The @ Company

A Protocol for Trust

@magic

Company

- Extremely strong team in place
- Raised \$3M seed (oversubscribed)
- Patents filed (7 claims)

Platform

- Core code and SDK now open source
- Infrastructure running, ready to scale

Go-to-Market

- Fun third-party apps
- Early registrar revenues \$120k



Today people are just "users" on the internet

B of A

Checking balance Savings balance Password

Phone number Verification questions

United

Flights Password Phone number

LinkedIn

Business contacts Work history References **Password** Phone number

Business Posts

Best Buy

Type of computer

Credit card

Computer

Mint

Checking data Transactions

Facebook

Password

Friends **Pictures** Videos Phone number Personal posts

eBay

Purchases Items sold Credit card Phone number Phone number

Amazon

Hilton

Passwo<u>rd</u>

Email

Hotel history

Shopping history Friends wish lists Password



Google

Search history Shopping Pictures Videos Phone number

Password

Why does everyone have my data? How do I control this?





People own their Datadom



I am @alice





Better for All Involved

- Update info once
- Always know who is asking
- No usernames/passwords
- Surveillance free apps
- Trust through attestation
- Data on your terms & conditions





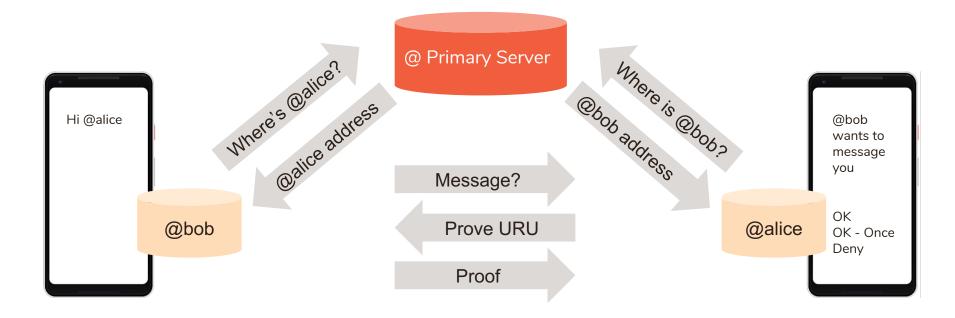


- Complete privacy compliance
- Data secured at person-level
- Less liability
- Happier customers

Open source - no company can own it



How it works





Fun Viral Apps

- @me
- @buzz
- @mosphere drop
- @location
- @chat
- @votes





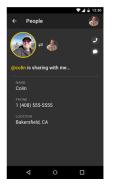














Initial Business Model - Like Verisign for DNS

Registrar

- We provide auto-created free @signs
- Semi custom @sign @alicesmith10 \$10
- Vanity @sign @alicesmith \$100
- First name @alice \$1000
- Single character @signs @ auction
- Annual subscription fee \$10 vanity only
- Transfer fee \$50 vanity only





Value for the Developer

- Money
 - \$\$\$ Commissions on @signs
- Compliance
 - Provides automatic privacy compliance
- Creativity
 - Enables true peer-to-peer apps
 - Personas
- Cost Saving
 - 30% less code to write
 - Up to 50% saving hosting costs
 - 50%-95% support overhead (no passwords)

- Decreased Time to Market
 - No building user databases
 - No building password management
- Decreased Liability
 - No longer hosting customer data
- Customer Satisfaction
 - Privacy
 - No username/passwords



Why now?

- Privacy violations
- Privacy regulations GDPR, CCPA
- 5G and the shift to edge computing
- The need for surveillance-free marketing





Simple & open will drive adoption

Universal Solution Commercial **Application** Commercial Application Layer Layer Federated **Blockchain Identity Extensions** Identity Infrastructure Layer Open BLOCKSTACK Real-Time Internet **Permissions** Google Protocol @unik-пате Commercial Login Legacy Enterprise Point Active Directory Solution



Raised \$3M

- Registrar site up generating income
- Enablement of 10 Outside

 Developers 13 apps in queue
 - ☐ 3 apps at launch
 - ☐ 1 a month after that
- Patents Initial patents filed
- Influencers on board for launch



Our future - Offers not Ads

- Emerging data that ads are not effective
- New way to market on the internet
- Far more effective than surveillance marketing

- Vendors get highly qualified leads
- Consumers get exactly the offers they want





Offers are far more valuable than Ads





Use of Funds - \$10M

- Support App Development
- Recruit Attestors
- Build "Offers not Ads" platform

	2020	2021	2022
Cash Balance	\$11,070,837	\$7,520,683	\$6,265,090
Bookings			
@Signs	\$521,699	\$5,066,838	\$14,740,962
Annual Subscriptions	\$0	\$20,060	\$150,182
Offers	\$0	\$0	\$185,000
Services - Secondary Server	\$2,500	\$116,475	\$446,505
Monthly Income Statement			
Revenue			
Total Revenue	\$131,438	\$3,036,511	\$11,013,380
Total COGS	\$240,149	\$1,280,178	\$3,161,911
Gross Margin	(\$108,711)	\$1,756,333	\$7,851,469
Less Operating expenses			
G&A	\$516,472	\$1,143,960	\$1,533,838
Engineering	\$1,108,624	\$3,035,027	\$4,312,335
Marketing	\$499,432	\$2,131,000	\$5,170,242
Sales	\$326,562	\$1,248,953	\$2,488,637
Total operating expenses	\$2,451,090	\$7,558,940	\$13,505,052
Operating Profit (Loss)	(\$2,559,801)	(\$5,802,607)	(\$5,653,583)
Other (Income) Expense	\$37,031	\$113,269	\$71,911
Profit (Loss) before tax	(\$2,522,770)	(\$5,689,338)	(\$5,581,672)
Headcount			
Total FTE	12	38	63
Employees	7	34	59

^{*}Break even 2023 Growth rate M/M 10% (DNS growth rate M/M was 18%)



The spread of the @ protocol

- EAP apps
- Early adopters
- Initial influencers

Driven by

- Fun
- FMO
- Privacy
- Exclusivity
- Revenue



2020

- Social media2.0
- Attestors
- Early corporate adopters

Driven by

- Revenue
- Opportunity
- Privacy



2021

- Corporate adoption
- Mainstream

Driven by

- Offers not Ads
- Legislation



2022



Driven by

Demand





The @magic

The protocol

- Treats people as humans
- Provides compliance
- Provides new ways to
 - Market
 - Trust
 - Share
- No surveillance Provably true
- People-to-people apps

The company

- The right team
 - Experience
 - o Gen Z
- Perfect timing
- Aggressive go-to-market

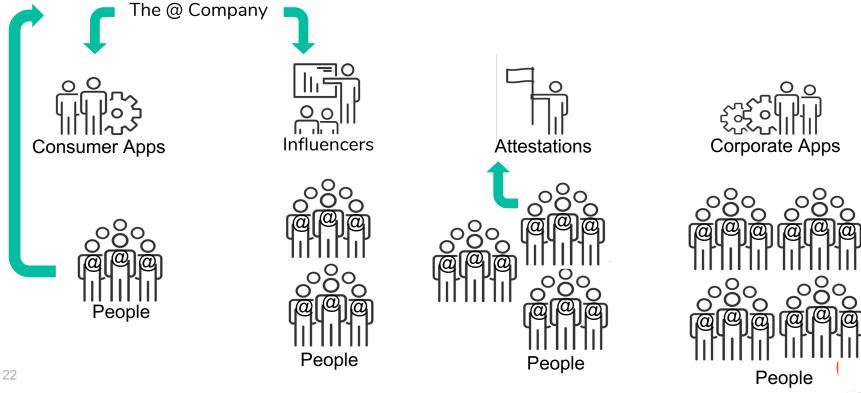




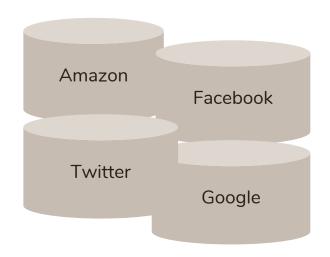
Join Our Mission

Backup slides

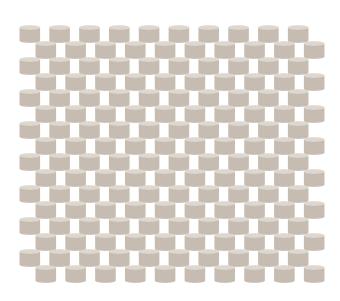
Building an Ecosystem



Data vulnerability



One set of keys - a huge payload



One set of keys one down, billions to go

