

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



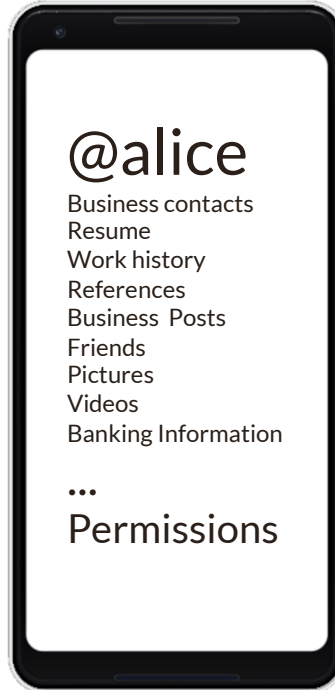
Today people are just “users” on the internet



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



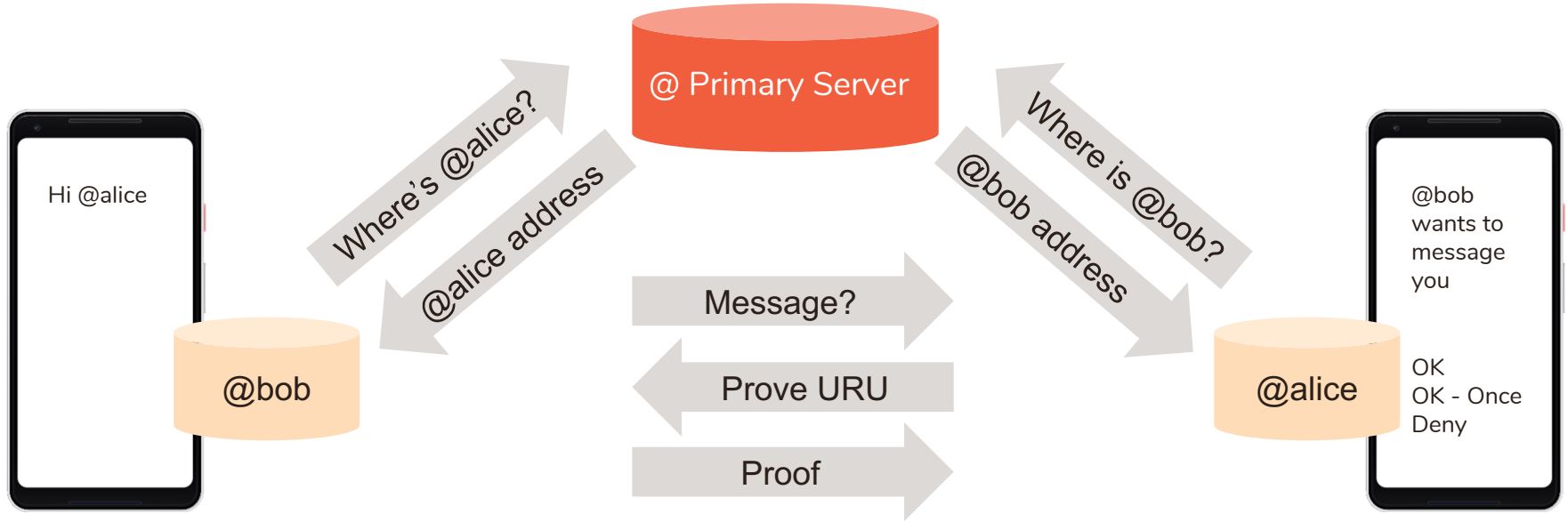
- Current data
- Complete privacy compliance
- Data secured at person-level
- Less liability
- Happier customers



Open source - no company can own it



How it works



Fun Viral Apps

@me

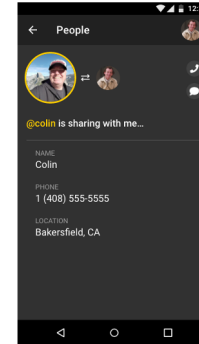
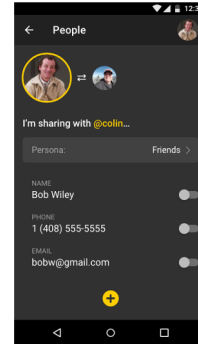
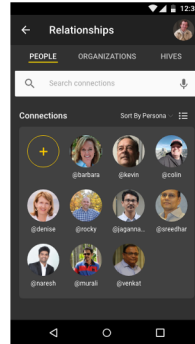
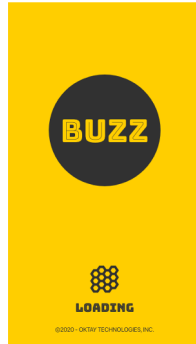
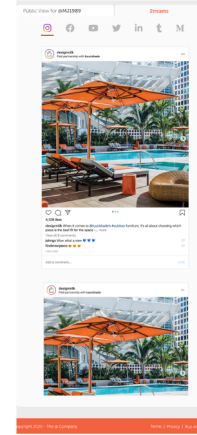
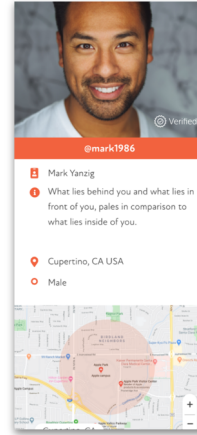
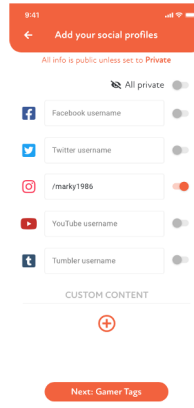
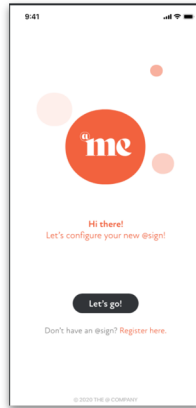
@buzz

@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

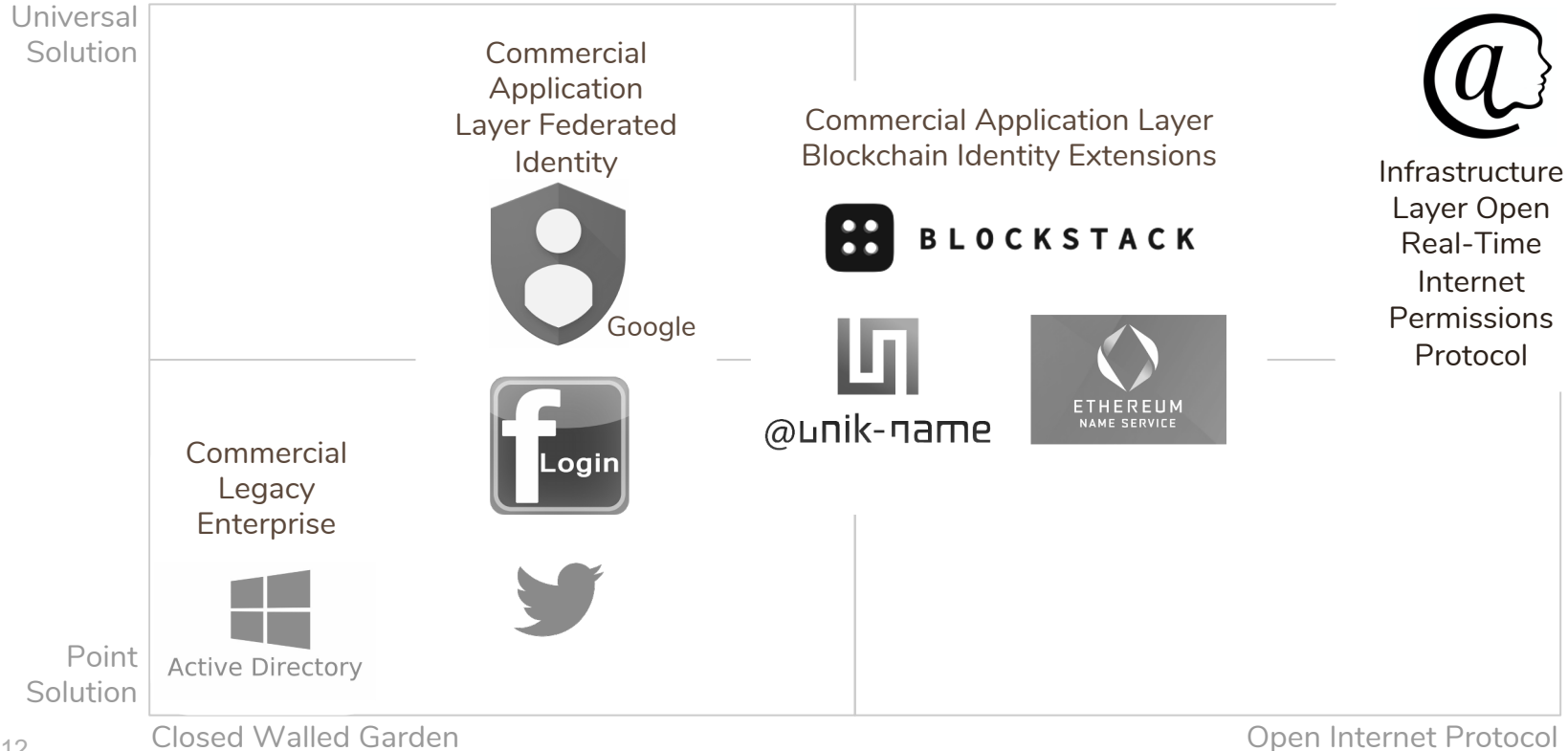


Why now?

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



Simple & open will drive adoption



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

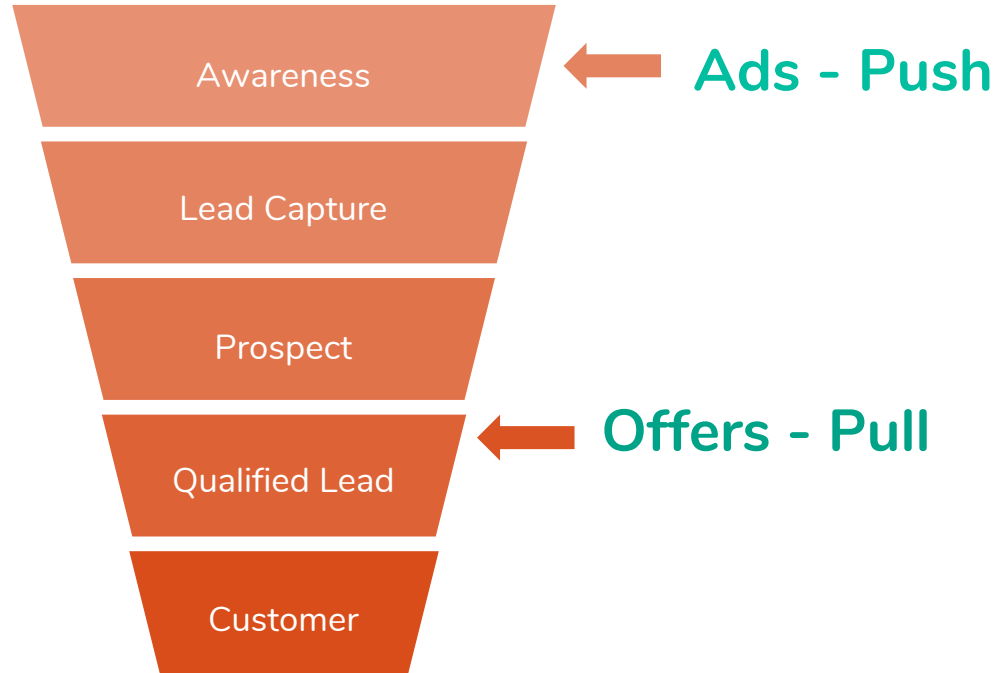


Our future - Offers not Ads

- Emerging data that ads are not effective
 - New way to market on the internet
 - Far more effective than surveillance marketing
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- Vendors get highly qualified leads
 - Consumers get exactly the offers they want



Offers are far more valuable than Ads



Use of Funds - \$10M

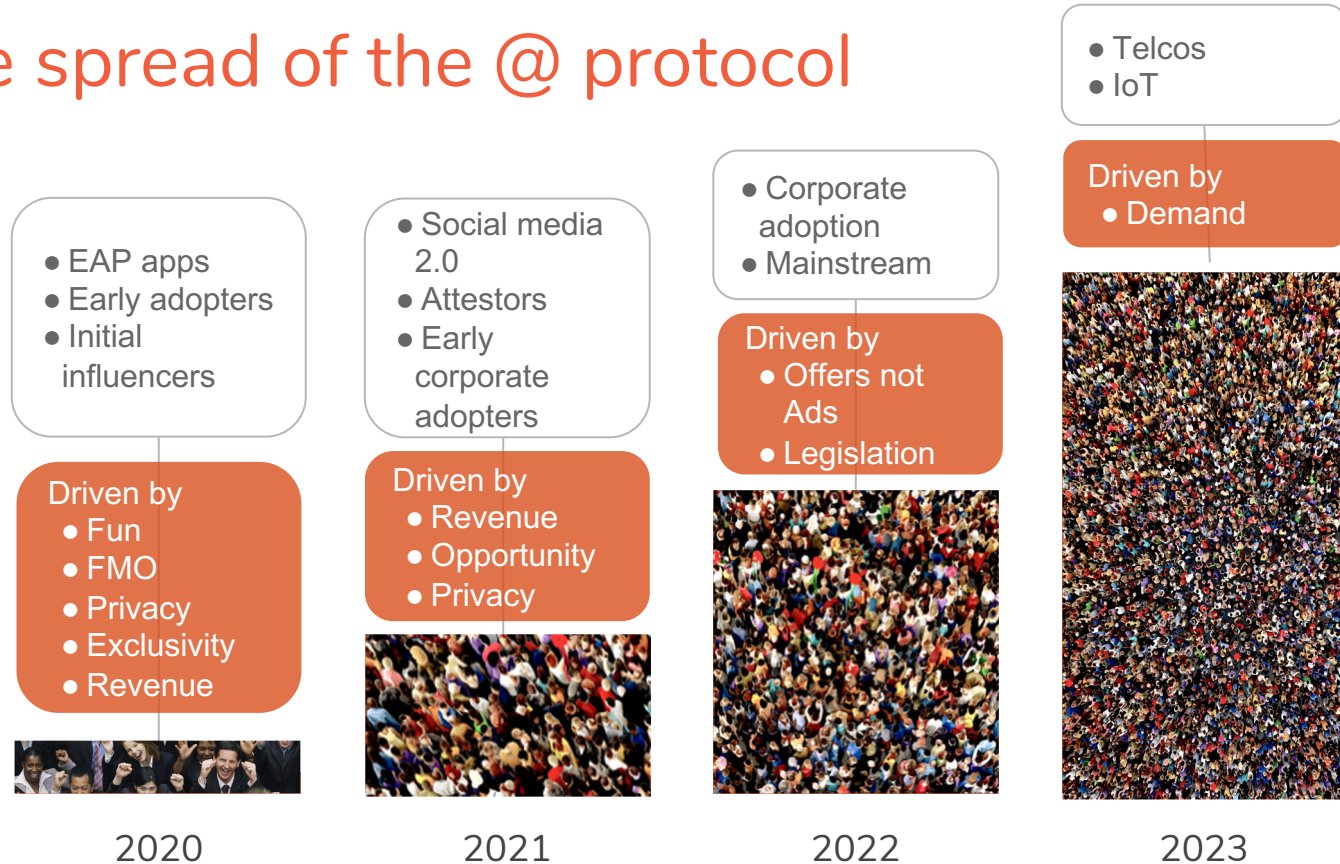
- Support App Development
- Recruit Attestors
- Build “Offers not Ads” platform

	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



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
 - Gen Z
- Perfect timing
- Aggressive go-to-market

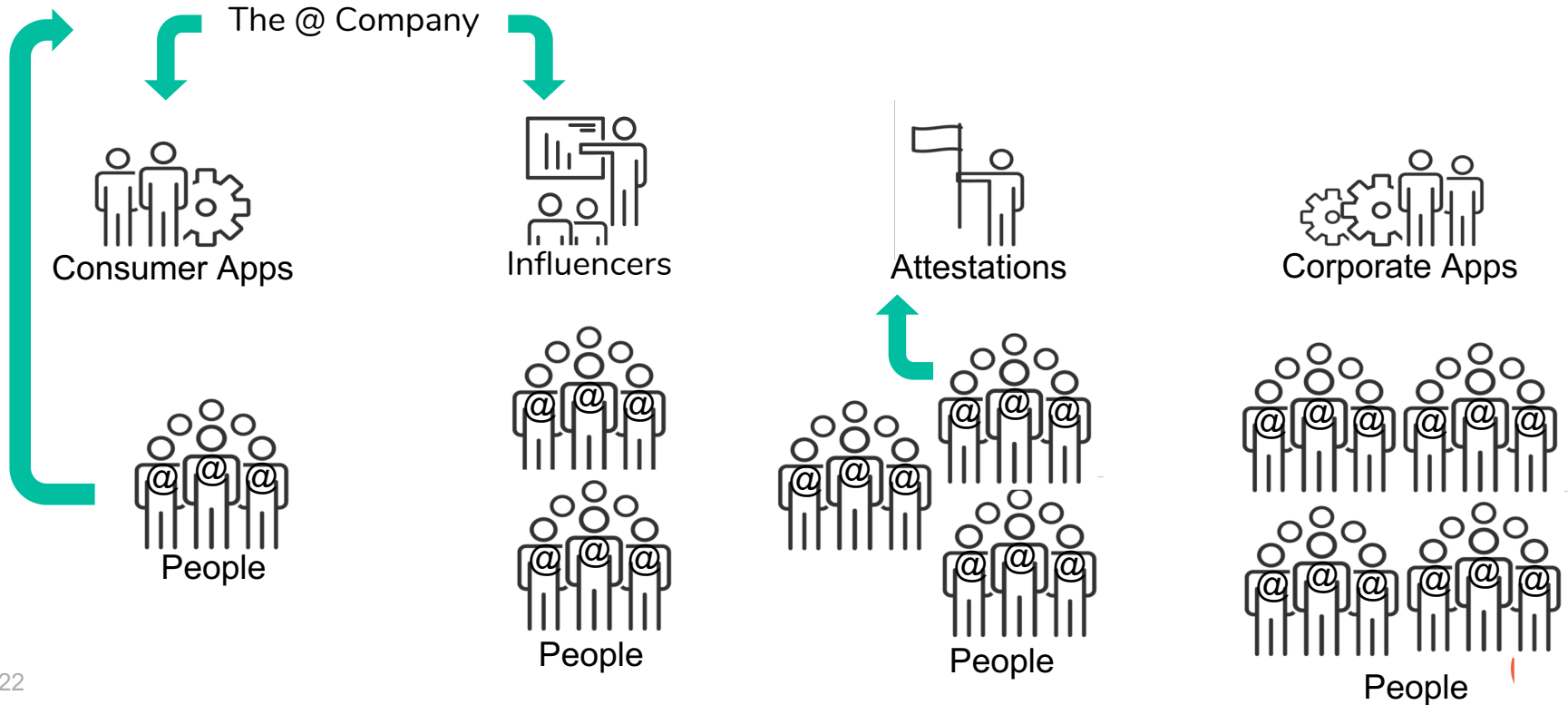




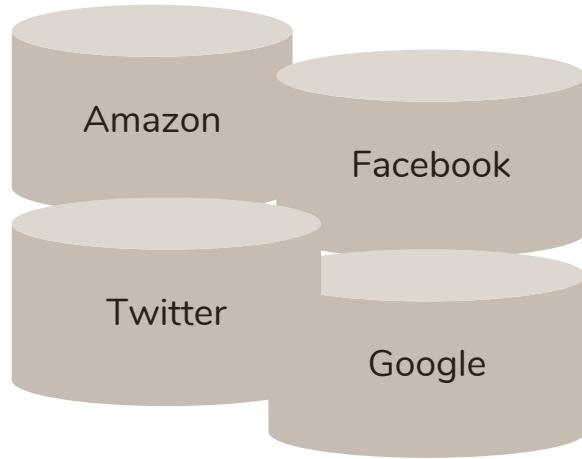
Join Our Mission

Backup slides

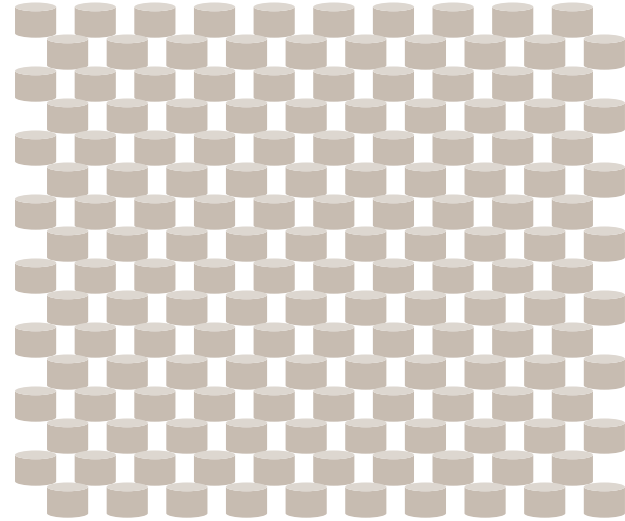
Building an Ecosystem



Data vulnerability



One set of keys -
a huge payload



One set of keys -
one down,
billions to go