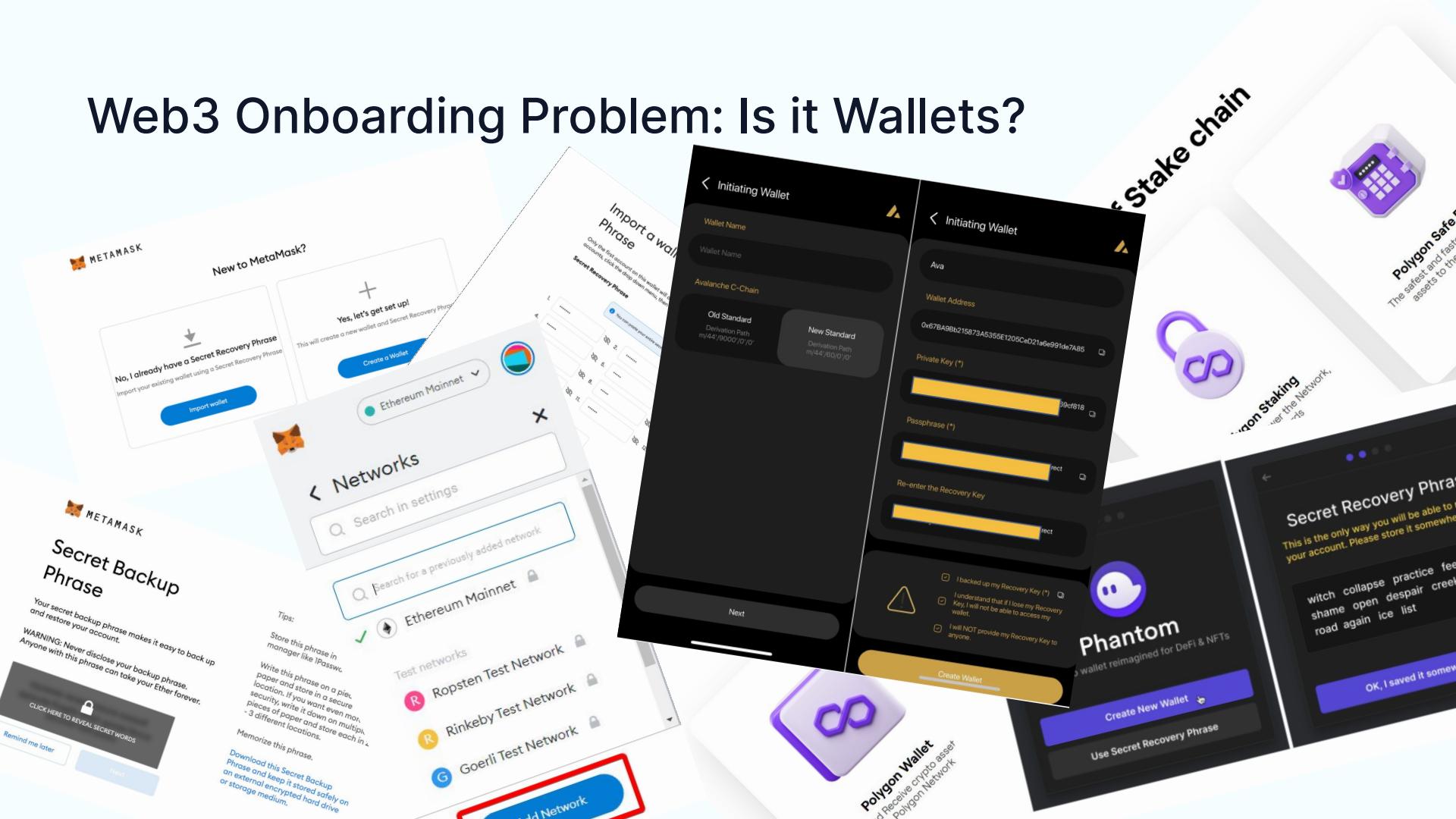




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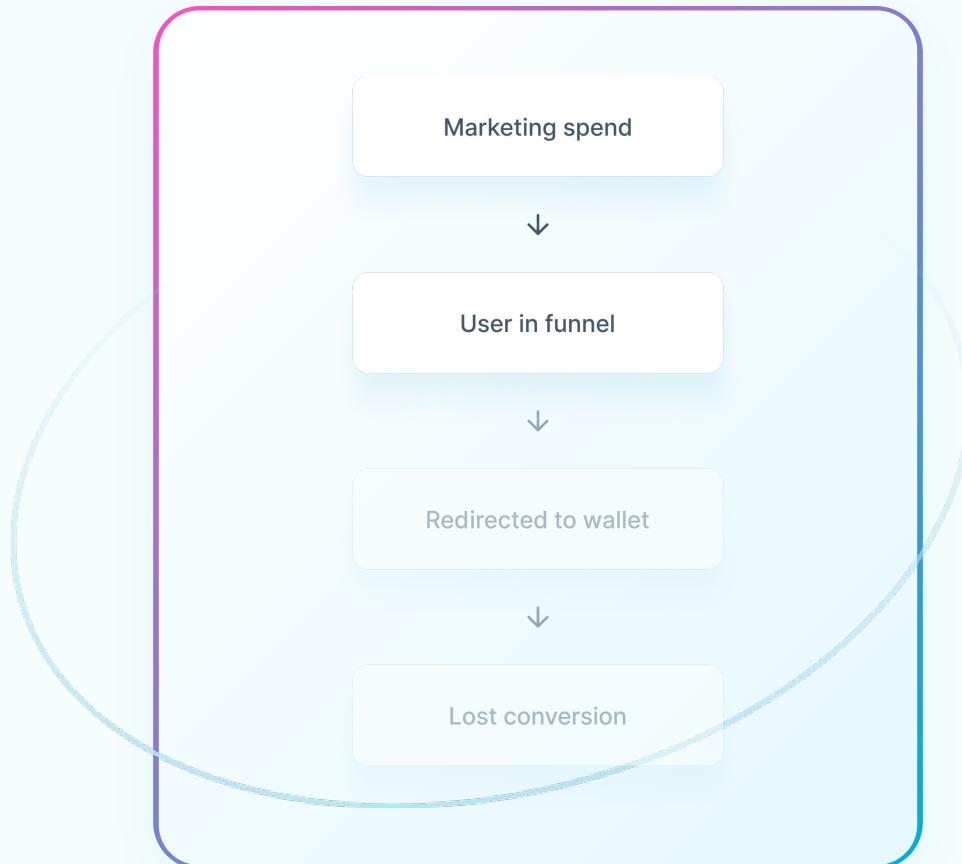
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Web3 Onboarding Problem: Is it Wallets?



What's the Real Problem?

- Lost conversions, users & money
 - No wallet = high drop offs
 - Redirecting users to third party wallets is a black box disaster
 - No way to for apps to optimize their user funnel
- Custodial solutions and centralization are not the answer
- FOMO, KOLs and influencers are not fixing the real UX issue
- Web3 has a user funnel problem!

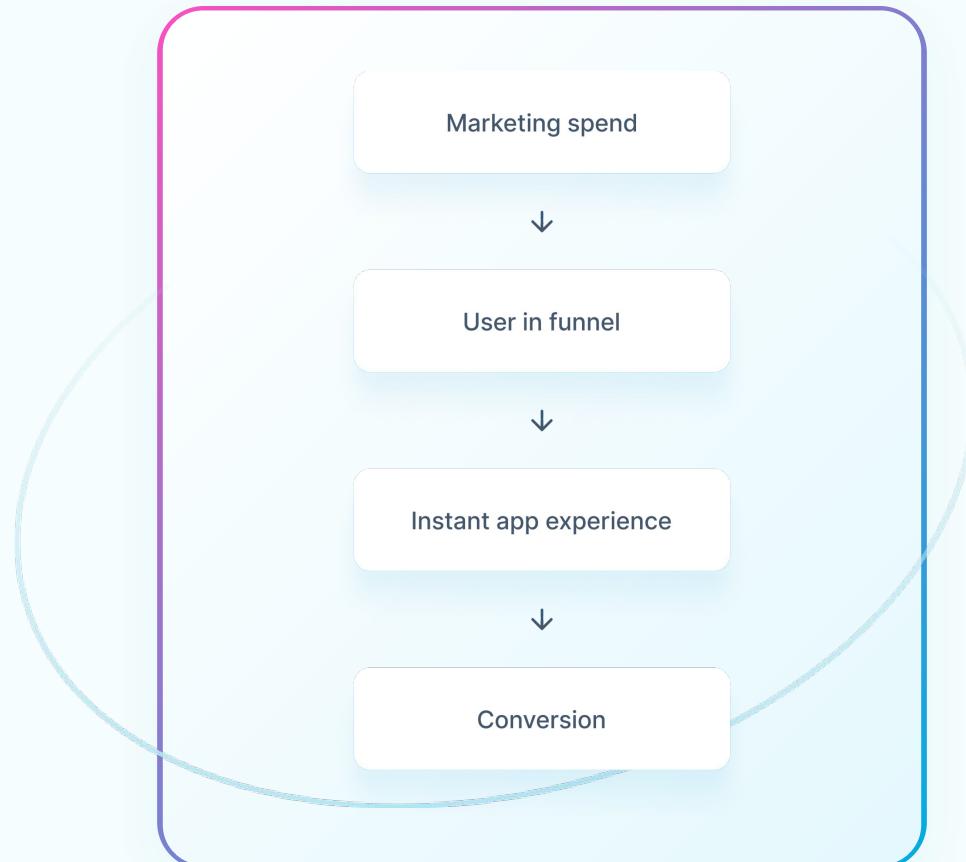


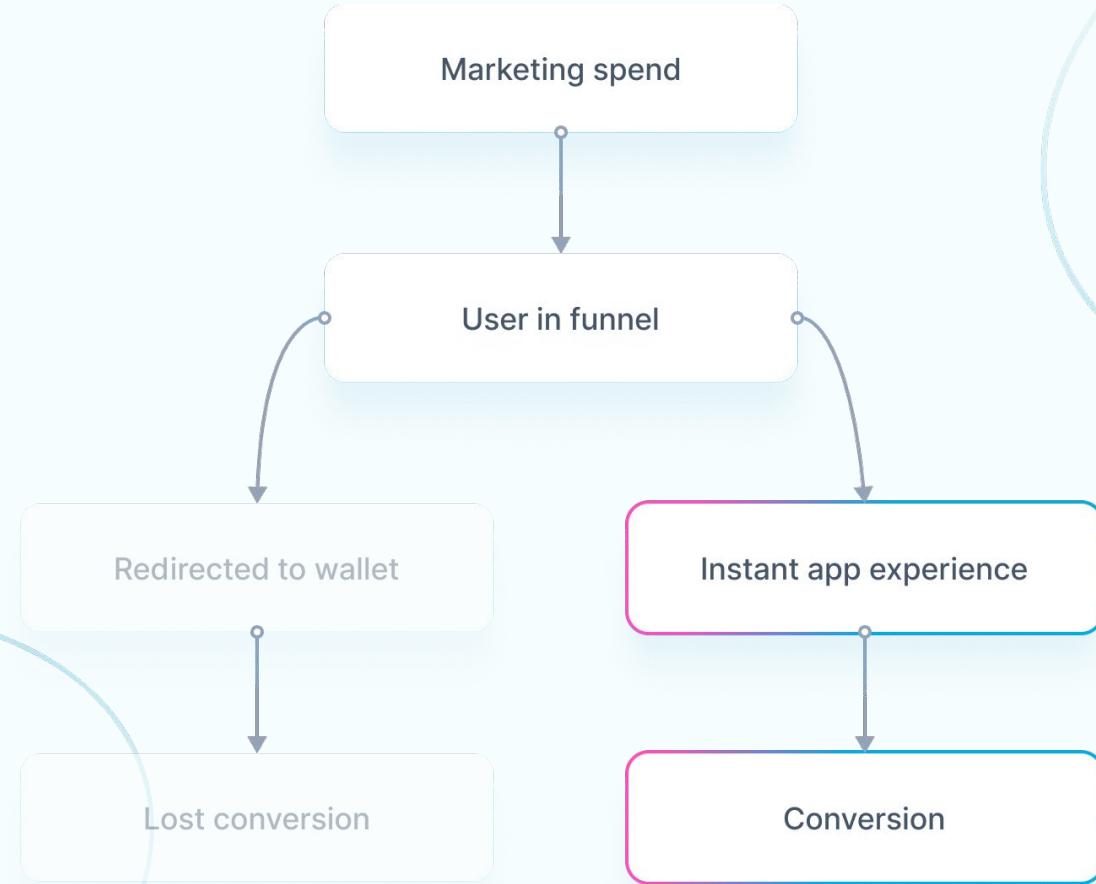
Current Solutions

	Magic Link	Coinbase WaaS	Web3 Auth	Keppom
Non-Custodial	✗	✓	✓	✓
Privacy Preserving	✗	✗	✗	✓
No Third Party Infra or Analytics	✗	✗	✗	✓
Instant App Experience	✗	✗	✗	✓

The Keypom Solution

- Increase conversions
 - Apps control the user funnel
 - Marketing spend → tangible results
- Users gain immediate access
 - Stay on app longer
 - Create on-chain activity & connection
 - Convert to paying users easily
- No middleman, real wallets
 - Apps keep their audience
 - Users keep their data
 - Wallet creation after conversion
- **Reinventing the user funnel with Keypom**





Choose a name → make app transactions

Featured Components

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most-active-contracts

@frichard2.near

Create a trial account

Account name

Must be unique, and use no special characters.

Your name

testnet

0/20

[Create trial account](#)

*The value of NEAR may fluctuate over time, so the value of your reward may change accordingly.

Powered by Keppom



Keppom

0

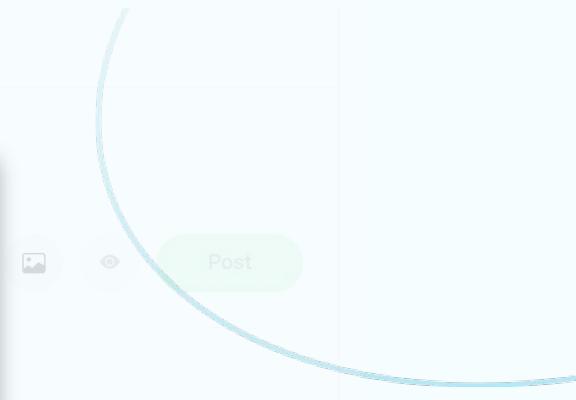
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P

But check out the full experience at the original version:

<https://psalomo.near.page/nftmusic/2/index.html>



usic-nft-2

file, it needs to be converted to a WebWorkers here on NEAR have some restrictions. For `createObjectURL` to play that will be a very long one for a much more than one minute

Market Size



On-chain

Non-Custodial

Pure crypto

The Keypom Protocol?

1. Smart contract trial accounts
 - Instantly use app with pre-paid gas
 - Apps can limit contracts, methods, amounts and time
 - Transparent and fair repayment conditions
2. Linear business use cases
 - e.g. entirely onchain **TICKETING** (1) RSVP, (2) ticket scan, (3) claim POAPs
 - Businesses use cases allowing targeting promoting actionable tasks to help drive each verticals KPIs. ex. Fan engagement, brand promotions, education, and ticket sales, loyalty clubs, unique experience and total gamification
- FIAT & Credit Card friendly
 - Funds **only** used for app utility e.g. vote in DAO
 - Cancel and retrieve all funds not spent to date (clawback)
- Keypom JS SDK
 - Web2 teams get Web3 with little to no knowledge, focus on **product** and **conversions!**
 - Stick with what they're good at and let us handle the rest

GTM: Ticketing & Onchain Economies

Keypom is delivering a whitelabel, entirely onchain ticketing solution!

Creators & Businesses running **virtual** or **IRL** events can do so **entirely onchain** with:

- **Better UX** than Web2 - **click a link** and you're making transactions!
- **Better pricing** than Web2 - **\$0.02 per ticket** (Keypom price)
- **Better data protection and privacy** - **encrypted onchain** or via webhooks
(no third party access to audience data e.g. Ticketmaster, Eventbrite, Luma, Partiful, ...)

Keypom **solves** Web3 UX and data privacy challenges.

Web2 businesses utilizing Keypom can focus on **their apps** and **increasing conversions!**

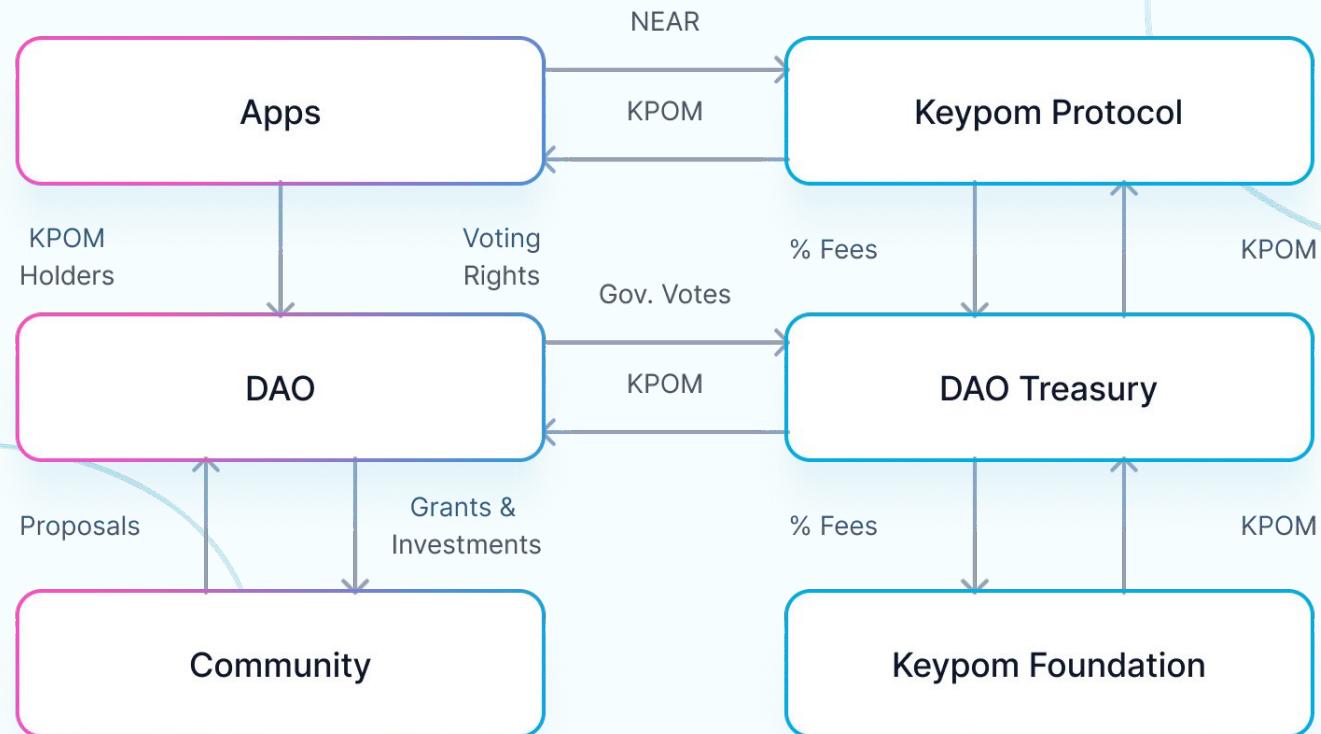
Keypom offers a plethora of USPs for consumer blockchain use cases, more efficiently and at a significantly reduced cost than other Web3 alternatives!

Multichain approach: 2 phases

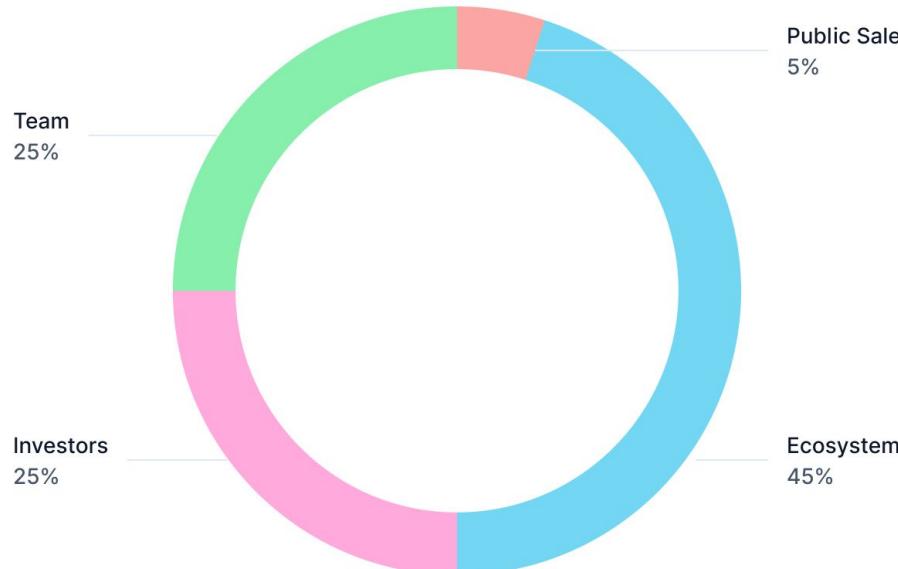
- 1. Experience on NEAR → Asset claim on destination chain
 - User **doesn't know** they are onchain yet
 - Experience ends with a **claim code** for dest. chain
 - Create wallet and claim **after onchain activity**
- 2. Native trial experiences and accounts
 - Account abstraction via **TSS & MPC** with partners (**Intu**)
 - Account abstraction via **ERC 4337 on Polygon**
 - GTM tech target: most active L1s and L2s
- (parallel) Keypom SDK goes **multichain**
 - Creators and businesses have a **one stop shop**
 - Drop assets & build **rich onchain economies**
 - **Go multichain with ease**



Keypom Token & Economy



Token Allocation



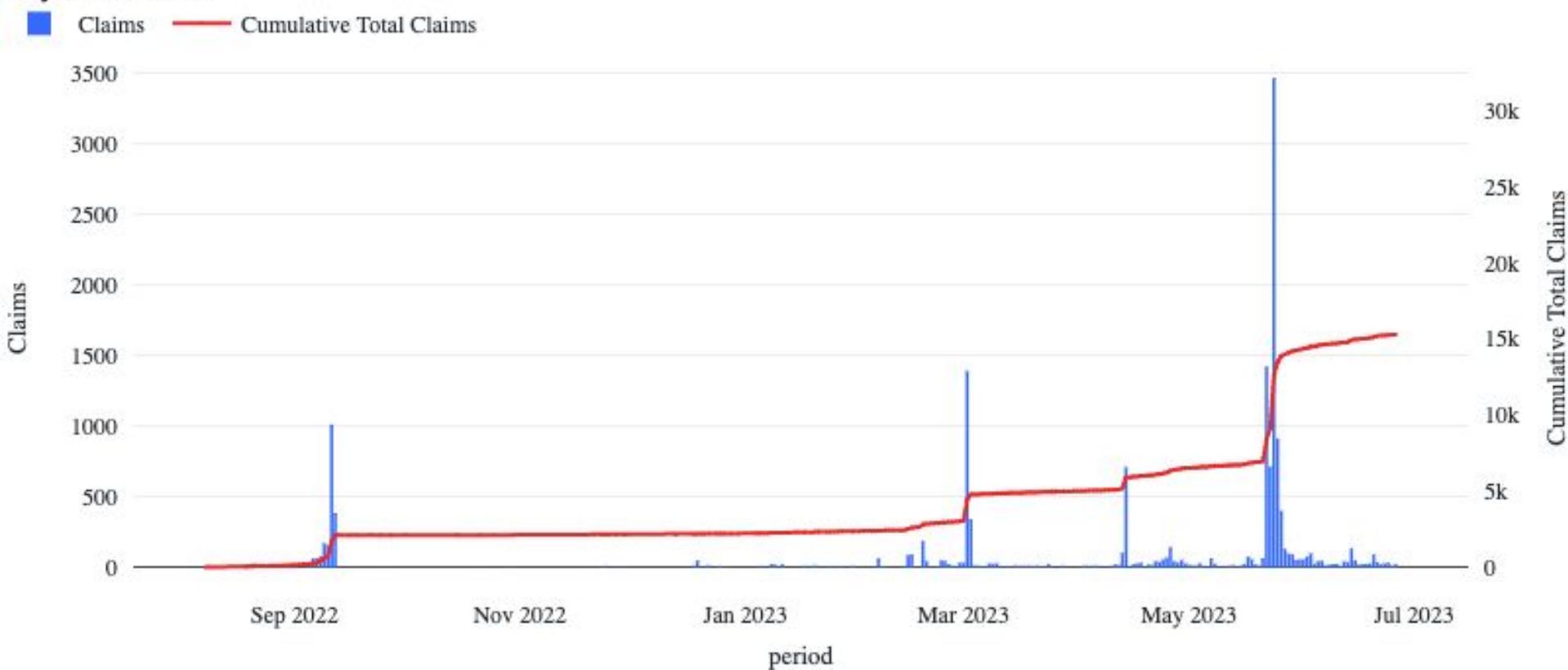
Circulating Supply

● Team ● Investors ● Ecosystem ● Public Sale



16,000 KeyPom Claims

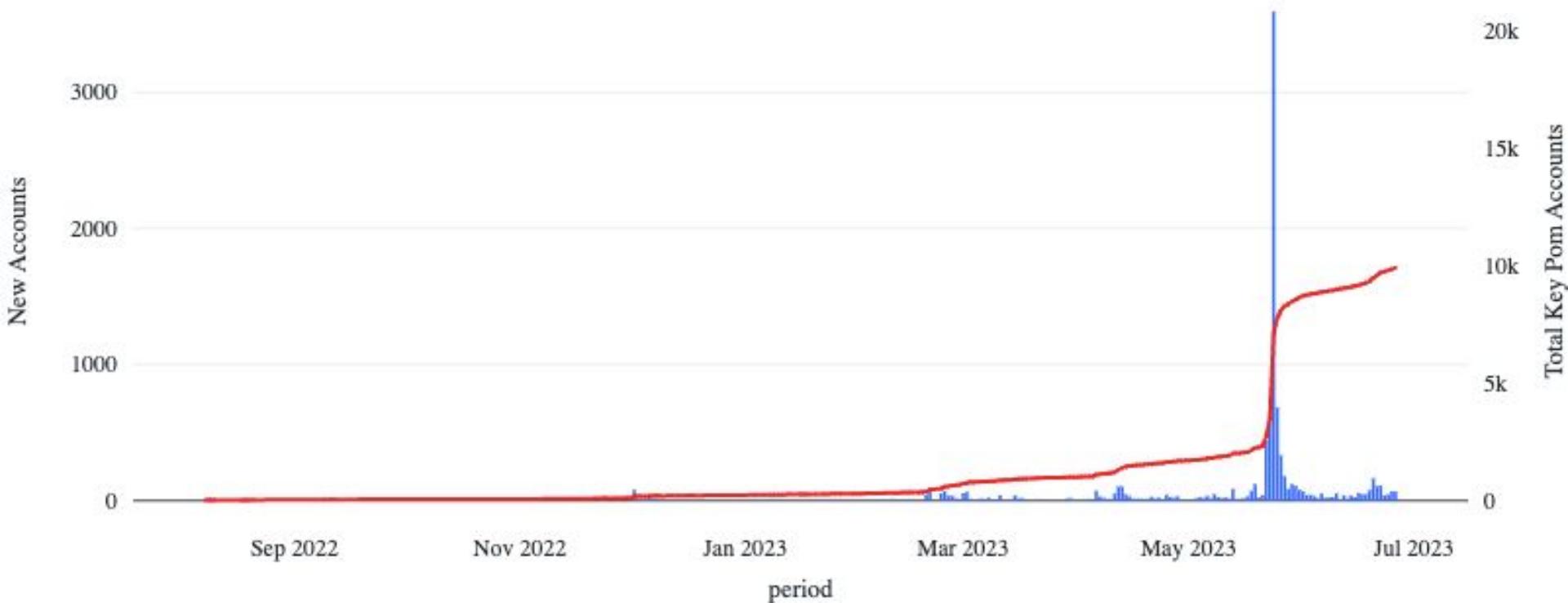
Key Pom Claims



10,000 Unique Accounts Created

Key Pom Accounts

New Accounts Total Key Pom Accounts



near FOUNDATION

Pagoda 

MyNearWallet



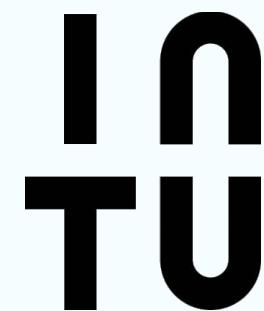
Mintbase

Decentralize
BANYAN
COLLECTIVE



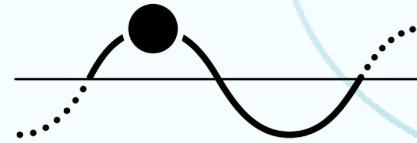
I am
human

AMPLE

INTU

SWEAT

VERIKEN



Harmonic Guild



NEAR
VIETNAM HUB

HERE.



Matt Lockyer
CEO & Co-Founder
Proximity: DevRel, BD, Invt.
Prev. Pagoda: Head DevRel



Ben Kurrek
CTO & Co-Founder
Pagoda: DevRel
Prev. Fayyr: Founder & CTO



Confidential
CRO & Co-Founder
Confidential



Confidential
COO & Co-Founder
Confidential

Fundraising

Pre-Seed

- \$305k
- \$17.4mm valuation
- NEAR Foundation & Pagoda

Series A

- \$20mm
- \$133mm valuation

Seed
\$1.65mm
\$20mm valuation



contact@keypom.xyz

calendly.com/keypom/pitch