



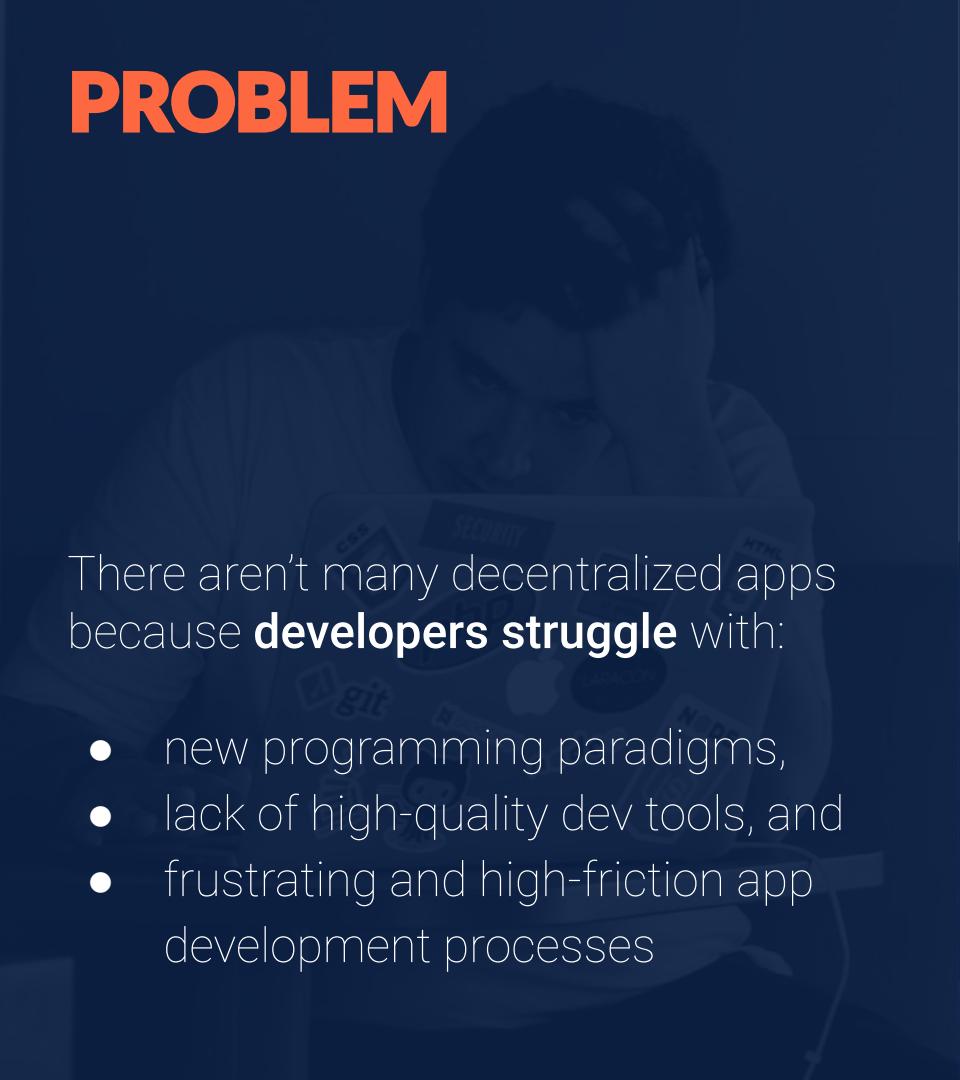
Decentology™



Decentralized technology for an equitable world

decentology.com

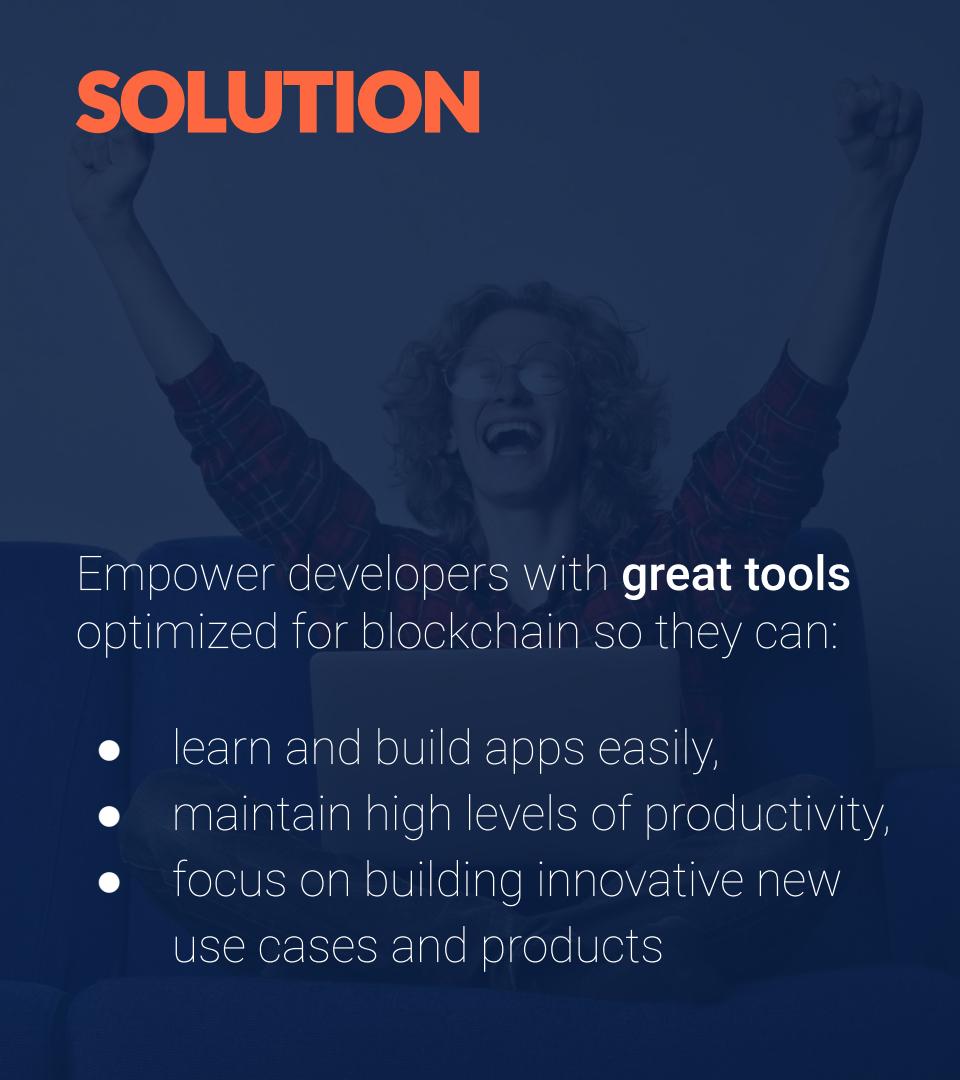
PROBLEM



There aren't many 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:

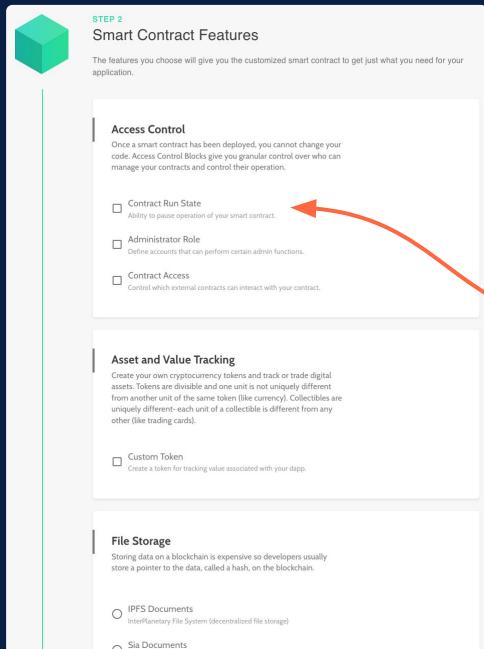
- learn and build apps easily,
- maintain high levels of productivity,
- focus on building innovative new use cases and products

MISSION

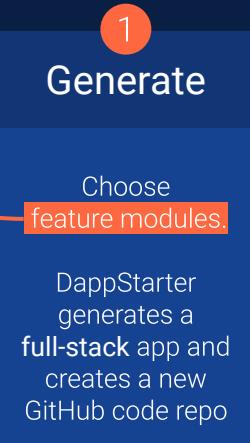
Onboard the first
10 million blockchain
app developers

DAPPSTARTER

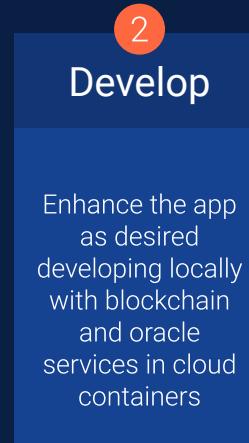
DappStarter Website



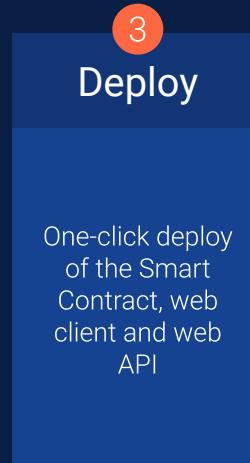
Zero to full-stack, production-grade dapp in 15 mins



Centralized



Centralized



Decentralized

Over 1,200 projects created and growing fast

MARKET

2023

\$16 Billion

Global spending on blockchain technology

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.)

TRACTION

Integration
Partners



Dapper



Community
Partners



Prospects



Hewlett Packard
Enterprise



"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

Best tool for bootstrapping your Ethereum Dapp by far!



MK
@MackenzieKieran



Revenue of \$75,000 from partners for DappStarter integration
Over 1,300 projects created and growing fast

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

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

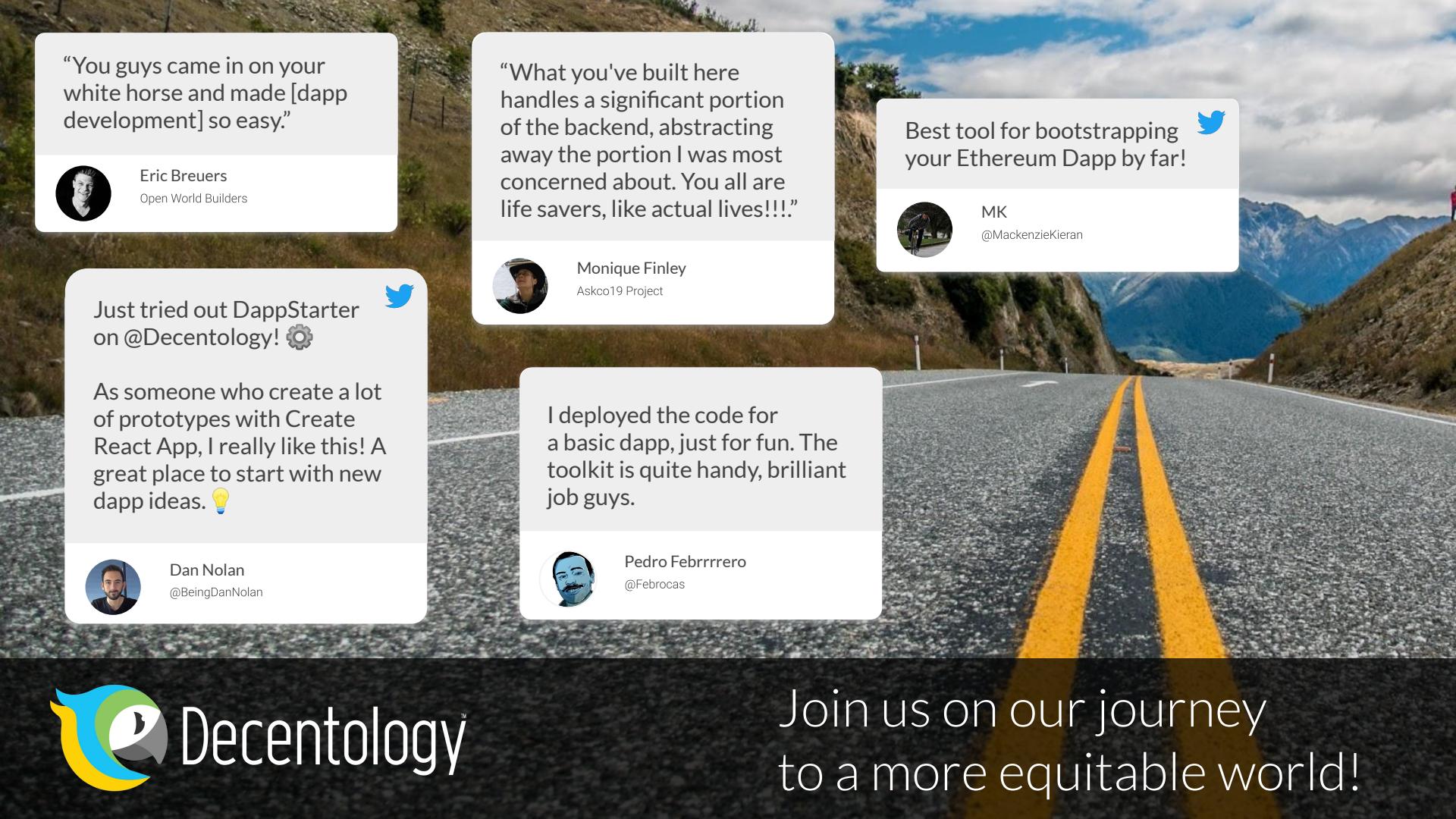


Chase Chapman

Co-founder/Chief Experience Officer

Student (Senior), University of Michigan

Created and taught business blockchain curriculum at
University of Michigan



"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

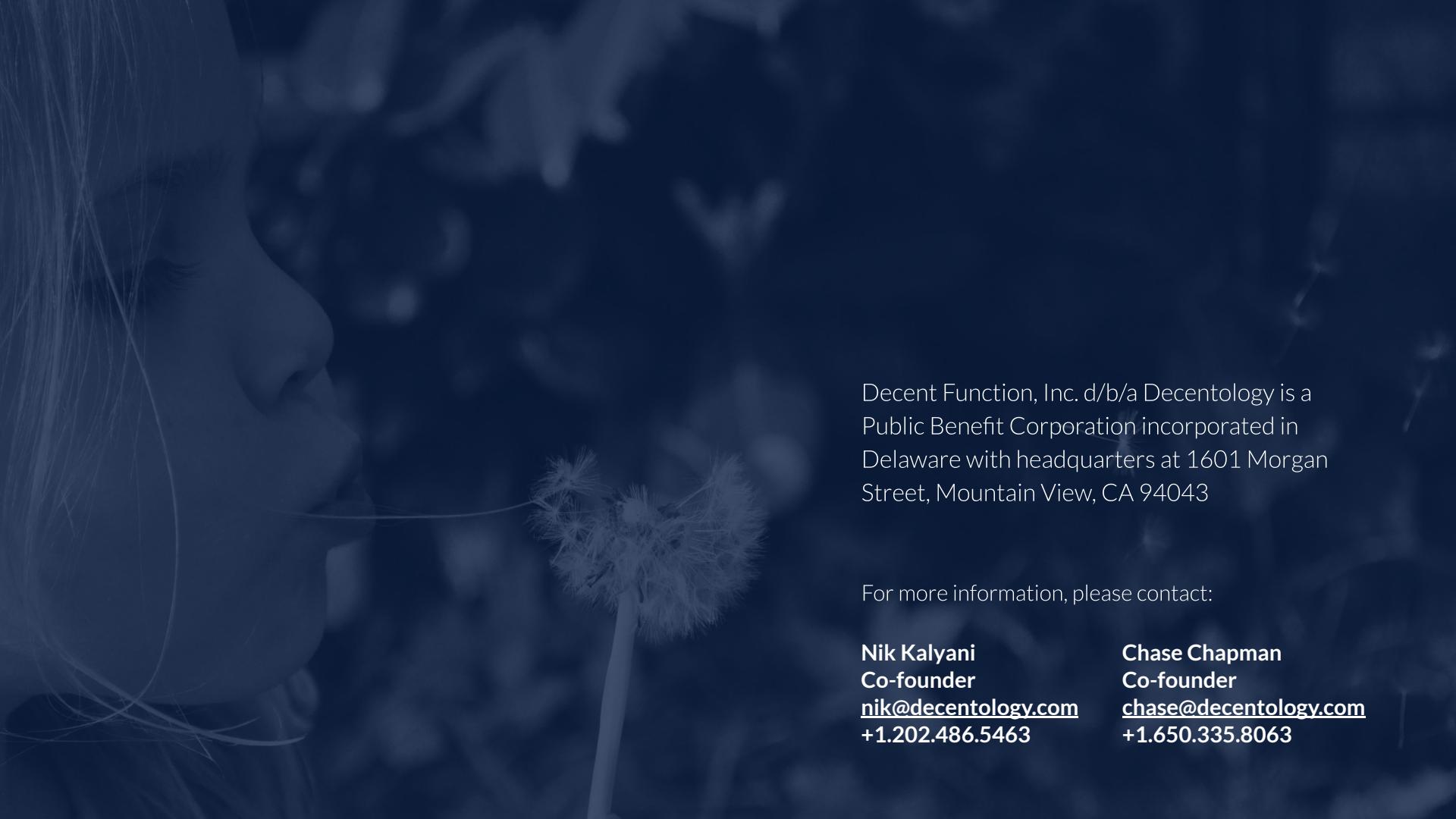
Best tool for bootstrapping your Ethereum Dapp by far! 



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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