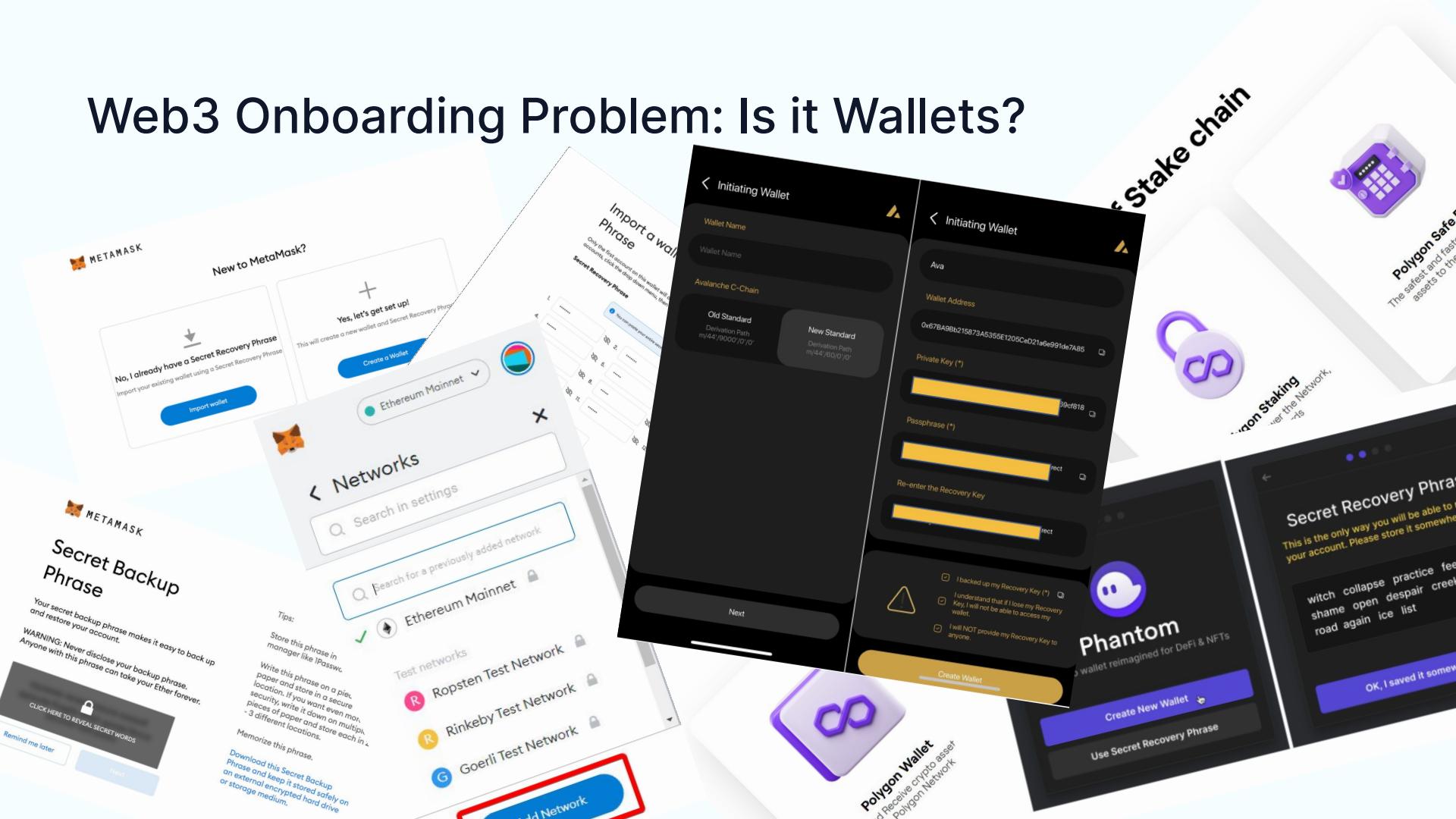




[keypom.xyz](http://keypom.xyz)

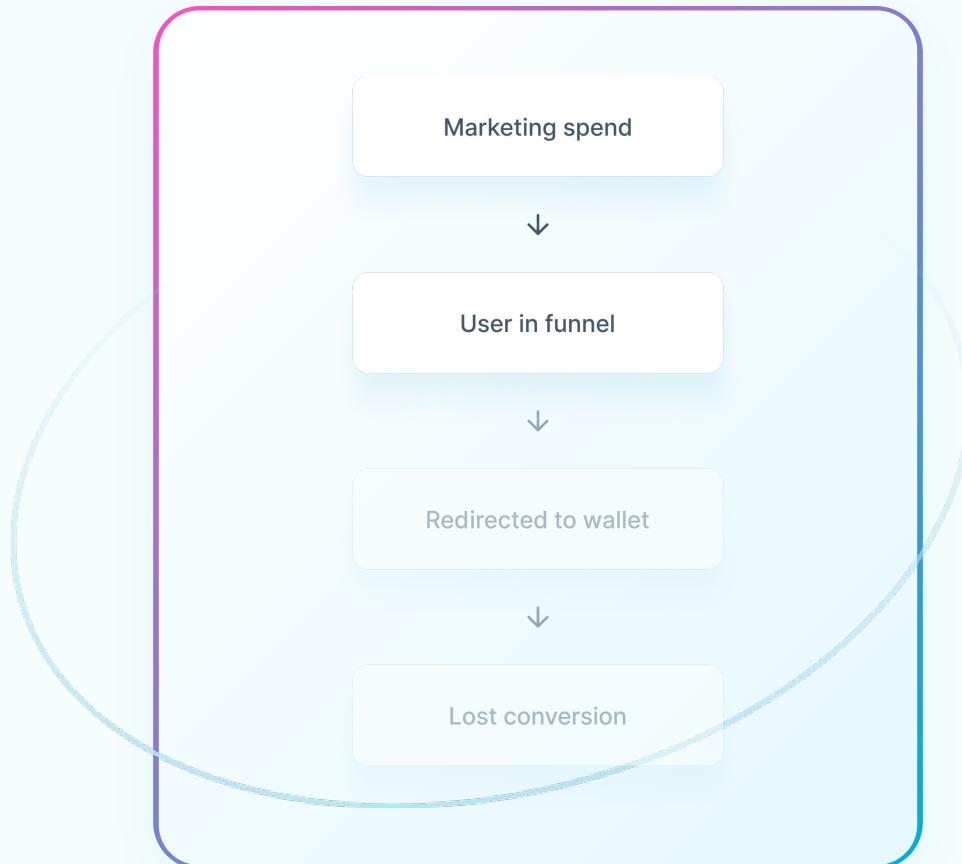
[docs.keypom.xyz](http://docs.keypom.xyz)

# 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 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!

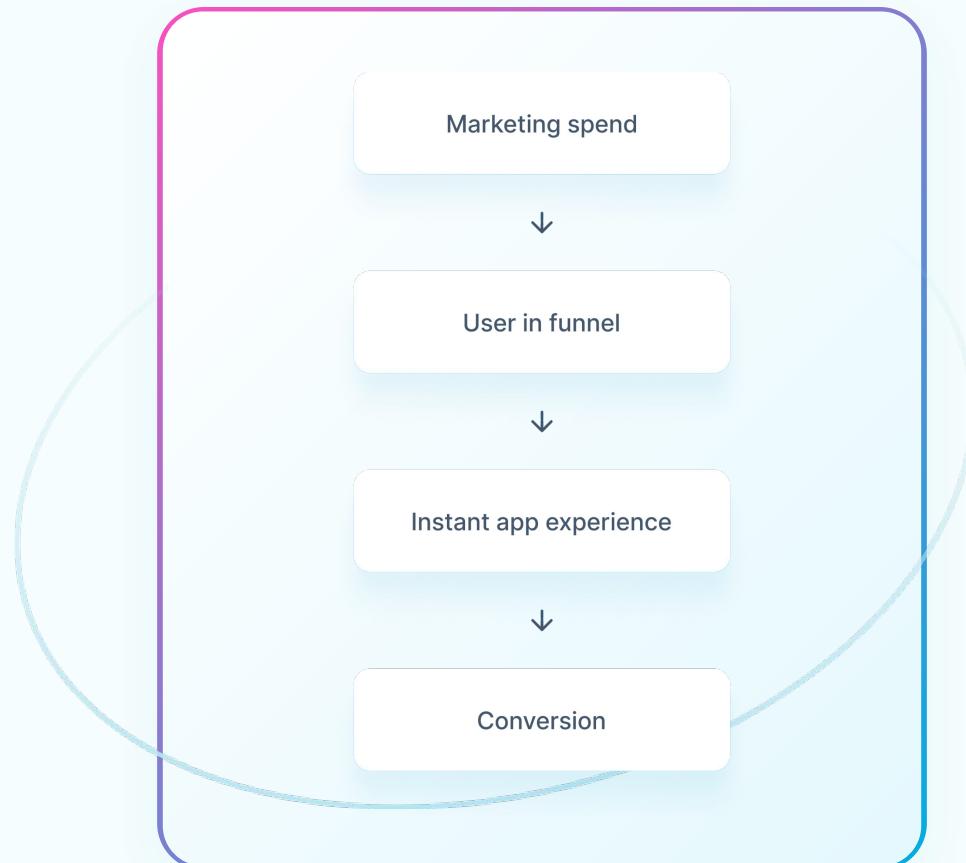


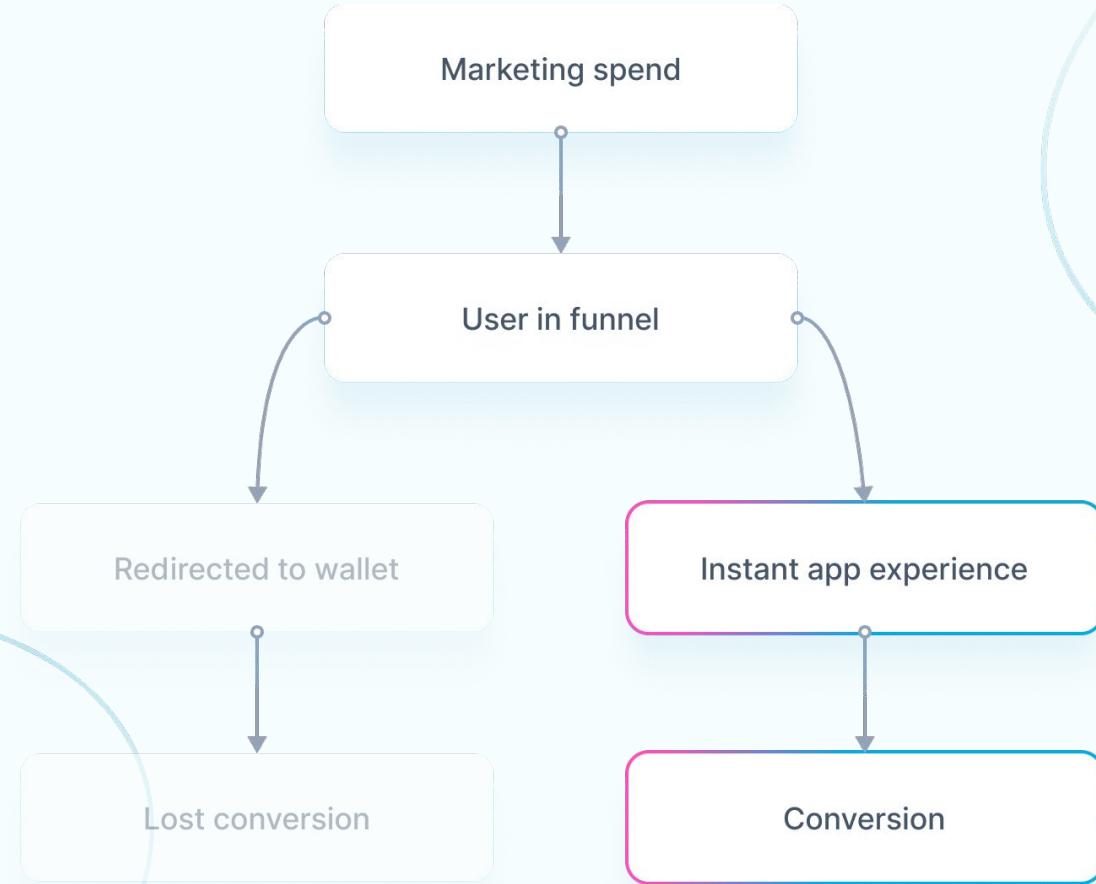
# Current Solutions

	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

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## 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

# 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 on-chain** 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 on-chain** 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!**

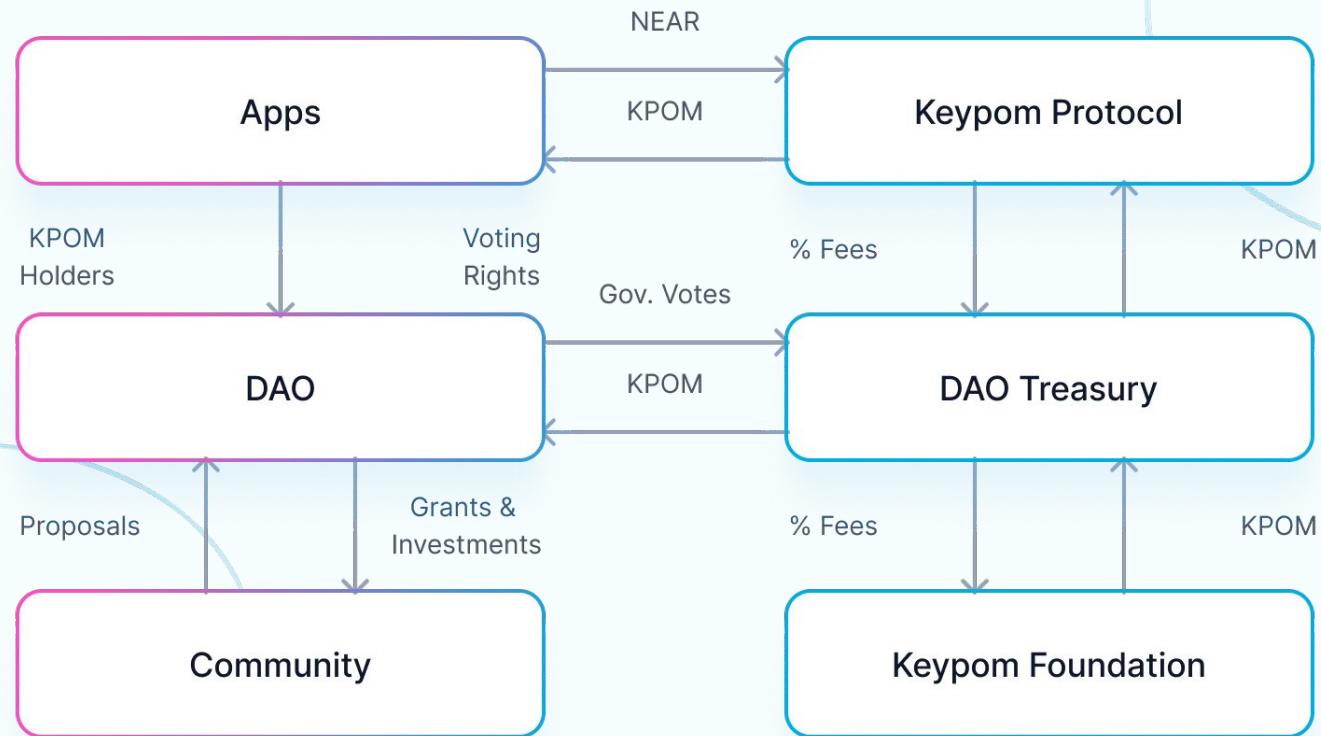
**Keypom offers a plethora of USPs for consumer blockchain use cases, more efficiently and at a significantly reduced cost than other Web3 alternatives!**

# 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**

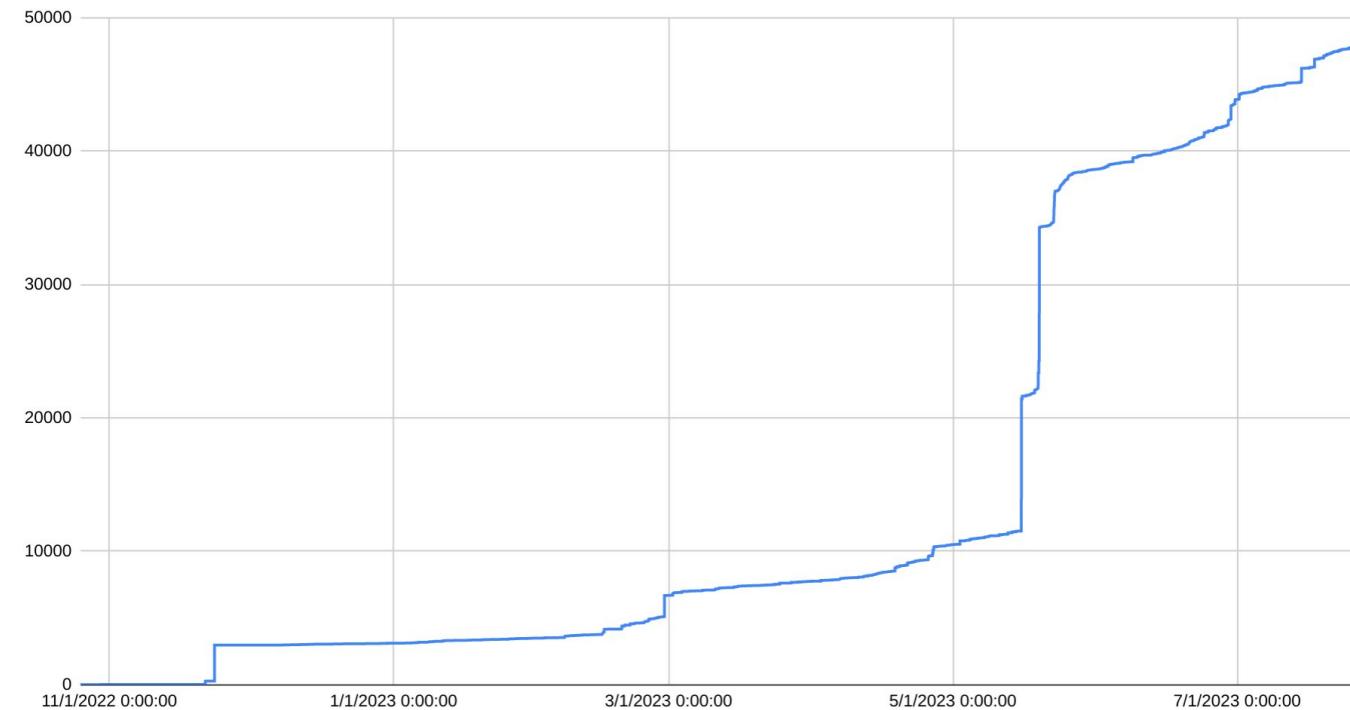


# Keypom Token & Economy



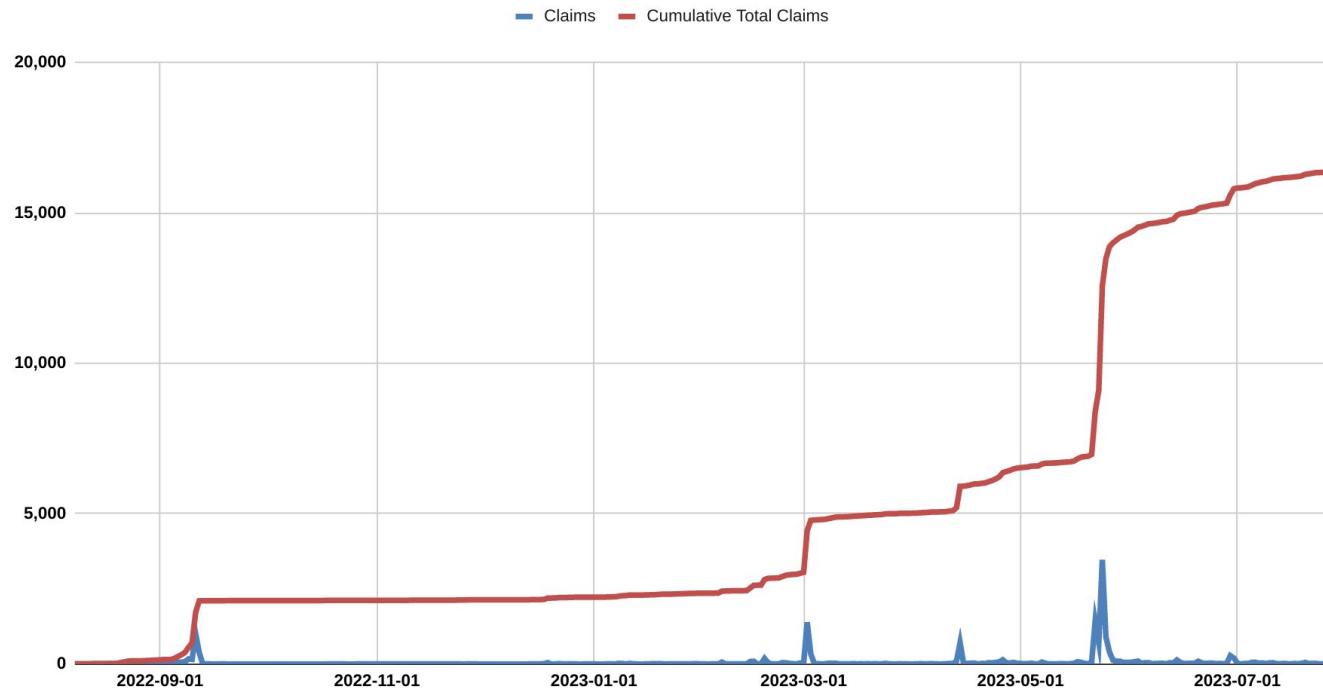
# 48,000+ Keypom Links (keys) Created

Total Keypom Keys Created



# 16,000+ Keypom Claims

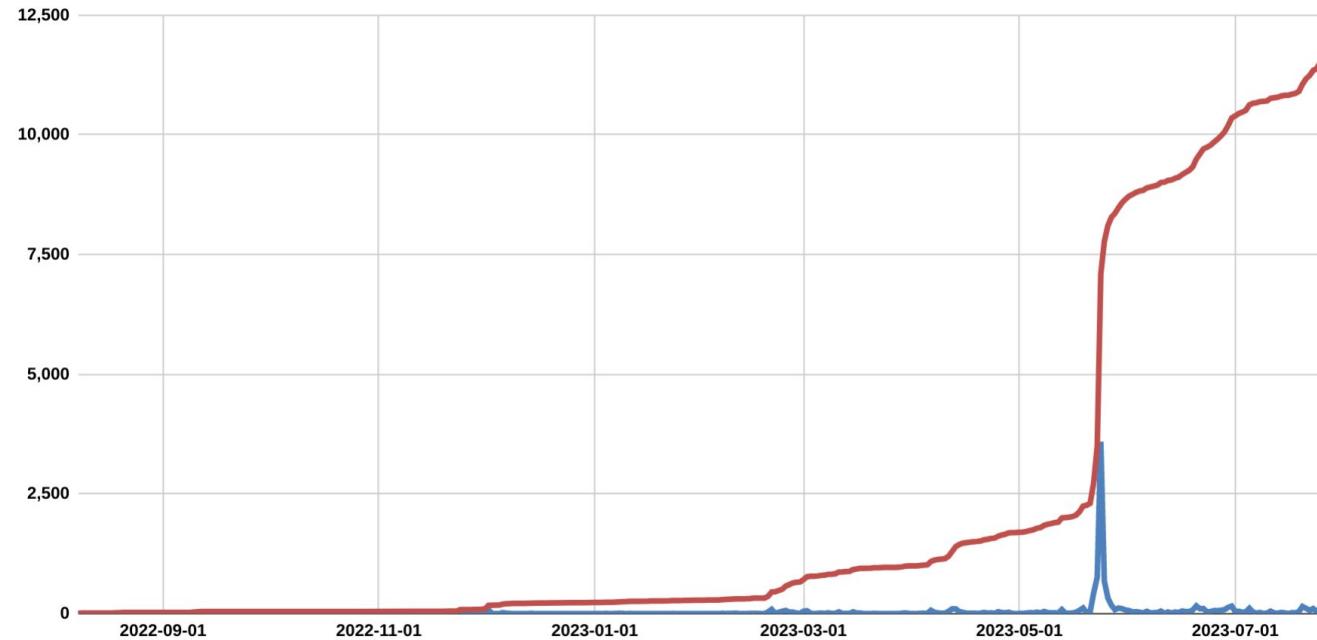
Claiming an Experience (TX) and Total Keypom Experience Claims



# 12,000+ Claims with New Accounts Created

Experience Claim (TX) + New Account Created & Total Accounts Created by Keypom

Claim with New Account    Total Keypom Accounts



## Conversion Rate of Keypom Links

$$(12k + 16k) / 48k = 58\%$$

near FOUNDATION

Pagoda

NEAR.  
WEEK

SWEAT

VERIKEN

MyNearWallet



Mintbase

Decentralize

BANYAN

COLLECTIVE



Iam  
human



AMPLE

I  
TU



NEAR  
VIETNAM HUB



HERE.



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



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



**Confidential**  
CRO & Co-Founder  
Confidential



**Karisa Winett**  
COO & Co-Founder  
NFT Genius & Gaia Marketplace: CoS &  
VP of Operations

# Fundraising - \$4mm

<u>Round</u>	<u>Amount</u>	<u>Valuation</u>
Pre-seed	\$305k	~\$32.3mm
Lead	\$1mm	\$36.0 mm
Strategic	\$1.5mm	\$38.0 mm
Private	\$1.2mm	\$40.0 mm



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

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