



keypom.xyz

docs.keypom.xyz

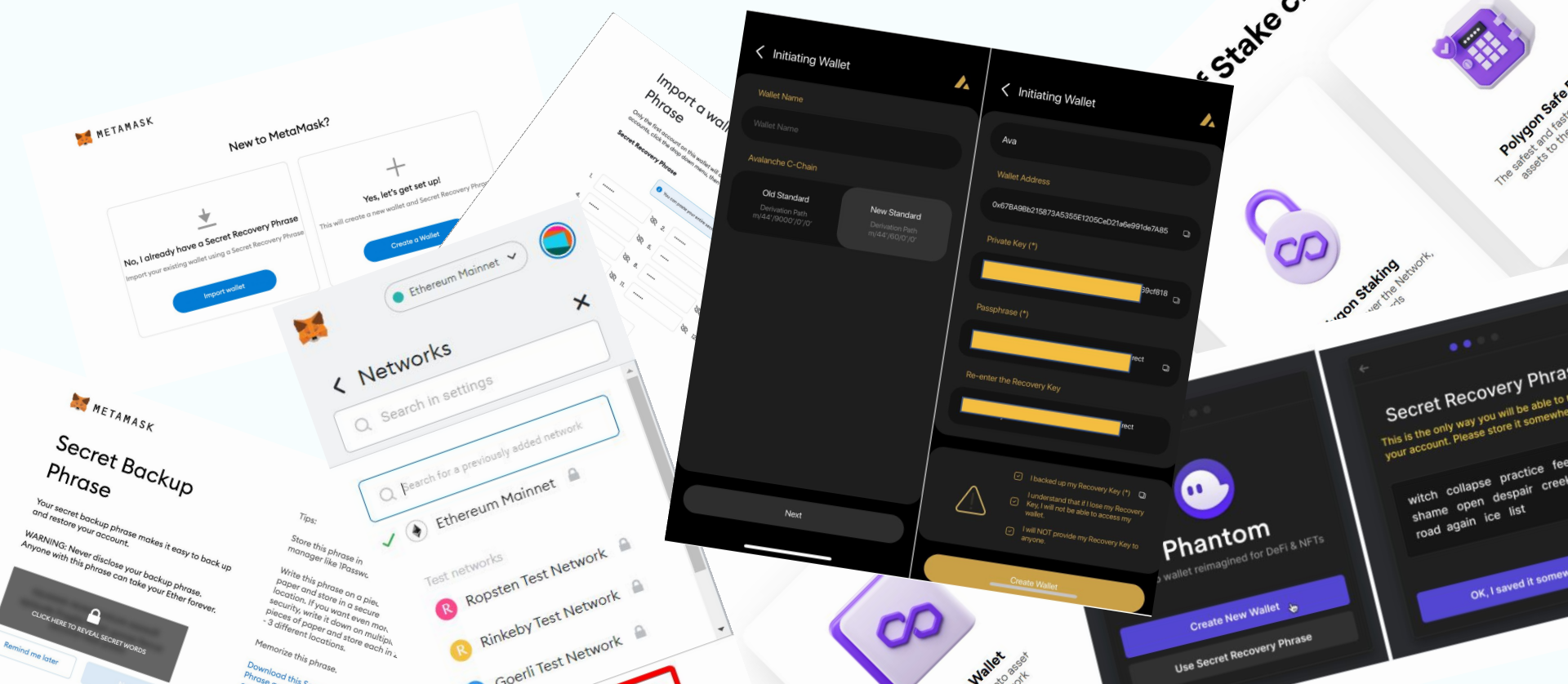
Keypom



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

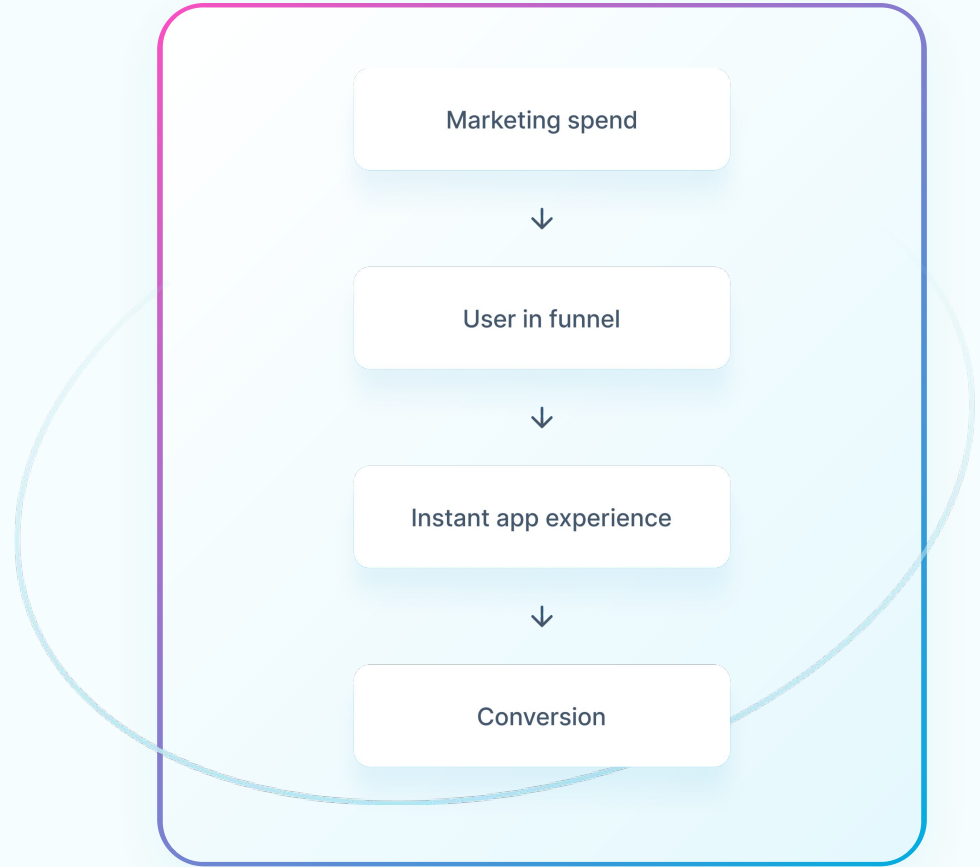
What's missing?



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	Keypom
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

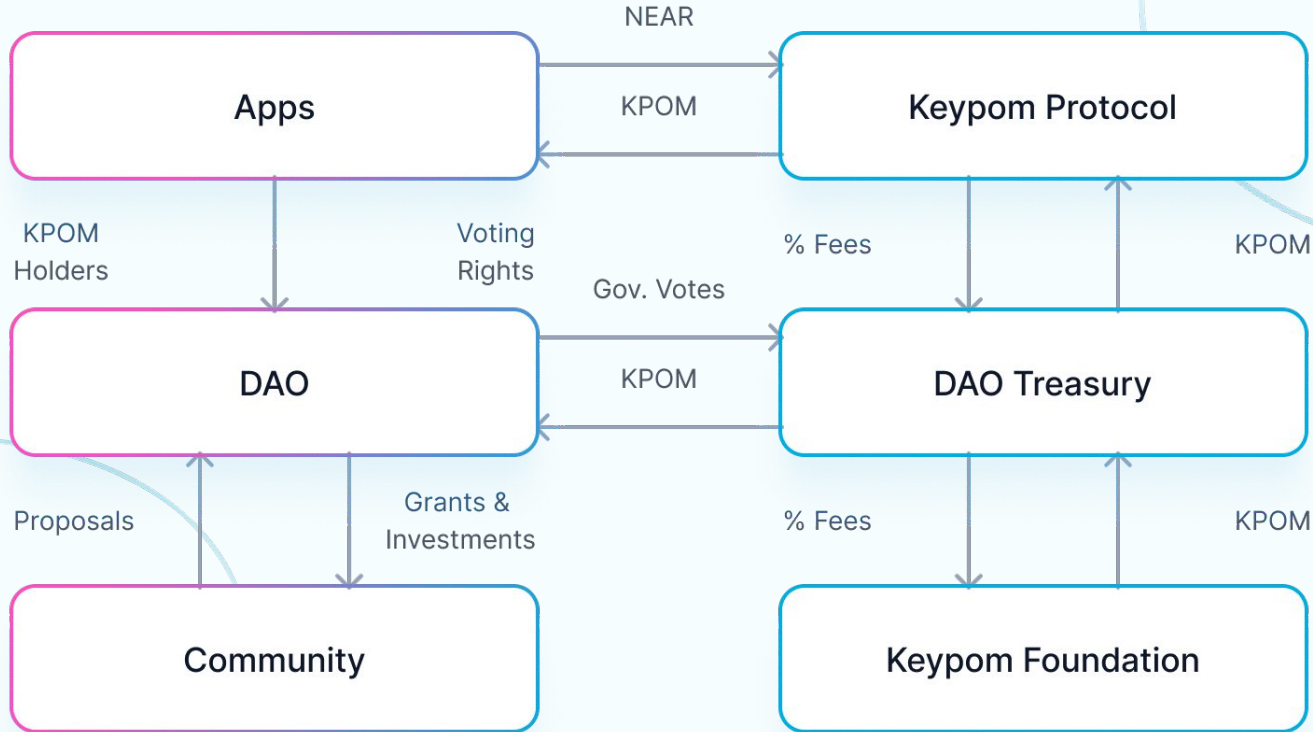
- Experience on NEAR → assets on any chain
- Chain irrelevant - user **doesn't know** they are using Web3
- Chains get **more users**

Phase 2 - Q1 2024

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



Keypom Token & Economy





Matt Lockyer

CEO & Co-Founder
Proximity: DevRel, BD, Invst.
Prev. Pagoda: Head DevRel



JT Huskins

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



Ben Kurrek

CTO & Co-Founder
Pagoda: DevRel
Prev. Fayr: Founder & CTO



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

calendly.com/keypom/pitch

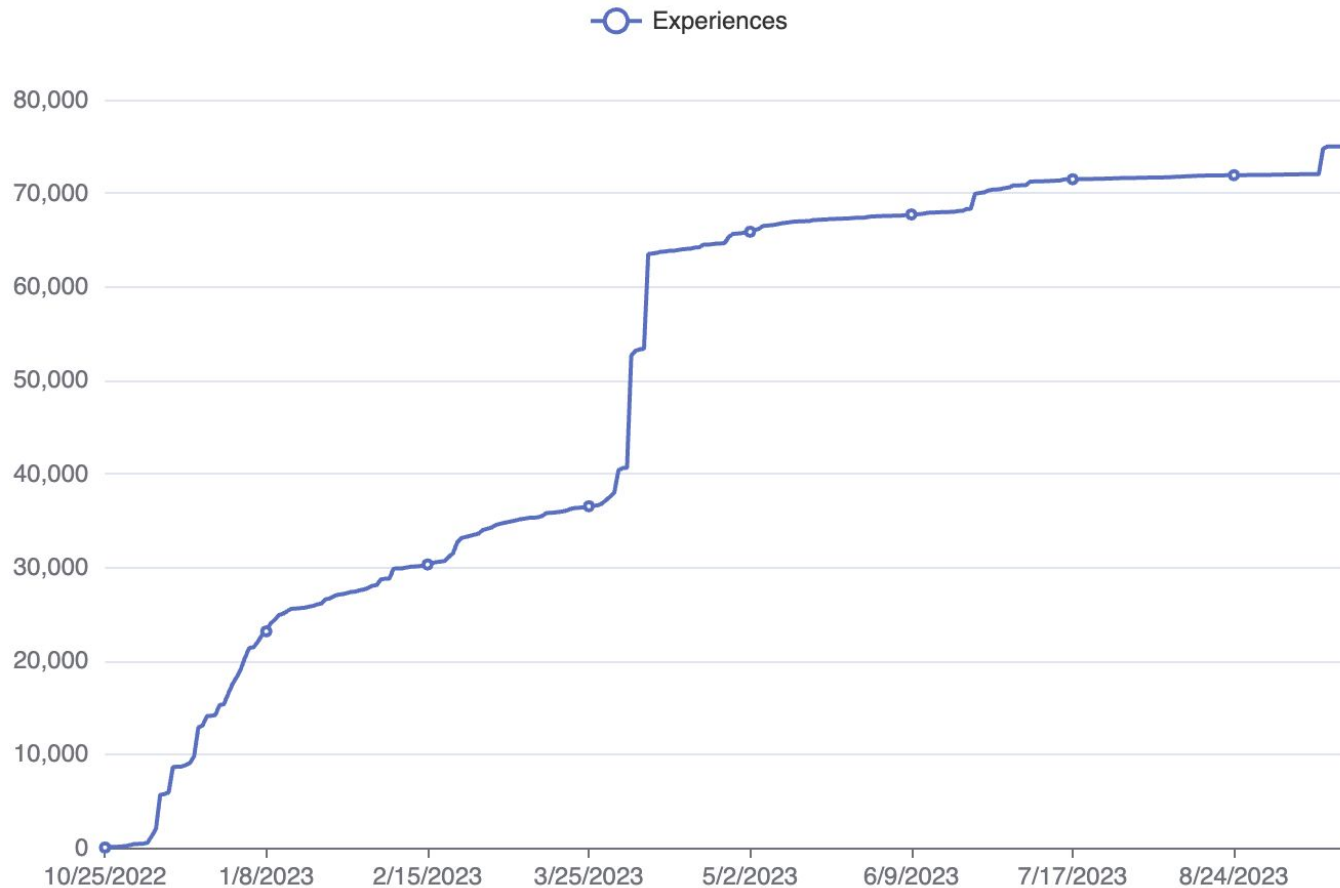
Appendix

The background of the slide is white. It features two decorative, light blue curved lines. One line is in the top right corner, curving from the top edge towards the right edge. The other line is in the bottom left corner, curving from the bottom edge towards the left edge.

Keypom Experiences Created Over Time

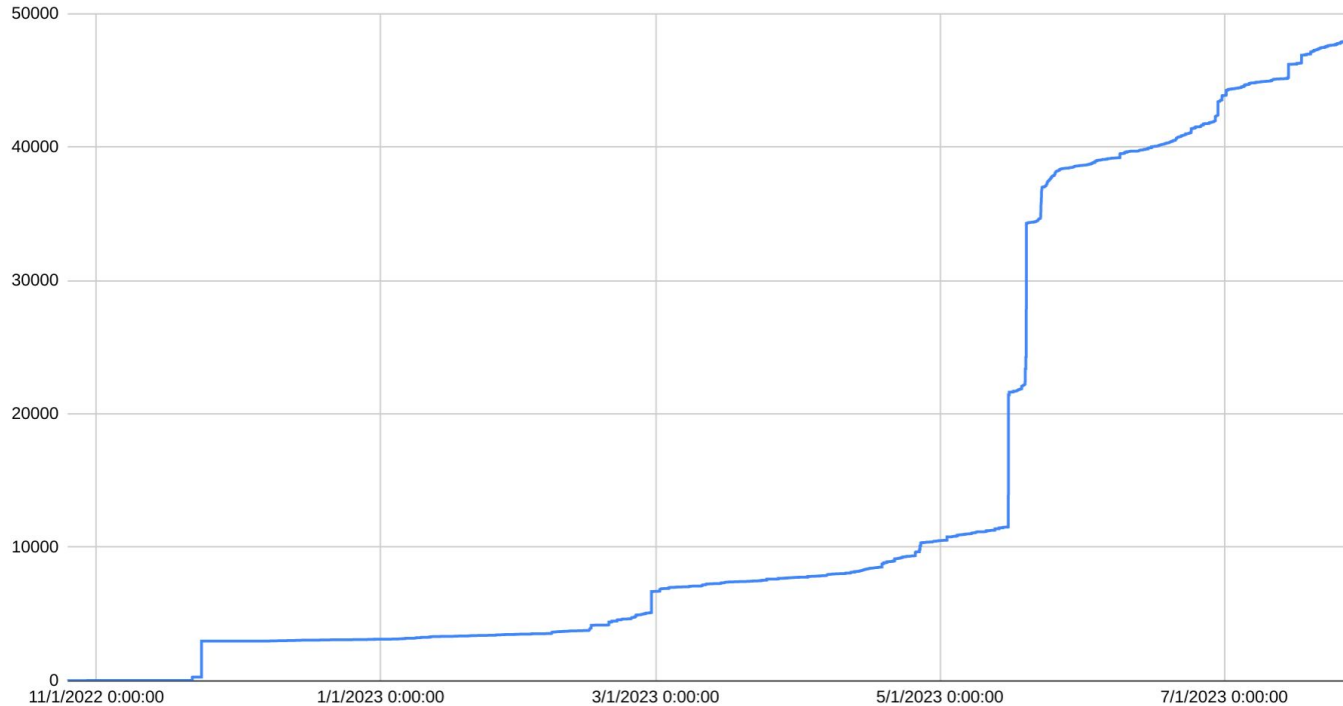
Executed by the Keypom core team

Latest Metrics



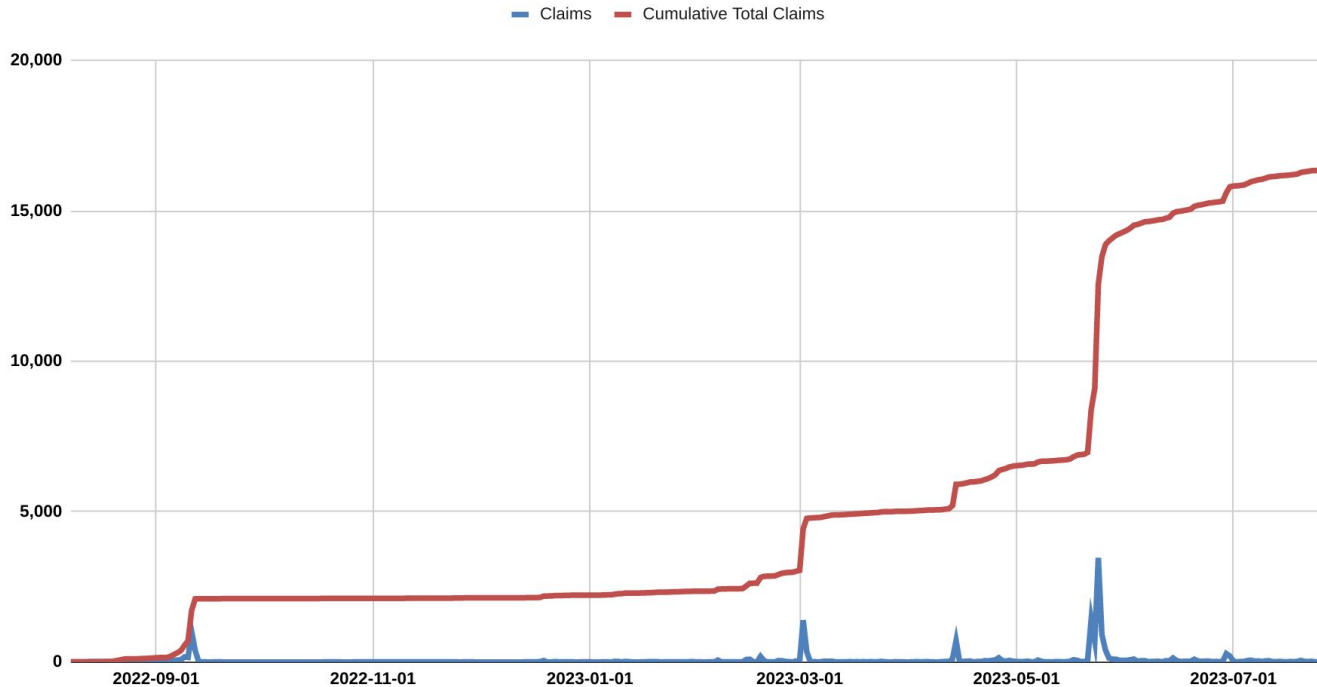
July, 23' - 48,000+ Keypom Experiences

Total Keypom Keys Created



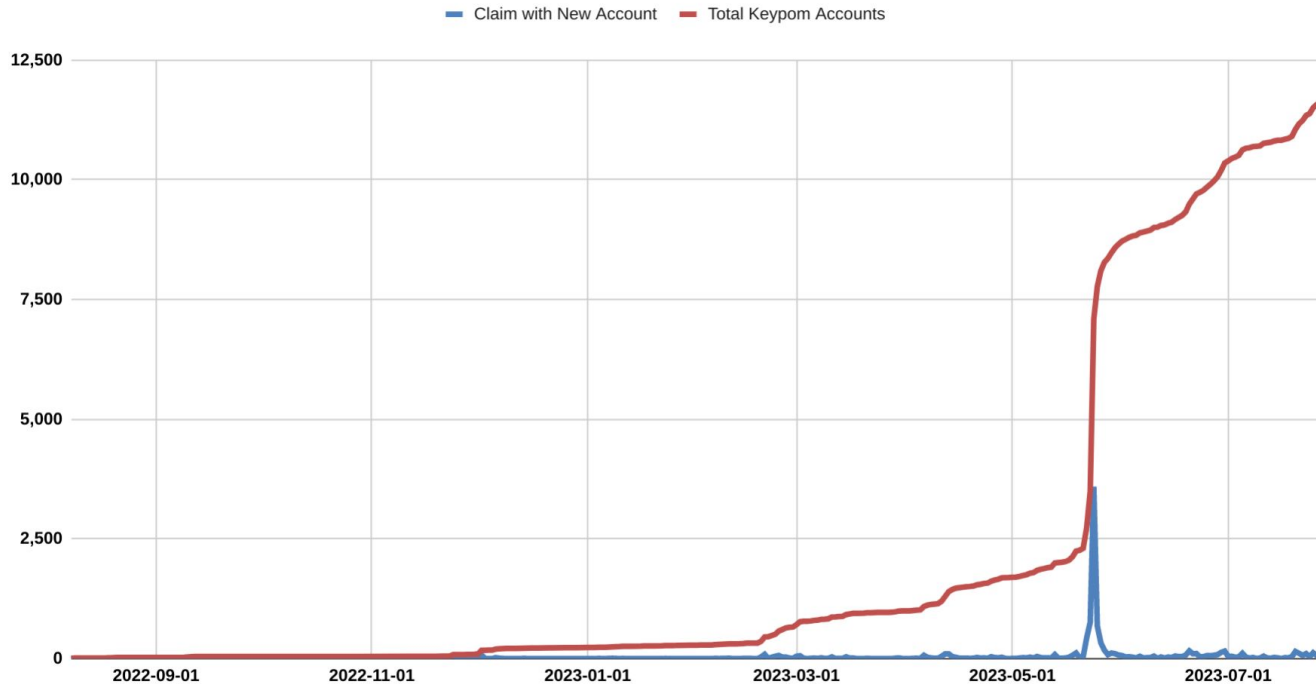
July, 23' - 16,000+ Assets Claimed

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

 MyNearWallet

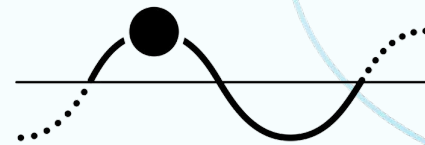
 Mintbase

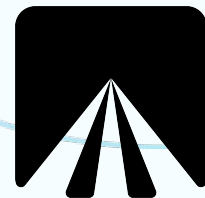
Decentralize
BANYAN
COLLECTIVE



AMPLE



 **SWEAT**
VERIKEN


Harmonic Guild




I am
human



NEAR
VIETNAM HUB

IO
TU



HERE.