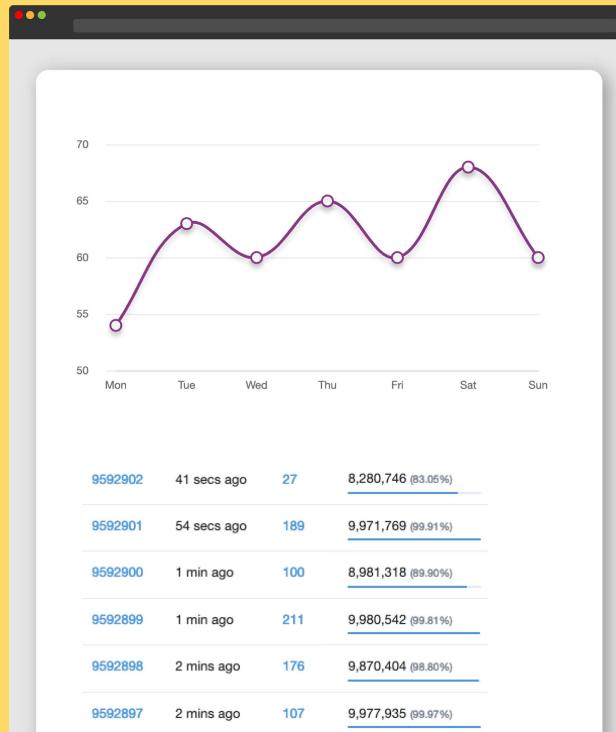
## Blockchain app auditing and analytics service

### 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<br>(pay per seat) | Subscription<br>(pay per seat) | Subscription<br>(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"><li>→ (Annually) Partner with 5 public and 3 private blockchains and co-promote to their dev ecosystems</li><li>→ (Annually) Partner with 3-5 decentralized services and leverage their promotional channels</li><li>→ (Annually) Partner with 2-3 blockchain e-learning companies</li></ul> | <ul style="list-style-type: none"><li>→ (Weekly) 2 webinars to educate devs and get enterprise leads</li><li>→ (Weekly) 2-4 blog, video and e-learning content posts</li><li>→ (Annually) Attend/speak at 3-5 enterprise-centric blockchain conferences</li><li>→ (Monthly) Advertise in 3-5 newsletters and video channels targeting web developers</li></ul> | <ul style="list-style-type: none"><li>→ (Monthly) Qualified demos to 15 customer prospects</li><li>→ (Annually) Contract with 10-15 blockchain consulting services to sell subscriptions for commission</li></ul> |
|--|--|---|

# 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  |
|----------------------|---|---|
| <b>DappStarter</b>   | Onboard Top 5 public and Top 3 private blockchains<br><br>Publish 8-10 free blocks and 12-15 premium blocks | Add additional 5-7 (total) public and private blockchains<br><br>Publish 10-15 blocks |
| <b>DappConnector</b> | Launch DappConnector<br><br>Add Top 5 APIs used by businesses   | Launch DappConnector Public<br><br>Add 6-8 APIs                                       |

# Team



**Nik Kalyani**

Co-founder/CEO

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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

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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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