



1. The First Challenge: The Participation Barrier

For many people, crypto is still something they associate with *investment* or *speculation*.

And honestly, creating a wallet is still too complicated.

Because of that, most people never get the chance to actually experience the practical value of Web3 in their everyday lives.



INVEST WISELY. BE AWARE.

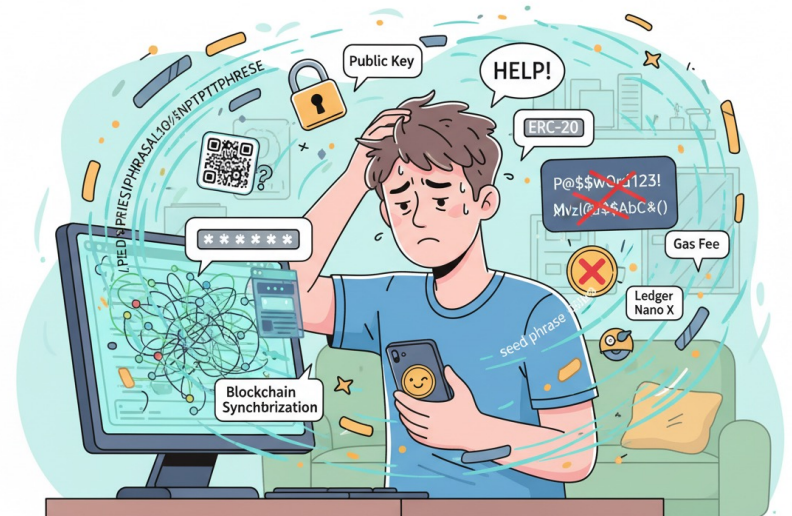


2. The Second Challenge: The Fragmentation Barrier

Even people already inside Web3 struggle with this.

Managing different wallets for different chains—Ethereum, Solana, Base—it's overwhelming.

Assets are scattered everywhere, and the overall experience is still far from simple.





Our Solution: Crypify

Crypify breaks down these two difficult barriers with a **single, seamless flow that starts from something everyone already understands: making a purchase on an e-commerce site.**

Let me walk you through it.

BEFORE



AFTER





Crypify allows anyone—even people who have never touched Web3—to enter the ecosystem by simply *receiving* crypto and managing it easily.

