Blockery.io

Blockchain Integration As A Service

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Executive Summary

Interest in Blockchain technology soared in 2021. The evolution of various protocols has heralded the coming of whole new business models, markets, and classes of products. Blockchain is on the cutting edge, and many companies have been asking themselves how the technology can provide them value.

A consistent force is the voracious appetite of the web3 community for quality products. Somewhat less consistent is the quality of projects which have come to market. Lengthy development cycles are common; as are implementation mistakes. A contributing factor to this is a lack of tooling which has forced these projects to continuously reinvent the wheel at high cost to themselves.

At blockery we see here an opportunity. Our mission is to empower builders with the tools they need to abstract away details of blockchain implementation. Our users are free to focus on their core competencies whether that be building fun games, creating beautiful artwork, or dropping memes.

Once our business model is operating smoothly on Cardano, we intend to expand to other blockchains. Ultimately, blockery seeks to become the answer to the question ‘How do we integrate with the blockchain?’

Functionality

Blockery provides composable functionality allowing businesses to build arbitrarily complex offerings on top of the Cardano Blockchain.

1. Transaction Submission

A common behavior on any blockchain is sending assets from one wallet to another. We support sending ADA along with arbitrary native assets.

2. Minting Native Assets

Certain projects employ fungible tokens as part of their product offering. We support minting native assets in arbitrary quantities. We are an end to end solution which handles each step including

- Policy management
- Minting Process
- Burning Process
- Cardano Foundation Token Registration

3. Minting Non-Fungible Tokens (NFTs)

NFTs are used commonly in the art, collectible, and gaming spaces. We also anticipate broad adoption of the NFT in domains such as real estate, securities, supply chain management, identity, and others. We are an end to end solution which handles each step including

- Image IPFS uploading
- Metadata Conventions
- Policy Management
- Minting Process

4. Payment Processors

Many product offerings require interactions between businesses and their users. Memecoins often employ faucets which trade ADA for their native token. NFT drops offer vending machines which serve a similar purpose, except to distribute NFTs. We intend to offer configurable payment processor templates for these and adjacent use cases.

This functionality has been slated for post-MVP

5. Smart Contract Templates

Many projects require smart contracts which look very similar to each other. A classic example is the decentralized faucet. This is a common approach to NFT and Token distribution in which a user sends assets to the contract and the contract sends something else back. We intend to deploy configurable smart contracts on demand for our clients.

This functionality has been slated for post-MVP

Secure Identity Management

A business which integrates with the blockchain must consider the management of their blockchain identity. By “identity” we are referring to things which are identified with that business on chain. These could be wallets, asset policies, staking behavior, and other on-chain presence.

Avoid Risk

Some businesses which attempt to perform blockchain integration deploy their keys to cloud based infrastructure. Unfortunately, this practice is extremely dangerous. Employees working at large web service companies can access the contents of these systems at will. Further, due to the nature of cryptographic keys, there is no audit trail in the event they decide to abuse that access. We remedy this risk with what we call ‘Bare-Metal Security’.

Bare-Metal Security

At blockery, all blockchain identity assets are managed by blockery from the ground up. They are stored on-premise in datacenter space controlled by blockery. The computational infrastructure is also owned by blockery. Access to systems is tightly controlled.

This approach is a mitigation of the risks described in this section. No system involving the automated signing of cryptographic transactions can be perfectly secure. Our mission is to provide the best possible security solution to this problem in the industry.

Bob Didn’t Use Blockery

For example, imagine Bob’s nft minting software is deployed to a fictional web service provider we’ll call ‘Congo’. Bob has encrypted both the drive and the keys themselves on the server. Bob’s product becomes popular with a market cap in the millions of dollars. An engineer at Congo searches the servers to which he has access and notices Bob’s company. They also notice Bob’s cryptographic keys stored on the device. As soon as the server decrypts the keys in order to sign a transaction, they are compromised. The engineer can take those keys and mint their own nfts. There is no way to prove the engineer did it!

The integrity of Bob’s project is permanently compromised. Further, someone is making millions diluting the market with assets which should be Bob’s.

Bob should have used Blockery

Business Model

Web Service

The blockery business model is instantly recognizable to anyone familiar with web services. Blockery services are defined as discrete, easily packaged, and composable units. We then charge for these units on a scale which becomes cheaper as the service is used at higher and higher scales.

Works at any Scale

Users implementing blockery pay little or nothing when getting started. As they scale they spend more, while the per-unit costs go down. This approach makes blockery compatible both with small startups and large enterprises. A team can develop with blockery without meaningful cost and only pay for the service as they start using it more heavily. The intention behind our pricing model design is to make sure it is always cheaper to use blockery than to do it yourself, no matter the scale.

Example Pricing

Below is a link to the current iteration of our pricing model. This model will evolve as we learn about our customer's use cases.

The 'Threshold' row defines how much volume is required to move up to the next pricing tier.

Blockery Pricing Model MVP

Token

We are, for the moment, not issuing a utility token for blockery.

Core Team

Blockery is a team of startup veterans. The team currently in place has deployed its MVP and has entered the initial growth stage.

For a comprehensive view of our team, see our vision page.