Insight: The Root Problem

Developing user-friendly blockchain apps is challenging for developers

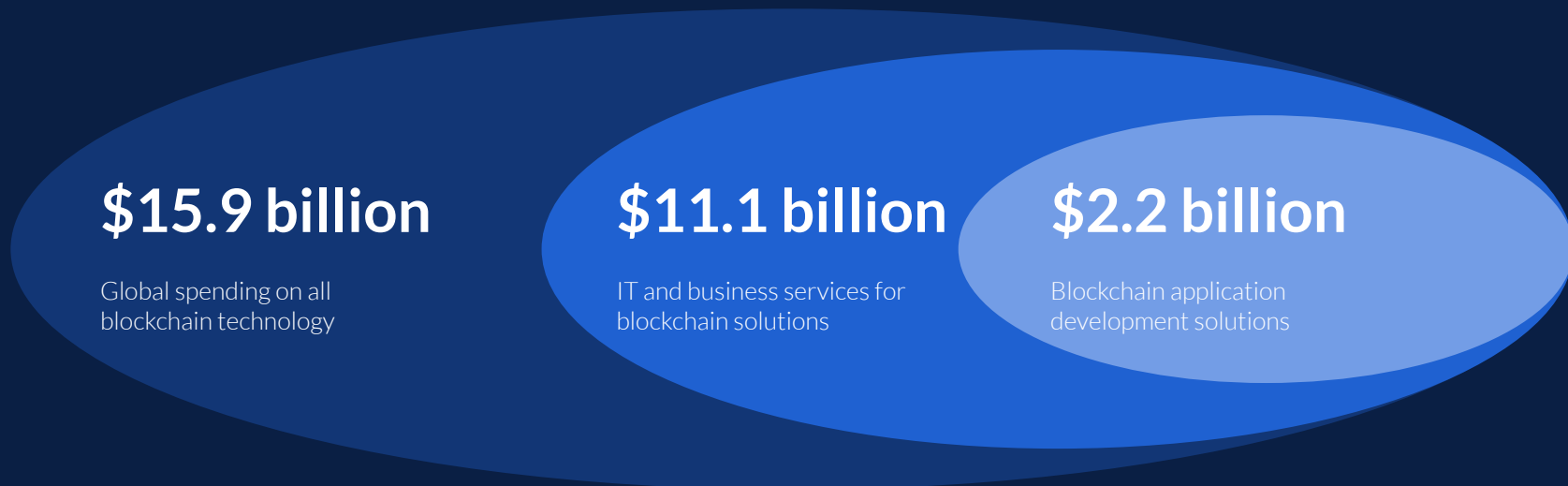|	
Outdated documentation	Complicated concepts
Lack of mature developer tools	UX friction for end-users

Innovate: Our Solution

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

think **twilio** for blockchain apps

Opportunity: Growing Market

$15.9 billion

Global spending on all
blockchain technology

$11.1 billion

IT and business services for
blockchain solutions

$2.2 billion

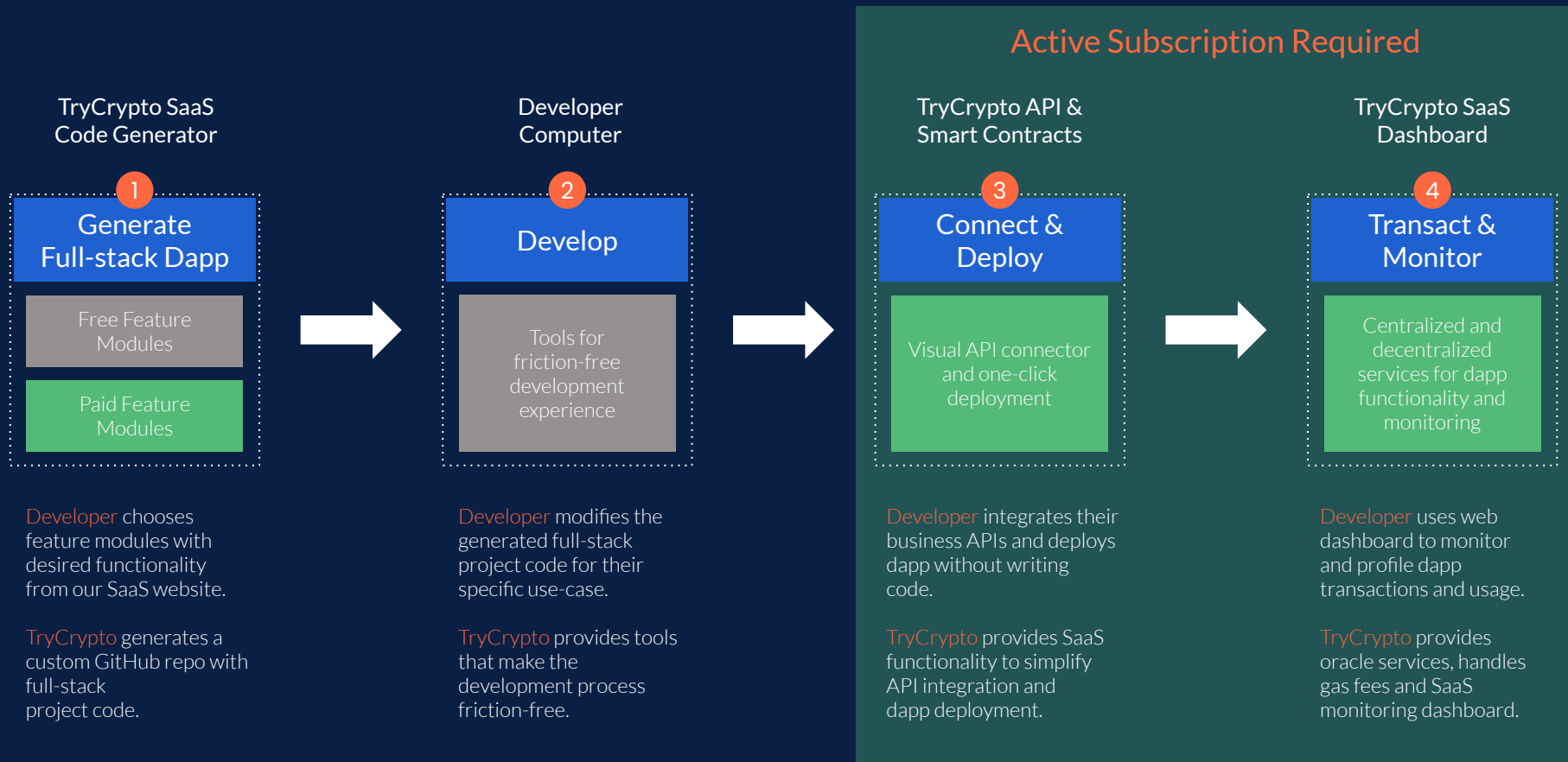Blockchain application
development solutions

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

Key Value: Build, integrate, deploy, and manage blockchain applications using ONE low-code SaaS platform
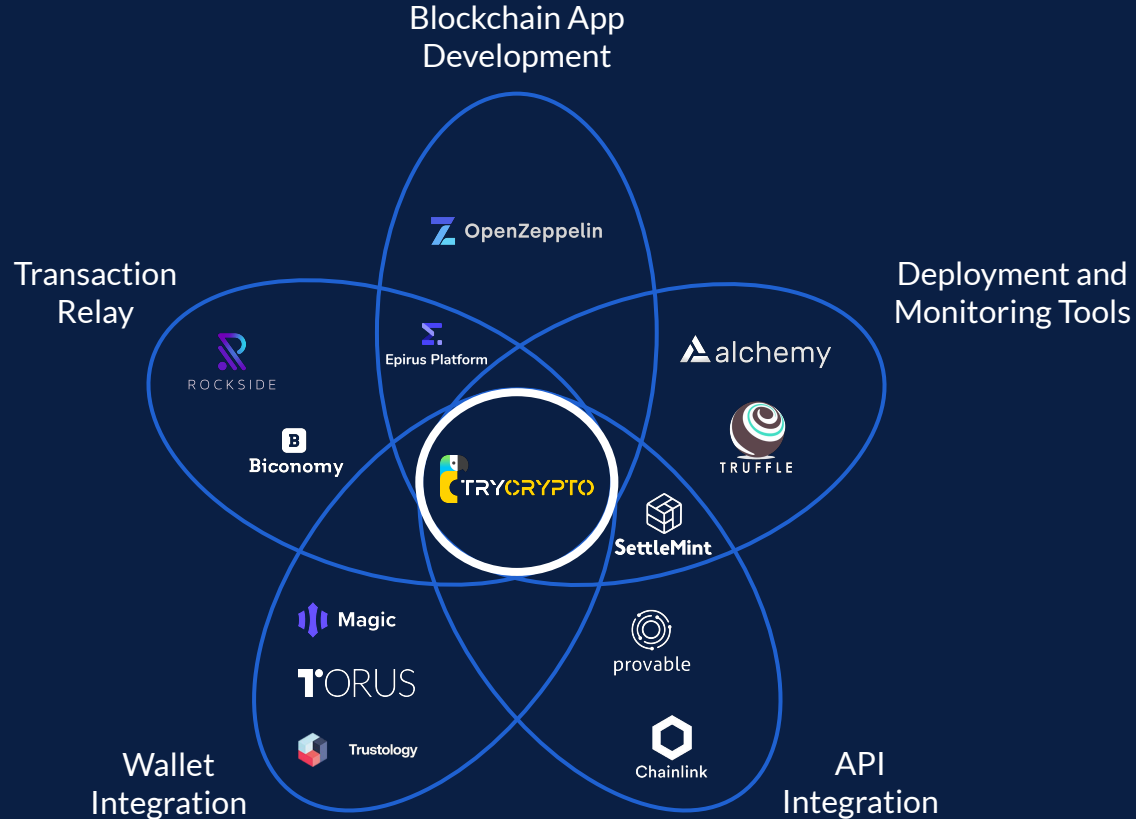
End-to-end platform for building blockchain apps

Active Subscription Required

TryCrypto SaaS
Code Generator

Developer
Computer

TryCrypto API &
Smart Contracts

TryCrypto SaaS
Dashboard

1

Generate
Full-stack Dapp

Free Feature
Modules

Paid Feature
Modules

2

Develop

Tools for
friction-free
development
experience

3

Connect &
Deploy

Visual API connector
and one-click
deployment

4

Transact &
Monitor

Centralized and
decentralized
services for dapp
functionality and
monitoring

Developer chooses
feature modules with
desired functionality
from our SaaS website.

TryCrypto generates a
custom GitHub repo with
full-stack
project code.

Developer modifies the
generated full-stack
project code for their
specific use-case.

TryCrypto provides tools
that make the
development process
friction-free.

Developer integrates their
business APIs and deploys
dapp without writing
code.

TryCrypto provides SaaS
functionality to simplify
API integration and
dapp deployment.

Developer uses web
dashboard to monitor
and profile dapp
transactions and usage.

TryCrypto provides
oracle services, handles
gas fees and SaaS
monitoring dashboard.

Development Life-cycle for a Single Dapp

	Without DappStarter		With DappStarter	Frequency	Free	Paid
Smart Contract Development	PAIN: 😖😖😖😖😖😖😖😖😖😖	TIME: 2-4 weeks	• Select feature modules • Download FULL-STACK generated code • Run installation script • Working dapp in 15 mins • Buttery smooth, magical experience	One-time	✔	✔
Unit Test Development	PAIN: 😖😖😖😖😖😖	TIME: 1 week		One-time	✔	✔
Web UI Development	PAIN: 😖😖😖😖😖😖😖😖	TIME: 1-3 weeks		One-time	✔	✔
Wallet Integration	PAIN: 😖😖😖😖😖😖😖	TIME: 1 week		One-time	✔	✔
Server API Development	PAIN: 😖😖😖😖	TIME: 1 week		One-time	✔	✔
External API Integration	PAIN: 😖😖😖😖😖😖😖😖😖😖	TIME: 2-4 weeks	Drag-and-drop designer – low code	One-time	✘	✔
Dapp Deployment	PAIN: 😖😖😖😖😖	TIME: 1 week	One-click deployment – no code	One-time	✘	✔
Advanced Smart Contract Services	PAIN: 😖😖😖😖😖😖😖		Built-in – no code	Recurring for dapp life-time	✘	✔
External API Send/Receive Service	PAIN: 😖😖😖😖😖😖😖😖😖😖		Built-in – no code, pay per transaction	Recurring for dapp life-time	✘	✔
Transaction Fee Relay Service	PAIN: 😖😖😖😖😖😖😖😖😖😖		Built-in – no code, pay per transaction	Recurring for dapp life-time	✘	✔
Dapp Analytics Reporting Service	PAIN: 😖😖😖😖		Built-in – no code, subscriber dashboard	Recurring for dapp life-time	✘	✔

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

Partnerships

Dapper — Largest blockchain app publisher

SOLANA — Our first paying customer

NEAR sia FLETA™

Harmony OpenWeb Collective

TomoChain UNSTOPPABLE DOMAINS

Progress

700+ DappStarter downloads	In talks with 5 agencies (customer prospects)
DappStarter Beta 2 released	PhotoKey Alpha released

We booked $25,000 revenue in July 2020.

Goals: 18-month Plan & Funding

18-month Goals

25,000	$500K
Dapp Project Download Run Rate	Revenue Run Rate

2020	2021
Onboard 4-5 blockchains	Add additional 4-5 blockchains
Publish 8-10 free modules and 3-5 paid modules	Publish additional 10-15 modules
Sign-up 3-4 Enterprise customers	Sign-up 5-6 Enterprise customers

We are currently self-funded and raising $2 million in Seed Capital

Our Team

Nik Kalyani

Co-founder/CEO

Chase Chapman

Co-founder/Chief Experience Officer

she(256)
women in blockchain

Repeat Entrepreneur

First-time Entrepreneur

UC Berkeley program for connecting women interested in blockchain with mentors

Jon **Traci** **Clint** **Shooan** **John** **Mateusz** **Mai**

FTE

PTE

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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