



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

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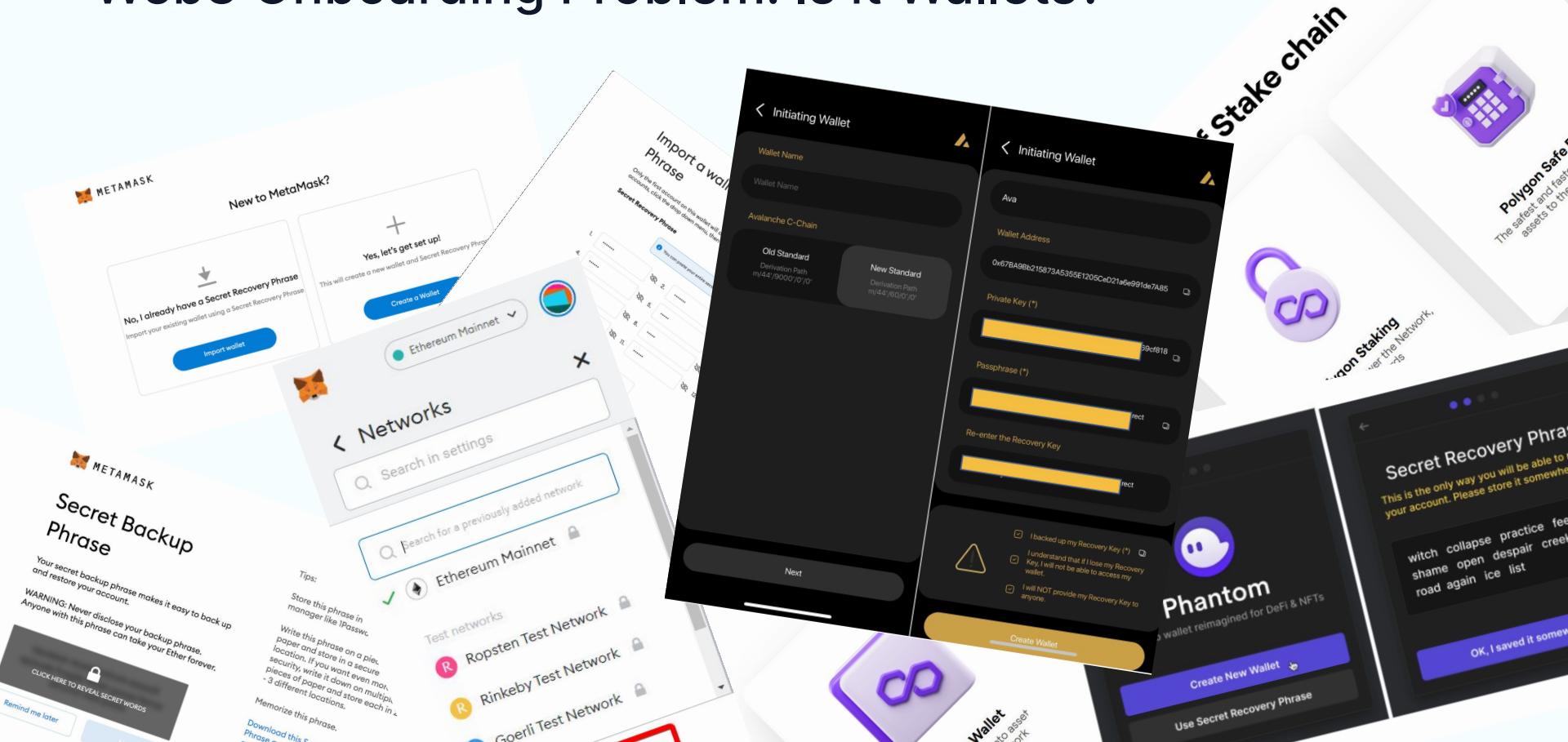
# Keypom



Shipping Web3 experiences

The only onchain protocol for creating assets,  
engagement and onboarding the masses without  
wallets!

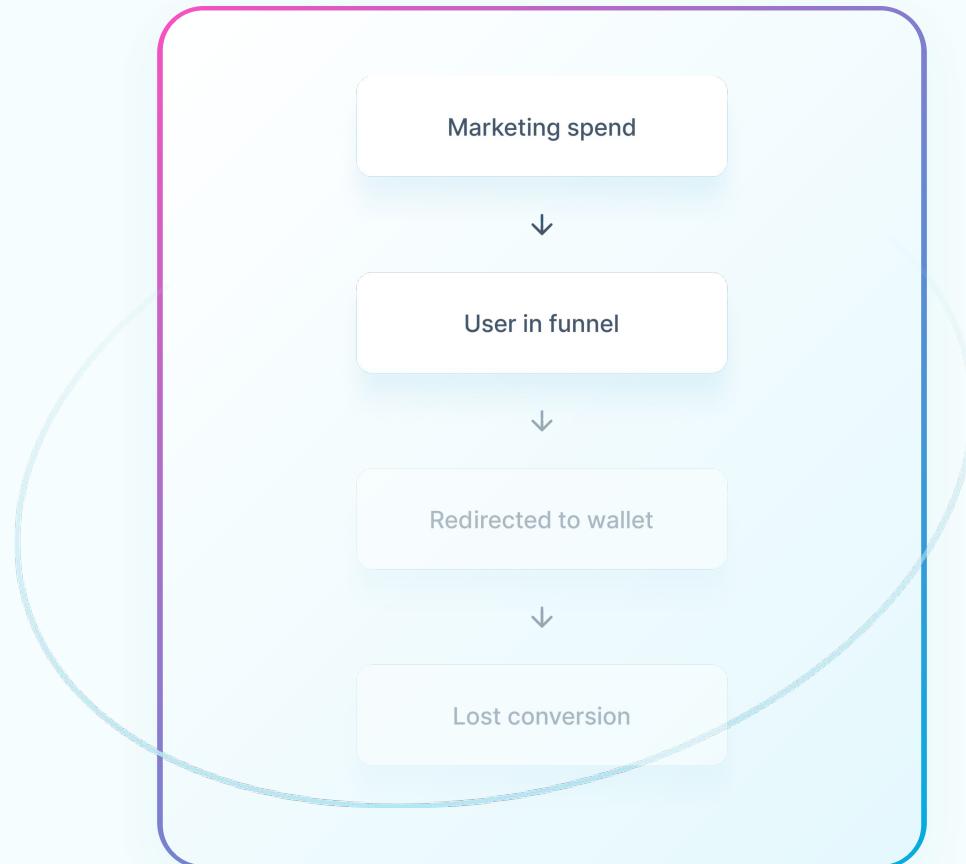
# Web3 Onboarding Problem: Is it Wallets?



# Web3 User Acquisition

- ✗ Buy low quality users
- ✗ Influencers → FOMO → bad ROI
- ✗ Lost conversions:
  - Wallet creation
  - Too many setup steps
  - Redirect to third parties

What's missing?



# Try Before You Buy

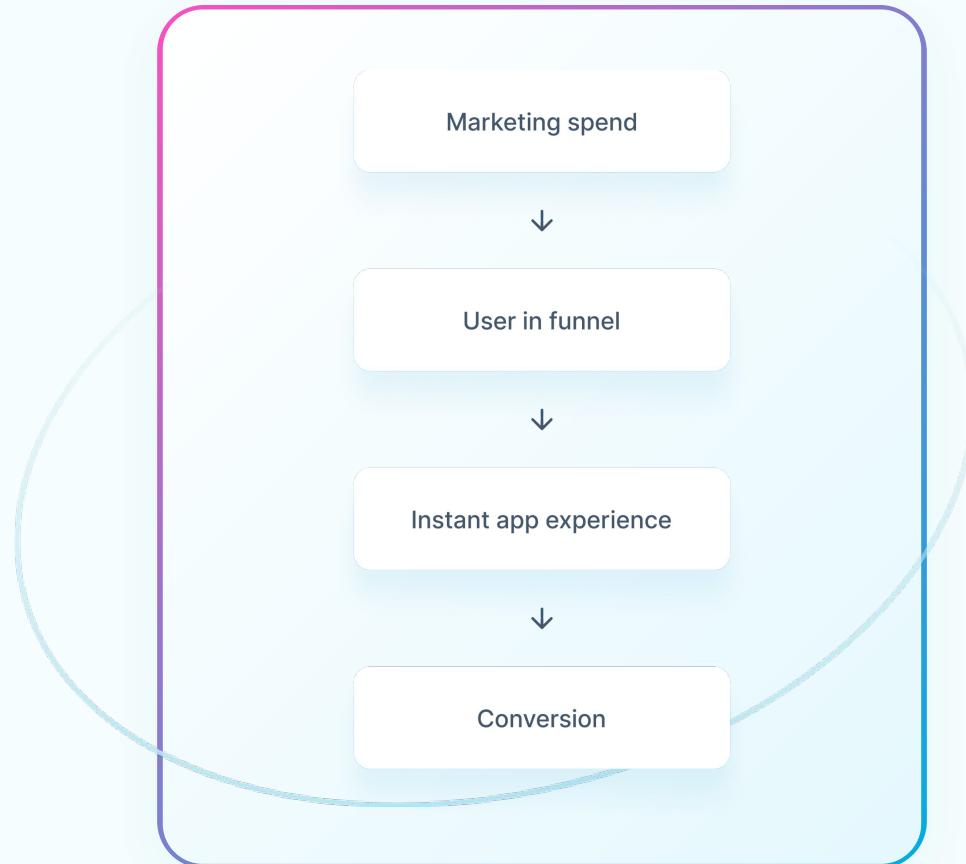
Instant experiences

Use dApps after clicking link

Embeddable and measurable:

- Target & gamify
- Distribute links
- Integrate with martech
- Real onchain txs from app
- Measure & improve funnel
- Convert authentic & paying users

## Experience First → Wallet



# Current Solutions

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

# GTM - User Acquisition / MAUs

Tangible experiences - multiple verticals - all onchain

- Ticketing - NEAR APAC, NEARCON, and more repeat customers
- Gaming - Crystals Of Naramunz, Playember, Hunters on Chain
- DAO Activations - BluntDAO, Harmonic Guild, and more
- Advertising - Sweatcoin
- Marketing - Knaq

Generate revenue → Create onchain assets/txs (new streams)

Build a Web3 experience in minutes

Get Web3 users from Web2 marketing & conversion funnels!

# Tech Roadmap

2022 Q3 - v1 Beta drops & ticketing use cases

2022 Q4 - v1 Protocol built

2023 Q1 - v2 Protocol, SDK & initial partners

2023 Q2 - v2 Ecosystem expansion

2023 Q3 - v3 & Multichain

2023 Q4 - Web2 & Enterprise sales

# Multichain approach: 2 phases

## Shipped

- Experience on NEAR → assets on NEAR

## Phase 1 - Shipping

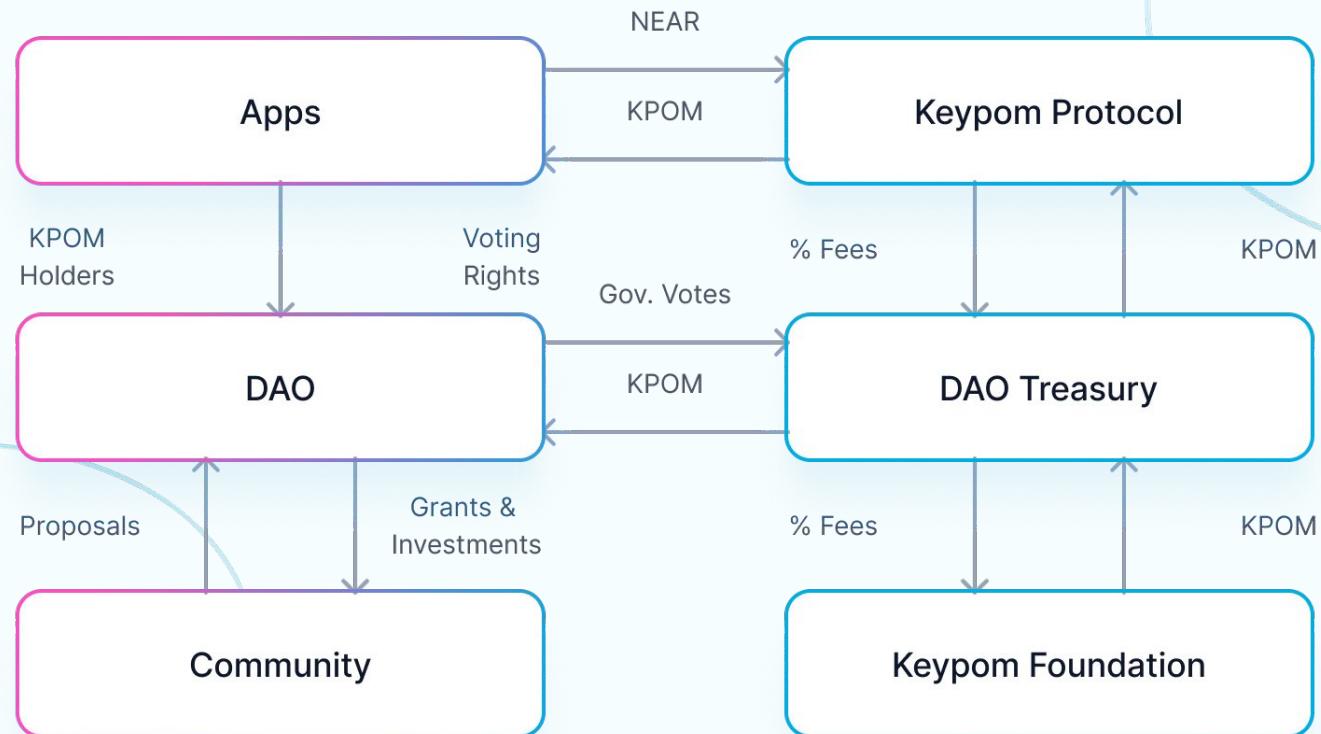
- Experience on NEAR → assets on any chain
- Chain irrelevant - user **doesn't know** they are using Web3
- Chains get **more users**

## Phase 2 - Q1 2024

- Native experience → assets on chain
- Chains get **more Tsx & more users**



# Keypom Token & Economy





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



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



**JT Huskins**  
CRO & Co-Founder  
Prev. Few & Far: Partnerships  
Metaedge Ventures: CSO



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

# Fundraising

<u>Round</u>	<u>Amount</u>	<u>Valuation</u>
Pre-seed	\$305k	~\$32.3mm
Seed	\$4mm	\$40.0 mm



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

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

# Appendix

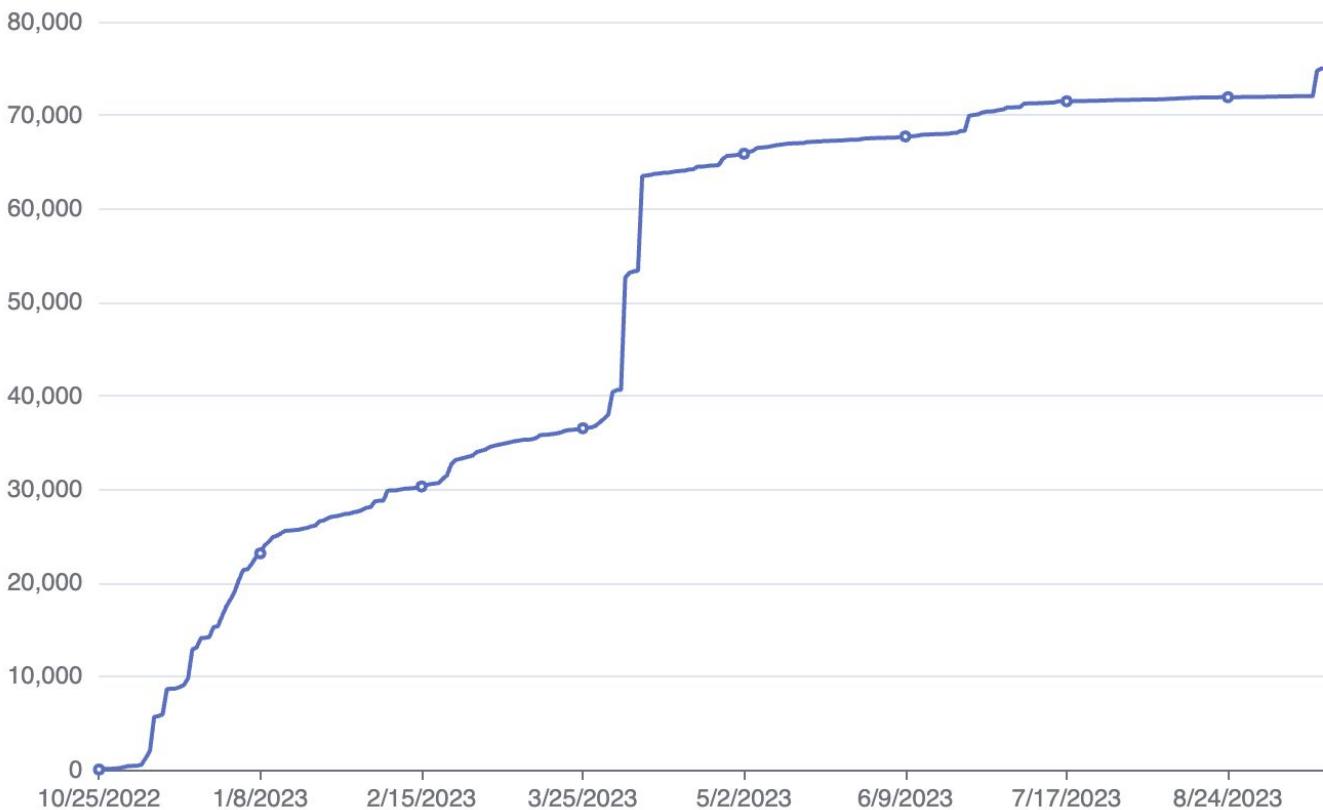
## Keypom Experiences Created Over Time

Executed by the Keypom core team

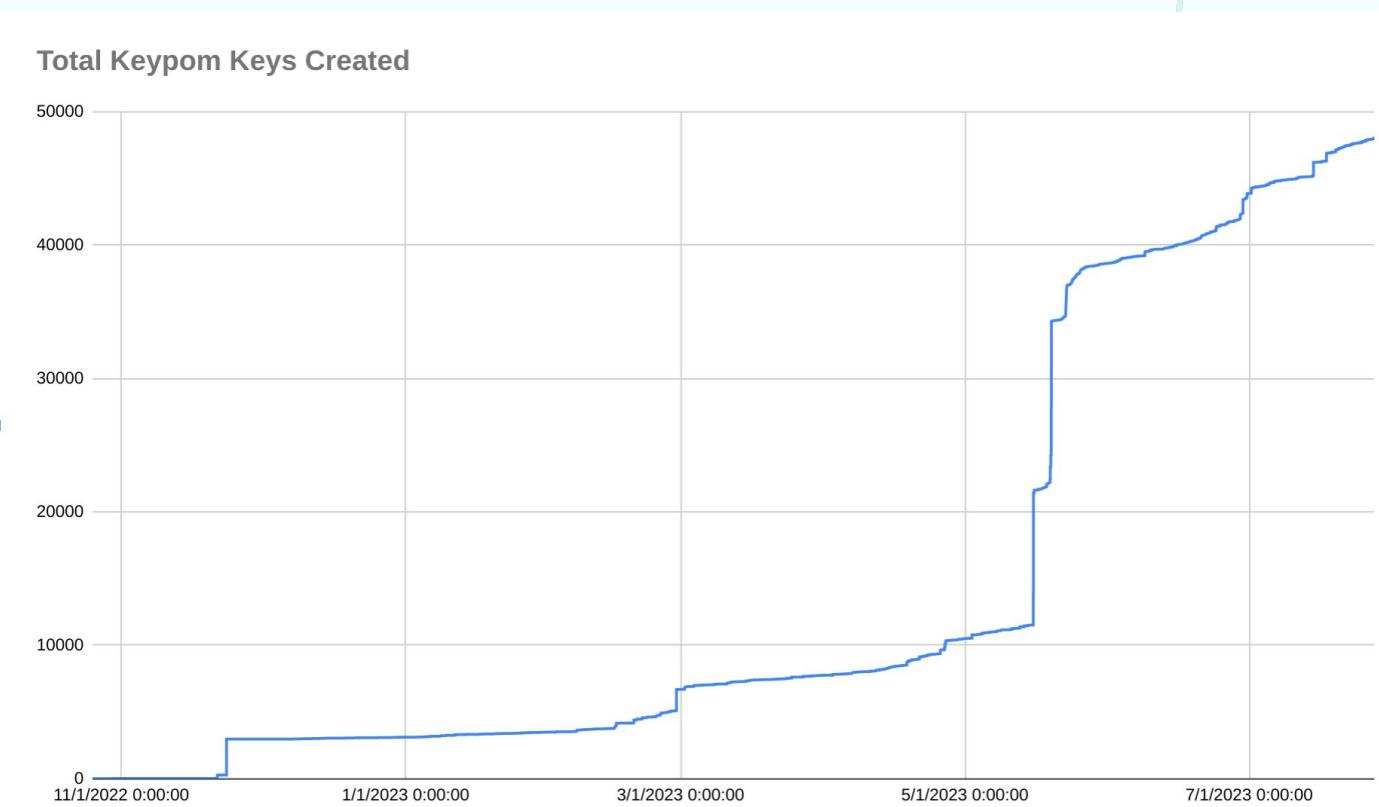
## Latest Metrics



Experiences

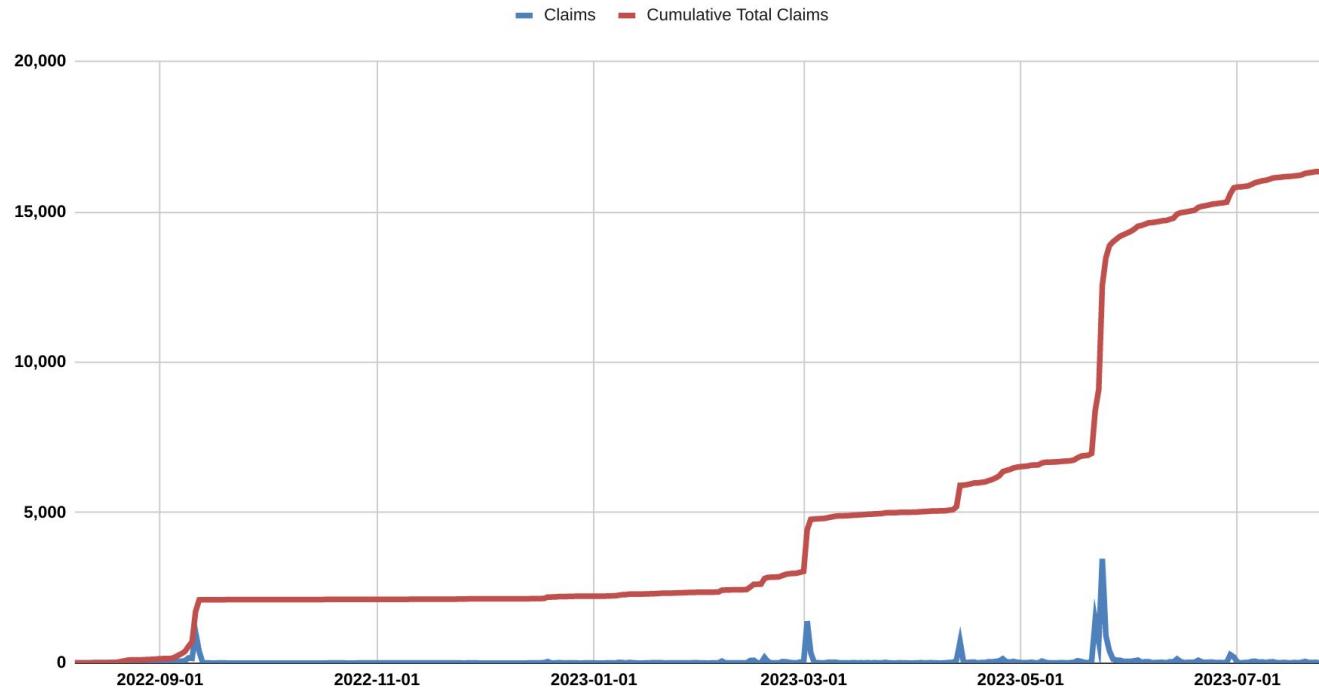


# July, 23' - 48,000+ Keypom Experiences



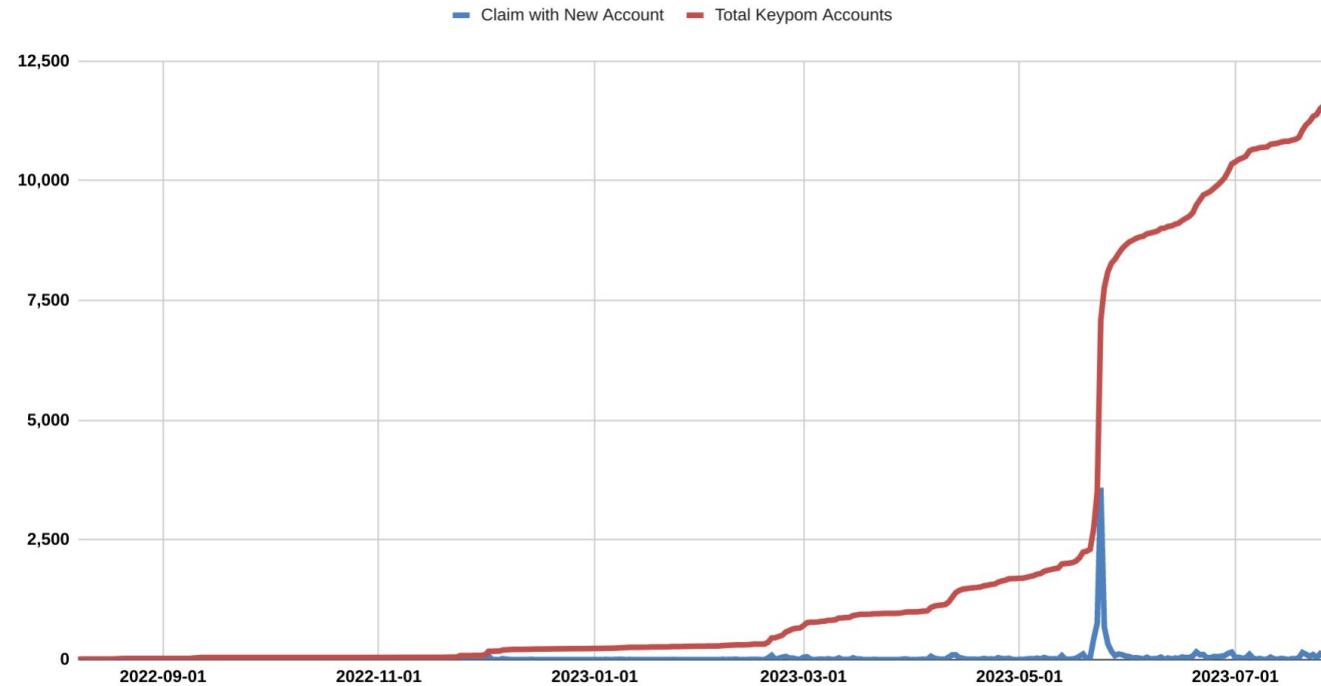
# July, 23' - 16,000+ Assets Claimed

Claiming an Experience (TX) and Total Keypom Experience Claims



# July, 23' - 12,000+ New Wallets

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



## Conversion Rate of Keypom Links

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

near FOUNDATION

Pagoda

NEAR.  
WEEK

SWEAT

VERIKEN

MyNearWallet



Mintbase

Decentralize

BANYAN

COLLECTIVE



I am  
human



AMPLE

I  
TU



NEAR  
VIETNAM HUB



HERE.