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 $3TGB market)"

-NASDAQ.com

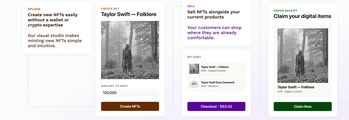
THE PROBLEM

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?

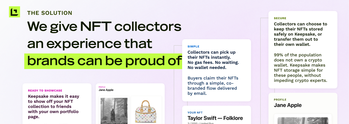
THE SOLUTION

Keepsake makes selling NFTs magically simple



THE SOLUTION

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



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.

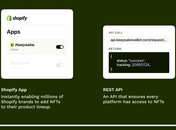
Portfolios
Make it easy for casual NFT owners to show off and brag about their NFTs.

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.

Produced/lead of growth from $20-30m ARR

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

Evan
Founder/CTO of Plainjane (exited)

Former engineering manager at Rev

NFT engineer

lir · zenefits · Rev · PLAIN JANE · GENERAL CATALYST

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	MEDITERRANEAN FOODS
$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
$100, $150 costs

Delivery
$3 / NFT, $5.50 costs

Validated and agreed to by our early customers

juniper · INDUSTRIAL HEMP FARMS · Fanjoy · fourthwall

Join us and help bring NFTs mainstream.

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