

Filena

File infra on Solana

Files and blockchain

- Files are stored in Walrus / IPFS
- If you encrypt, only you can see
- If you don't, everyone can see
- Pay to access possible only with centralization till NOW...

Example

- Alice has a video file which she wants to monetize
- Alice cannot upload the file directly to IPFS or Walrus
 - but anyone can view it without paying
- Alice can upload the encrypted file
 - everyone has to trust that she will give the decryption key to payers

Solution: Filena

- Pay to access encrypted files without web2 intermediary
- Uses PRE (Proxy Re-Encryption) algorithm
- Completely on-chain process

What is PRE?

- **What is it?**
 - A cryptographic method that allows a third party (proxy) to transform encrypted data from one user's key to another, without decrypting it.
- **How does it work?**
 1. **Alice encrypts a file** with her public key.
 2. **The Solana program creates a re-encryption key** for Bob when Bob pays
 3. **The re-encrypted file** can be decrypted by Bob with his key, but the proxy never sees the file.
- **Why is it useful?**
 - Enables controlled access to encrypted content without sharing private keys.
 - Used for **secure file sharing** and **NFT-based access control**.
 - Enhances privacy and security in decentralized storage.

Drop the box

- Goodbye DropBox, GoogleDrive
- Store and share files securely
- Monetize for the file access
- A solution that web3 desperately needs

Target audience

**ANYONE
WHO USES
FILES**

GTM

1. Developer Integration

- a. Provide APIs and SDKs for developers to integrate the solution into their platforms.

2. Strategic Partnerships

- a. Collaborate with Web3 platforms, NFT marketplaces, and blockchain education providers.

3. Paid Campaigns & Airdrops

- a. Use targeted ads and airdrops to onboard users and increase visibility.

Next Steps

- Prototype Development – Build a working MVP with core storage and access features.
- Community Engagement – Partner with Web3 creators and DAOs for initial adoption.
- Win the infra track sponsored by Walrus!



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