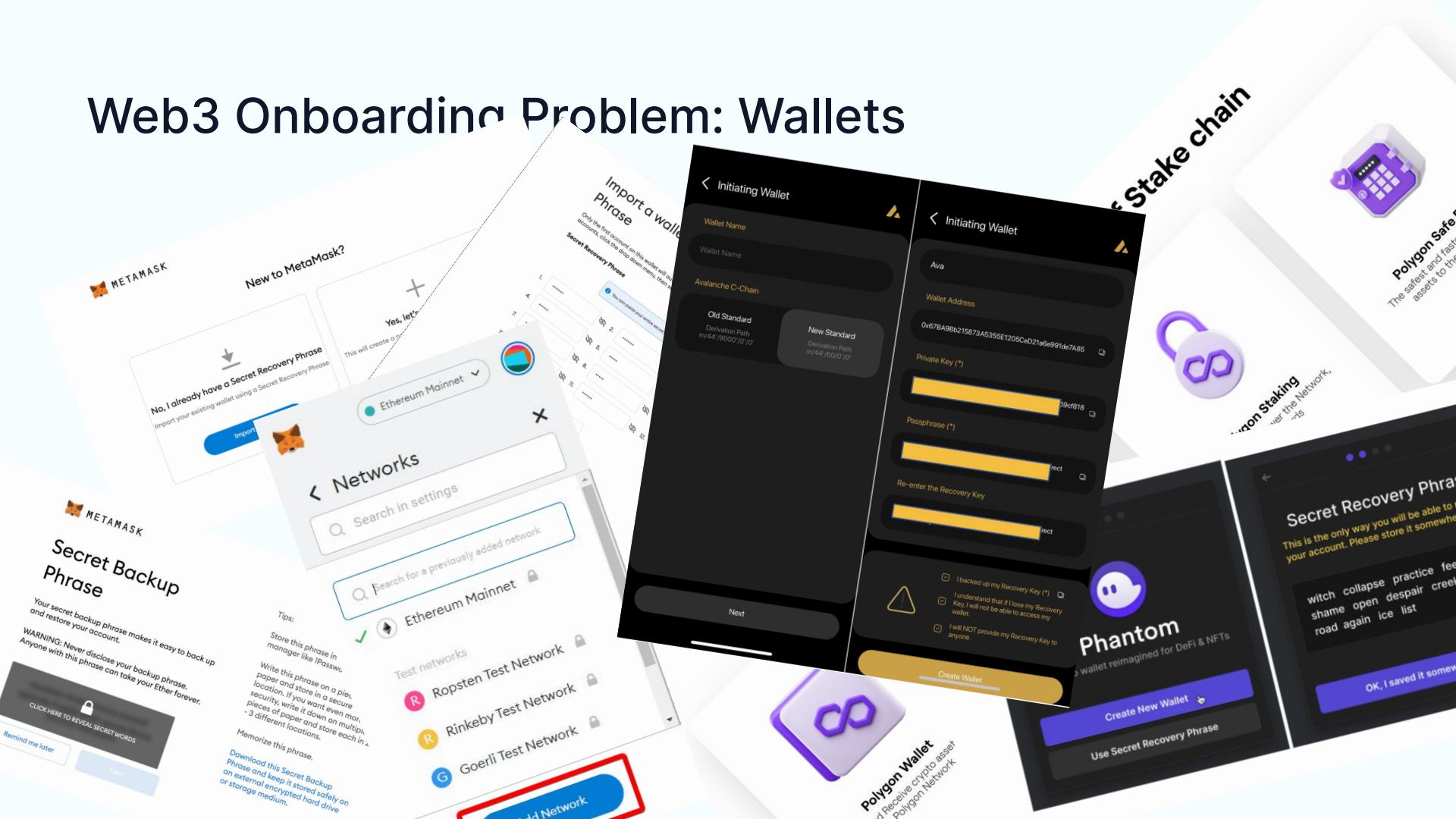




[keypom.xyz](http://keypom.xyz)

[docs.keypom.xyz](http://docs.keypom.xyz)

# Web3 Onboarding Problem: Wallets

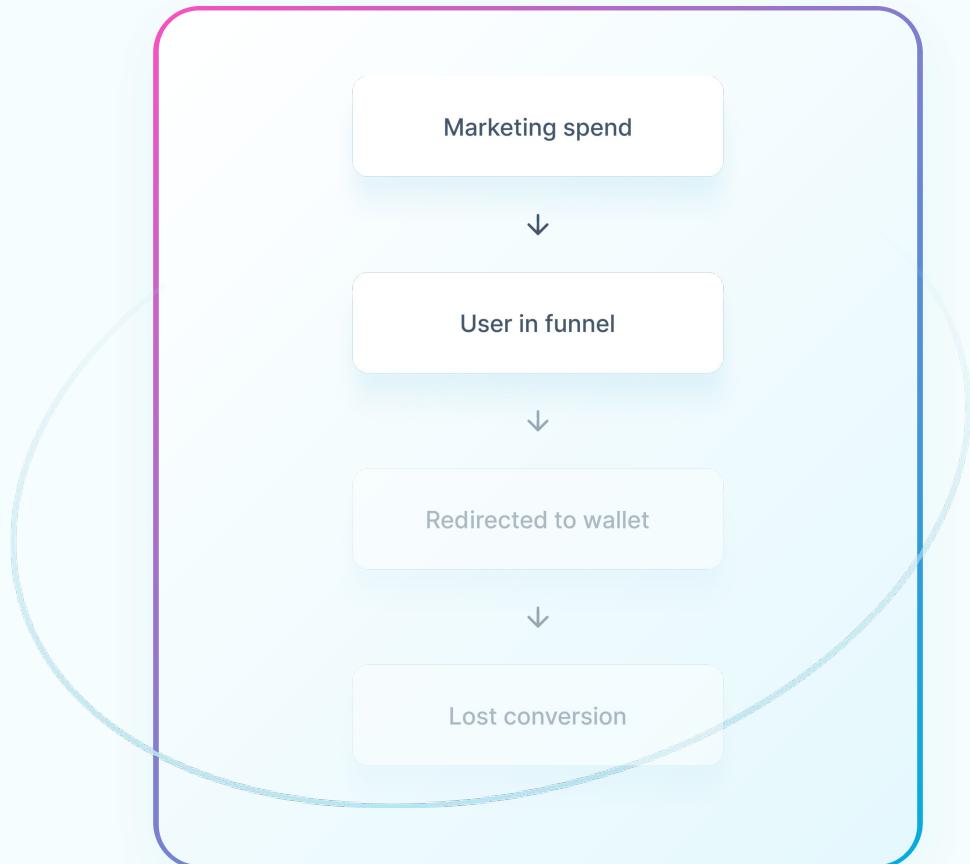


# Current Solutions

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

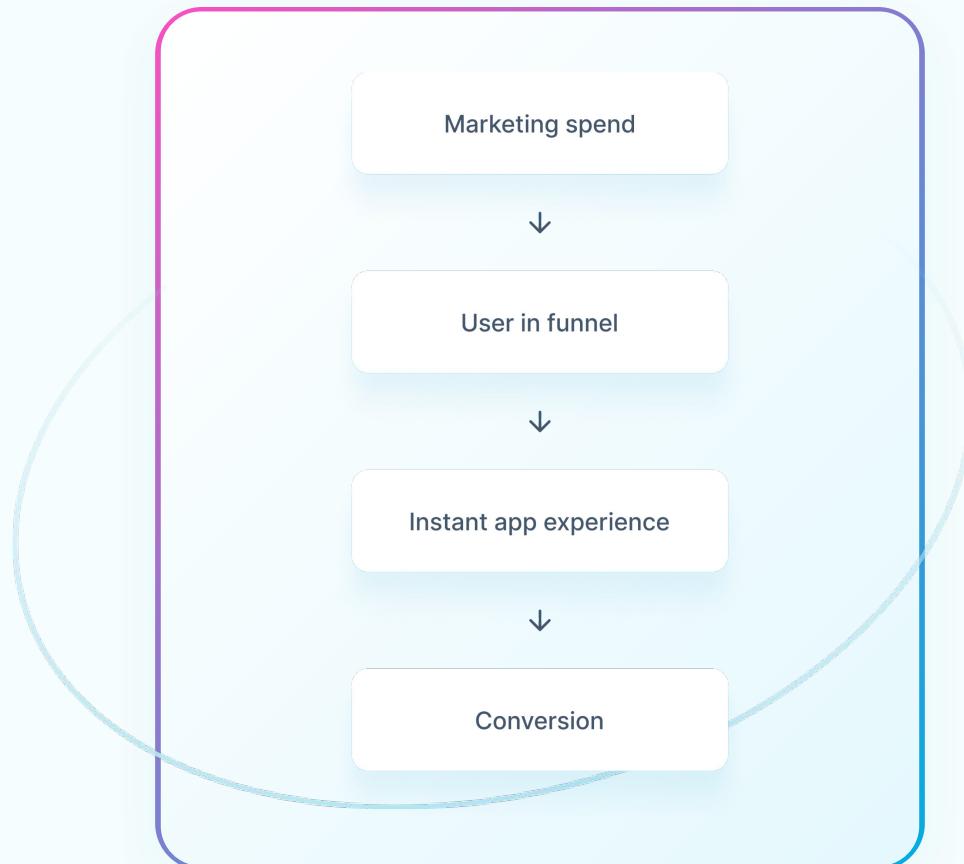
# Why is it a problem?

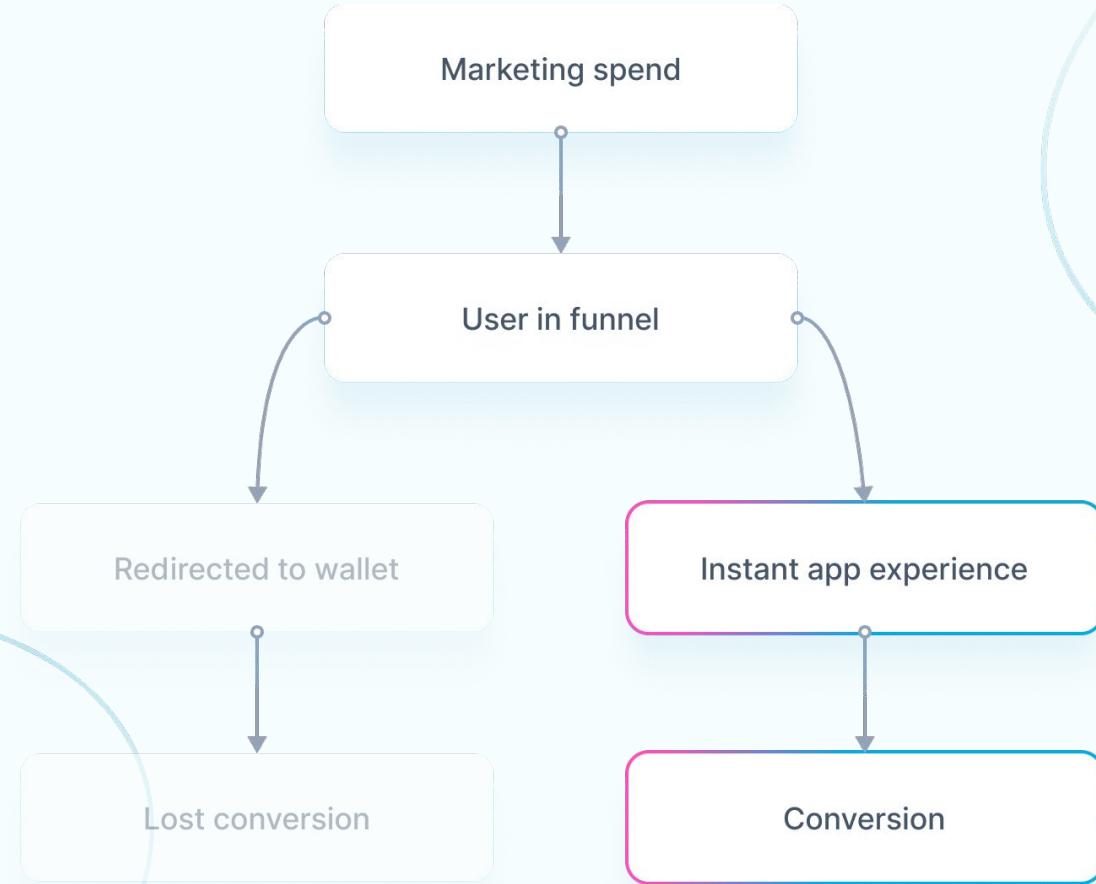
- Lost conversions, users & money
  - No wallet = high drop offs
  - No way to optimize funnel
- Custodial solutions and centralization are not the answer
- FOMO, KOLs and influencers are not fixing the real UX issue
- It's a funnel problem!



# The Keypom Solution

- Increase conversions
  - Push the wallet setup to later
  - Control the onboarding funnel
  - Instant experience first
- Users invest time & love app
  - Want to set up wallet after
  - Apps make money
- No middleman, real wallets
  - Apps keep their audience
  - Users keep their data
- Control the user funnel





# Choose a name → make app transactions

Featured Components

[View All](#)

Posts



Developer Governance G...

@devgovgigs.near

developer-governance

[View Details](#)

[Open](#)



Laser Chess 3D game

@let45fc.near

hackathon app game

[View Details](#)

[Open](#)



Social Avatars

@zavodil.near

app

[View Details](#)

[Open](#)



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

But check out the full experience at the original version:

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

0

0

0

P

Post

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

# What is the Keypom Protocol?

- Keys to prepaid on-chain experiences
- Smart contract trial accounts
  - Instantly use app with pre-paid gas
  - Apps can limit contracts, methods, amounts and time
  - Transparent and fair repayment conditions
- Linear experiences
  - e.g. (1) RSVP, (2) ticket scan, (3) claim POAP
- FIAT Bank & 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
  - Get started with Web3 with little to no knowledge

# GTM: Web2 → Web3

- Transition simplified for Web2 teams
  - Distribution of keys via links (i.e. a link drop)
  - Instantly put user in app experience and developers codebase
  - Keypom JS SDK + a few lines of code
- Link distribution integrates perfectly with Web2:
  - Funnels & Optimization
  - Marketing campaigns
  - Referral programs
  - Analytics
  - ...

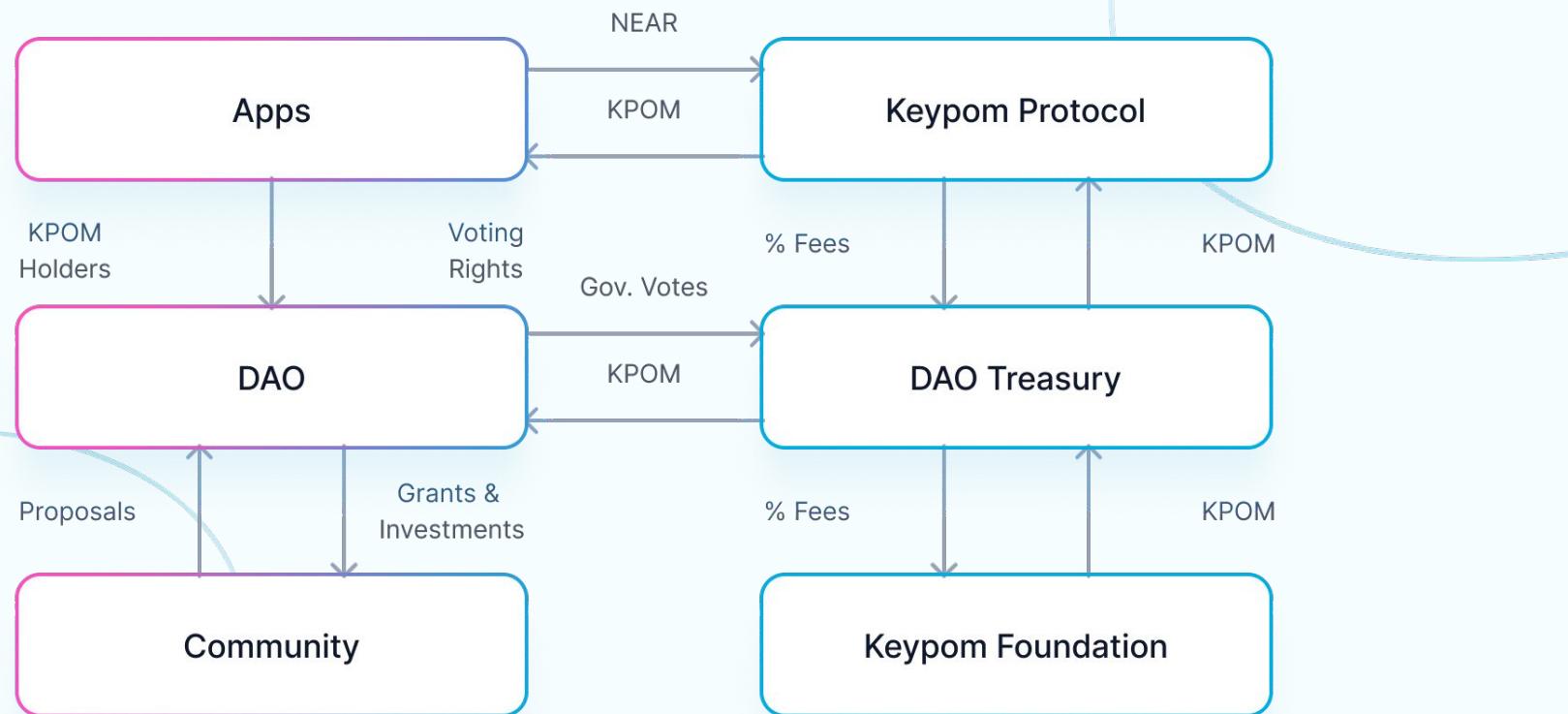
Web2 teams can focus on **their app** and **increasing conversions**

# Multichain approach: 2 phases

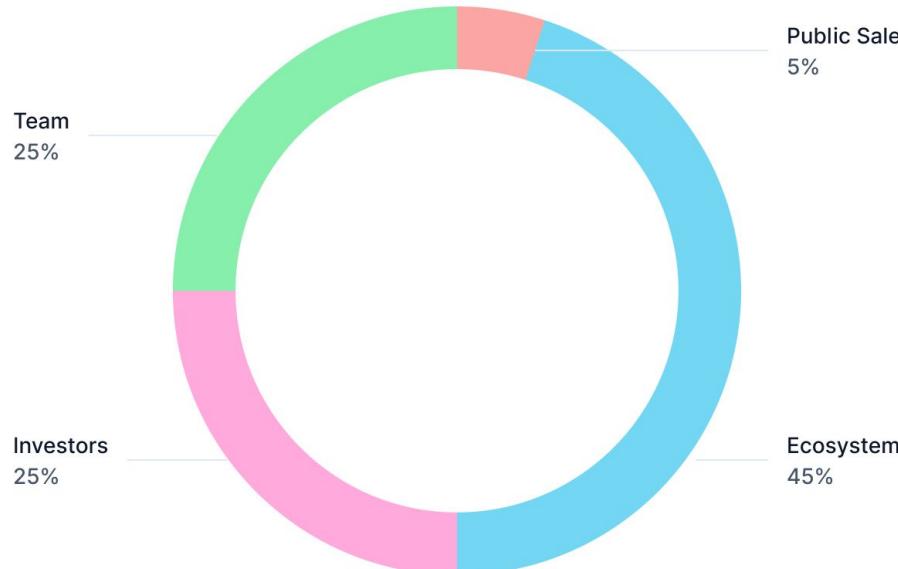
- Experiences on NEAR → Asset claim on destination chain
  - Experience ends with Rainbow Bridge TX on NEAR
  - User creates wallet on dest. chain
  - Validate experience and mint
- Native trial experiences and accounts
  - Account abstraction via TSS and MPC partners (Intu)
  - GTM target: most active wallet chains and L2s
  - Keypom SDK multichain



# Keypom Economy

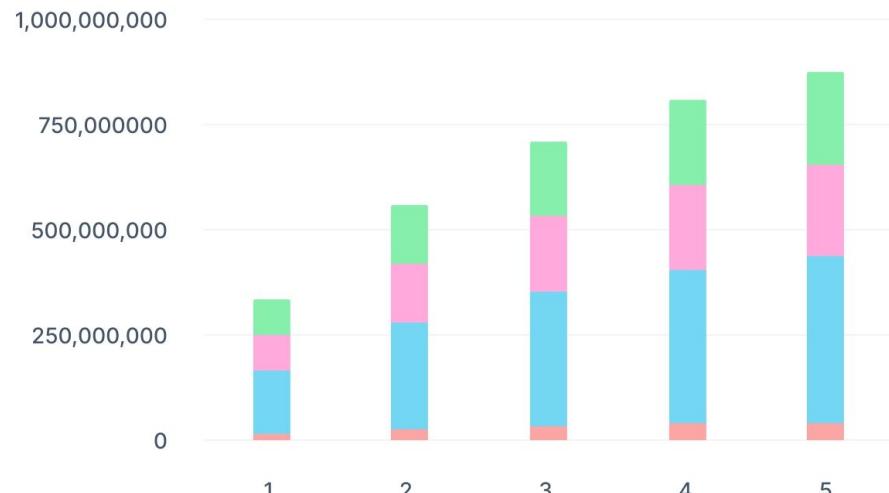


## Token Allocation



## Circulating Supply

● Team      ● Investors      ● Ecosystem      ● Public Sale





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



**Matt Lockyer**  
Co-Founder  
Proximity: DevRel, BD, Investments  
Prev. Pagoda: Head DevRel

Near FOUNDATION

Few and Far

Pagoda

Dcentralize



AMPLE

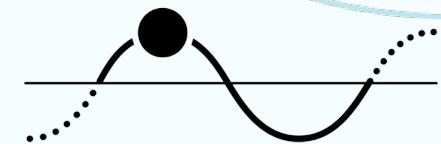
SWEAT



MyNearWallet

IQ  
TU

BANYAN  
COLLECTIVE



Harmonic Guild



# Fundraising

## Pre-Seed

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

## Series A

- \$20mm
- \$133mm valuation

Seed  
**\$1.65mm**  
**\$20mm valuation**



[contact@keypom.xyz](mailto:contact@keypom.xyz)

[calendly.com/keypom/pitch](https://calendly.com/keypom/pitch)