



Decentology™



Decentralized technology for an equitable world

decentology.com

VISION

To use decentralized
technology in pursuit
of an equitable world

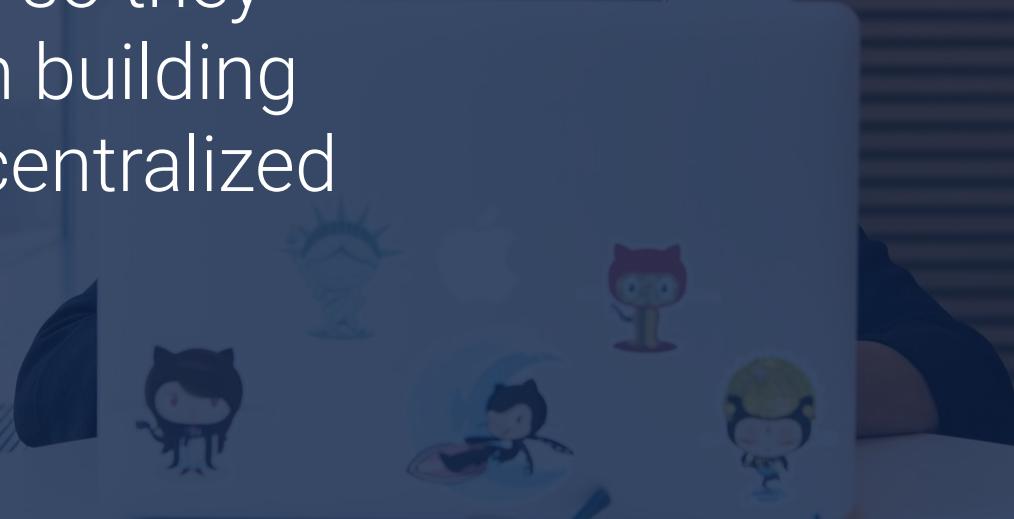


MISSION

Empower developers
with user friendly tools
and services so they
can focus on building
amazing decentralized
applications

- Ambassador
- Benasco
- Carnegie
- Jacobs
- Sontheim

- Focus Room



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

PROBLEM



Developing
user-friendly
blockchain apps
is challenging
for developers

SOLUTION

Make it easy for developers
to build blockchain apps
that deliver great user experiences



reduces the complexity and friction for developers to build



messaging apps

blockchain apps

DAPPSTARTER

STEP 2

Smart Contract Features

The features you choose will give you the customized smart contract to get just what you need for your application.

Access Control

Once a smart contract has been deployed, you cannot change your code. Access Control Blocks give you granular control over who can manage your contracts and control their operation.

- 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.

Asset and Value Tracking

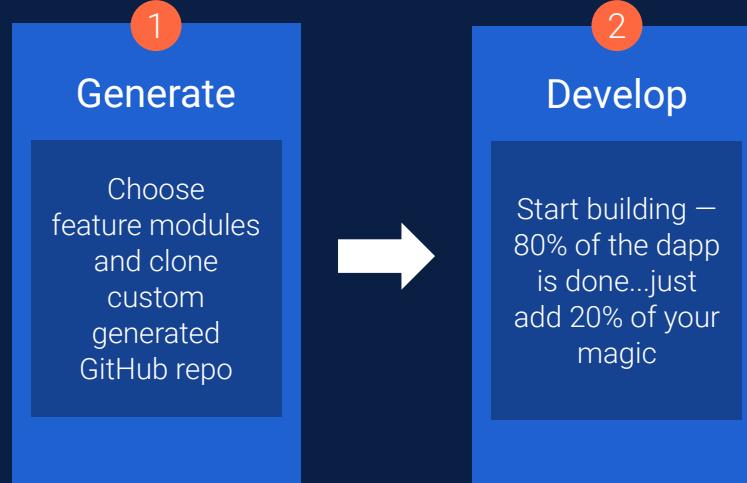
Create your own cryptocurrency tokens and track or trade digital assets. Tokens are divisible and one unit is not uniquely different from another unit of the same token (like currency). Collectibles are uniquely different- each unit of a collectible is different from any other (like trading cards).

- Custom Token**
Create a token for tracking value associated with your dapp.

File Storage

Storing data on a blockchain is expensive so developers usually store a pointer to the data, called a hash, on the blockchain.

- IPFS Documents**
InterPlanetary File System (decentralized file storage)
- Sia Documents**



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

DappStarter: Benefits

		Without DappStarter	With DappStarter
FREE	Smart Contract Development	2-4 weeks	 <p>Working dapp in 15 mins Buttery smooth, magical experience</p>
	Unit Test Development	1 week	
	Web UI Development	1-3 weeks	
	Wallet Integration	1 week	
	Server API Development	1 week	
PAID	Dapp Deployment	1 week	10 minutes
	Advanced Smart Contract Services	Write code	Built-in – no code
	Oracle Services	Write code	Built-in – no code
	Transaction Fee Relay Service	Write code	Built-in – no code
DappStarter reduces time and cost of blockchain app development by 80%			

Opportunity: Large and Growing Market

Global spending on blockchain technology

IT/Business Services for blockchain

Blockchain application development

2023

\$16 Billion

\$11 Billion

\$2.2 Billion

Thesis: Businesses will build single-purpose, custom blockchain apps in the future.

TODAY

Custom
Web Apps

Built using plugins
with a CMS platform

FUTURE

Custom
Blockchain Apps

Built using modules and custom
code with DappStarter

Business Model

PAY PER PROJECT

Premium Feature Modules \$2 – \$50

PAY PER TRANSACTION

Decentralized Smart Contracts, Oracle \$0.01 - \$0.05

Payment model identical to Twilio, Amazon and Azure, but **decentralized**. If a customer stops paying, new transactions won't work, but all prior data is **available in perpetuity**.

Customer Type	Transactions/Day	# of Business Dapps	Total Transactions/Day	Transactions/Year (260 working days)	Annual Revenue @ \$0.03/Transaction	Target Customers	Target Revenue
SME	1,000	5	5,000	1,300,000	\$39,000	500	\$19,500,000
Enterprise	10,000	20	20,000	5,200,000	\$156,000	200	\$31,200,000
Target Annual Revenue						\$50,700,000	

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					

Partners

Integration
Partners



Dapper



Upcoming
Blockchain
Partners



CASPERLABS



TomoChain



CONFLUX

Decentralized
Services
Partners



UNSTOPPABLE
DOMAINS

Project
Partners



Open Web Collective

Developers ❤️ Decentology



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



Best tool for bootstrapping your Ethereum Dapp by far!



MK
@MackenzieKieran



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

<https://github.com/DappStarter/proud...>



Pedro Febrero
@Febrocas

"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



Eric Breuers
Open World Builders

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

Goals: 18-month Plan

DEVELOPER PROJECTS

25,000

FOCUS ON VERTICALS

NFT and
Manufacturing (IOT)

BLOCKCHAINS

10

FREE MODULES

30

PREMIUM MODULES

10

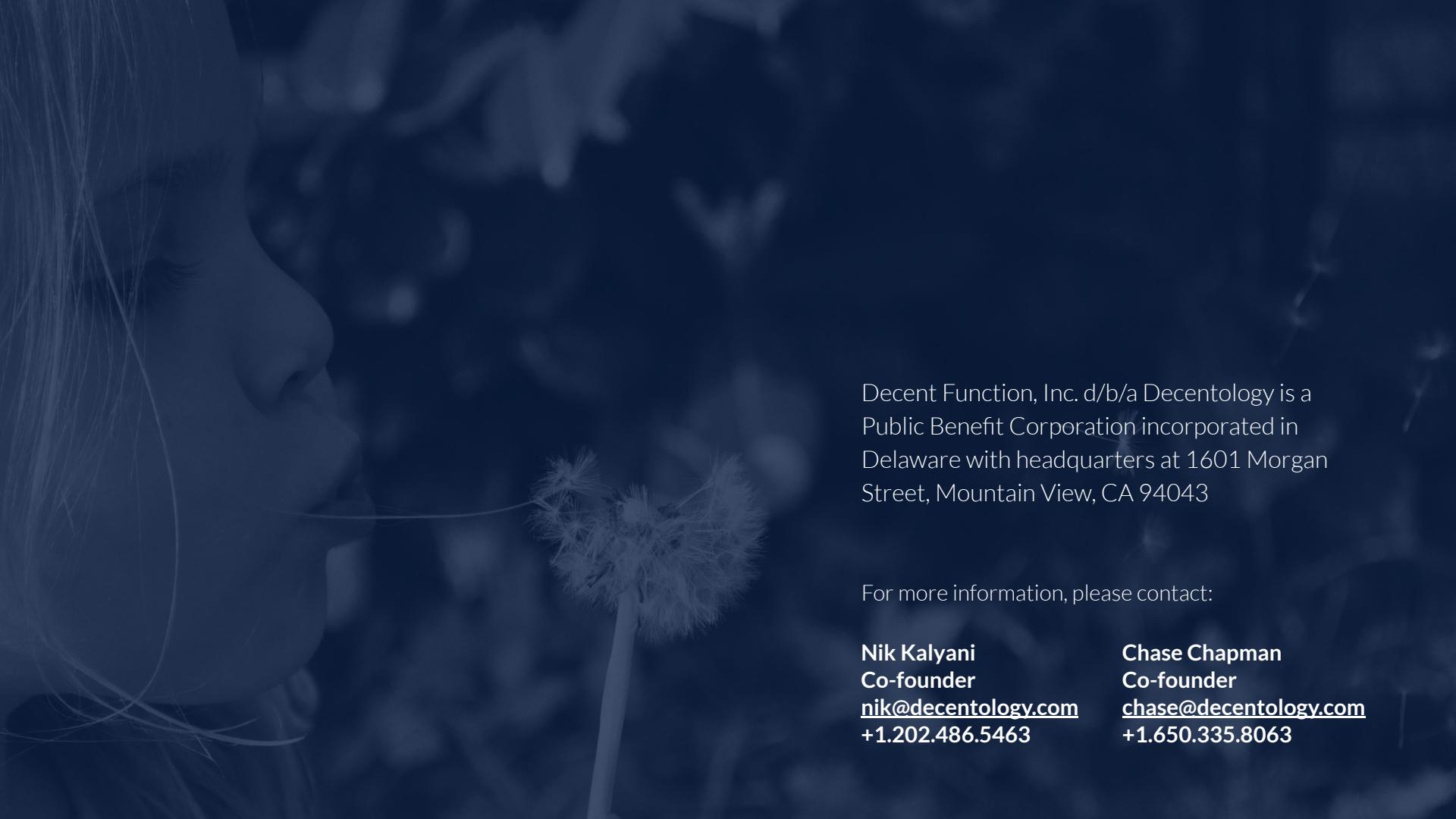
REVENUE RUN RATE

\$500K

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



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

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