

# Party

Non-custodial banking

# Problem

There are two factors responsible for over 90% of loss in crypto.

- 1. Scams:** Hacks, untested code, counterparty risk, fraud, admin keys
- 2. Key Management:** Not writing down seeds, seed loss, seed destruction

# 👍 Solution

A non-custodial bank<sup>1</sup>. The services of a bank, backed 100% by smart contracts, operating without reliance on financial institutions and centralized counterparties.

**1. Services:** Ensure capital preservation

**2. Accounts:** Ensure access control preservation

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<sup>1</sup> <https://joeblau.com/ncb>

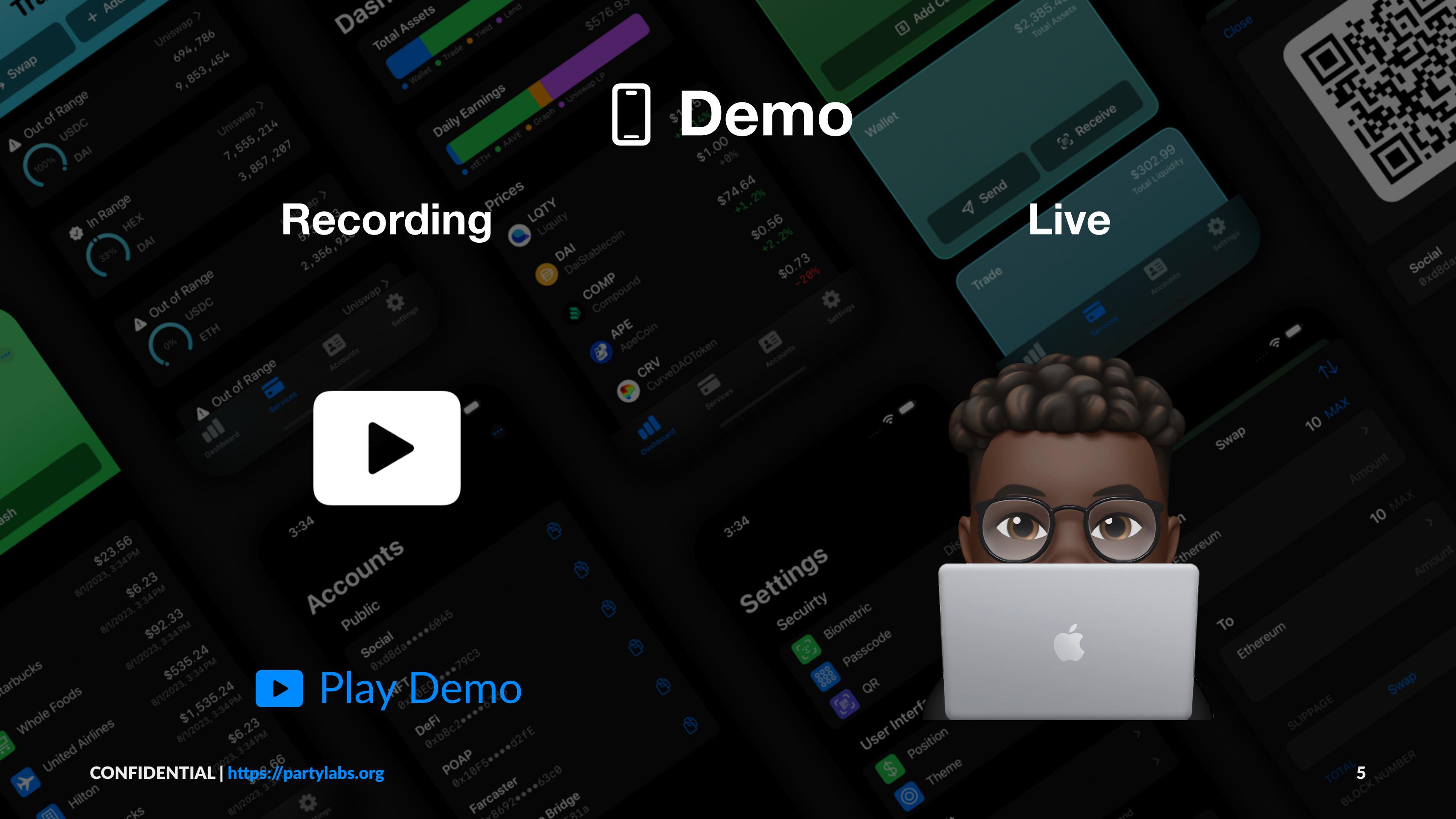
# ?

# Why

To onboard the next billion users into crypto, they need 3 things.

1. **Safety:** You won't be able interact with scams. We only show audited protocols.
2. **Simplicity:** All of your assets in one place, you don't have to find the resources you need.
3. **Sovereignty:** Your keys! Your coins!

+ Add



Play Demo

# Joe Blau

Crypto Class 2013

**Cofounder/CEO:** Atomize

**Software Engineer:** Uber / Amazon

**InfoSec Engineer:** SAIC / Raytheon

**Crypto Projects:** FENIX • XEN • Atomize

- DeHi





# Business

There is over a \$100 billion/yr opportunity<sup>2</sup>

Offering	Model	Annual Revenue
Transaction Fees	0.3% (30 BPS) per write	\$12 million
Revenue Share	DEX Payment for Order Flow	\$20 million
App Subscription	\$50/yr	\$21 billion
Accounting Service	\$200/yr	\$84 billion

<sup>2</sup> This calculation assumes 420 million crypto users



\$500k Pre-seed

## Goals

1. **Cofounder:** Chief Technical Officer
2. **App retention (D1/D7/D30):** 60/30/15
3. **Performance:** time to load (sub 2 seconds)



# Thanks!

**Join us on our mission to empower  
individuals with self-sovereign banking.**



# Appendix

- Roadmap
- App Features
- Services
- Testimonials



# Roadmap

- 2 mo design prototyping
- 4 mo launch iOS MPV read-only (private beta)
- 1 mo marketing subscription fee(+ subscriptions)
- 4 mo launch iOS MVP read-write
- 1 mo marketing (+ transaction fee rev share/fees)

# User Personas

Crypto Natives (2023)



Metamask • Ledger • Uniswap

Crypto Curious (2024 - 2026)



DeFi • NFTs • Coinbase

Crypto Masses (2027+)



Bitcoin • Ethereum • Scam

# ↓ Scale Vertical

Scale starts with Uniswap on Ethereum and scale down vertically by adding protocols based on TVL.

Protocol	Total Value Locked
 UNISWAP	\$3.78b
 Compound	\$1.43b
[SOLIDLY]	\$479.76m
 AAVE	\$429.24m
 Liquity	\$74.28m
 Seaport	\$18.41m

# → Scale Horizontal

Start on Ethereum and scale down horizontally across each chain based on TVL.

\$27 . 7b    \$4 . 48b    \$2 . 34b    \$1 . 01b    \$902 . 9m    \$425 . 2m

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Party scales vertically and horizontally across multiple chains<sup>3</sup>

ETH	Uniswap	AAVE	Liquity	Compound
BSC	PancakeSwap	Valas		Bearn
PLS	PulseX	Phiat	LiquidLoans	
Arbitrum	Uniswap	Radiant		Cream
Fantom	0XDAO	Geist		
AVAX	Trader Joe			Benqui

<sup>3</sup> <https://defillama.com/forks/> - DeFi Llama forked protocols



# Features

- **Safety:** Only displays audited protocols
- **Better UX:** Simple user interface
- **Security:** FaceID/TouchID + PIN + iCloud encrypted backup
- **Services:** Supports censorship resistant protocols
- **Fast:** Native so, no need to jump through web3 wallet connecting

# ⚠ Risks

- **Apple & Google:** App Store policies are the number one risk to this product's viability.
- **US Regulation:** Crypto operates outside of major government regulation, poor laws could negatively impact our business.
- **Vampire attacks:** Fast following from technically competent teams.

 Services**Trade**

Uniswap

Solidly

Algebra

Balancer

**Lend**

Compound

AAVE

Liquity

MakerDAO

**Borrow**

Compound

AAVE

GMX

**Yield**

AAVE

Compound

dYdX

**Derivatives**

GMX



# Accounts

Accounts are stored in the Smart Vault

- Allow for social key recovery using Shamir's Secret Sharing.
- Uses secure enclave for key storage
- Active backup audit with challenge response to verify vault reconstruction



# Party v Wallet

Party vertically integrates onchain contracts

	Party	Metamask	Coinbase	Rainbow
Wallet	✓	✓	✓	✓
Trade	✓	✓	✓	✓
Lend	✓			
Borrow	✓			
Yield	✓			
Derivatives	✓			



# Protocol Risk Criteria 1/2

- Lack of auditing
- Administrative keys with comprehensive control over functionality
- Economic centralization exceeding 51%
- Age of protocol is less than 18 months
- Previous history of a security breach



## Protocol Risk Criteria 2/2

- Transaction volume is below \$5 million
- Presence of an anonymous founder
- Protocol operating on fewer than four blockchain networks
- Utilization of offchain oracle data feeds
- Capability of the protocol to undergo upgrades

# Testimonials



“Joe is a builder who also ships product. I'm team JB.”  
**David Doswell**  
2014 crypto



“Managing all of my assets across multiple chains is tough”  
**Ellins Thomas**  
2017 crypto



“This will be the only crypto app I'll need”  
**Shane Patterson**  
2017 crypto



“I love your apps and cannot wait to use what you build”  
**Philipp Haban**  
2020 crypto