Keepsake

Making NFTs mainstream

Keepsake makes it easy for brands to sell NFTs

Keepsake enables brands to sell NFTs alongside their existing products.

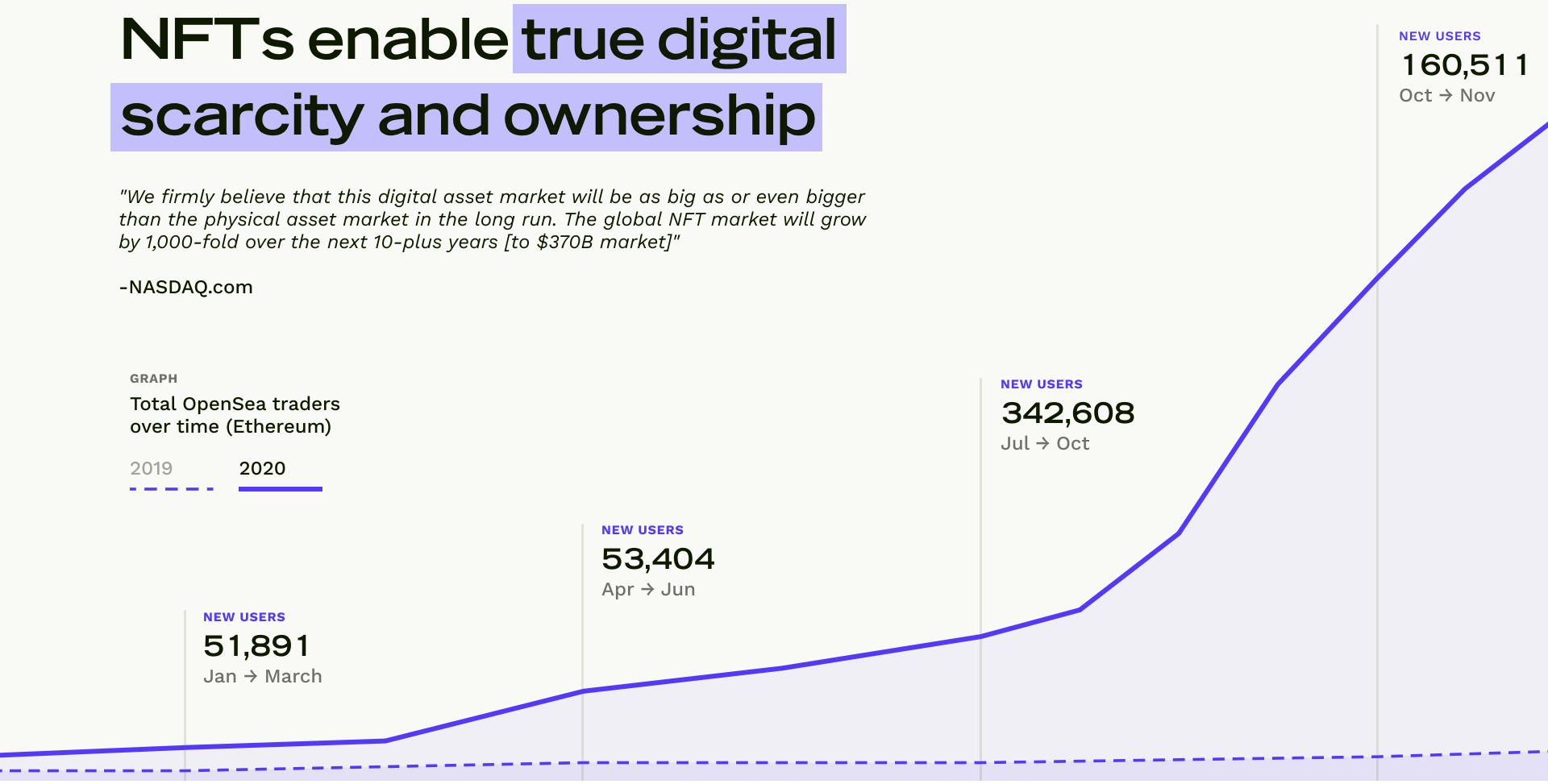
No crypto experience or wallet necessary.

THE MARKET OPPORTUNITY

NFTs enable true digital scarcity and ownership

"We firmly believe that this digital asset market will be as big as or even bigger than the physical asset market in the long run. The global NFT market will grow by 1,000-fold over the next 10-plus years [to $370B market]"

-NASDAQ.com



THE PROBLEM

But... engaging with them is complex and intimidating for both brands and collectors

How do I show off my NFT collection?

How do I set up a wallet?

What are gas fees?

Why can't I sell NFTs on my main ecommerce platform?

What blockchain should I use?

How do I keep my wallet secure?

Why does it take so long for my NFT to arrive?

How do I keep my wallet secure?

How do I create NFTs?

How do I deliver sold NFTs?

How do I calculate gas fees?

THE SOLUTION

Keepsake makes selling NFTs magically simple

DELIVER

Store and deliver NFTs for you.

We'll deliver your buyers NFTs in a beautiful, on-brand experience.

UPLOAD

Create new NFTs easily without a wallet or crypto expertise

Our visual studio makes minting new NFTs simple and intuitive.

CREATE NFT

Taylor Swift — Folklore

AMOUNT TO MINT

100,000

Create NFTs

SELL

Sell NFTs alongside your current products

Your customers can shop where they are already comfortable.

MY CART

Taylor Swift — Folklore
$30 • Digital Content

Taylor Swift Eras Crewneck
$65 • Medium

Checkout - $53.32

ORDER RECEIPT

Claim your digital items

Taylor Swift — Folklore
$30 • Digital Content

Claim Now

THE SOLUTION

We give NFT collectors an experience that brands can be proud of

READY TO SHOWCASE

Keepsake makes it easy to show off your NFT collection to friends with your own portfolio page.

Show off your NFT collection with our built-in public portfolios. Ownership verified by Keepsake.

PROFILE

Jane Apple

Taylor Swift — Folklore
3 / 1000 • Limited Run
Taylor Swift

TAKASHI MURAKAMI X LOUIS VUITTON
1 / 8 • Limited Run
Louis Vuitton

Game of Thrones — Drogon
10 / 10,000 • Airdrop
HBO Max

Nike Metaverse Flyers
2 / 100 • Limited Run
Nike

SIMPLE

Collectors can pick up their NFTs instantly. No gas fees. No waiting. No wallet needed.

Buyers claim their NFTs through a simple, co-branded flow delivered by email.

YOUR NFT

Taylor Swift — Folklore

3 / 1000 • Limited Run

Keepsake × *taylor swift*

View My NFT

SECURE

Collectors can choose to keep their NFTs stored safely on Keepsake, or transfer them out to their own wallet.

99% of the population does not own a crypto wallet. Keepsake makes NFT storage simple for these people, without impeding crypto experts.

PROFILE

Jane Apple

Taylor Swift — Folklore
3 / 1000 • Limited Run

Taylor Swift

Transfer to Wallet →

THE SOLUTION

Being the platform that stores NFTs for casual consumers opens up enormous opportunities

Casual collectors don't care about having their own wallet.

Keepsake manages NFT collections for collectors in the same way Coinbase manages their crypto and Robinhood manages their stocks.

Fully Safe and Secure

Bank-grade security and best practices.

Portfolios

Make it easy for casual NFT owners to show off and brag about their NFTs.

Selling and Trading

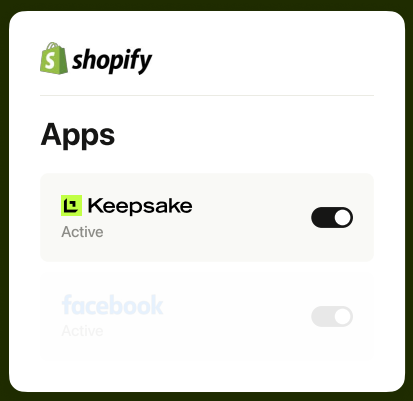
Enable the buying, selling and trading of NFTs.

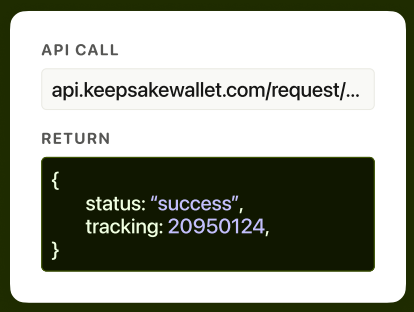
Discovery

Find and purchase NFTs related to the ones you own

THE SOLUTION

We're starting with a beautiful Shopify App and clean REST API





Shopify App

Instantly enabling millions of Shopify brands to add NFTs to their product lineup.

REST API

An API that ensures every platform has access to NFTs

OUR TEAM

A founding team that delivers

Barron

GM at Rev. General Catalyst. Zenefits.

Product/head of growth from $20-80m ARR.

Scaled AI business unit from $2-5m ARR in 12 months

Evan

Founder/CTO of PlainJane (exited)

Former engineering manager at Rev

MIT engineer

OUR CUSTOMERS

We’ve got our first customers lined up

“We need a way to deliver NFTs to our brands alongside their other products. We have tons of customers who are asking for this and we can’t serve them today.”

-Will, CEO @ FourthWall

fanjoy	juniper	fourthwall	INDUSTRIAL HEMP FARMS
$50M GMV / year	$30M GMV / year	$15M GMV / year	$10M revenue / year

OUR COMPETITIVE ADVANTAGE

Our offering is unique in the NFT space

OUR CUSTOMERS

A pricing model that works for brands

We take a small margin while minting a collection and a higher margin at delivery

Minting

$300, $150 costs

Delivery

$3 / NFT, $0.50 costs

Validated and agreed to by our early customers

juniper

INDUSTRIAL HEMP FARMS fanjoy

fourth wall

Join us and help bring NFTs mainstream.

Questions? Email **Barron@KeepsakeWallet.com**