BLACK ROCKET OS

BRINGING SECURE AND SEAMLESS COMMUNICATION TO THE CARDANO ECOSYSTEM WITH CARDANO PHONE

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THE PROBLEM

Current mobile environments are insufficient for secure and

seamless access to the Cardano ecosystem.

- Fragmented Ecosystem: Users need multiple apps and devices to fully engage with the Cardano ecosystem, leading to a disjointed experience.

- Complex Onboarding: Newcomers find it challenging to dive into Cardano due to the scattered and complex nature of the tools and applications.

- Security Concerns: Safeguarding wallet private keys and ensuring wallets and DEXs function in a protected environment is challenging and not fully reliable with current mobile devices, as they are prone to data leaks.

- App Limitations: Certain essential applications cannot be installed on standard devices due to restrictions by platforms like Google Play / Apple AppStore.

OUR SOLUTION: BLACK ROCKET OS

Introducing Black Rocket OS, operating system for Cardano Phone:

The All-in-One Secure Cardano Communication Device

- Unified Ecosystem: Black Rocket OS integrates all essential Cardano tools into one device, eliminating the need for multiple apps and devices.

- Easy Onboarding: Simplified user interface and pre-installed applications make it easy for newcomers to dive into the Cardano ecosystem.

- Enhanced Security: Black Rocket OS is based on GrapheneOS and ensures the highest level of security for wallet private keys, wallets, and DEXs, reducing the risk of data leaks.

- Unrestricted Access: Enables the use of essential applications that are restricted on standard devices due to platform limitations.

MARKET OPPORTUNITY

Target Audience:

- Cardano enthusiasts who need a unified and secure platform.

- Blockchain enthusiasts seeking seamless and secure communication tools.

- Newcomers to the Cardano ecosystem looking for easy onboarding and integrated tools.

Growth Trends:

- Increasing adoption of Cardano for various blockchain projects.

- Rising interest in secure communication within the blockchain community.

- Expanding user base for blockchain and cryptocurrency applications.

PRODUCT OVERVIEW

Unified Ecosystem:

- Feature: All-in-one device integrating essential Cardano tools.

- Benefit: Eliminates the need for multiple apps and devices, providing a seamless user experience.

Easy Onboarding:

- Feature: Simplified user interface with pre-installed applications.

- Benefit: Eases the onboarding process for newcomers, making it easier to dive into the Cardano ecosystem.

PRODUCT OVERVIEW

Enhanced Security:

- Feature: Advanced security measures to protect wallet private keys and ensure secure operation of wallets and DEXs.

- Benefit: Reduces the risk of data leaks and enhances user trust.

Unrestricted Access:

- Feature: Ability to use essential applications that are restricted on standard devices.

- Benefit: Provides greater flexibility and access to necessary tools without platform limitations.

BUSINESS MODEL

Revenue Streams:

- Device Sales: Direct sales of the Cardano Phone to users.

- Partnerships: Revenue from strategic partnerships and integrations with other blockchain platforms and services.

Market Penetration:

- Direct Sales: Through our website

- Marketing Campaigns: Targeted online marketing, influencer partnerships, and blockchain community engagement.

- Partnerships: Collaborations with blockchain projects, crypto exchanges, and developer communities.

GO-TO-MARKET STRATEGY: LAUNCH PHASES

Phase 1: Pre-Launch

- Build awareness through social media campaigns, blockchain forums, and influencer partnerships.

- Publish BETA ROMs for users to download and install, allowing them to test and provide feedback.

Goal: Generate interest and collect feedback from early adopters.

Phase 2: Launch

- Launch a crowdfunding Kickstarter campaign to fund the first 100-500 phones.

Goal: Secure initial funding and create a community of early adopters.

Phase 3: Post-Launch

- Begin direct sales from the website.

Goal: Achieve sales targets and expand user base.

GO-TO-MARKET STRATEGY: MILESTONES

Q2-Q3 2024

- Crowdfunding campaign for the first 100-500 phones.

- Publish BETA ROMs for users to download and install.

Q4 2024

- Deliver phones from the Kickstarter campaign and start online sales.

2025

- Sell several thousand phones, expand to new markets, and establish strategic partnerships.

TEAM

Eugen, CEO and Senior Cyber Security Specialist

- Cyber security expert

- Blockchain enthusiast

- Experience in security related software development

Alex, CTO, Solution Architect, Delivery Manager

- Blockchain expert and enthusiast

- Skilled in mobile and backend development

- Experienced team lead with a focus on delivering scalable solutions

Mobile Development Team

- 2 developers skilled in building robust and user-friendly mobile applications

Mobile DevOps Team

- 2 DevOps engineers specializing in ensuring seamless maintenance of ROMs and Apps

CONTACTS AND LINKS

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