



Building a Web3 World Powered by Cryptographic Truth

Cryptographic Truth Is Strictly Better Than Paper Promises



Paper Promises = Easily Breakable



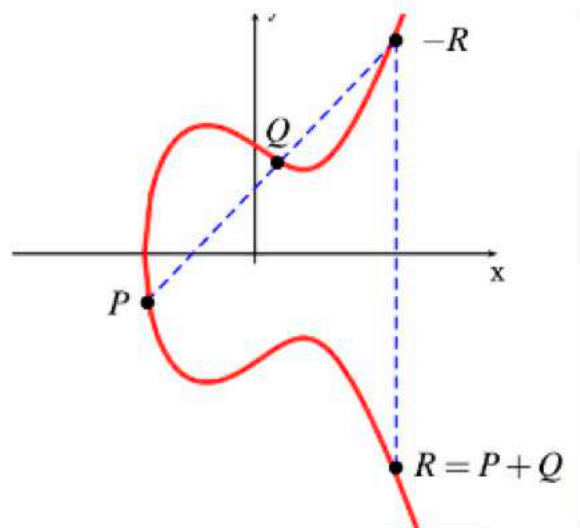
Trust My Brand!



- Control is completely given away
- Counterparty risk is high and opaque
- Transparency is purposefully removed



Cryptographic Truth = Mathematically Guaranteed



$$y^2 = x^3 + 7$$



- Control is in the user's hands
- Counterparty risk is low and transparent
- Transparency is unavoidably built-in

Build a World Powered by Truth

Restoration of Trust in Messaging via Cryptographic Guarantees

Forbes

Why You Should Switch From Android Messages Given Security Concerns

The New York Times

Worried About the Privacy of Your Messages? Download Signal

TIME

The Inside Story of How Signal Became the Private Messaging App for an Age of Fear and Distrust

The New York Times

Cambridge Analytica and Facebook: The Scandal and the Fallout So Far

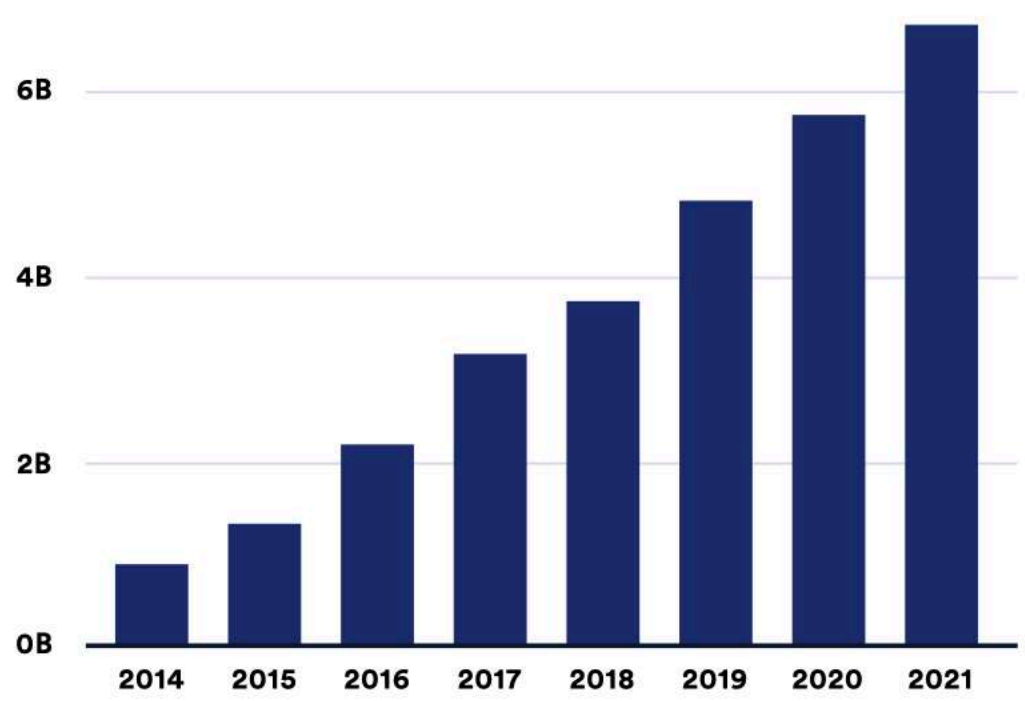
Bloomberg

Signal Jabs at Facebook and Navigates Growing Pains as Popularity Surges

The New York Times

Millions Flock to Telegram and Signal as Fears Grow Over Big Tech

Cumulative downloads of encrypted messaging apps



Source: [SensorTower](#) and [AppMagic](#)



 **Signal**

Loss of Trust in Messaging Systems

Trust Was Restored via Cryptographic Guarantees

Restoration of Trust in Everything via Cryptographic Guarantees

Forbes

Why You Should Switch From Android Messages Given Security Concerns

The New York Times

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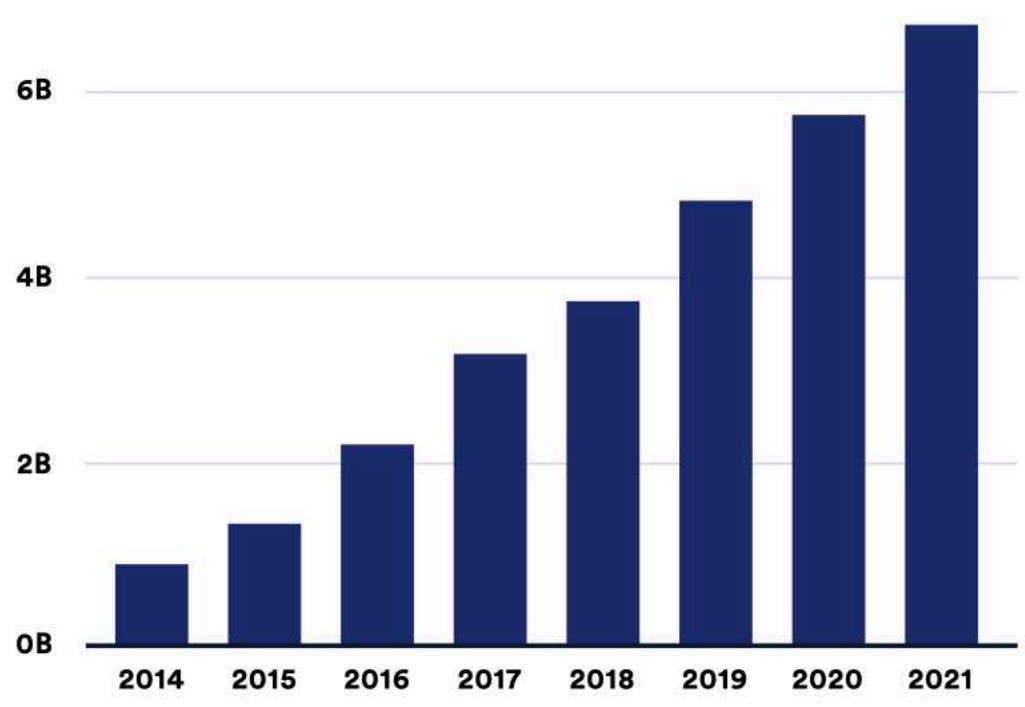
Bloomberg

Signal Jabs at Facebook and Navigates Growing Pains as Popularity Surges

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Millions Flock to Telegram and Signal as Fears Grow Over Big Tech

Cumulative downloads of encrypted messaging apps



Source: SensorTower and AppMagic



Signal

Loss of Trust in Messaging Systems

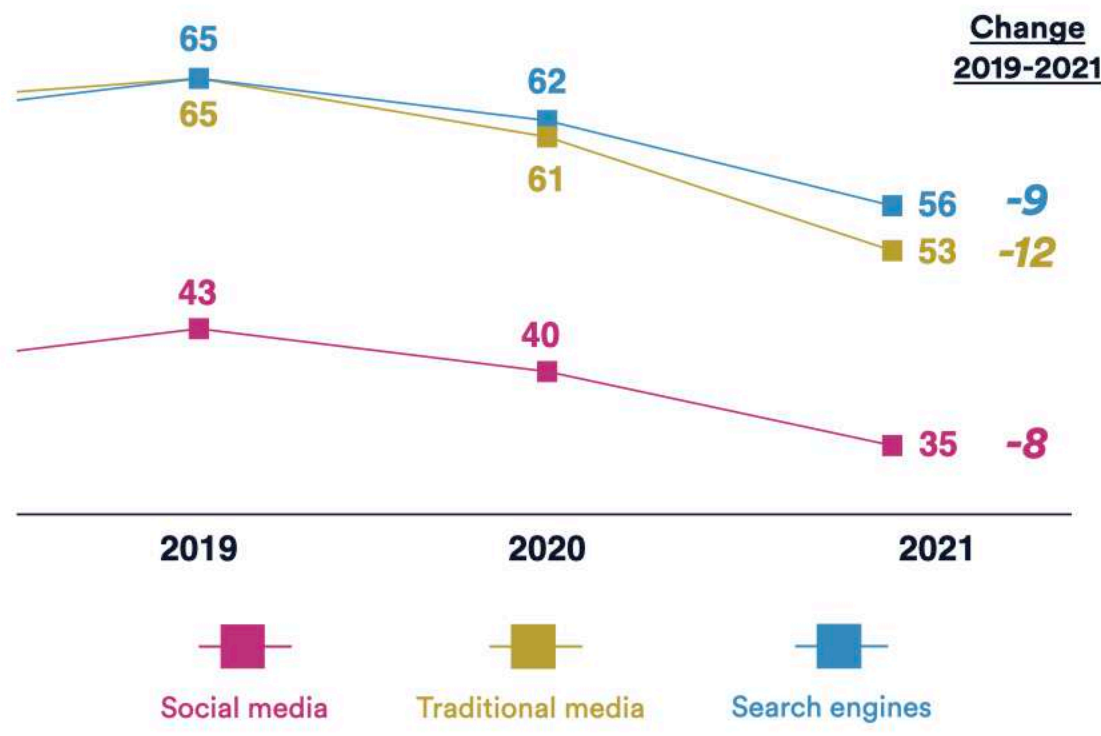
Trust Was Restored via Cryptographic Guarantees

Loss of Trust in Information and Financial Brands

Trust Is Being Restored via Cryptographic Guarantees

Trust in all information sources at record lows

Percent trust in each source for news and information



Edelman

Edelman 2021 Trust Barometer

U.S. Consumer Sentiment Sinks as Inflation Expectations Soar

U.S. consumer sentiment



Bloomberg

<https://www.bloomberg.com/news/articles/2022-03-11/u-s-consumer-sentiment-sinks-as-inflation-expectations-soar>

The New York Times

ENRON'S COLLAPSE: THE OVERVIEW; ENRON CORP. FILES LARGEST U.S. CLAIM FOR BANKRUPTCY

LEHMAN BROTHERS

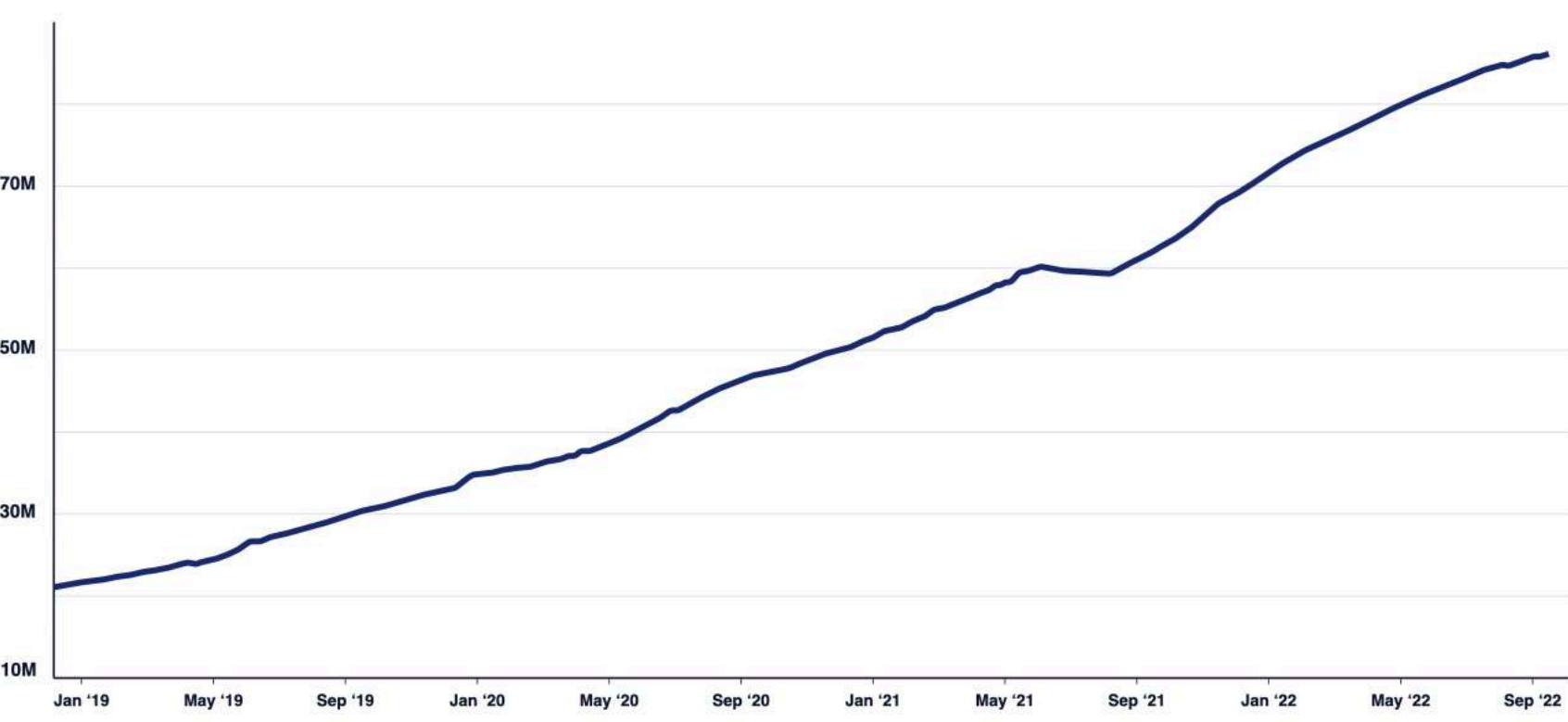
The Guardian

Banking crisis: Lehman Brothers files for bankruptcy protection

FORTUNE

Robinhood's brand is severely damaged: 56% of account holders are considering leaving the app

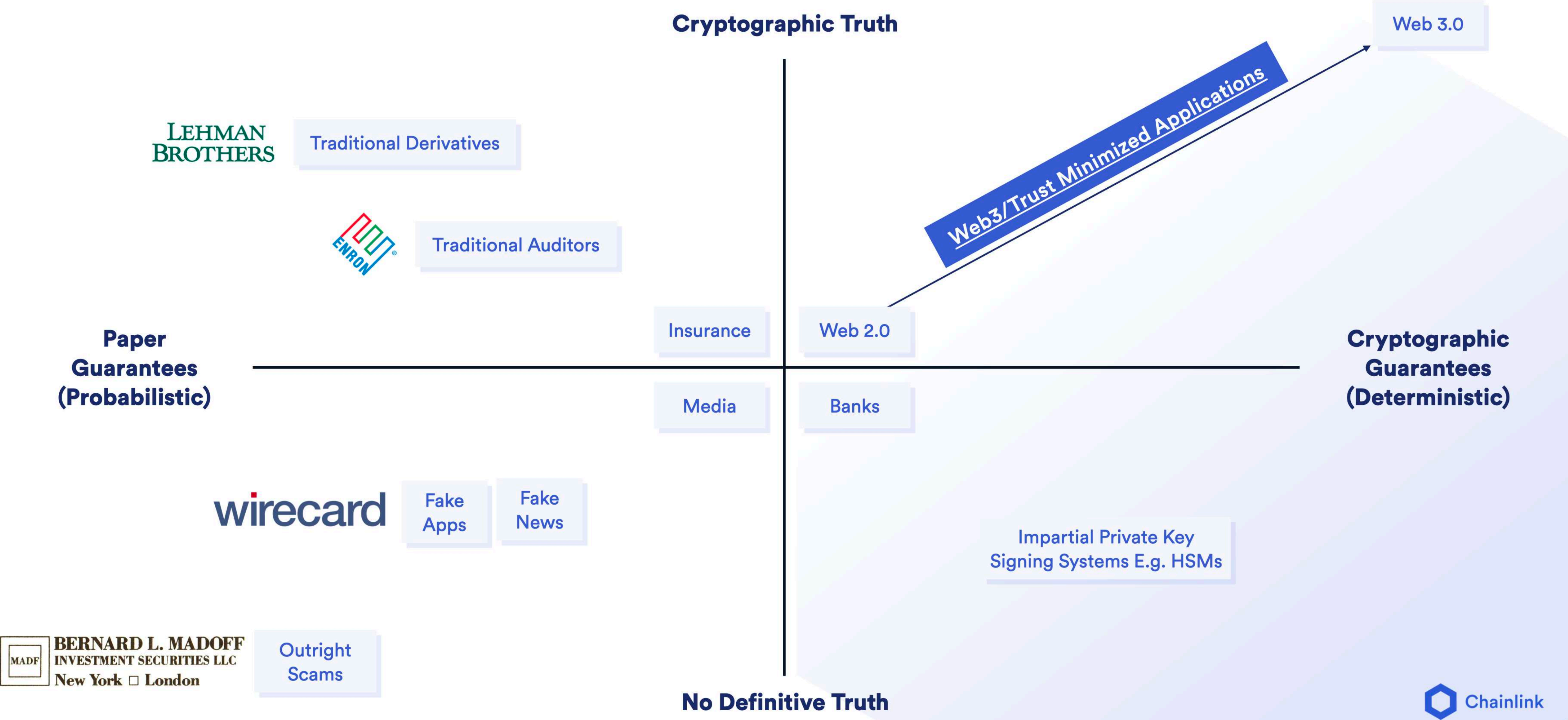
ETH: Addresses with Non-Zero Balance



ETH: Addresses with Non-Zero Balance

glassnode

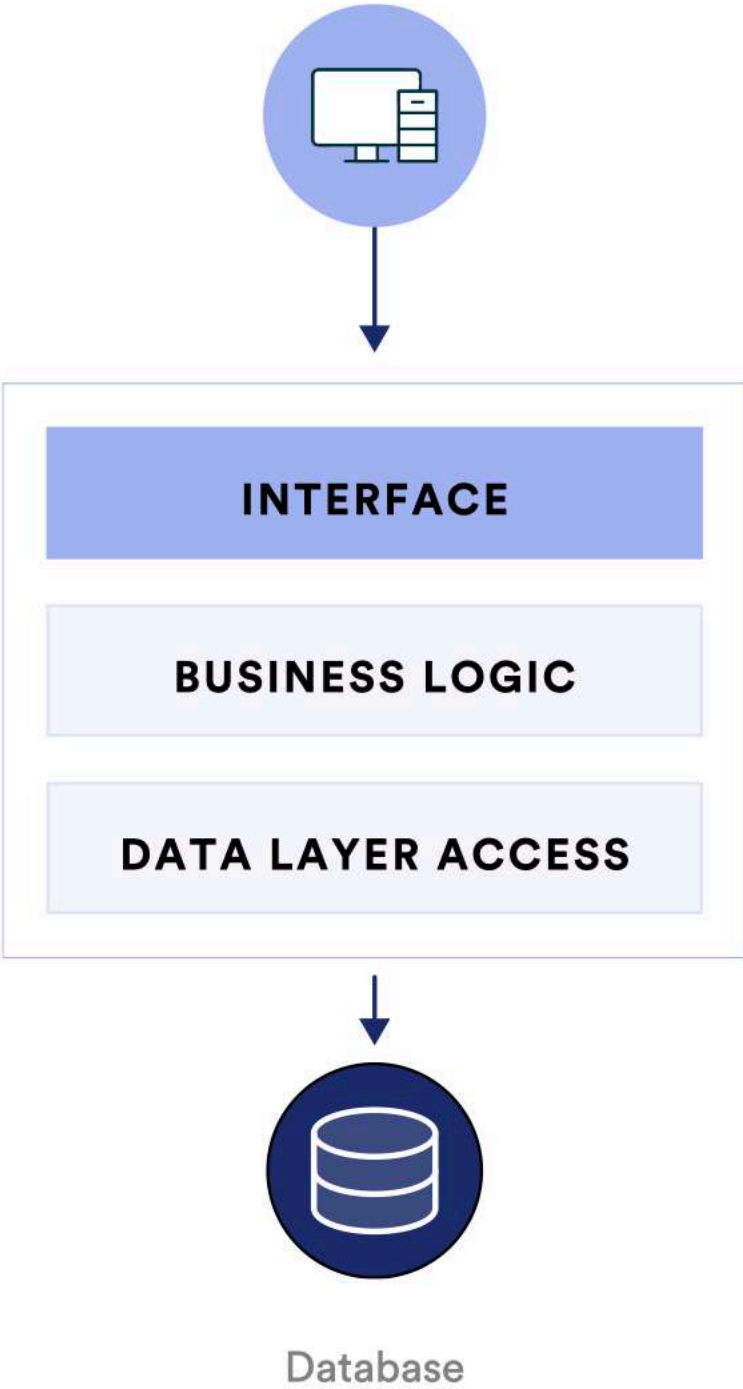
Web3/Trust-Minimized Applications Are the Future of Agreements



The Evolution of Web2 Systems Into Smaller Composable Parts

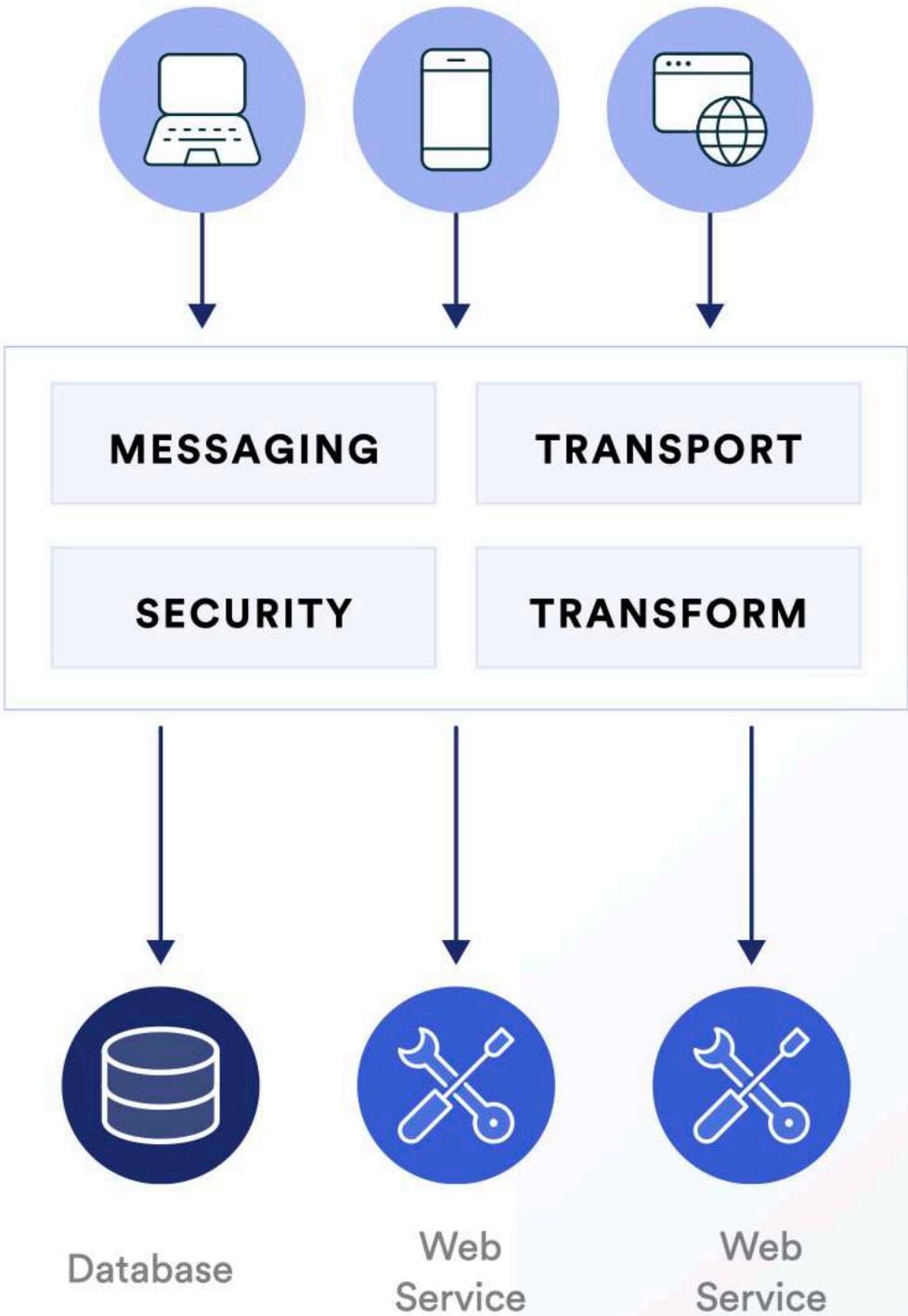
WEB2

Monolithic



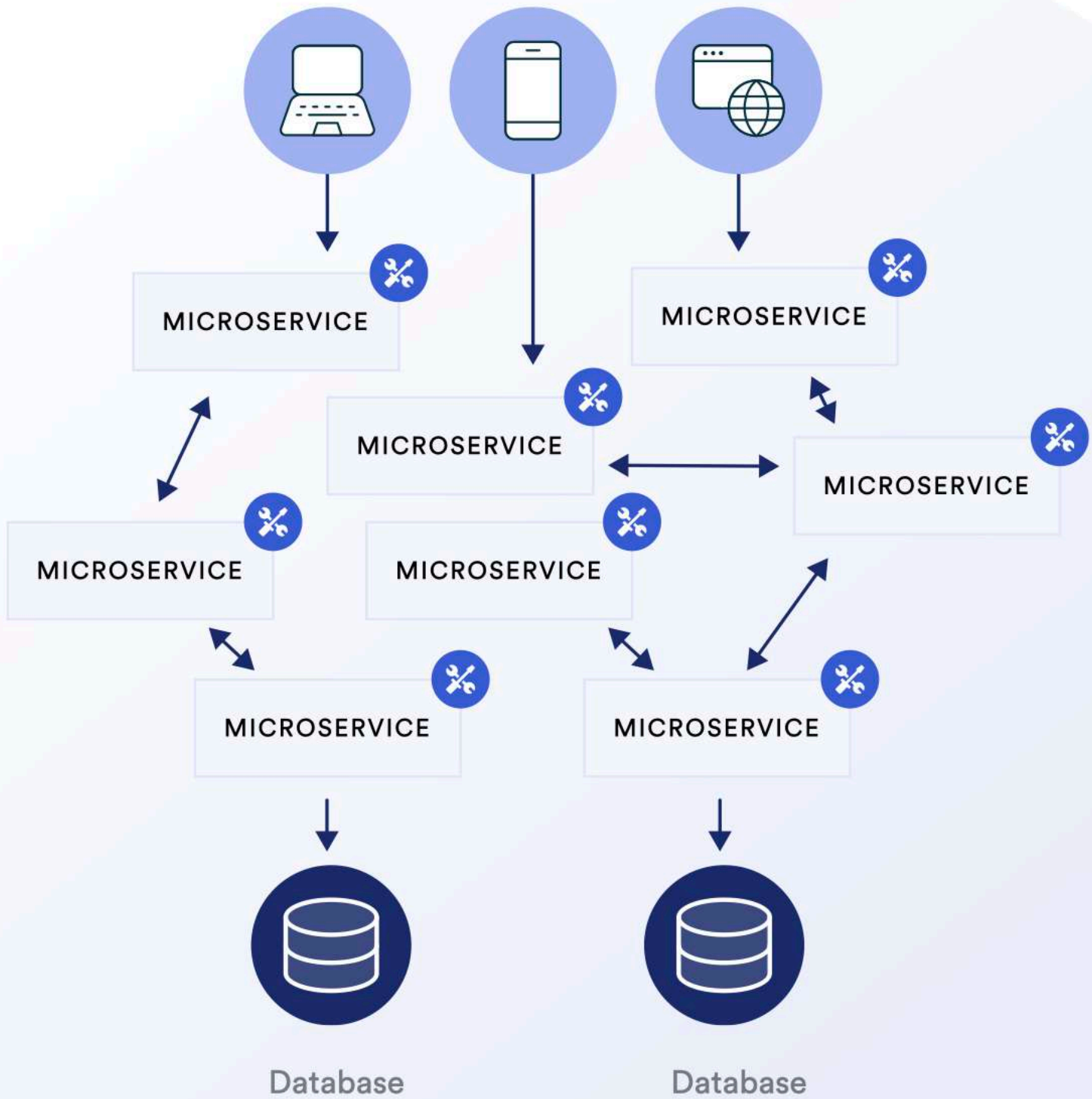
1995

Service-oriented architecture



2005

Microservices

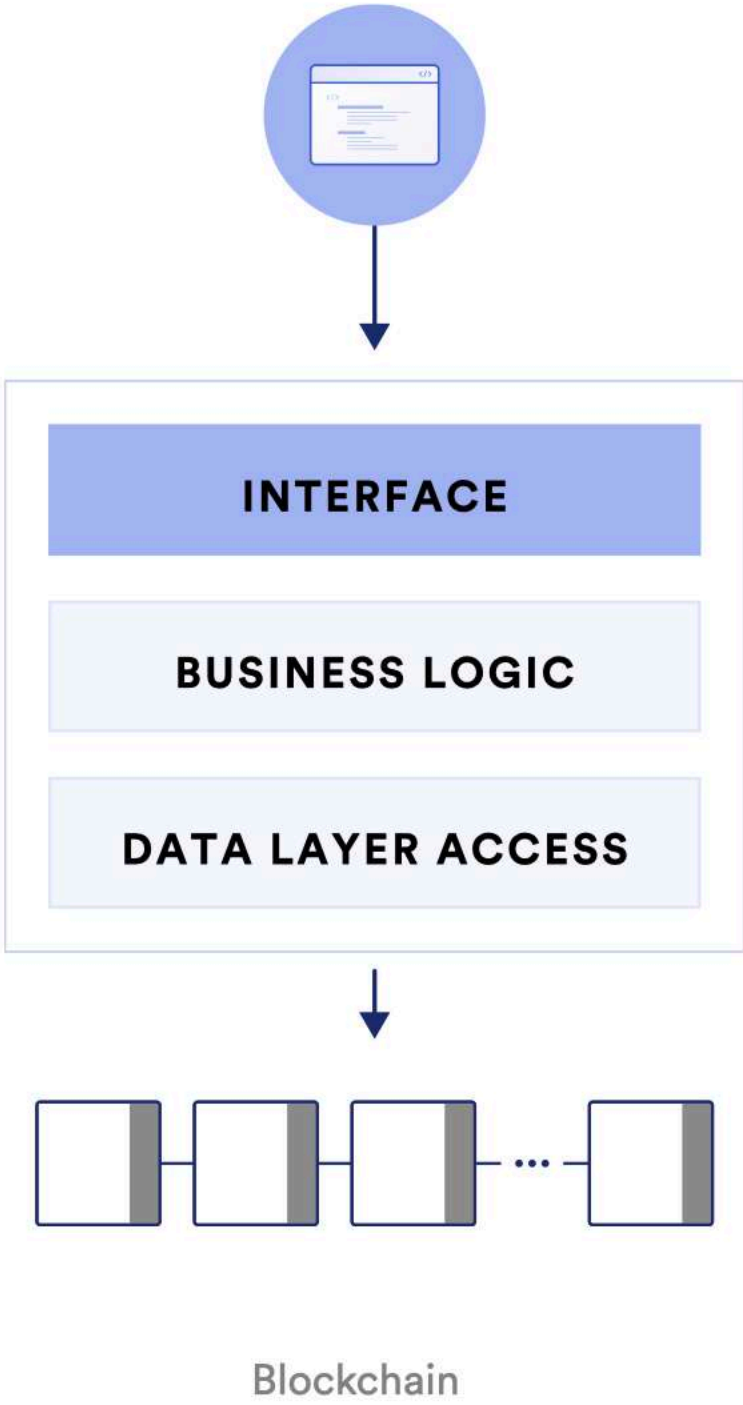


2015+

The Evolution of Web3 Systems Into Smaller Composable Parts

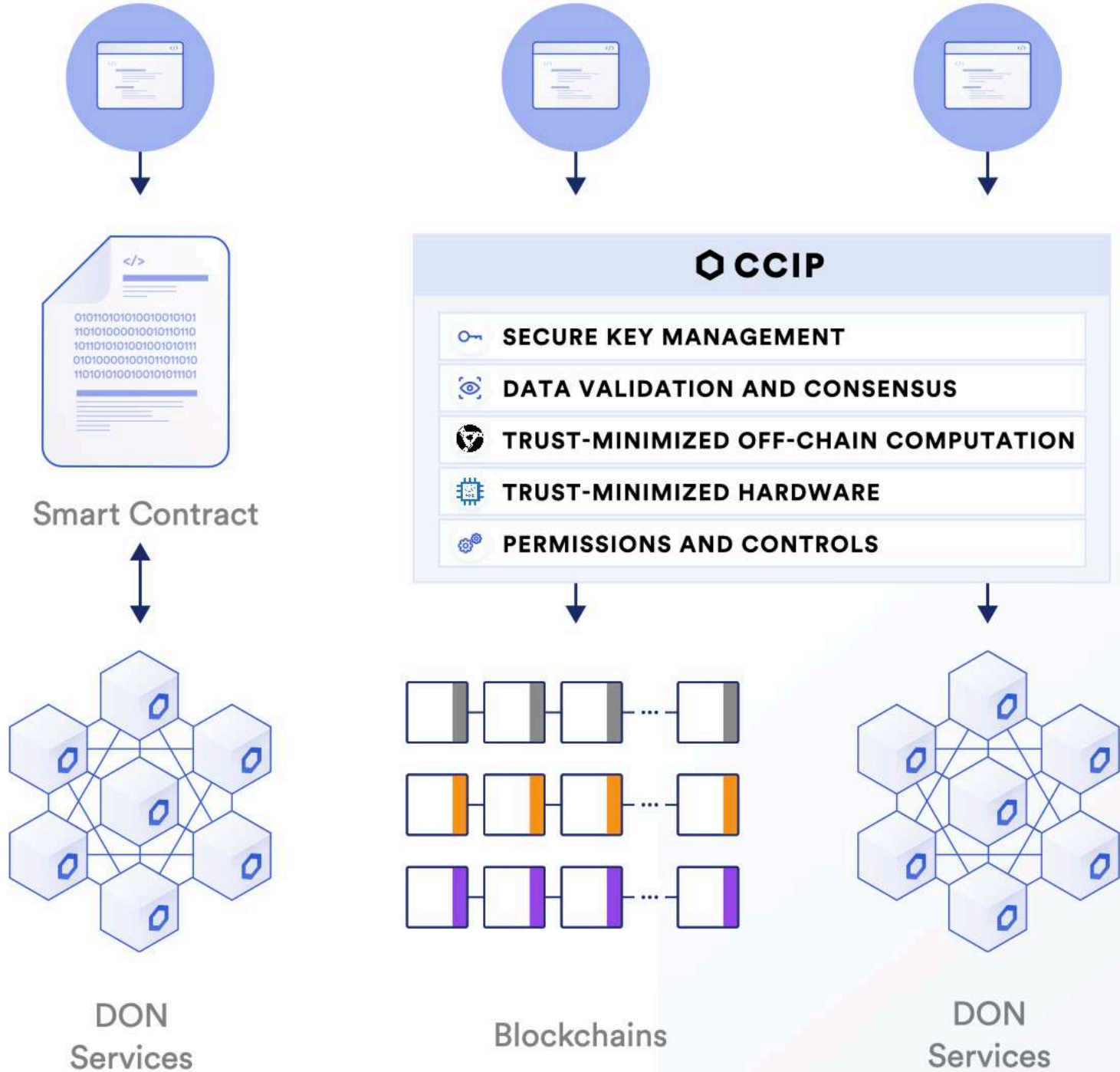
WEB3

Monolithic



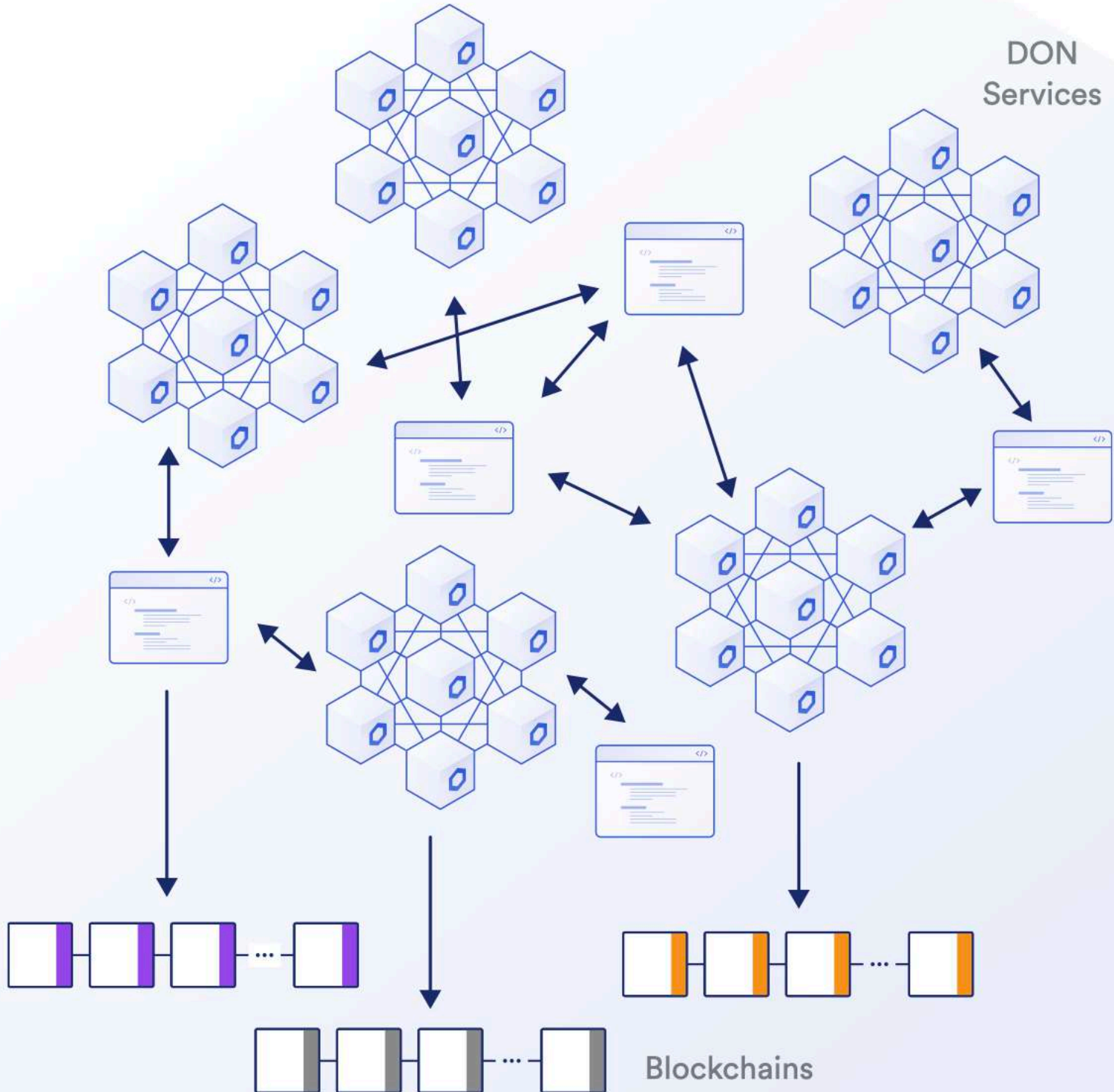
2014

Service-oriented architecture



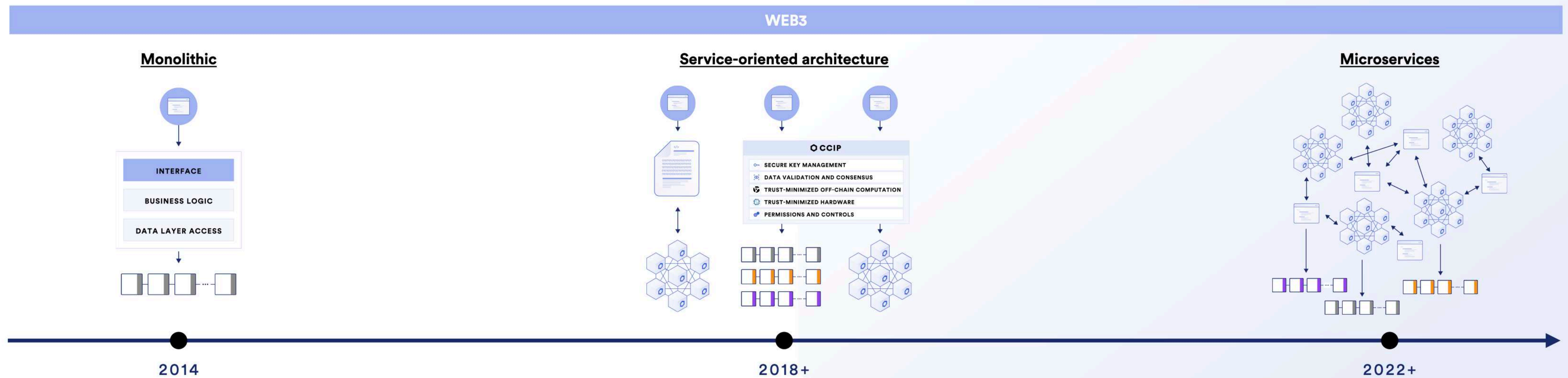
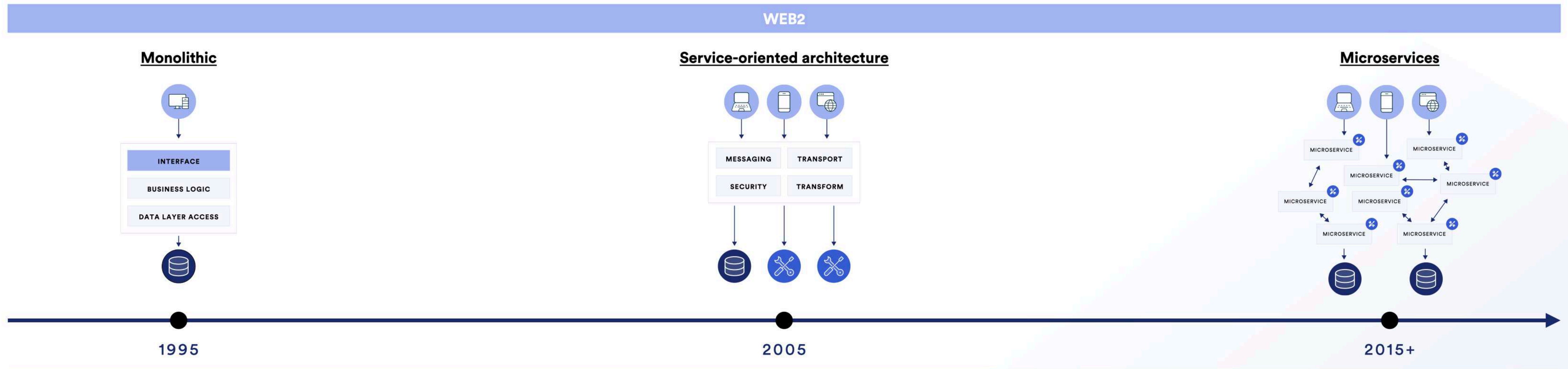
2018+

Microservices



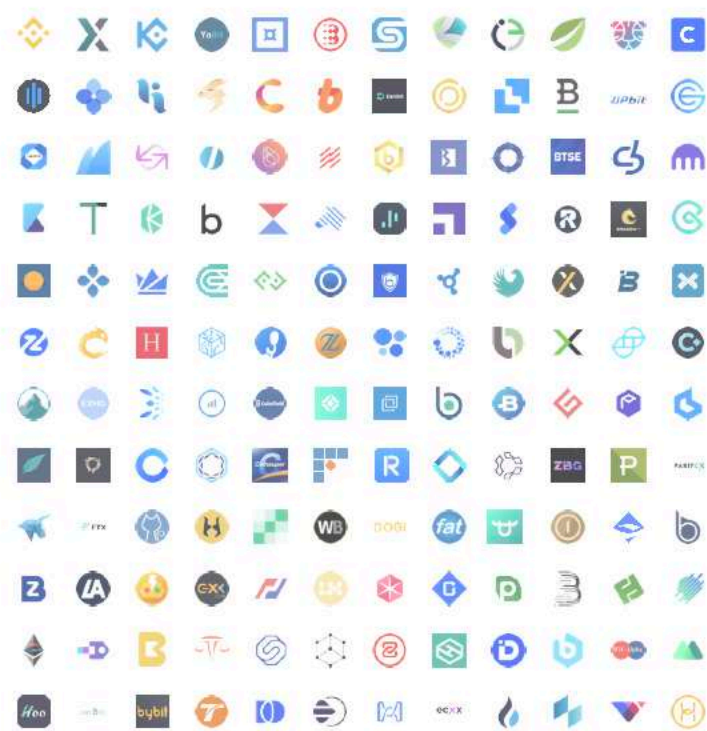
2023+

The Evolution of Web2 Systems Predicts Web3 Systems as Services



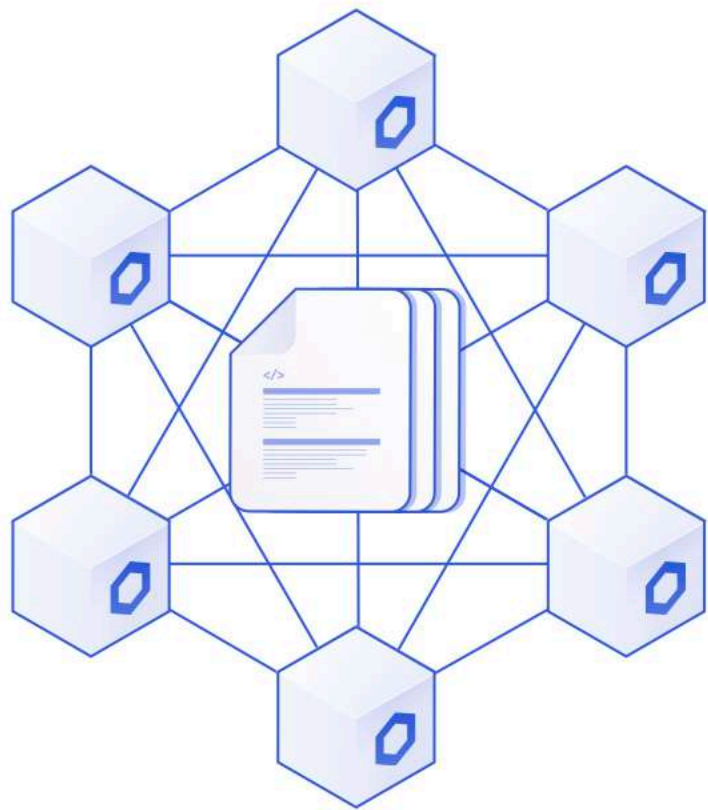
Synthetix Is Using Multiple Chainlink Services To Provide More Value

Market Data

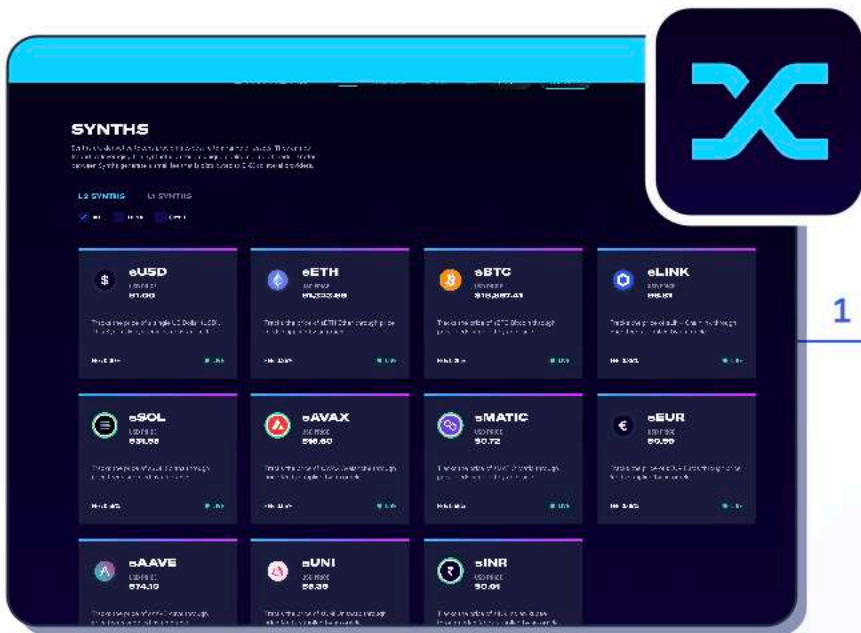


100
00101
1100

Chainlink Price Feeds

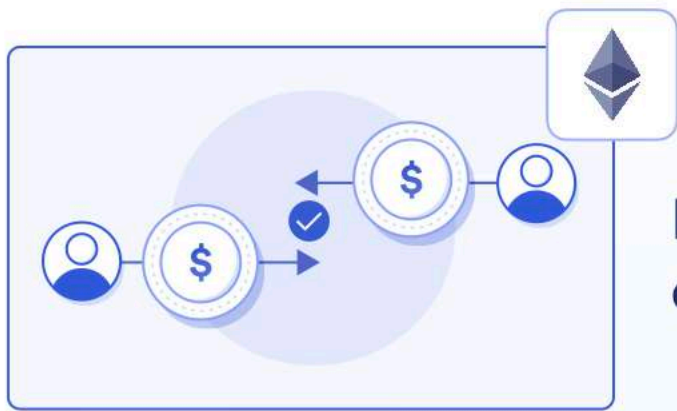


11001
001
0011



1101
0010

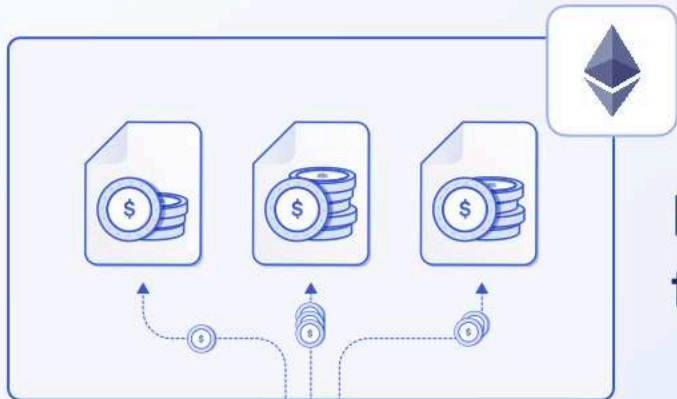
Outputs



Futures and options exchange

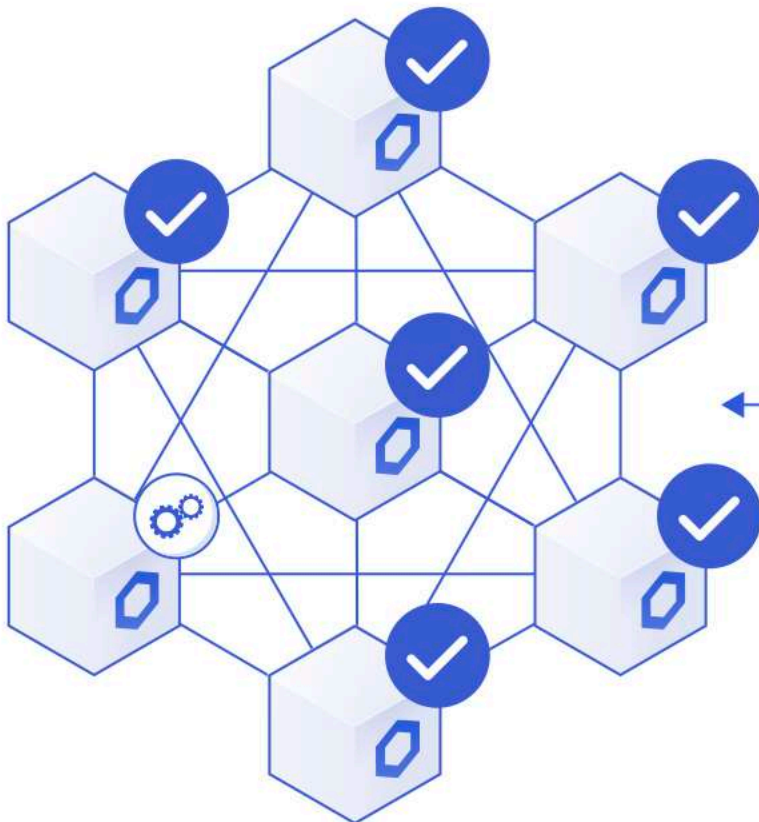


Decentralized synthetic asset issuance



Reliably automated fee distribution

Chainlink Automation



110110
001010

Upkeep Contract



SYNTHETIX



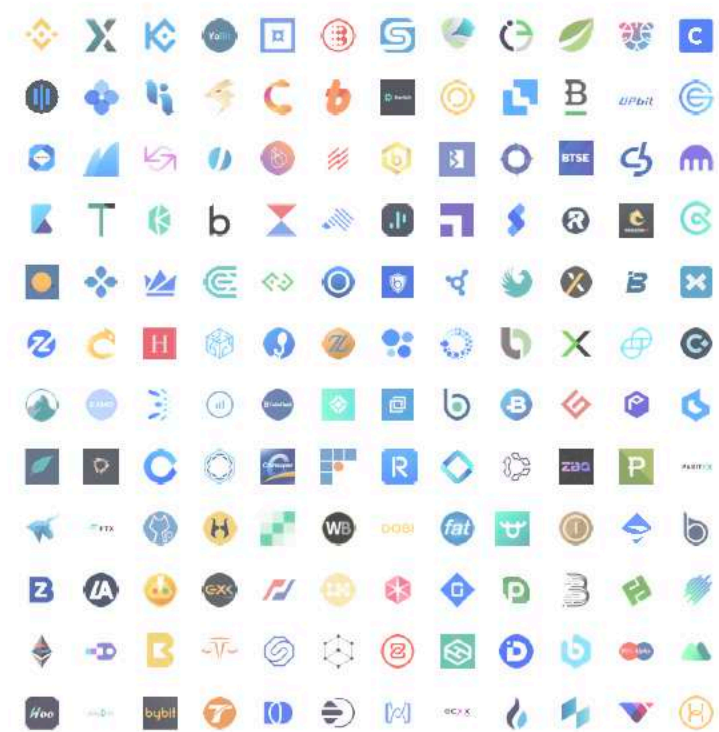
Market Data
SECURED WITH CHAINLINK



Automation
SECURED WITH CHAINLINK

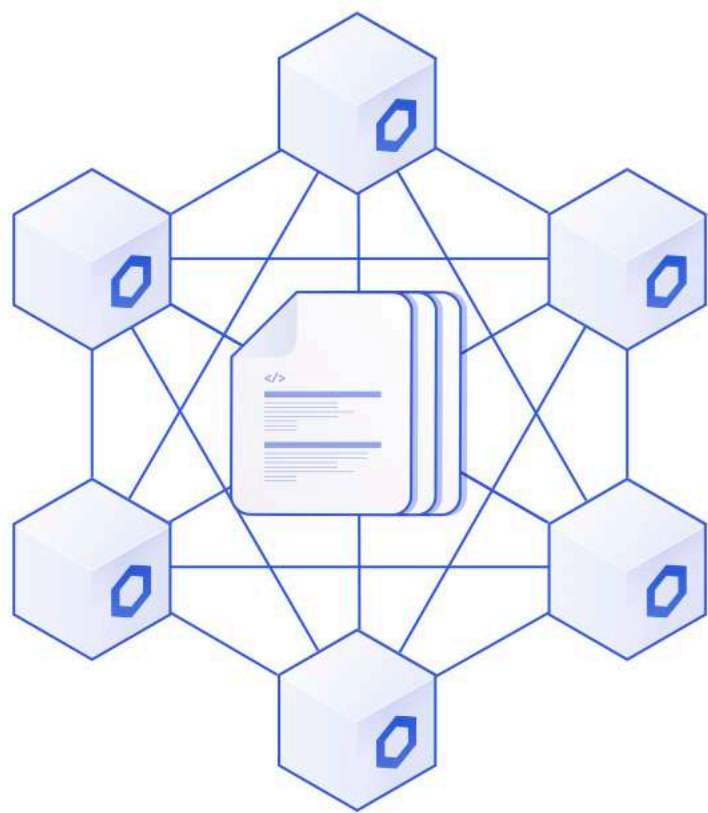
Trader Joe Is Using Multiple Chainlink Services To Provide More Value

Market Data



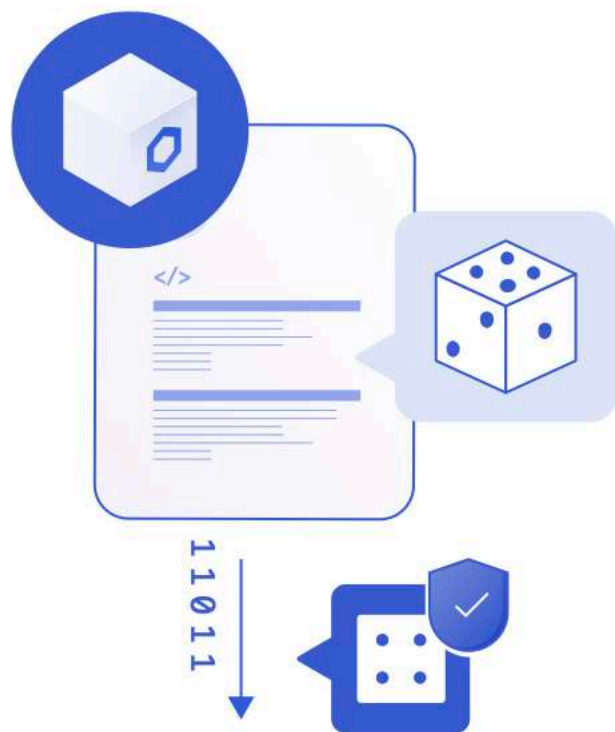
100
00101
1100

Chainlink Price Feeds



11001
001
0011

Chainlink VRF



11011

Outputs



Secure lending and borrowing platform
Advanced trading involving borrowed liquidity
NFT launchpad with tamper-proof randomized NFT reveals

1110

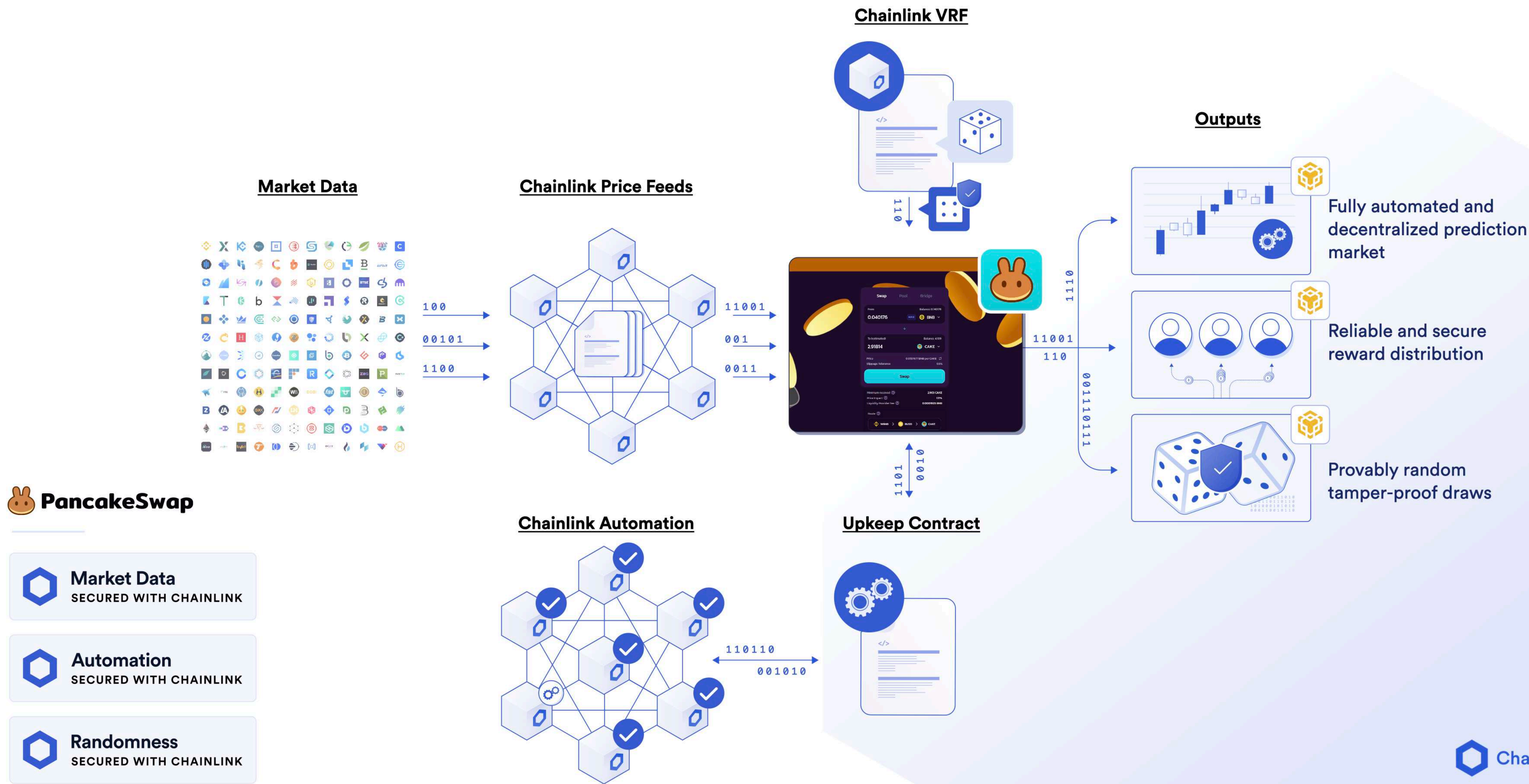
11001
110

00110111

 **Market Data**
SECURED WITH CHAINLINK

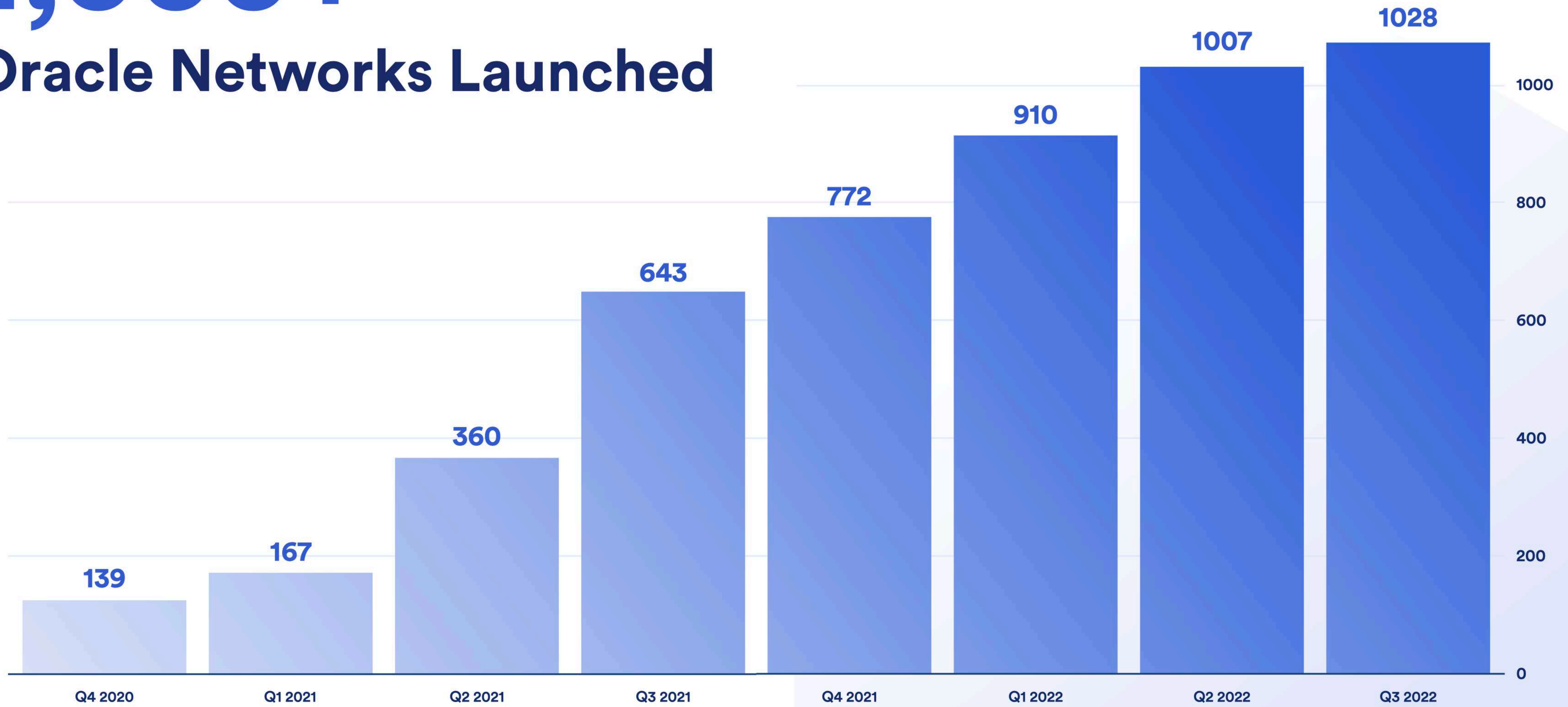
 **Randomness**
SECURED WITH CHAINLINK

PancakeSwap Is Using Multiple Chainlink Services To Provide More Value




1,000+

Oracle Networks Launched



4,200,000,000+

Data Points Delivered On-Chain




coindesk

Business

BofA Says Chainlink Likely Driver for DeFi's TVL Growth to \$203B

The decentralized oracle network has secured more than \$60 billion deposited into smart contracts.

By Will Canny · Feb 17, 2022 at 12:43 p.m. · Updated Feb 17, 2022 at 8:47 p.m.



<https://www.coindesk.com/business/2022/02/17/bofa-says-chainlink-likely-driver-for-defis-tvl-growth-to-203b/>

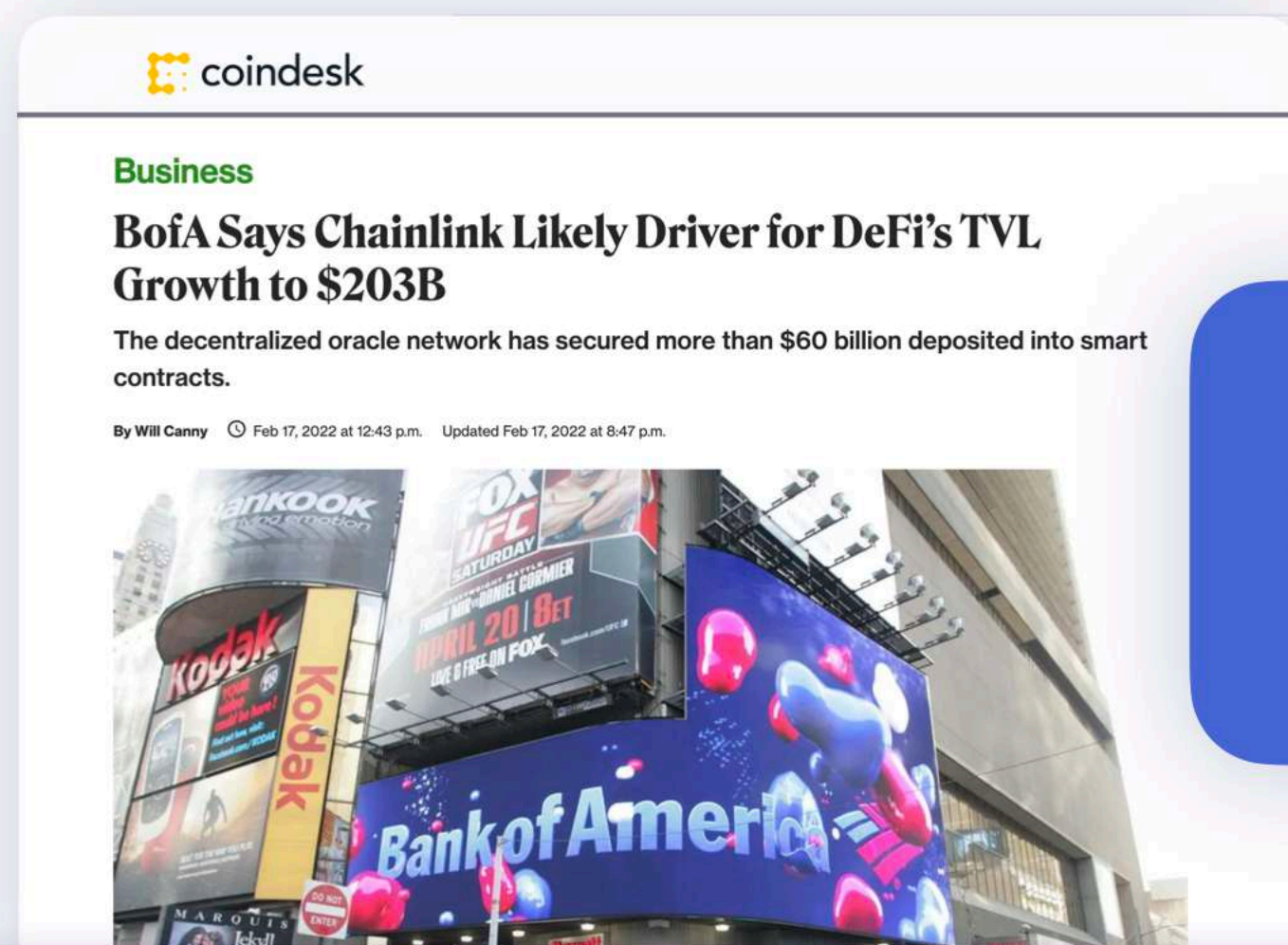
“Chainlink’s DON has seen significant adoption and is a likely driver of DeFi’s growth to \$203bn in total value locked (TVL) ”



DATA POINTS SERVED TO BLOCKCHAINS BY CHAINLINK ORACLES

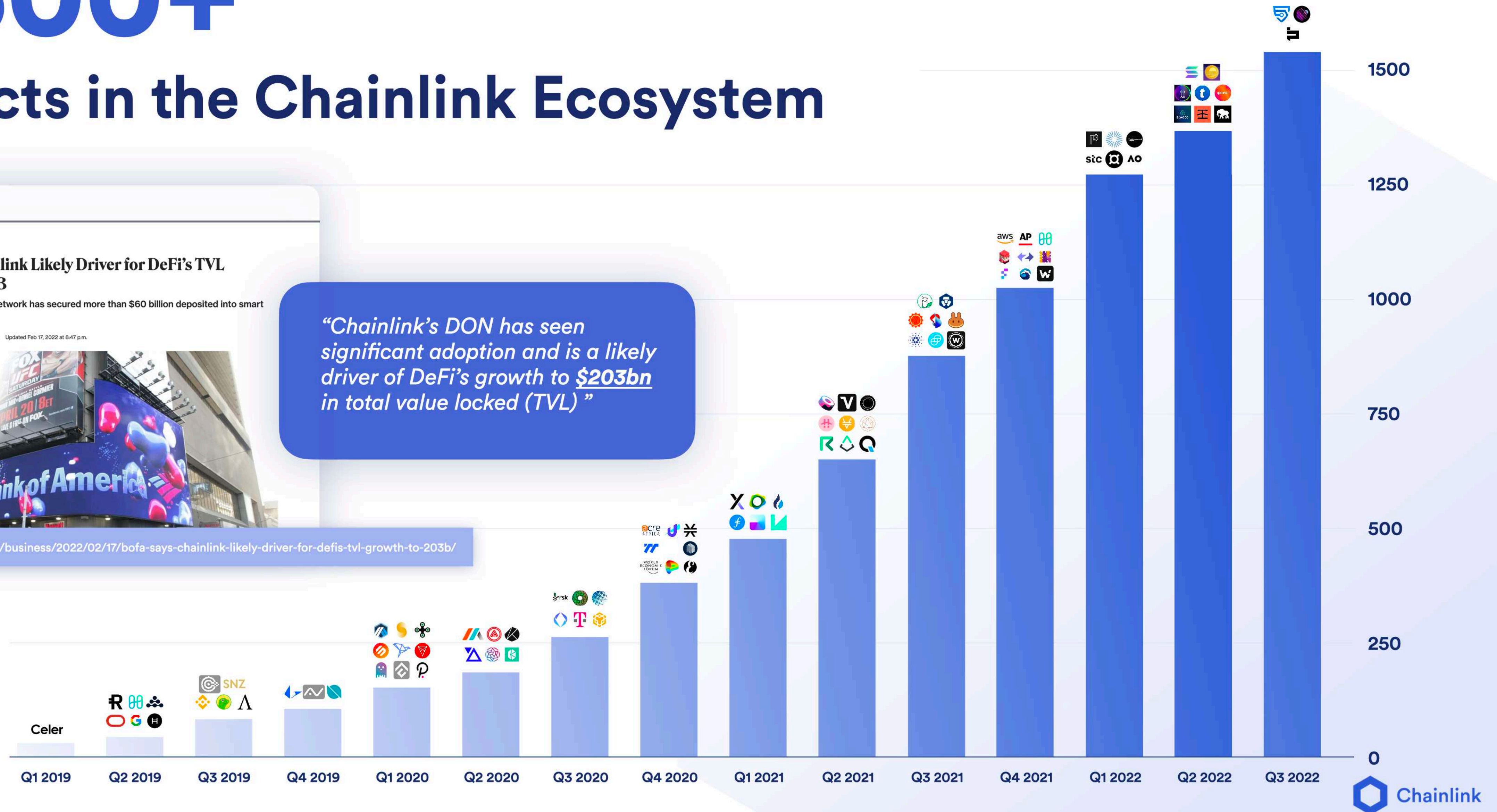
1,500+

Projects in the Chainlink Ecosystem

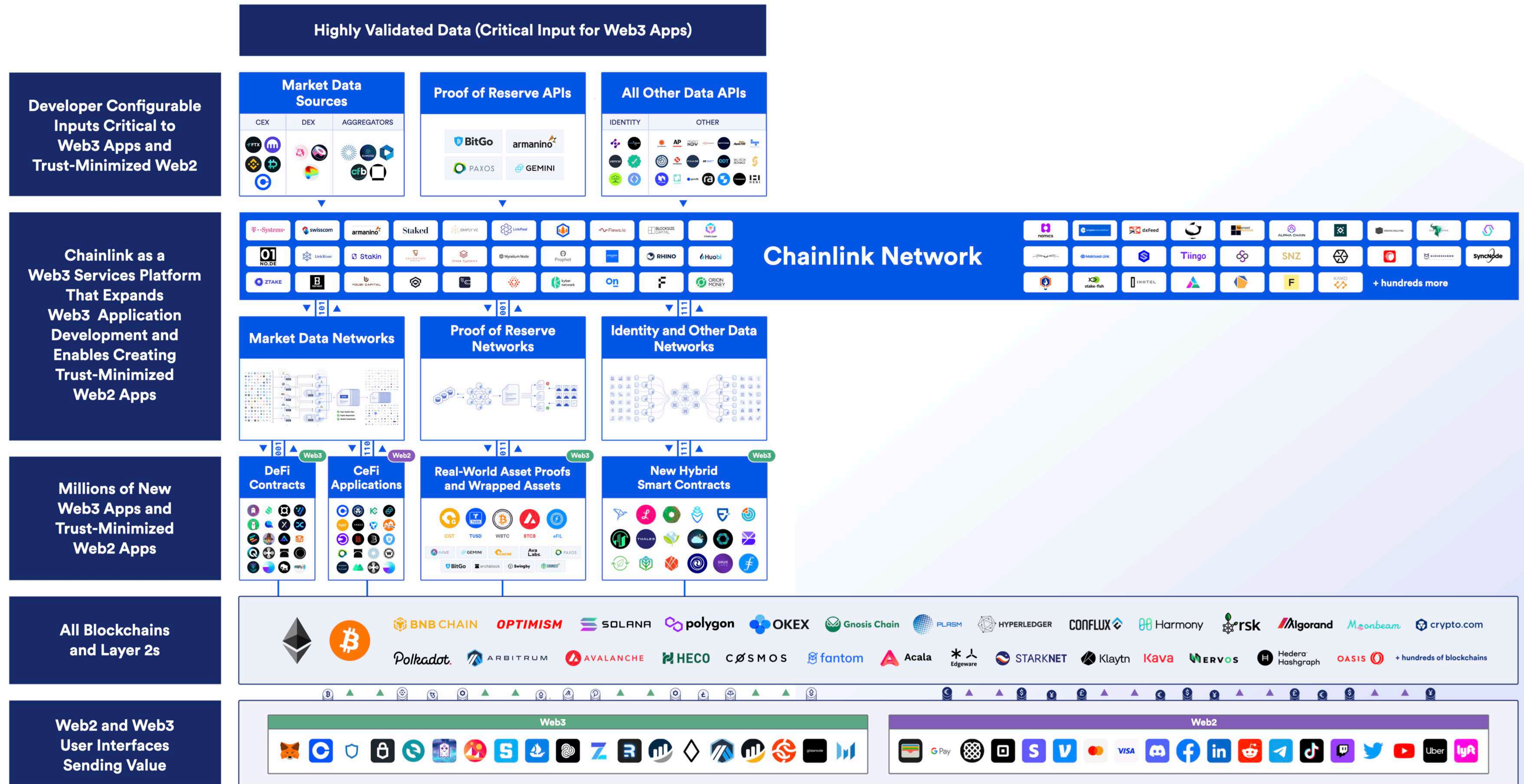


<https://www.coindesk.com/business/2022/02/17/bofa-says-chainlink-likely-driver-for-defis-tvl-growth-to-203b/>

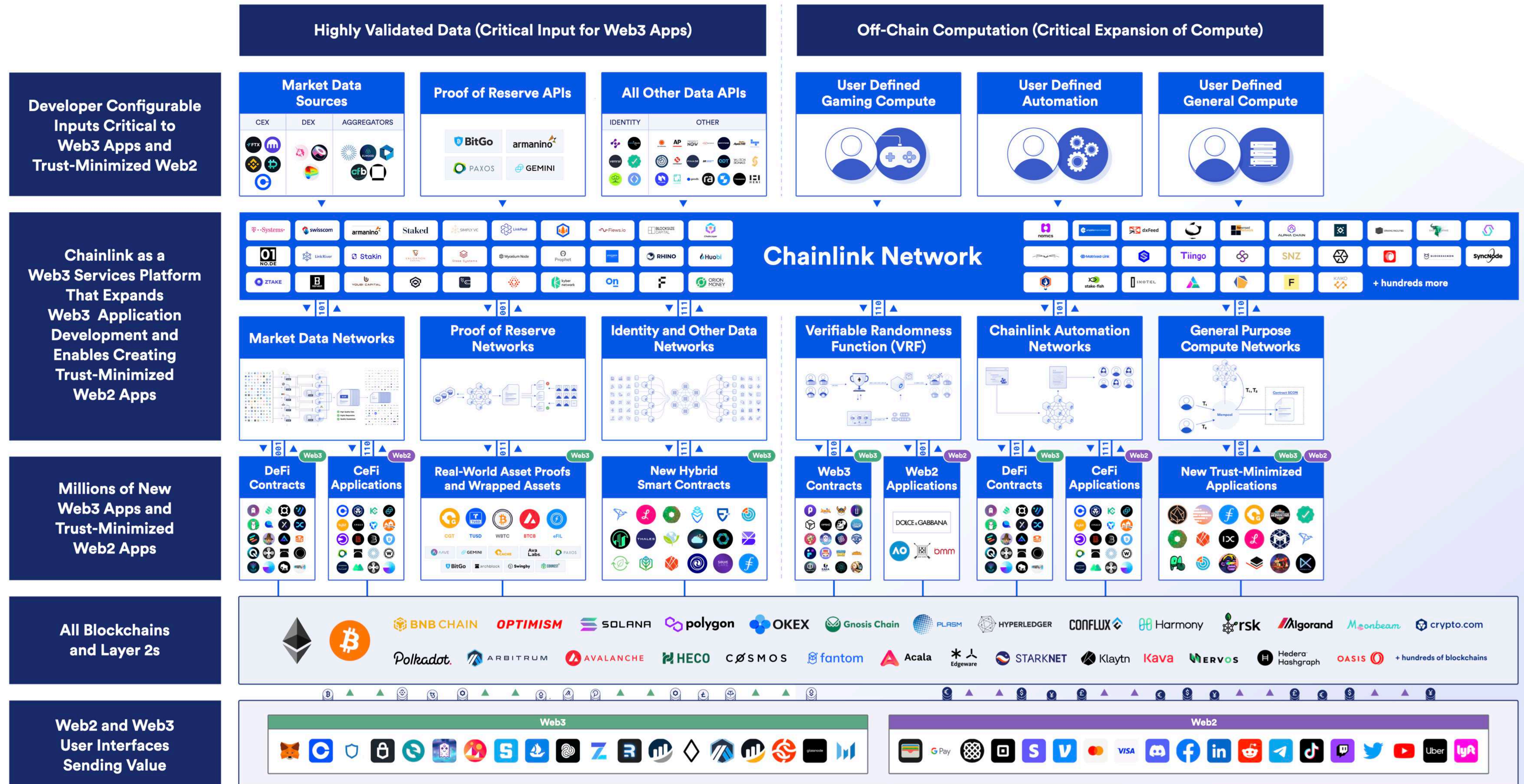
“Chainlink’s DON has seen significant adoption and is a likely driver of DeFi’s growth to \$203bn in total value locked (TVL)”



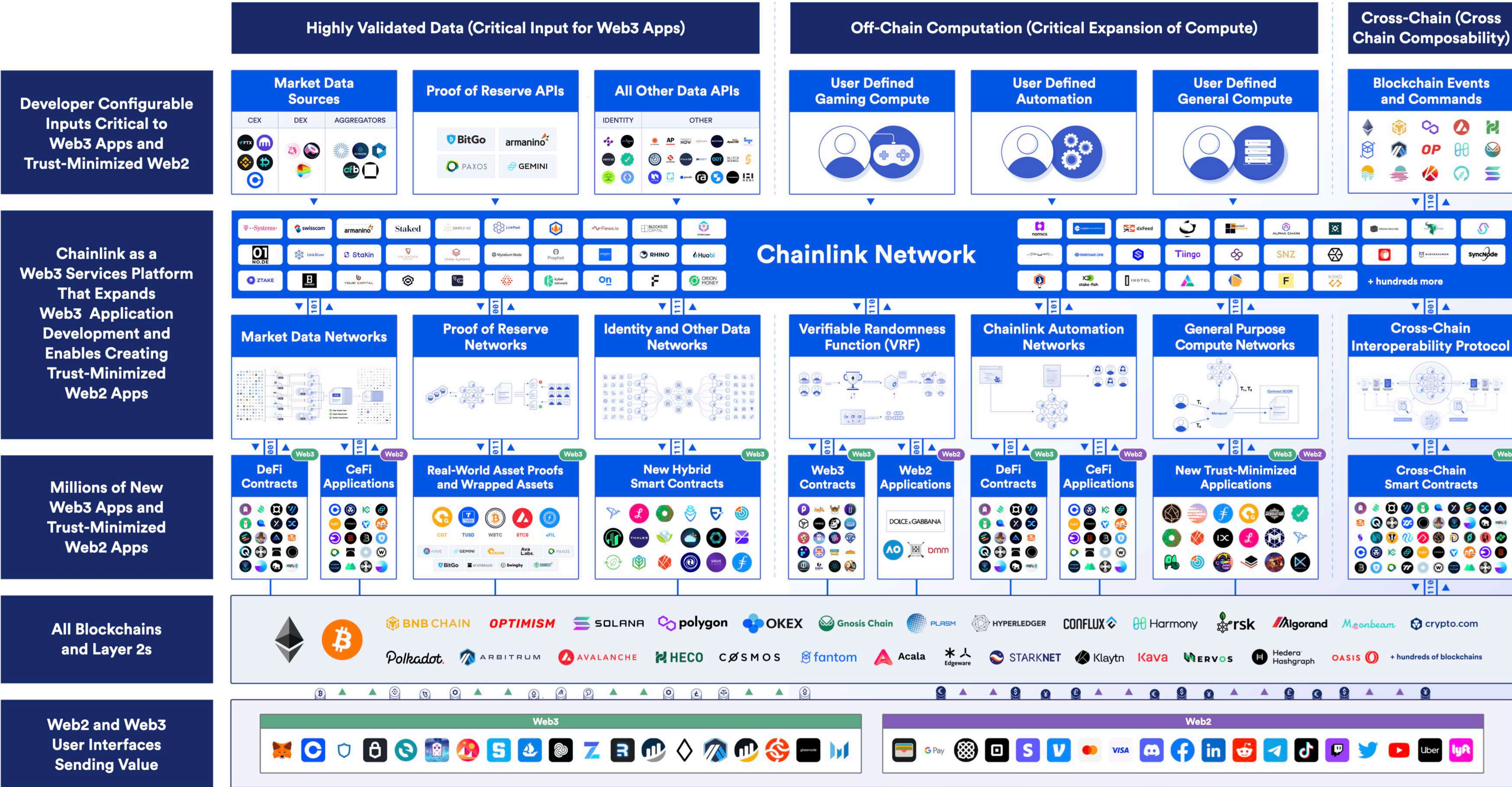
A Web3 Services Platform for Web3/Trust Minimized Apps



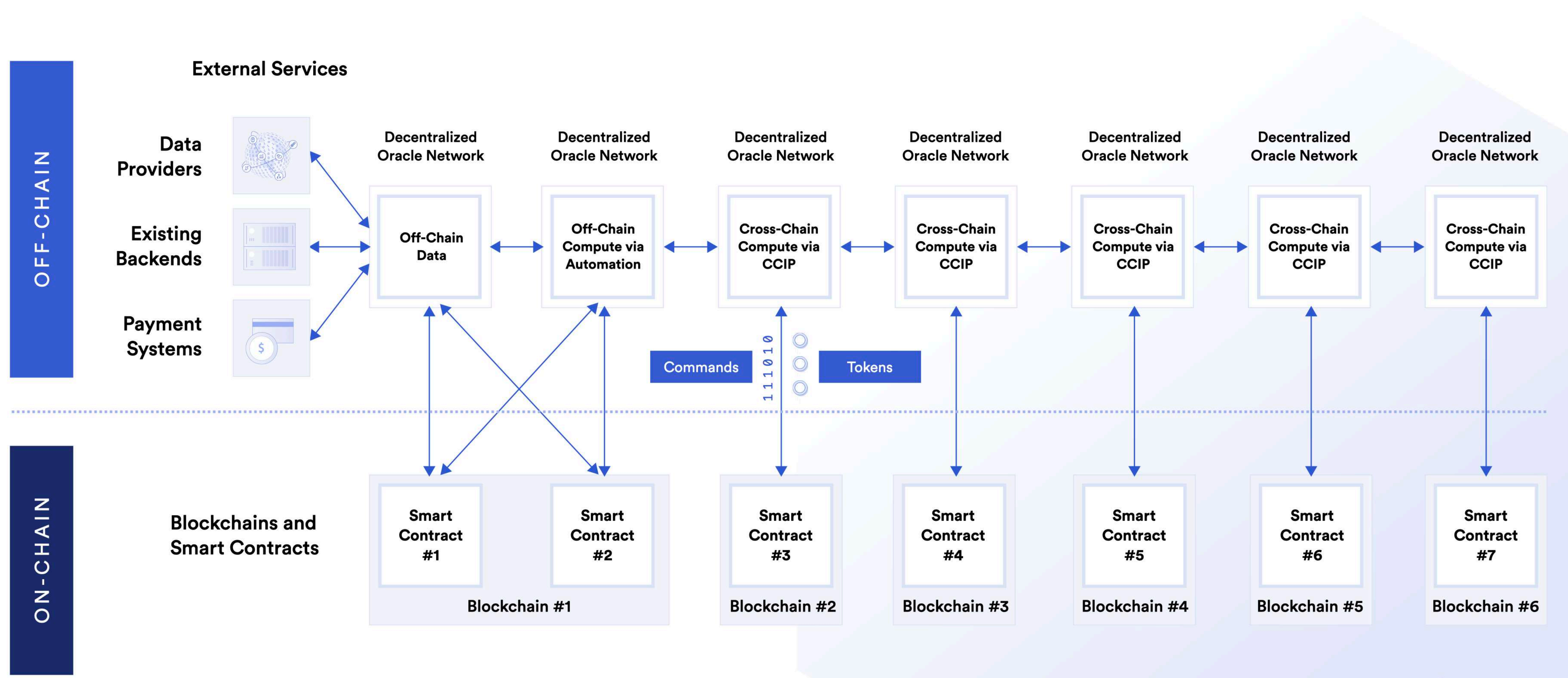
A Web3 Services Platform for Web3/Trust Minimized Apps



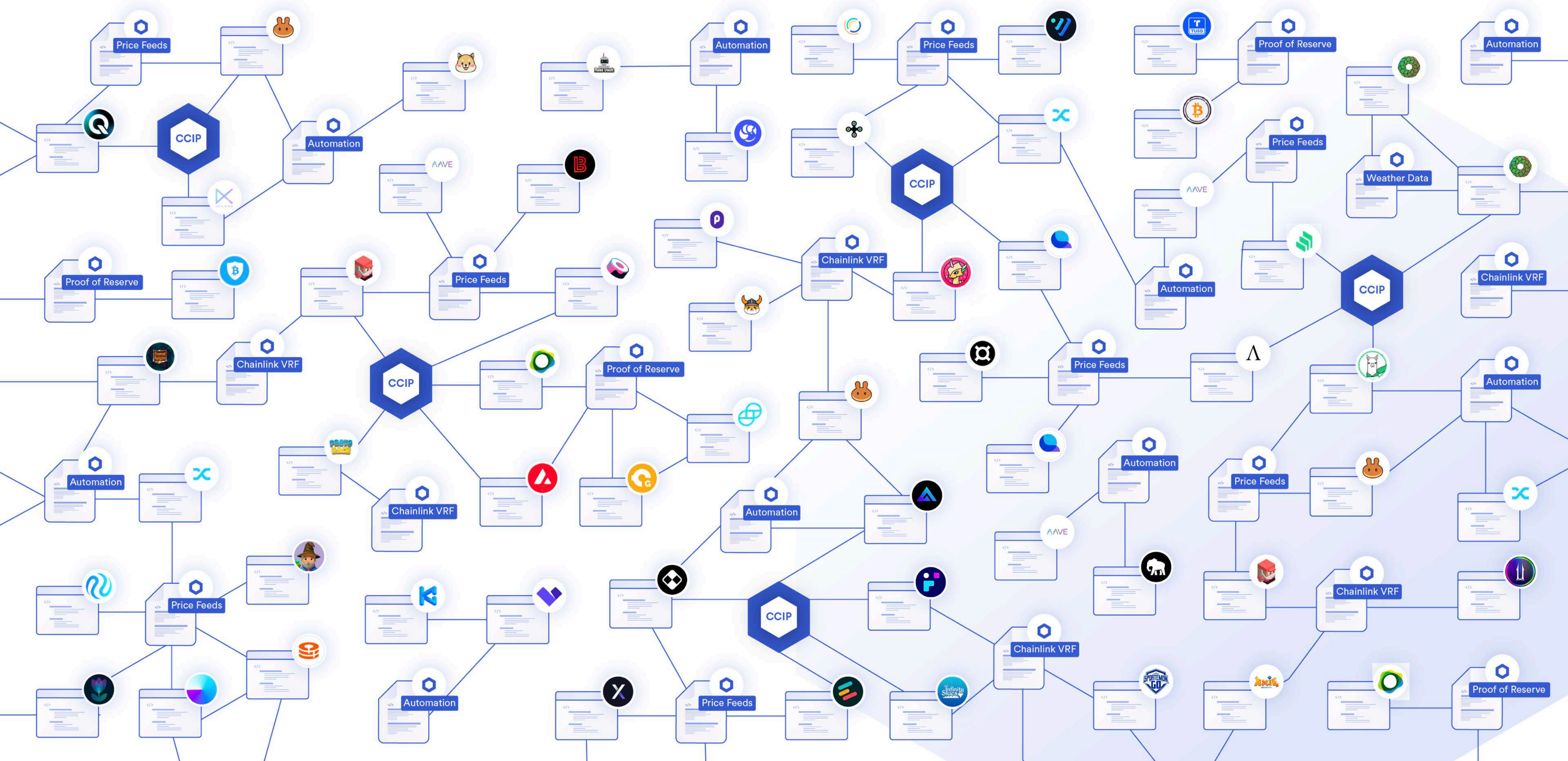
A Web3 Services Platform for Web3/Trust Minimized Apps



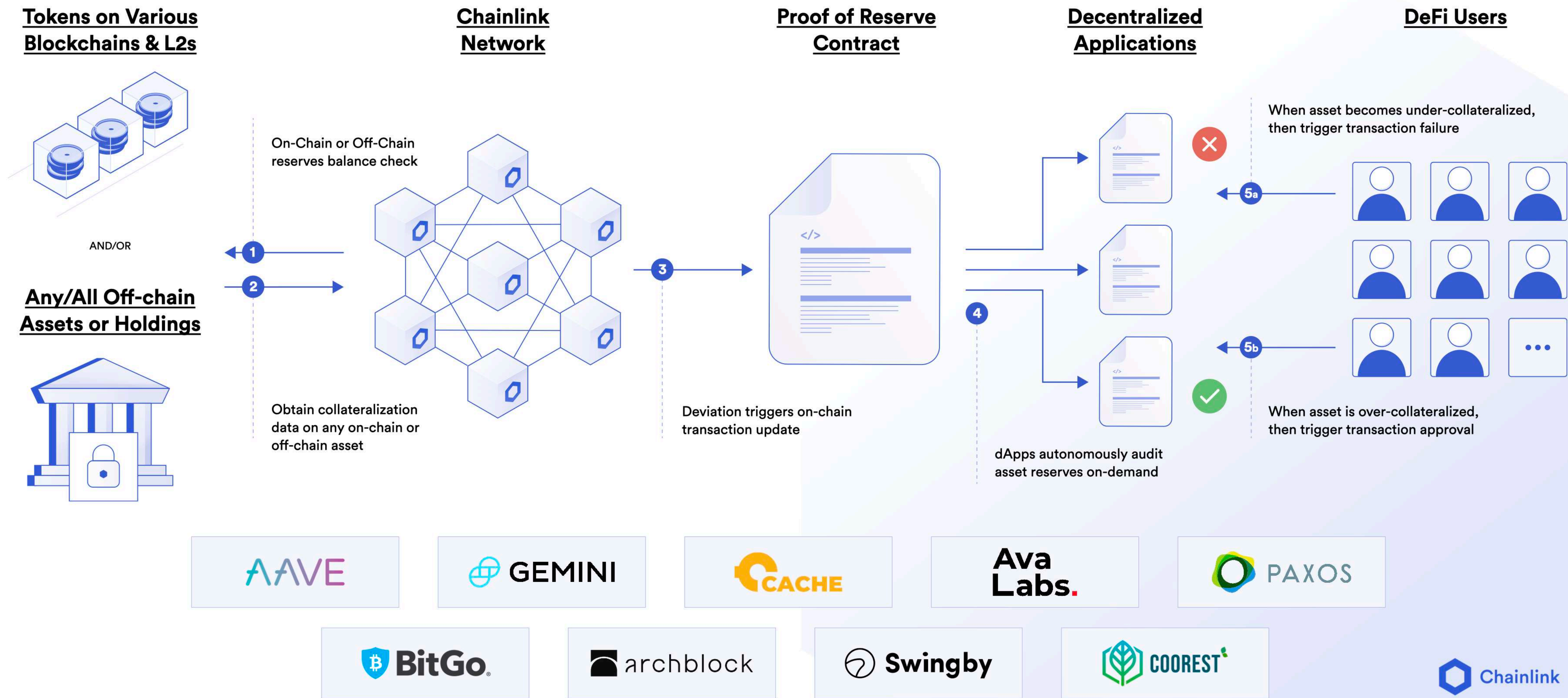
Highly Composable Services Will Create DeFi 2.0 and More



Thousands of Web3 Apps Enabled and Fully Interconnected



Proving the Real-Time State of On-Chain and Off-Chain Assets



Securing Protocols With Proof of Reserve

 9/29

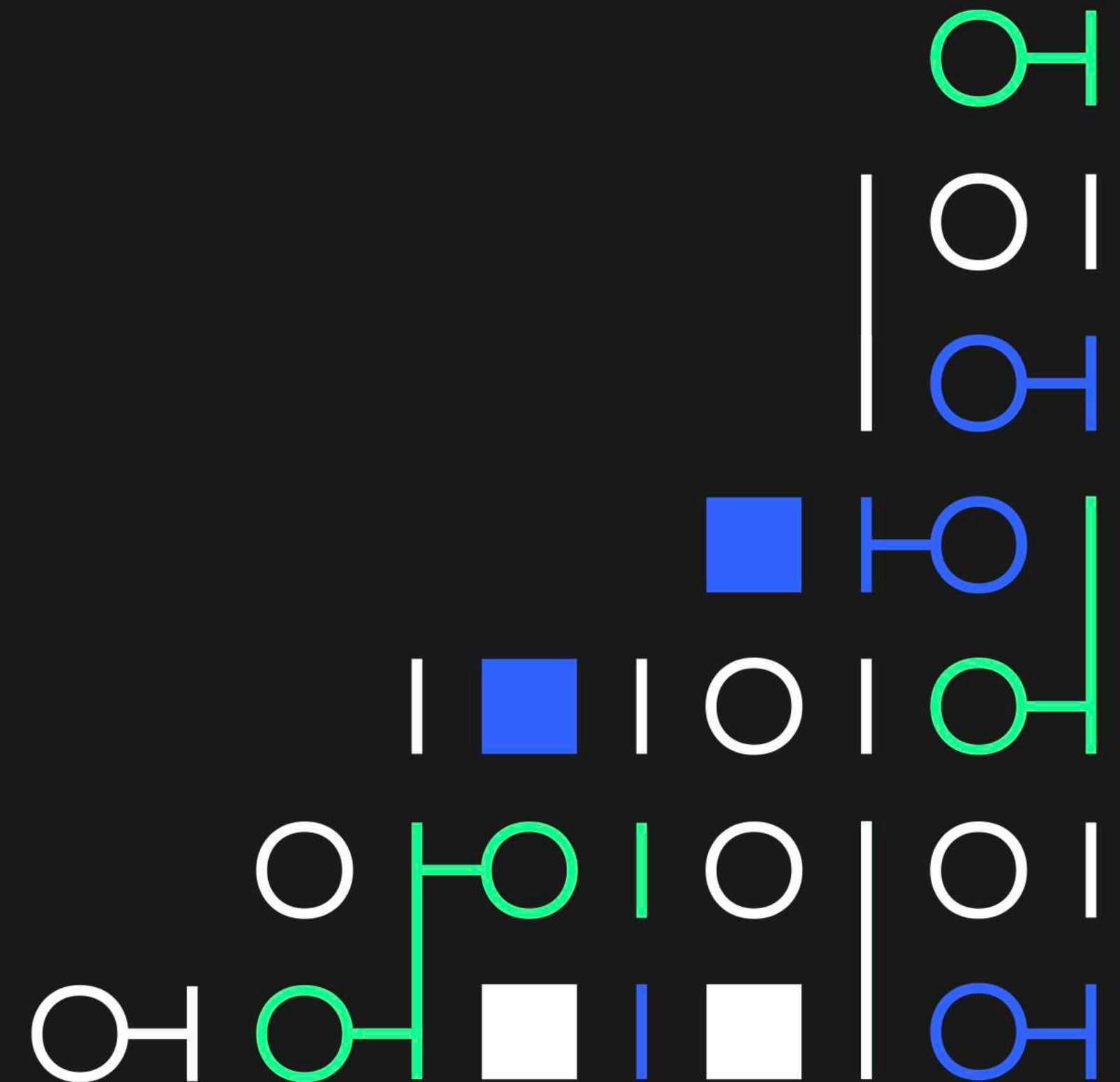
 1:10PM

 Descartes

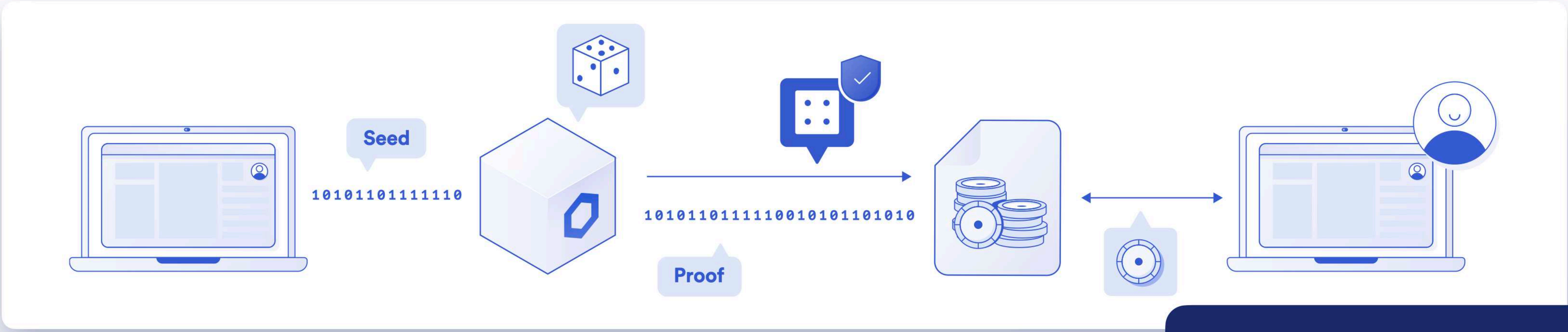


Bryan Jowers

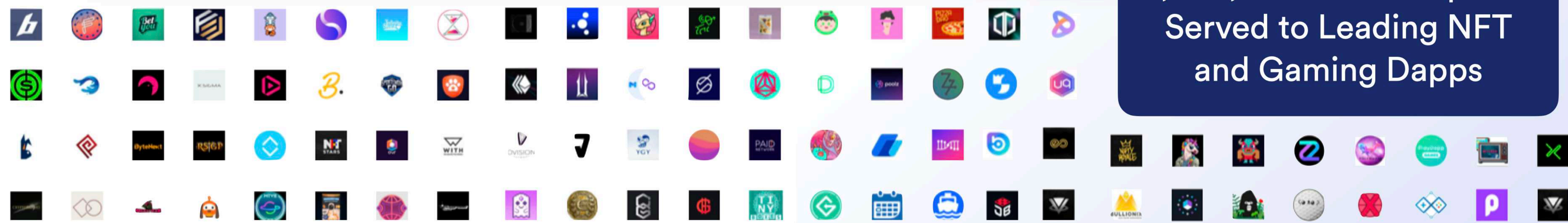
Product Manager
Chainlink Labs



Verifiable Randomness: Provably Fair Gaming and NFTs



8,300,000+ VRF Requests
Served to Leading NFT
and Gaming Dapps



ZDNet
“VRF can make games more fun by generating challenging and unpredictable scenarios and environments, and assigning unpredictable player rewards like loot drops.”

HACKERNOON
“By publishing and verifying the proof on-chain, it’s guaranteed, that it can’t be tampered with or manipulated by anyone including smart contract developers or oracle operators.”

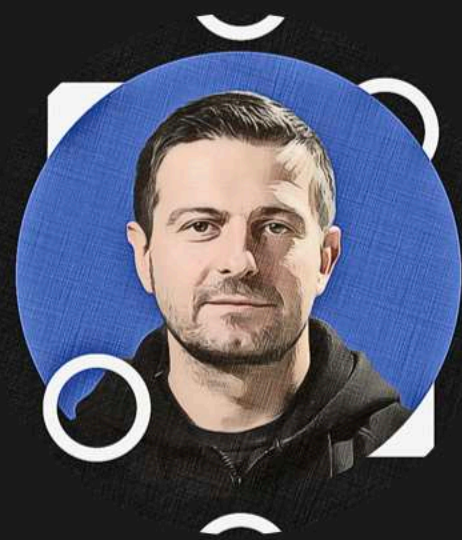


Chainlink VRF: The Future of Blockchain Randomness

 9/29

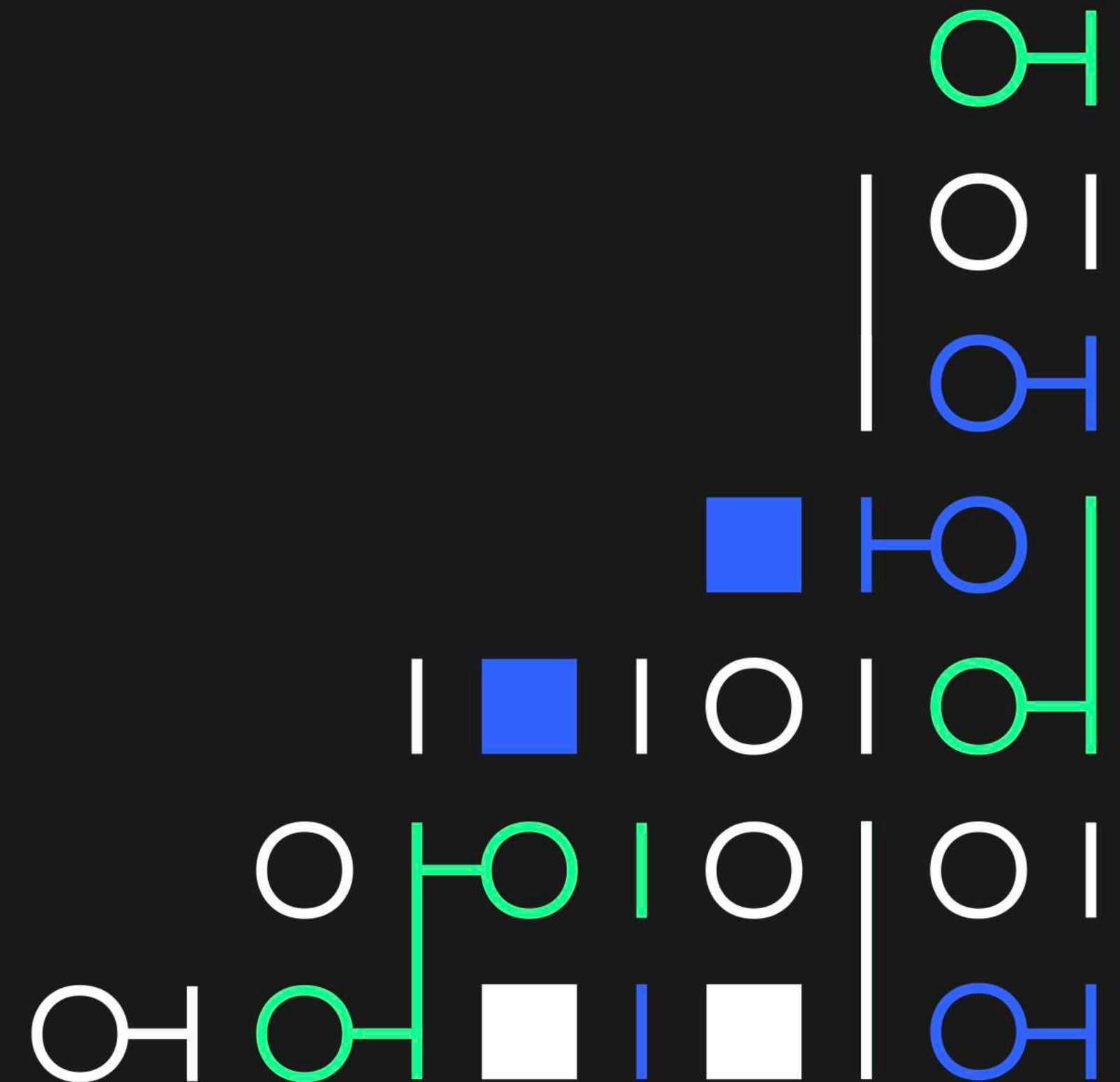
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 Descartes

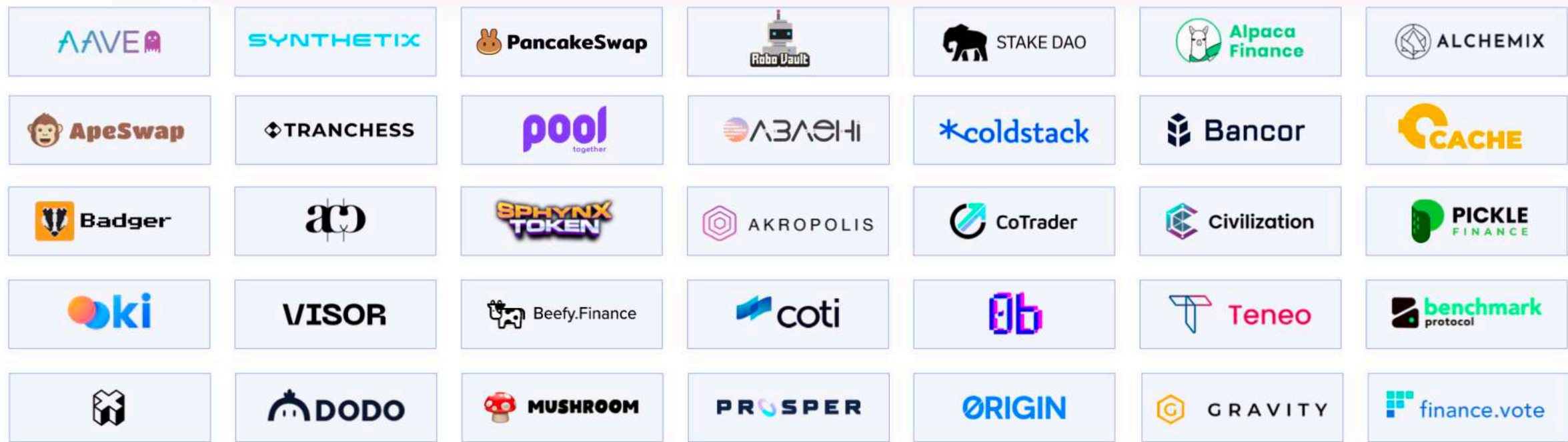
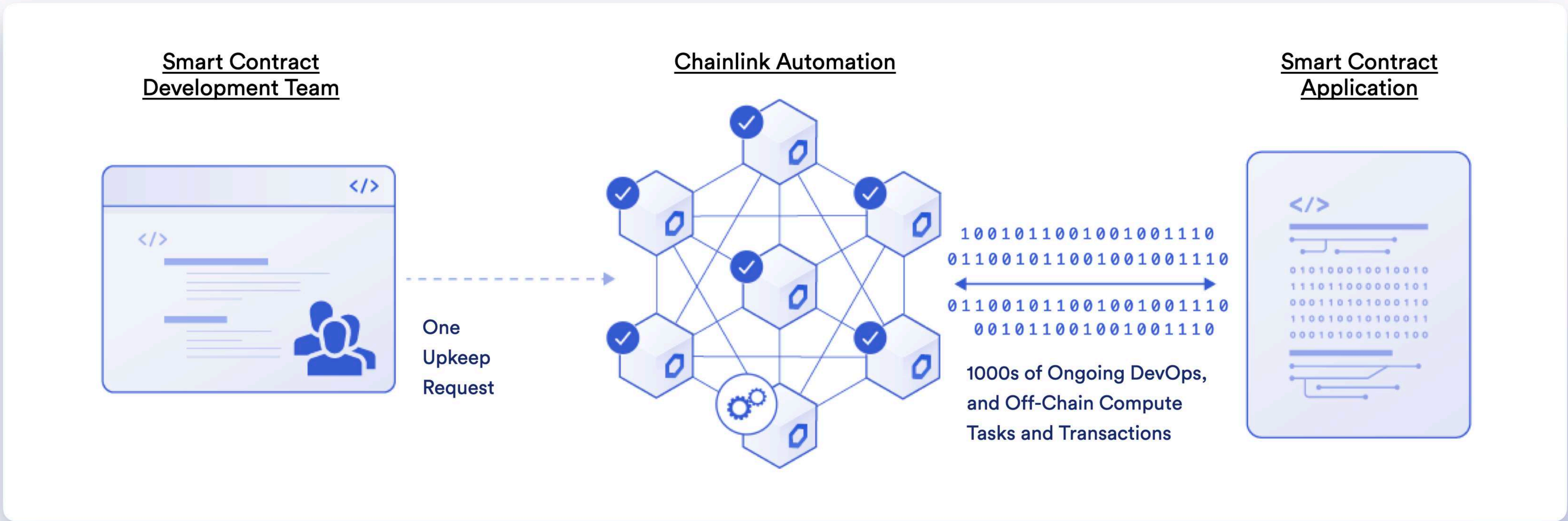


Todor Karaivanov

VRF GTM Lead
Chainlink Labs



Chainlink Automation Is Decentralized Off-Chain Compute



“Before Chainlink Automation I had night-sweats worrying about my custom bot landing transactions reliably, I now sleep like a baby.”

 **smoothBot**
Co-founder at Robo Vault

“Chainlink Automation saves time for our development team, enabling us to instead focus on advancing the logic layer of Alpaca.”

 **Sam**
Head of Strategy, Alpaca

Modern Web3 dApps Need Automation

 9/28

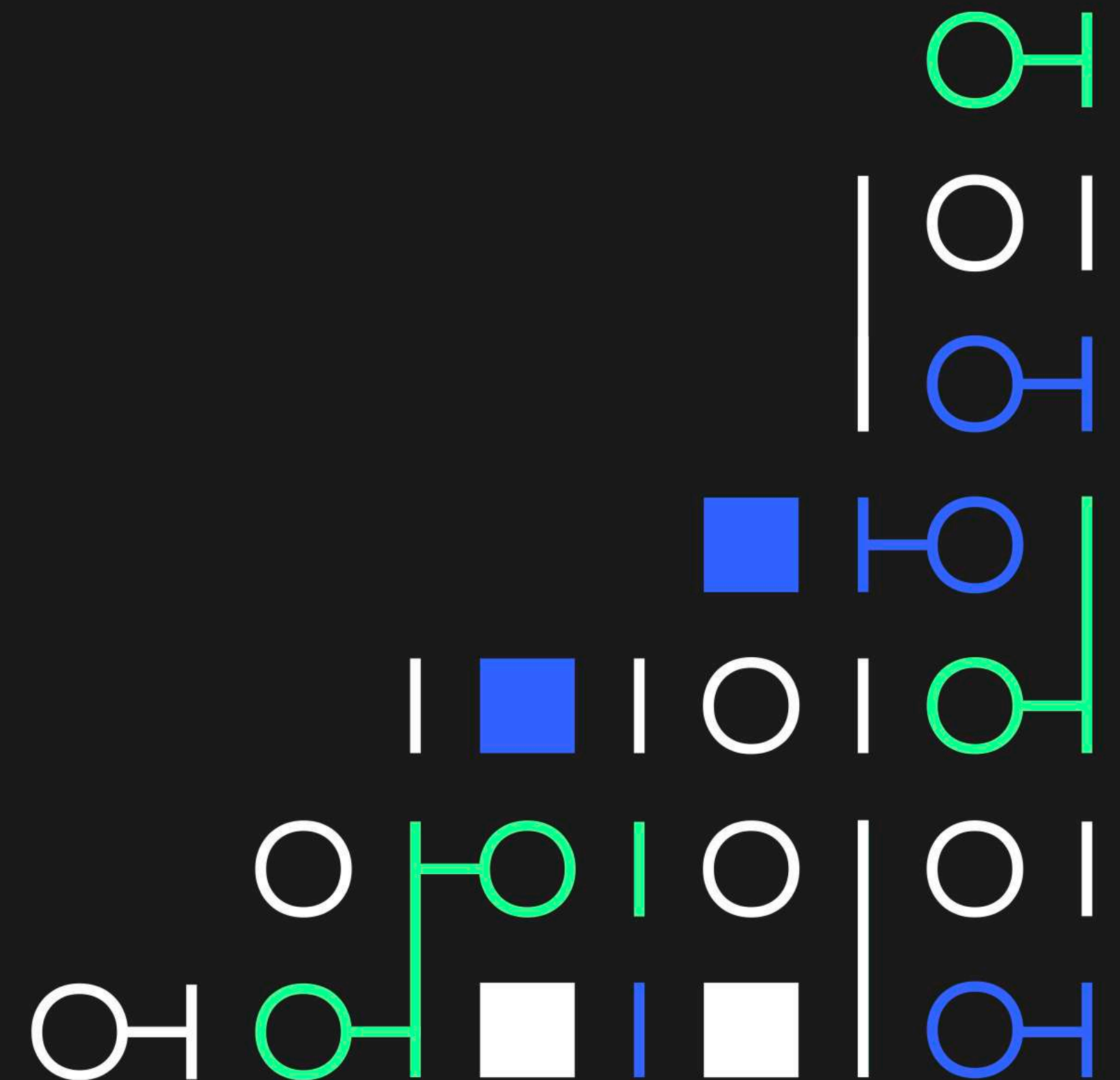
 3:40PM

 Descartes

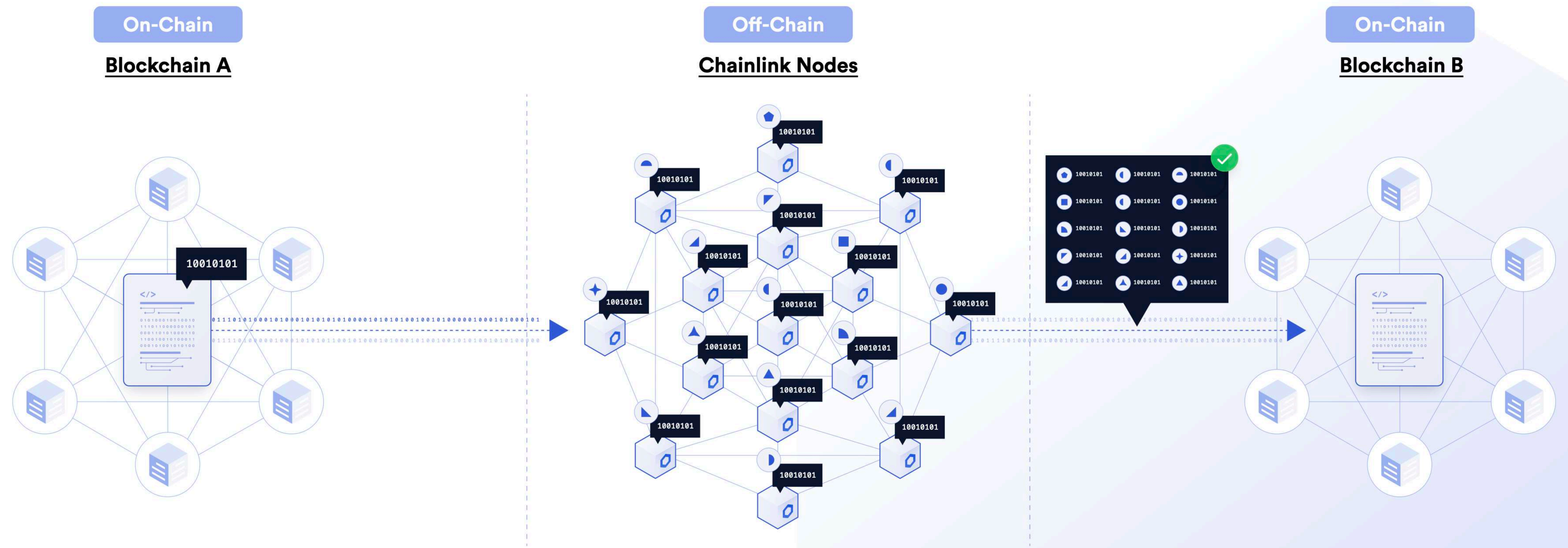


De Clercq Wentzel

Product Manager
Chainlink Labs




OCR 2.0: Generating Trust-Minimized Off-Chain Consensus



Looking Under the Hood of OCR 2.0: Product Deep Dive With Chainlink Labs Research

 9/28

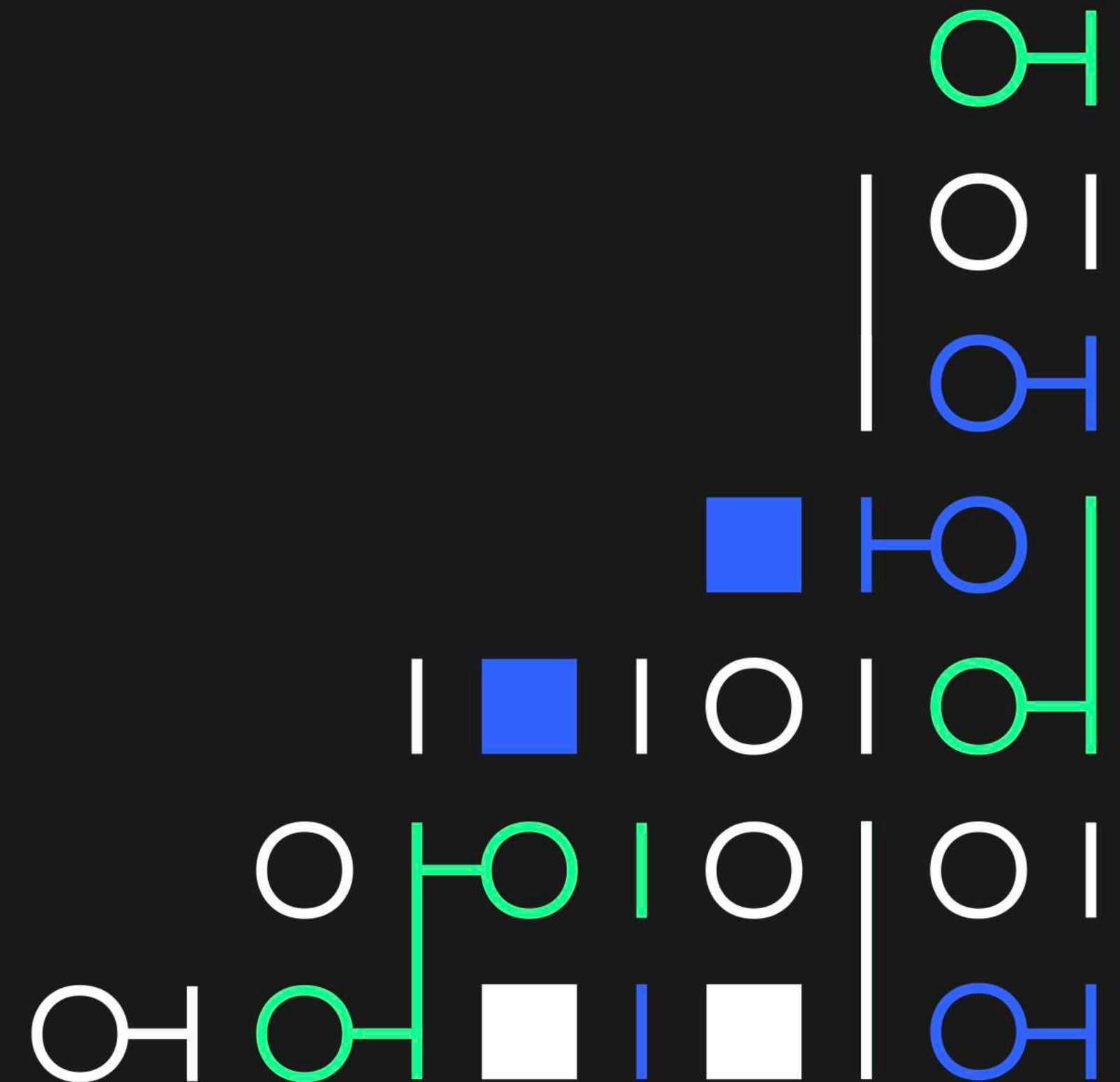
 2:50PM

 Plato

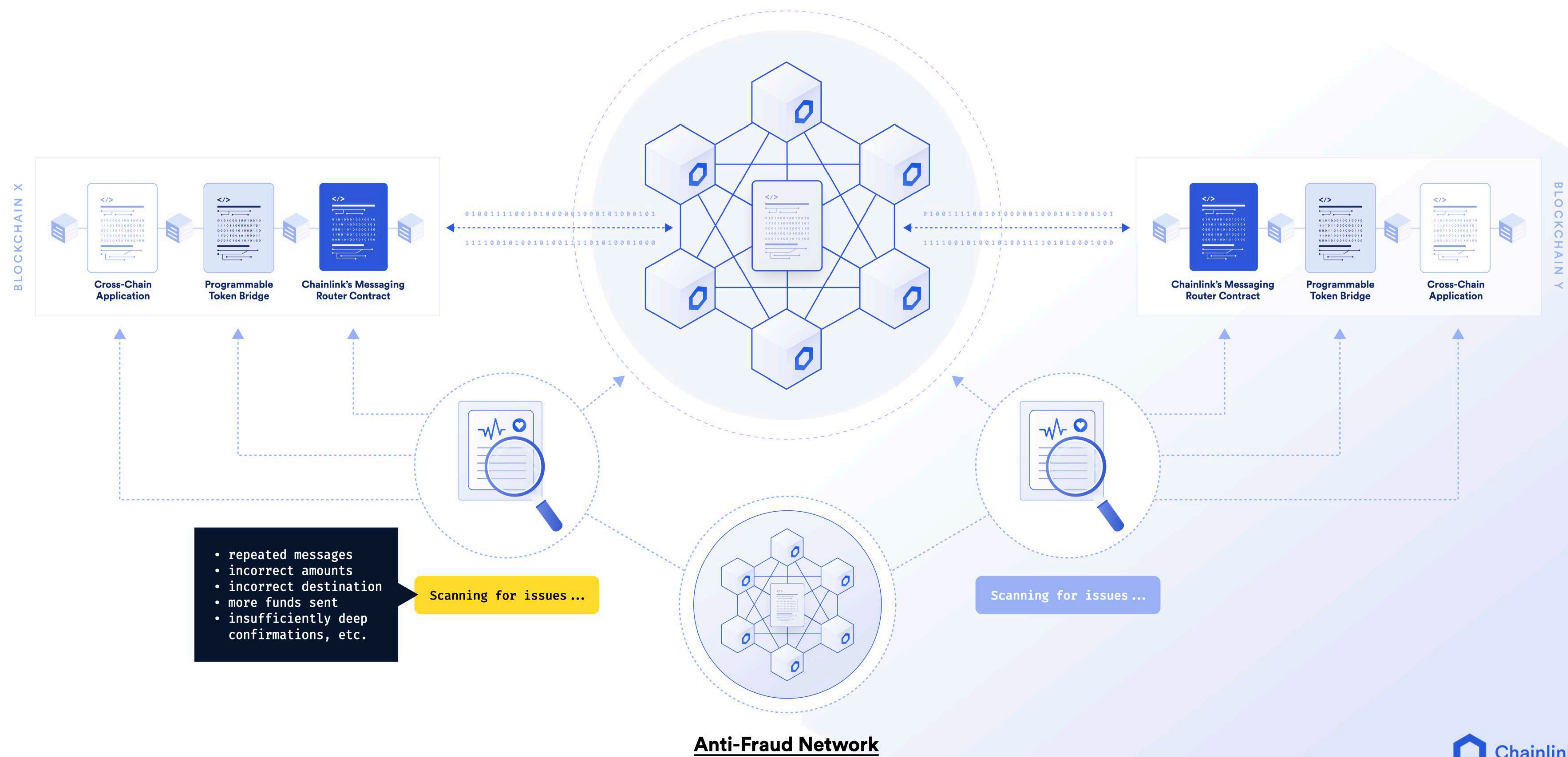


Lorenz Breidenbach

Head of R&D
Chainlink Labs



Cross-Chain Interoperability Protocol for Cross-Chain Apps



Architecting Secure Cross-Chain Infrastructure With CCIP

 9/29

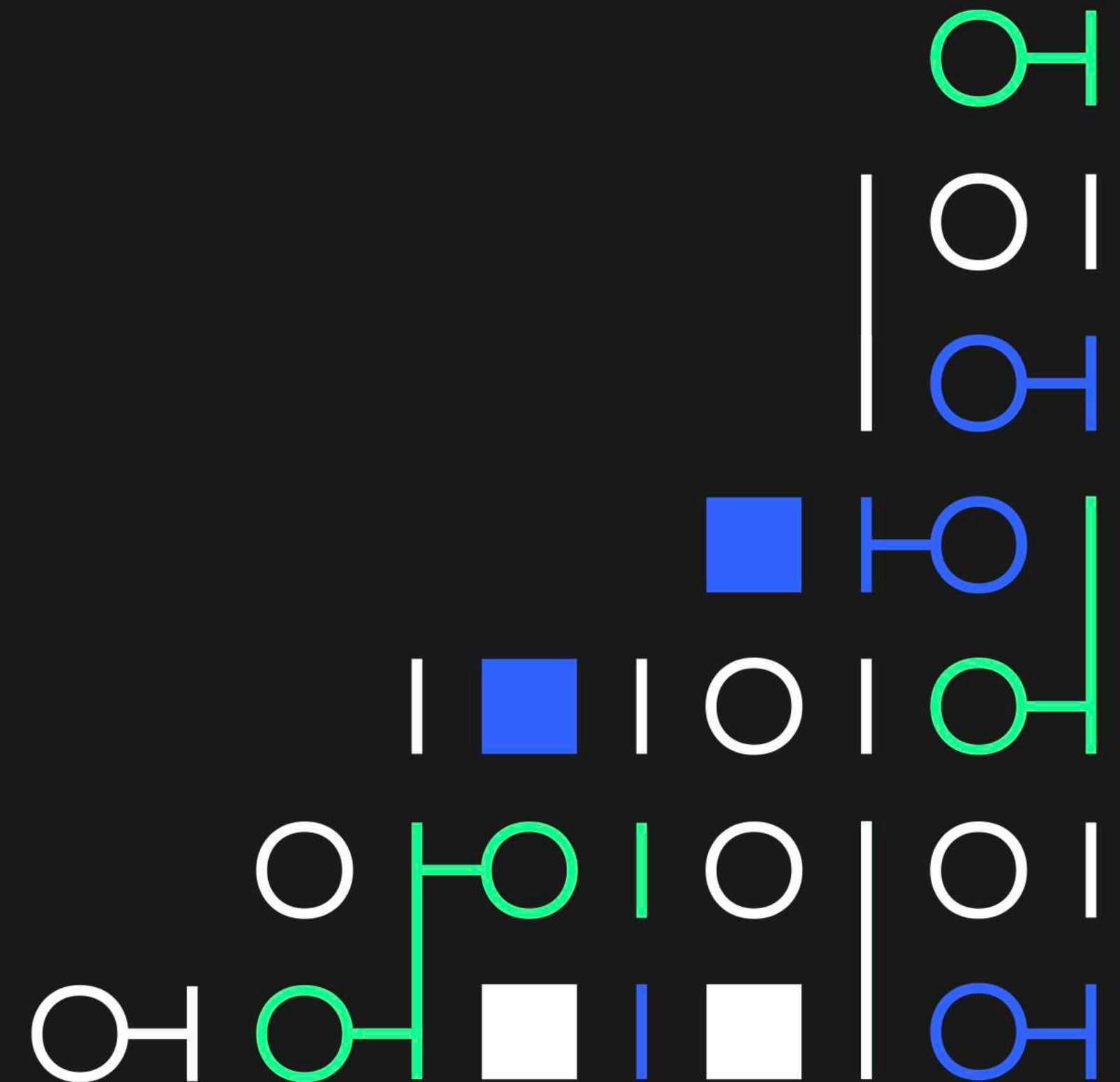
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 Aristotle



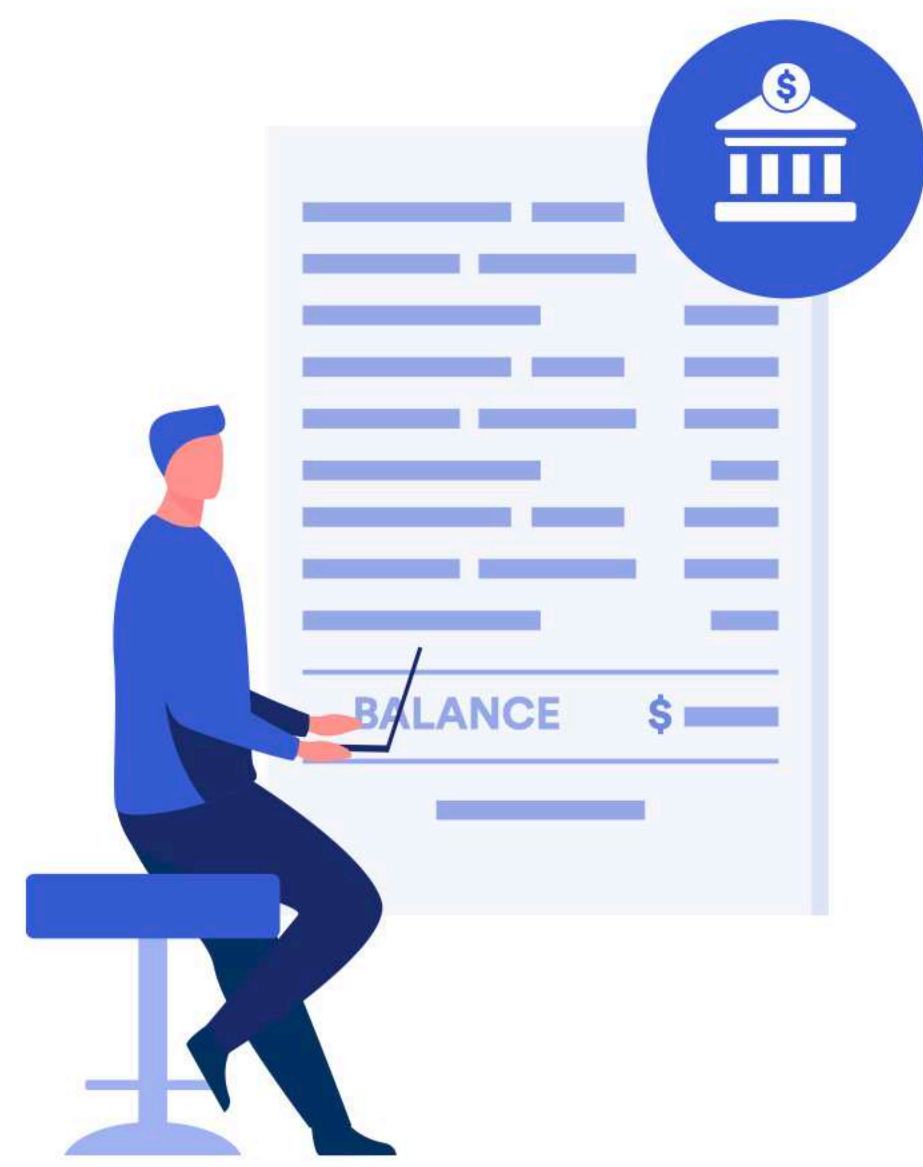
Lorenz Breidenbach

Head of R&D
Chainlink Labs



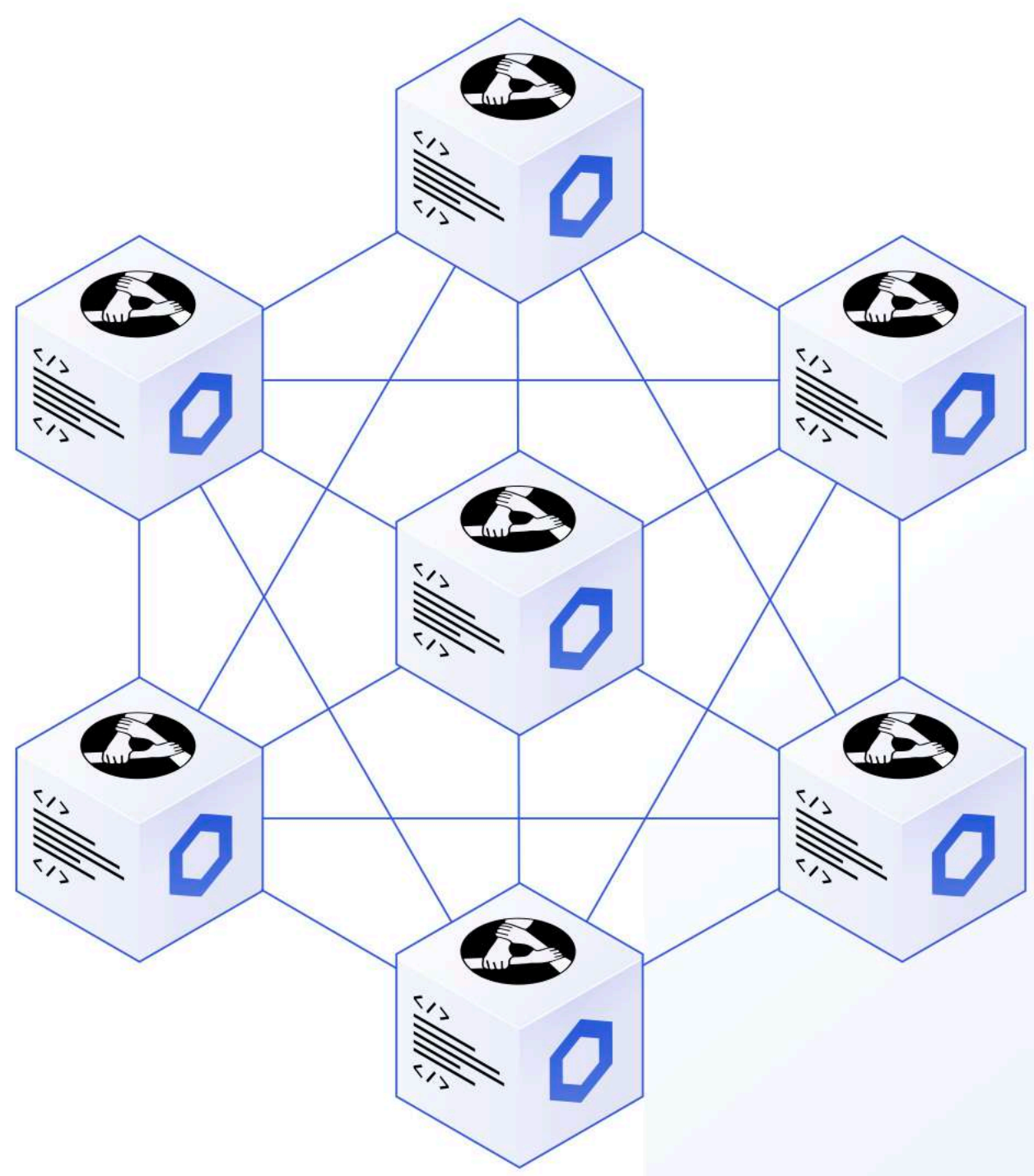
Private Digital Identity for More Advanced DeFi Apps

Identity and Bank Balance



Data
0 1 0 1 1 0 1 1 0 1

Chainlink DECO Network



Data
1 0 0 0 0 0 1 0 1
1 0 0 1 1 0 1 0 0
1 0 0 1 1 0 0 1 1

Blockchains



Privacy-Preserving Oracles With DECO: From Academic Research to Real-World Applications

 9/29

 10:00AM

 Aristotle



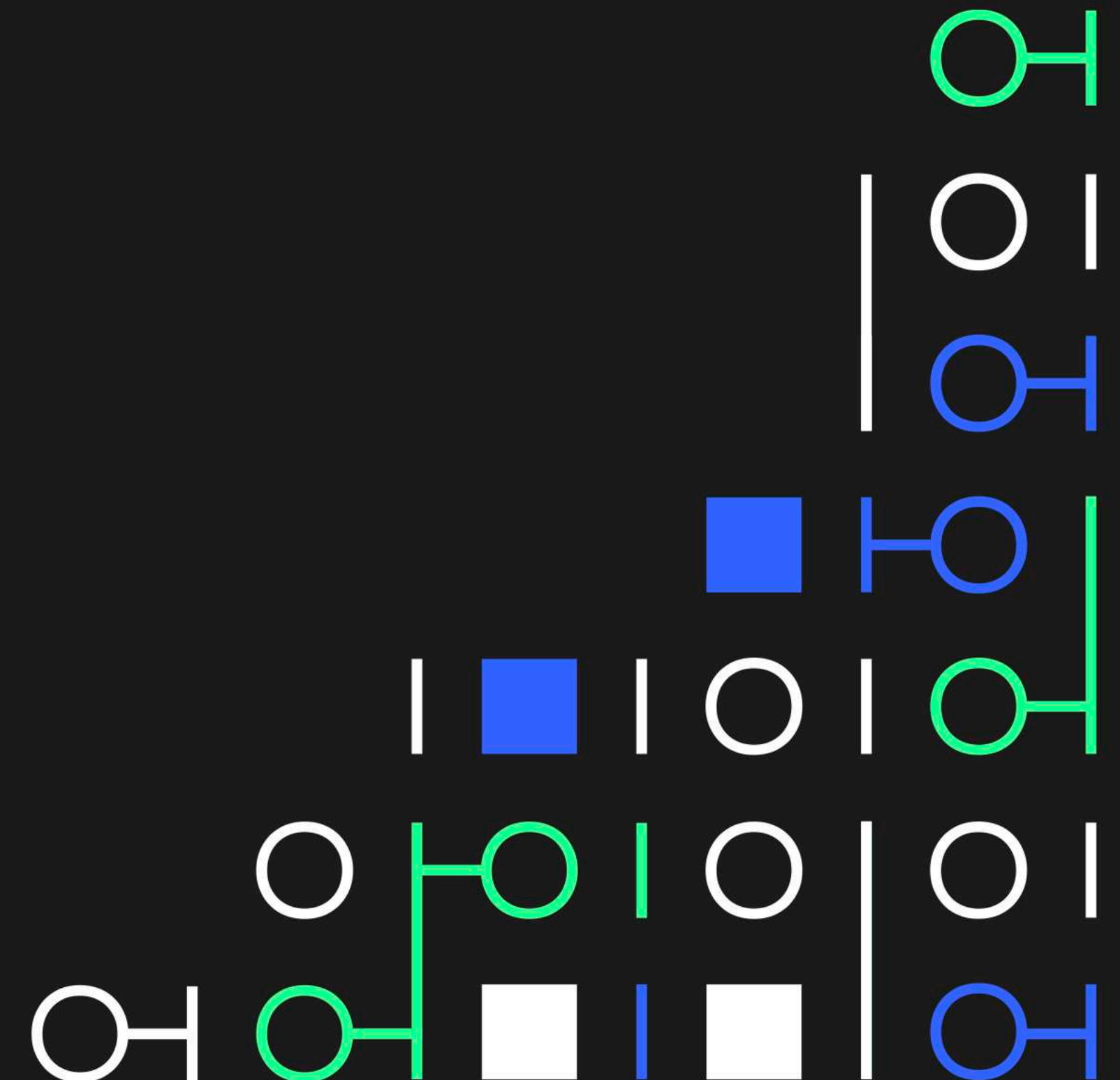
Dahlia Malkhi

Chief Research Officer
Chainlink Labs

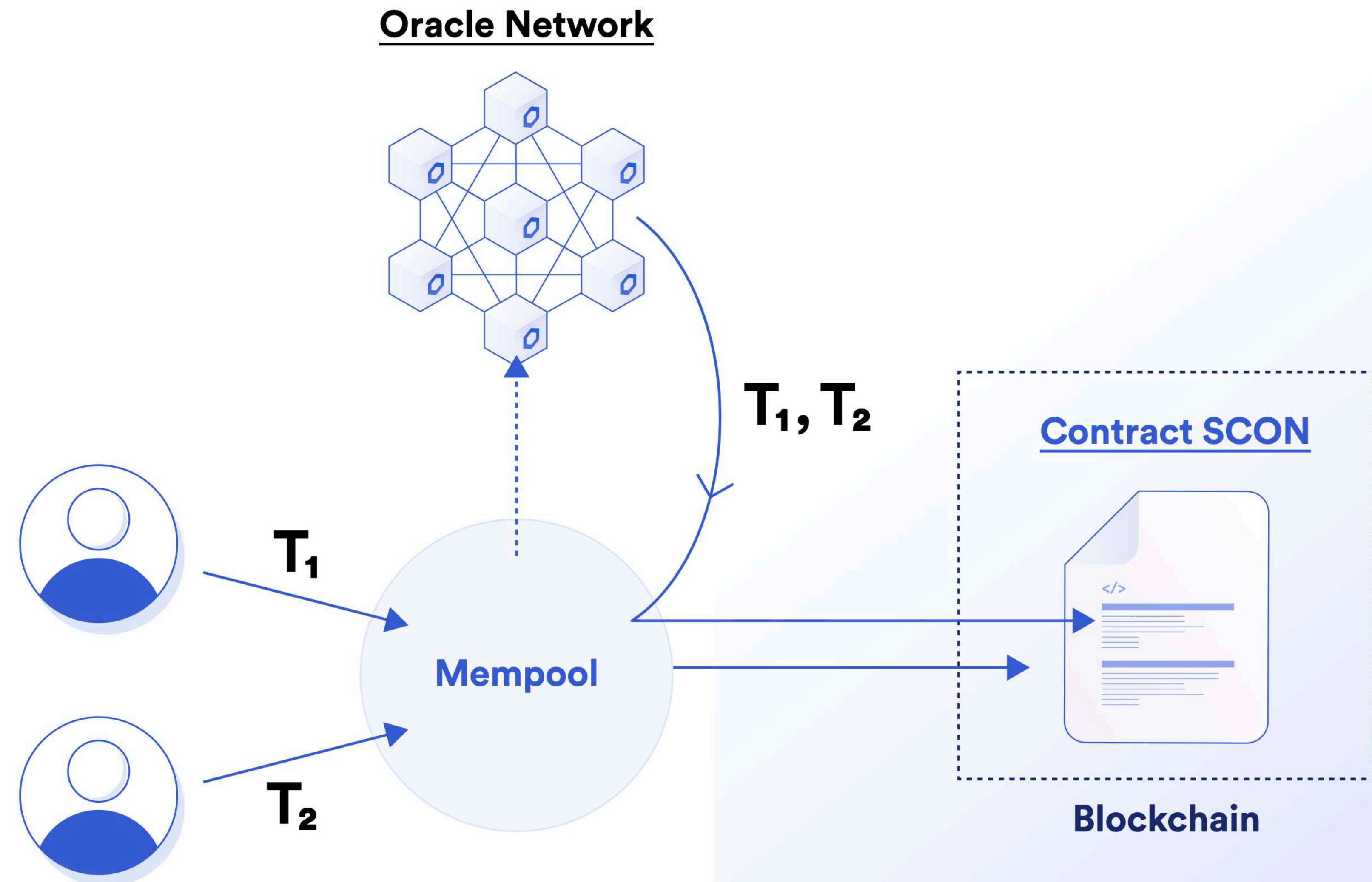


Osama Khan

Co-Founder and CEO
Burrata



Fair Sequencing Services to Reduce Miner Extractable Value





Fair Sequencing Services in Action

📅 9/28

🕒 3:40PM

📍 Aristotle



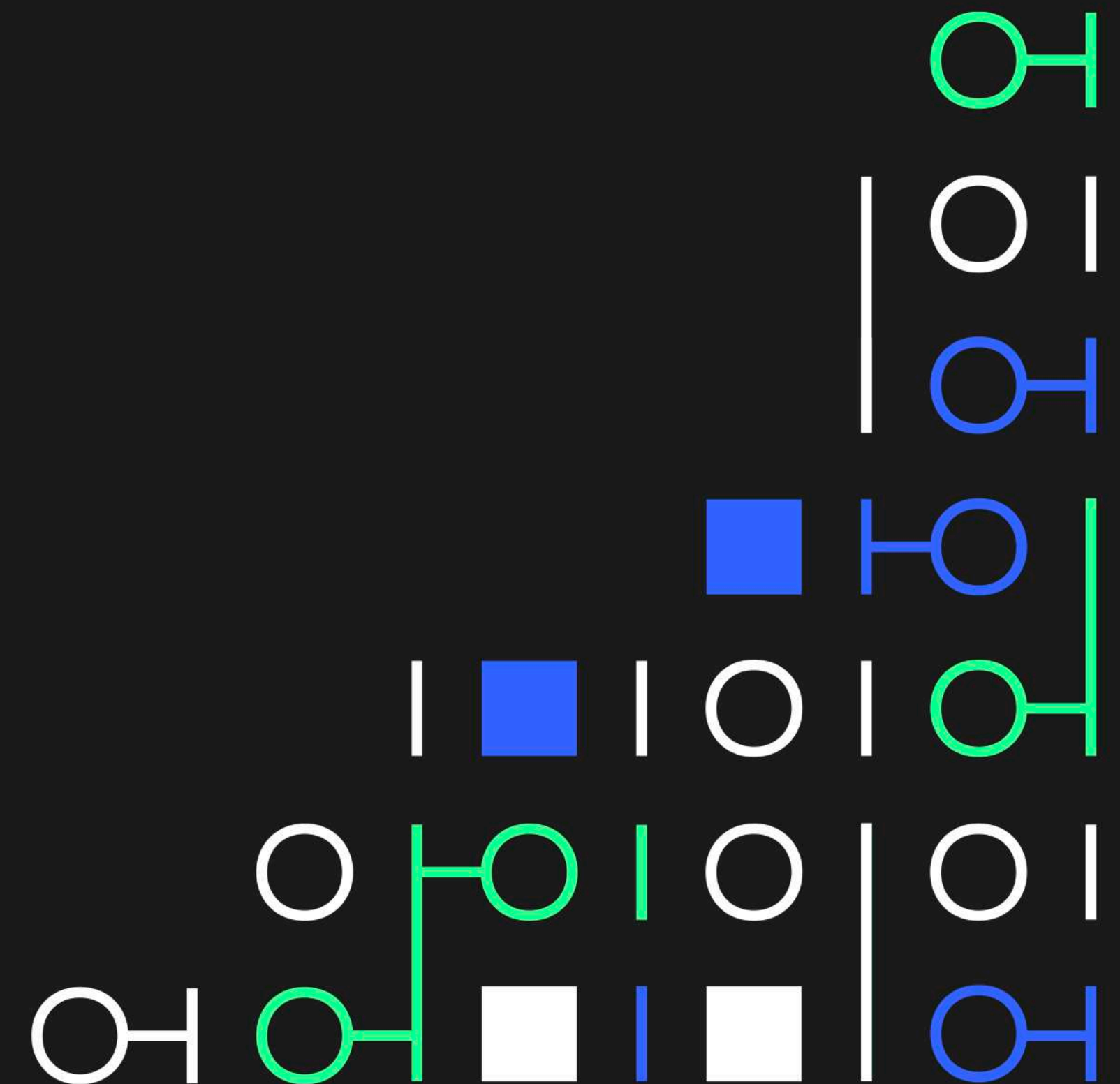
Ari Juels

Chief Scientist
Chainlink Labs

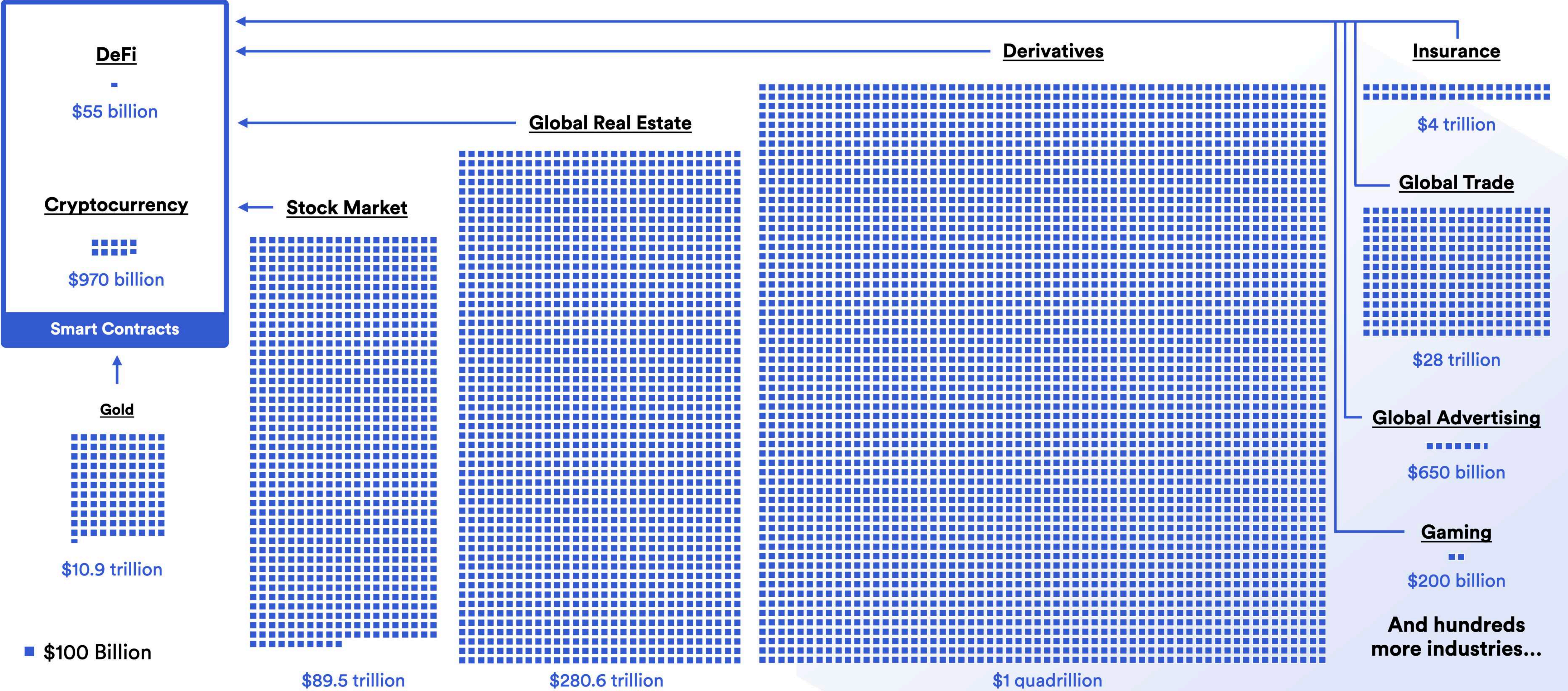


Pawel Szalachowski

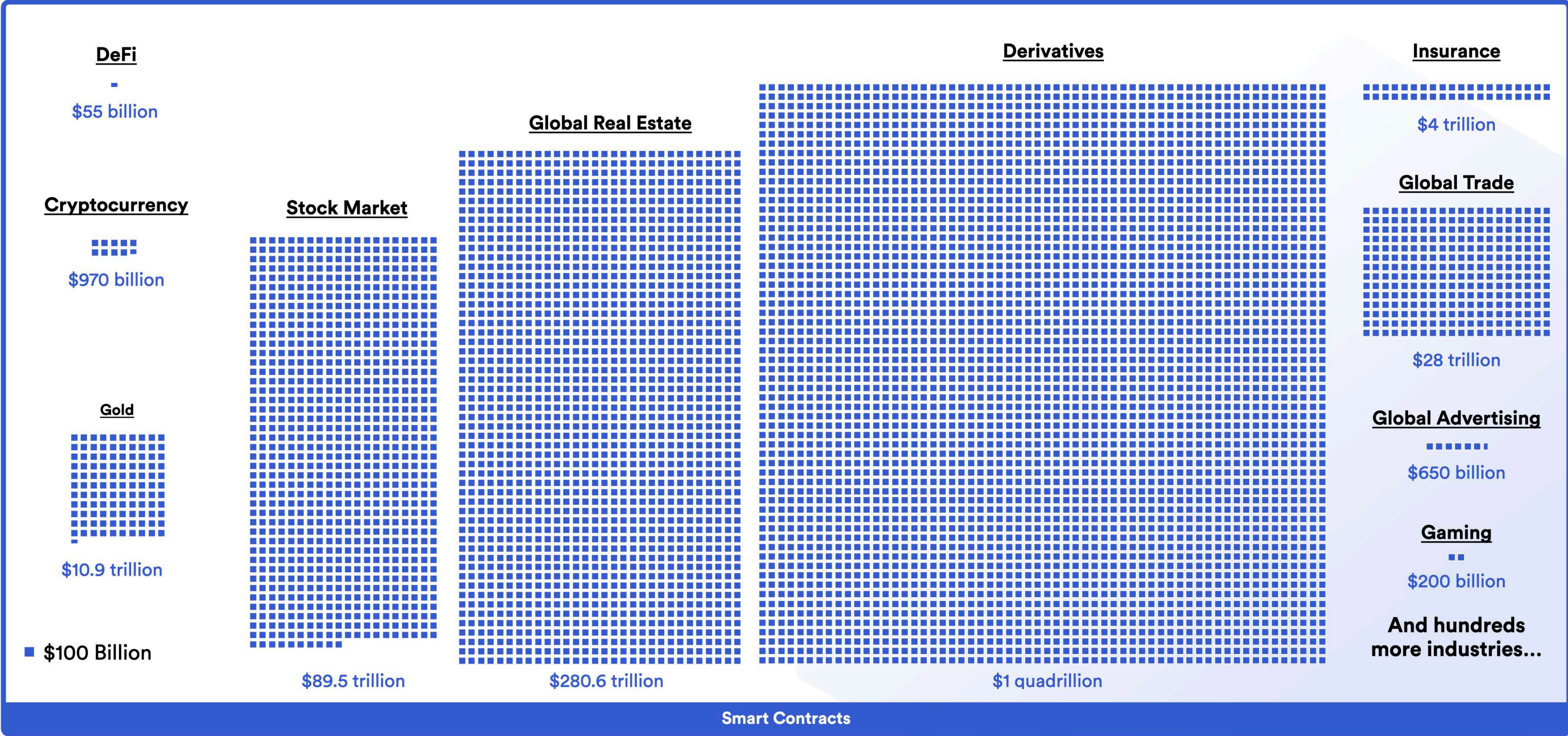
Research Engineer
Chainlink Labs



The Market for Trust-Minimized Applications Is Hundreds of Trillions



The Market for Trust-Minimized Applications Is Hundreds of Trillions



Digital Assets, Distributed Ledger Technology and the Future of Capital Markets



Insight Report | May 2021

Transaction Value To Be Disrupted by Web3



Source:
WEF and BCG Insights Report: Digital Assets, Distributed Ledger Technology and the Future of Capital Markets



Market Disruption by Web3 Leads to App and Infra Revenues

Transaction Value To Be Disrupted by Web3
\$867 Trillion

Web3 App Revenue
\$9 Trillion to \$17 Trillion

Web3 Infrastructure Revenue
\$260 Billion to \$520 Billion

INPUTS AND ASSUMPTIONS

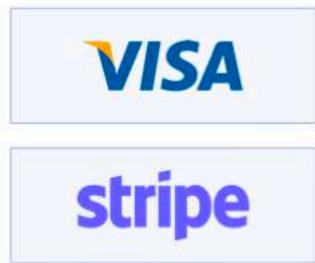


WEF and BCG Insights Report: Size of traditional markets that are susceptible to disruption by distributed ledger technology.



Web3 Applications are likely to capture 1% to 2% of the value exchange that they facilitate, aligned with the **rate at which the global banking industry generates revenue** on funds it intermediates.

McKinsey: The global banking industry intermediated nearly \$250 trillion in 2017, generating \$5 trillion in revenues



Web3 Infrastructure will capture ~3% of the revenue generated by applications that they enable, aligned with Web2 comparables.

Visa: 2.29%. Mastercard: 2.34%. Stripe: 2.9%. PayPal: 3.49%



"Growing client demand for digital assets, maturity of advanced solutions, and improved regulatory clarity present a tremendous opportunity for us to extend our current service offerings to this emerging field."

Roman Regelman,
Head of Digital at BNY Mellon

<https://www.forbes.com/sites/billybambrough/2021/02/11/2-trillion-investment-giant-bny-mellon-reveals-bitcoin-and-crypto-plans-digital-assets-are-the-future/?sh=25b322e76e48>



"Industries like financial services are already feeling the winds of disruption with digital wallets, tokenized assets, and cryptocurrency. But along with disruption comes the opportunity to win big with new product offerings and business models."

Bain & Company

<https://www.bain.com/insights/how-much-is-web3-disrupting-your-industry-snap-chart/>

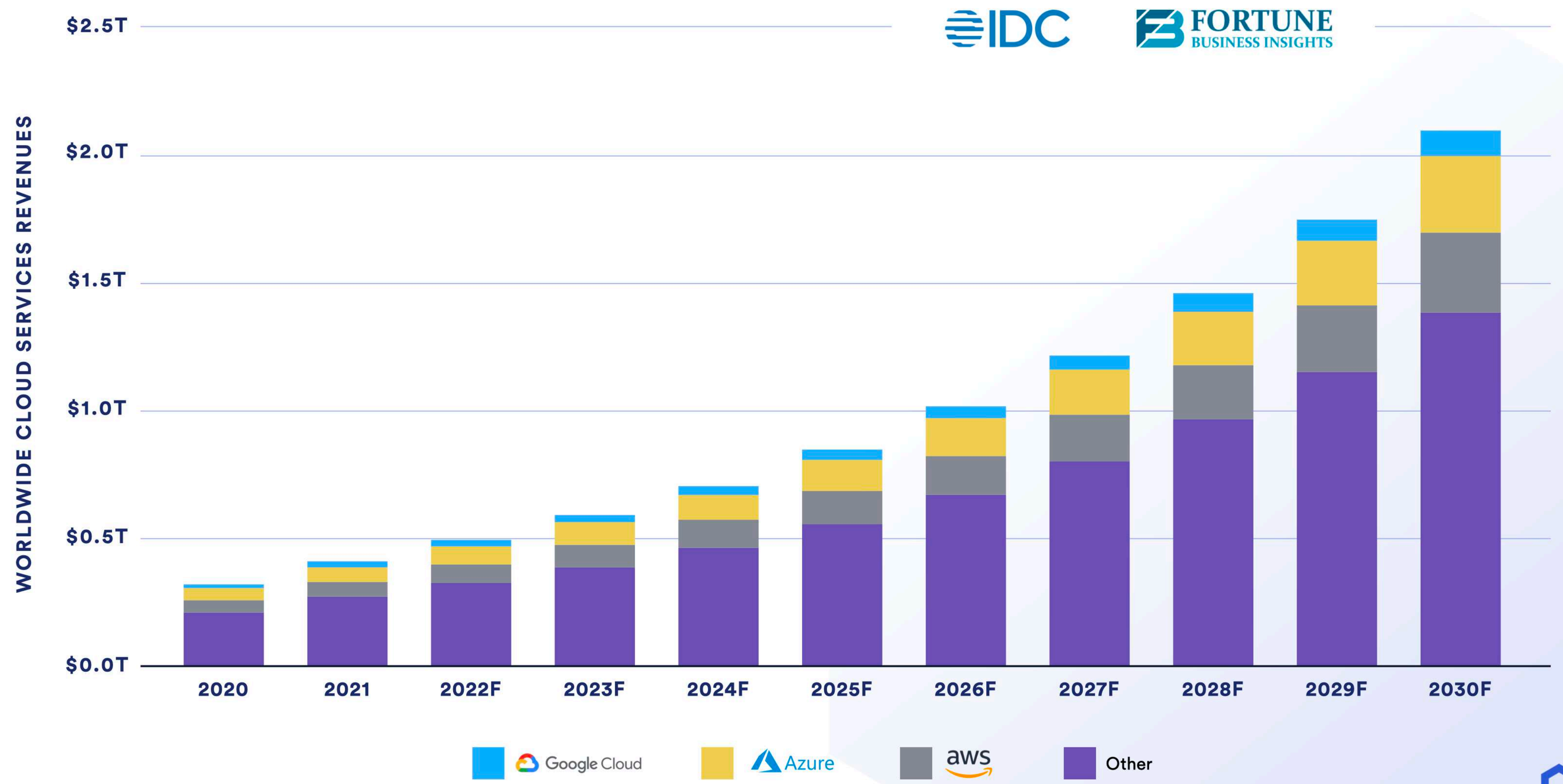


*"**76%** of respondents believe **digital assets will serve as a strong alternative to, or outright replacement for, fiat currencies in the next 5–10 years.**"*

Deloitte's 2021 Global Blockchain Survey

<https://www2.deloitte.com/us/en/insights/topics/understanding-blockchain-potential/global-blockchain-survey.html>

Current and Projected Cloud Revenue Prove Large Possibilities



Google Cloud



Azure



AWS



Other



Chainlink

For illustrative purposes only.
Source: <https://www.fortunebusinessinsights.com/cloud-computing-market-102697>; IDC Worldwide Semiannual Public Cloud Services Tracker

Oracle Networks/Web3 Services Are Key Security Infrastructure

Transaction Value To Be Disrupted by Web3
\$867 Trillion

Web3 App Revenue
\$9 Trillion to \$17 Trillion

Web3 Infrastructure Revenue
\$260 Billion to \$520 Billion

Decentralized Oracle Networks Revenue
\$86 Billion to \$171 Billion



Chainlink Economics 2.0

INPUTS AND ASSUMPTIONS



WEF and BCG Insights Report: Size of traditional markets that are **susceptible to disruption** by distributed ledger technology.



Web3 Applications are likely to capture **1% to 2%** of the value exchange that they facilitate, aligned with the **rate at which the global banking industry generates revenue** on funds it intermediates.

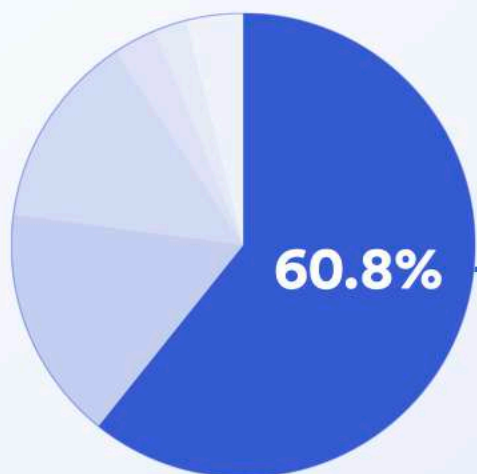
McKinsey: The global banking industry intermediated nearly \$250 trillion in 2017, generating \$5 trillion in revenues



Web3 Infrastructure will capture **~3%** of the revenue generated by applications that they enable, aligned with Web2 comparables.

Visa: 2.29%. Mastercard: 2.34%. Stripe: 2.9%. PayPal: 3.49%

It is expected that decentralized oracle networks may capture one third (33%) of Web3 Infrastructure revenue based upon Web2 comparisons.



Chainlink is the **standard for Oracle Infrastructure** and provides **over 60%** of services for oracle-powered DeFi Applications **today**.

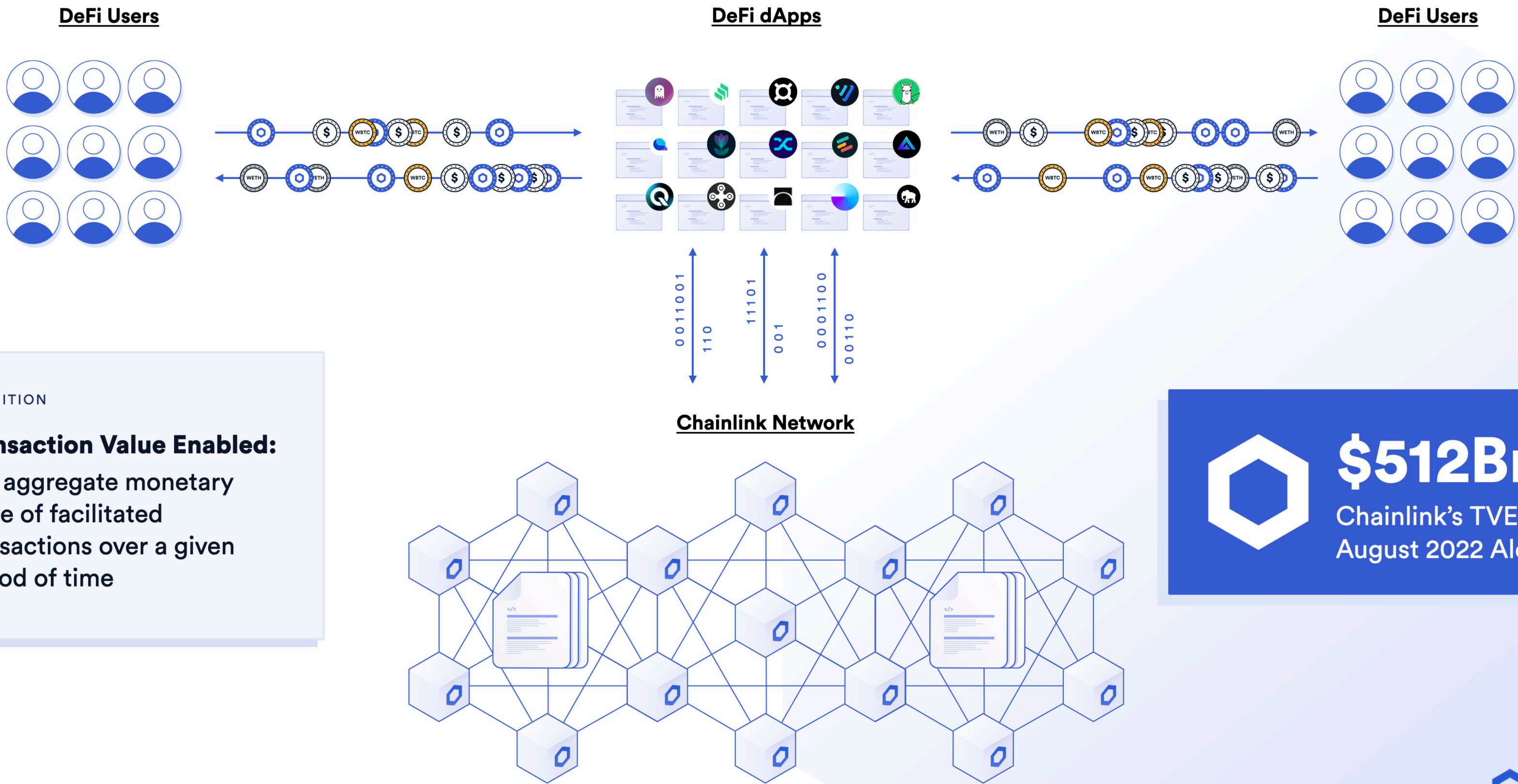
Total Value Secured by Oracles



For illustrative purposes only.

Sources: WEF and BCG Insights Report: Digital Assets, Distributed Ledger Technology and the Future of Capital Markets; McKinsey: The state of the global banking-intermediation engine in 2017; defillama.com/oracles Sources: <https://defillama.com/oracles> as of September 27, 2022

Transaction Value Enabled (TVE) as a Measure of Value Created



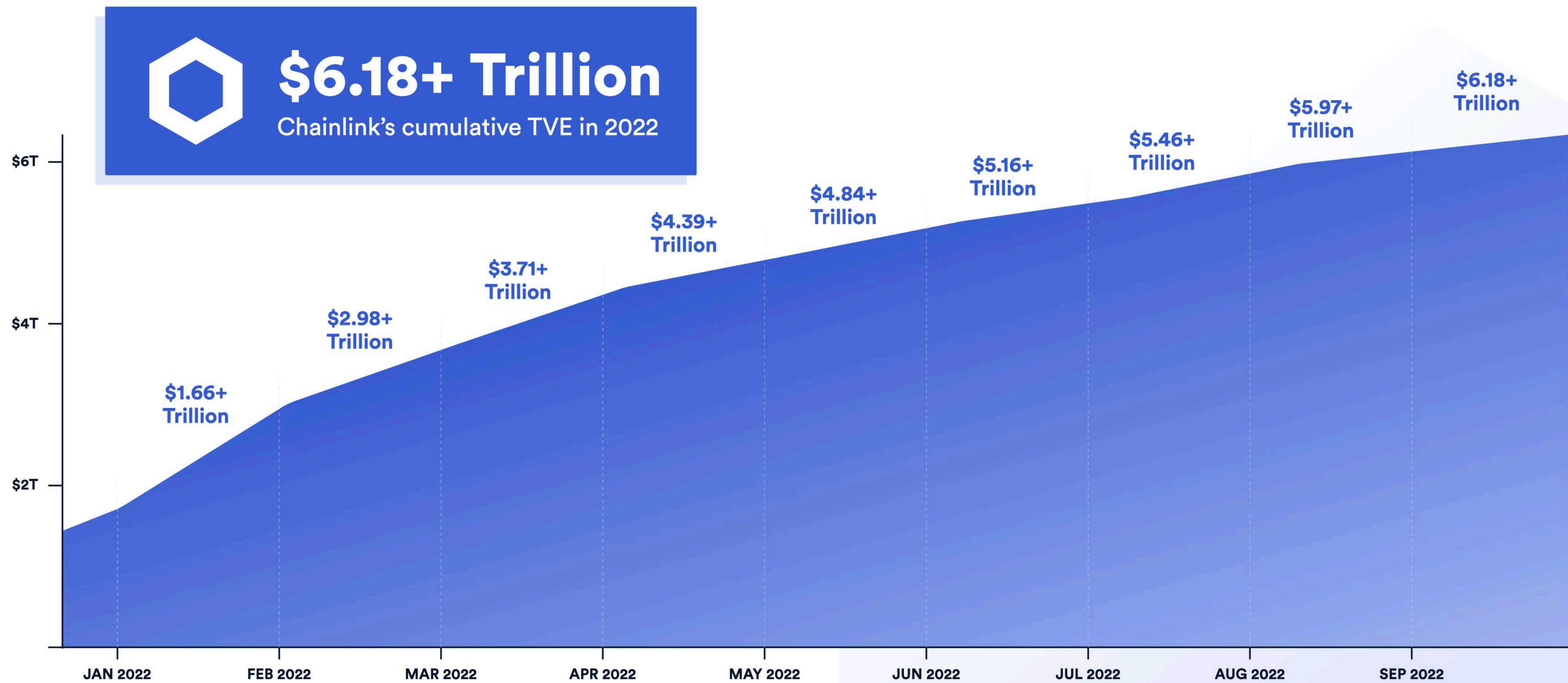
DEFINITION

Transaction Value Enabled:
The aggregate monetary value of facilitated transactions over a given period of time



\$512Bn
Chainlink's TVE in
August 2022 Alone

Chainlink TVE Is Rapidly Growing Across Multiple Chains



Aggregate USD dollar value of crypto transactions facilitated by Chainlink in 2022 on *Avalanche, BNB Chain, Ethereum, Fantom, Gnosis, Heco, Optimism, and Polygon*.

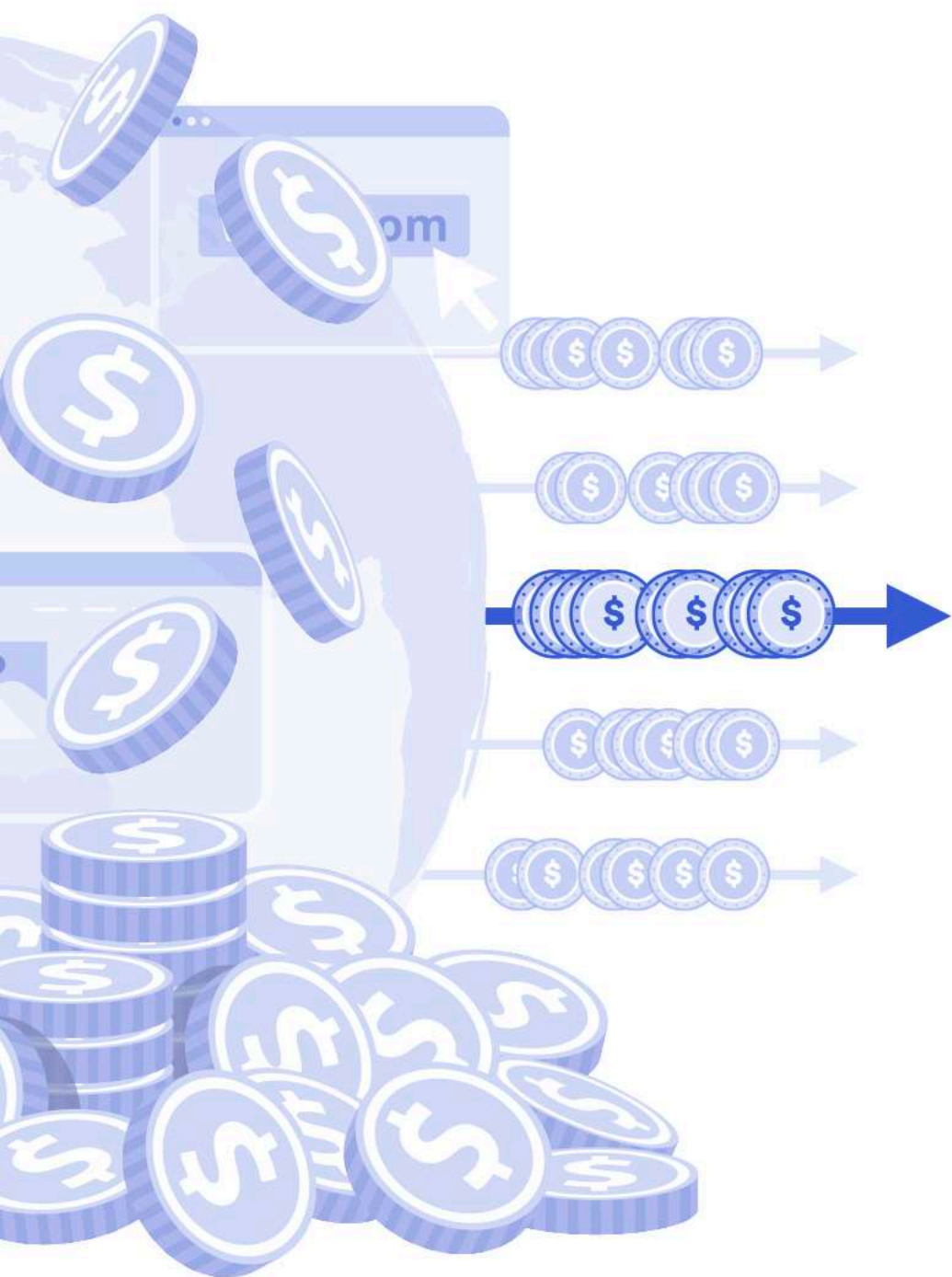


Launching Economics 2.0



Chainlink Economics 2.0: Bringing Web3 to the World

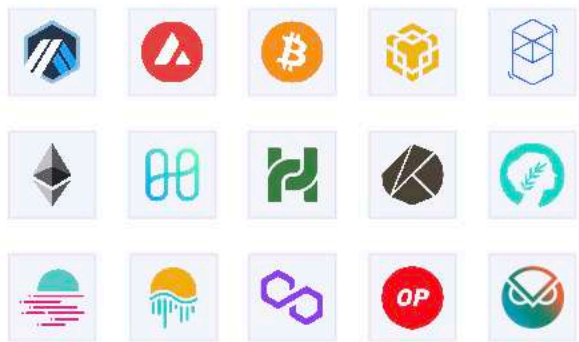
Trillions of Dollars in Investment
and Adoption From All Industries



Trust-Minimized Applications



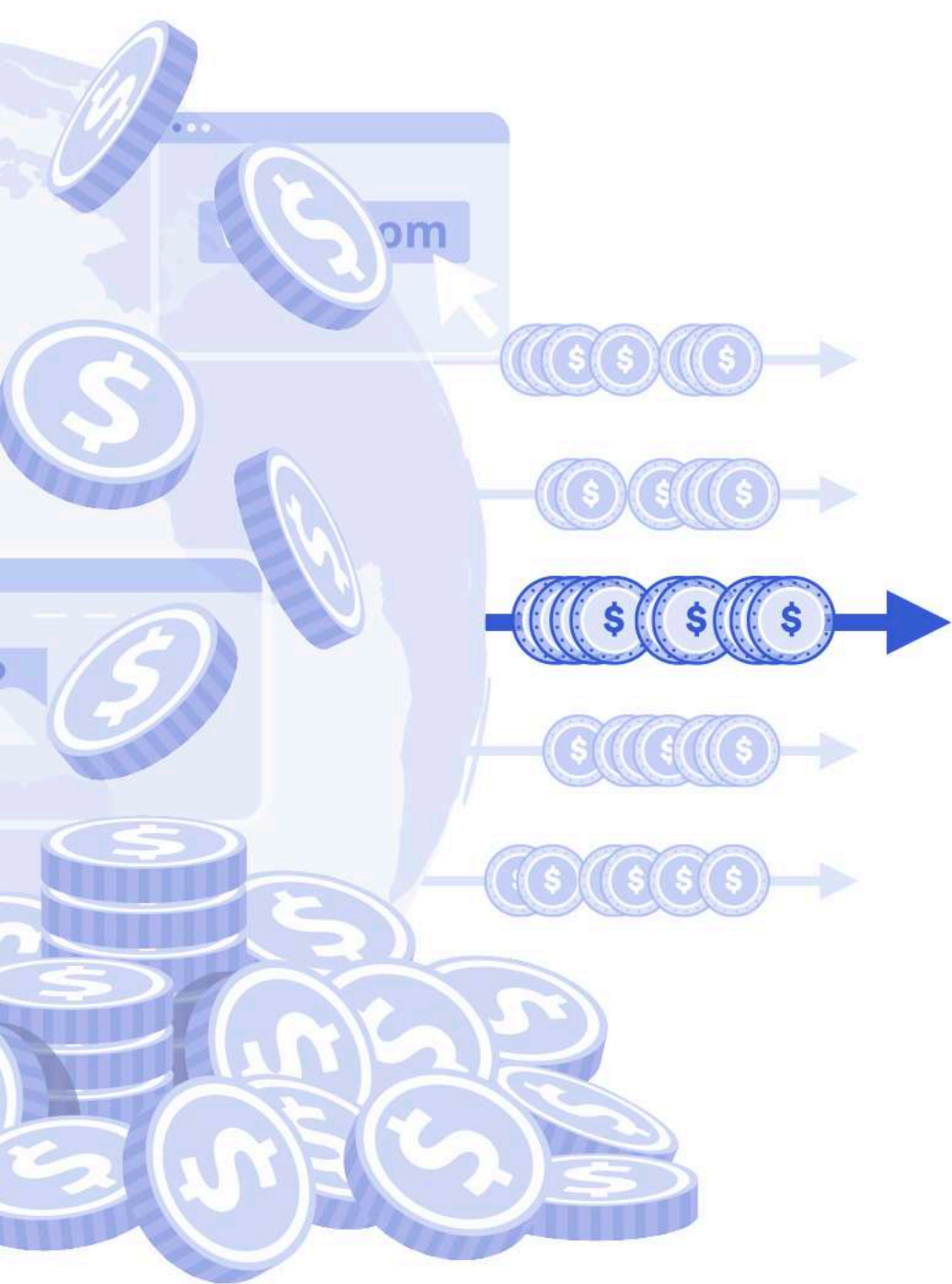
Running on-top of 100s of Chains



+ hundreds of blockchains

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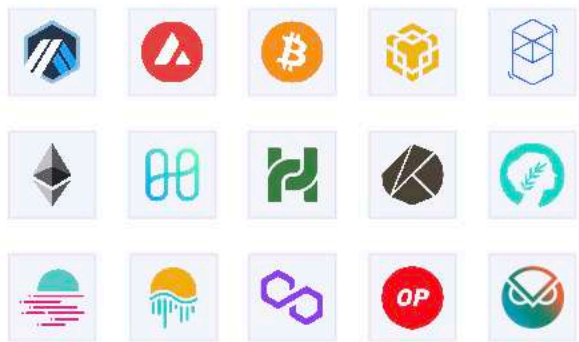
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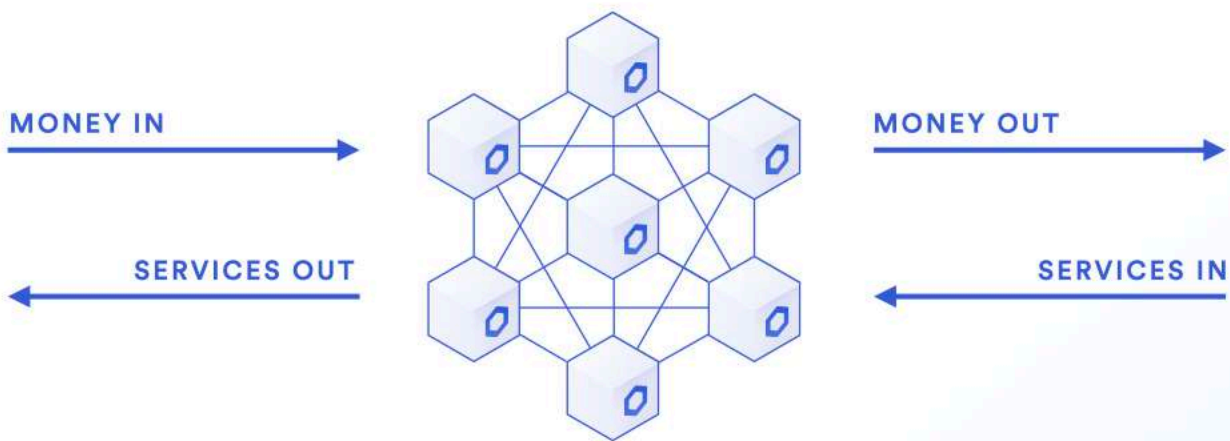


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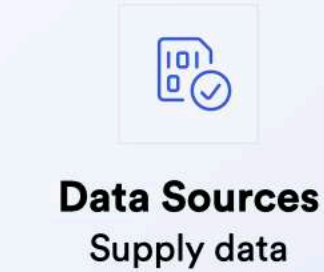
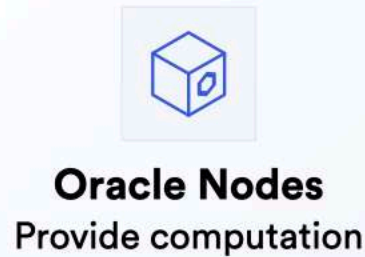


+ hundreds of blockchains

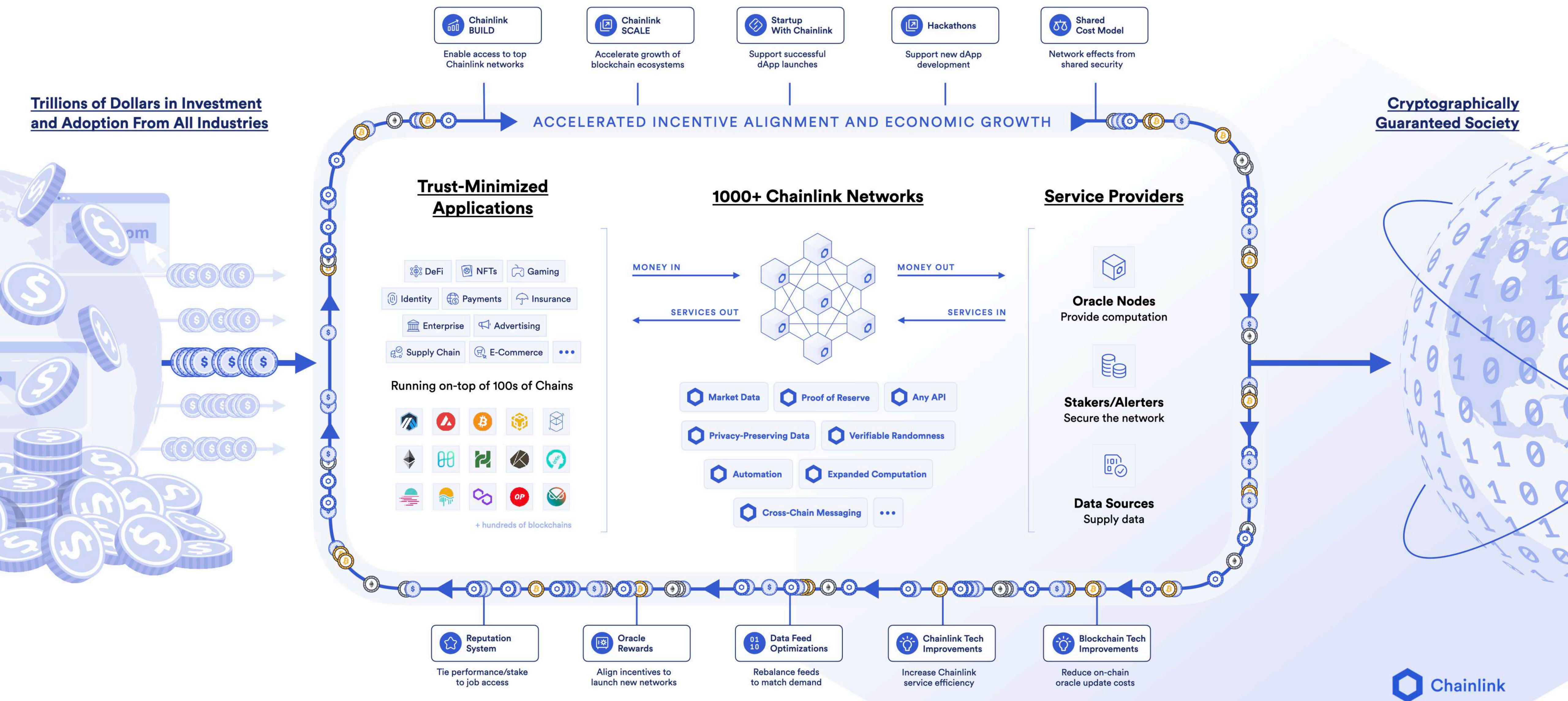
1000+ Chainlink Networks



Service Providers



Chainlink Economics 2.0: Bringing Web3 to the World

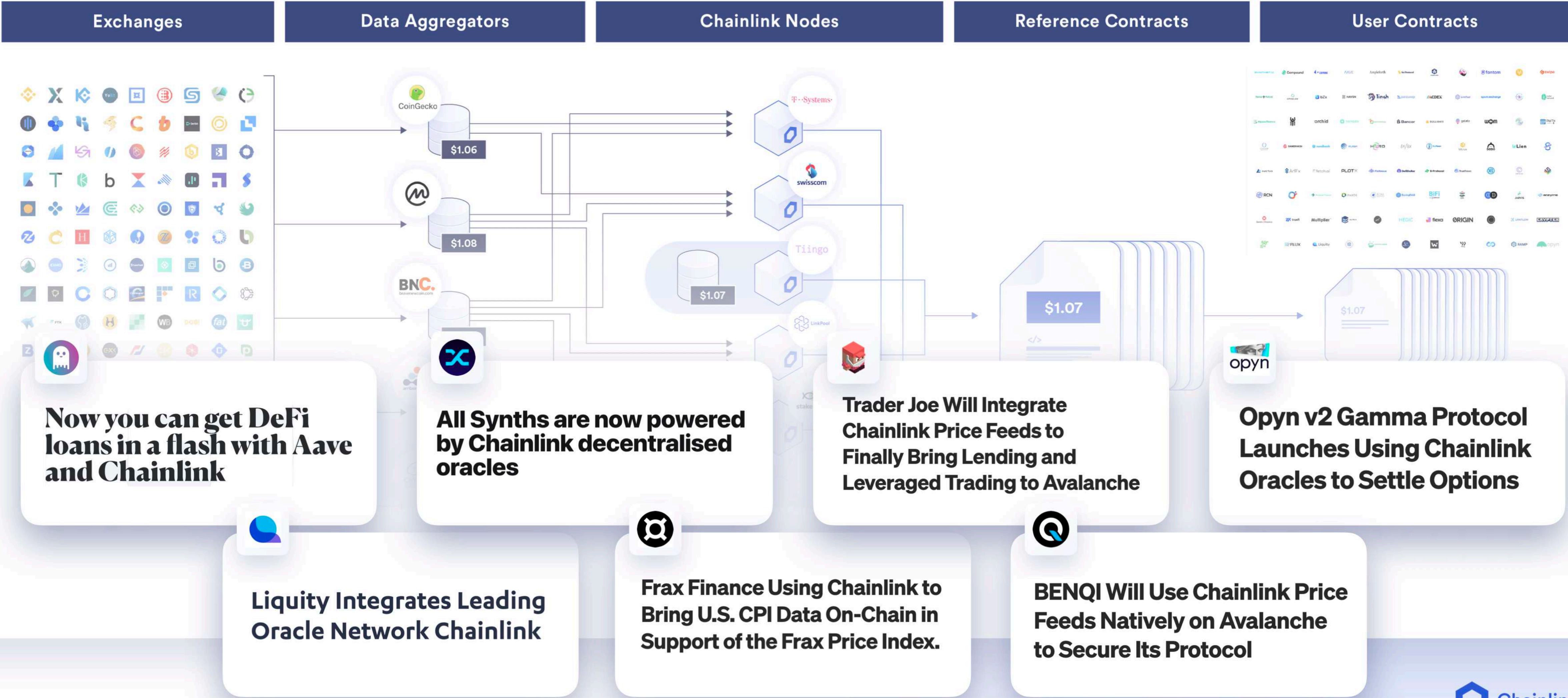




Announcing Chainlink BUILD

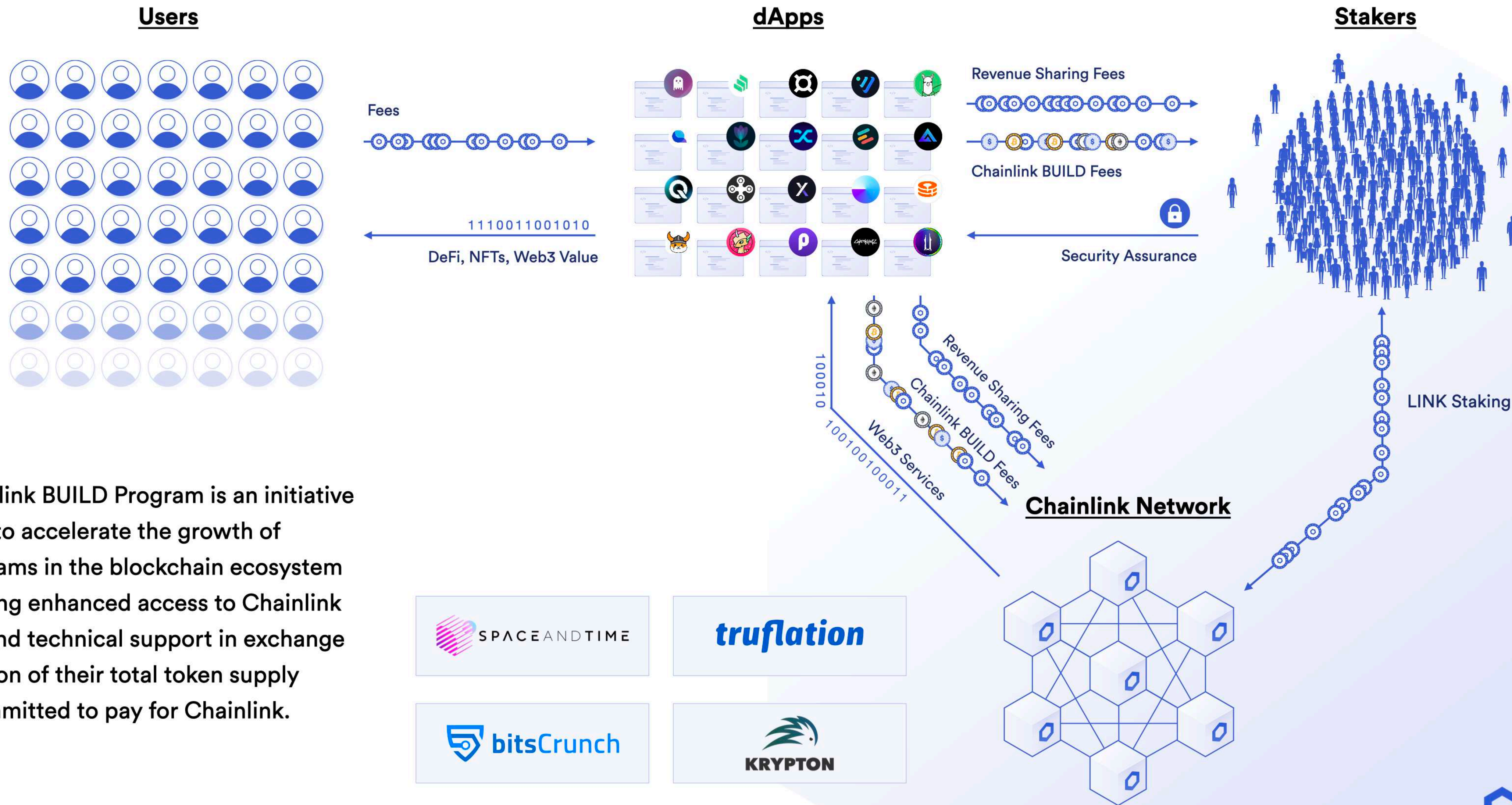


A Long History of Enabling the Launch of Top DeFi Protocols



+ HUNDREDS MORE

Chainlink BUILD: Launch and Grow Your Web3 Application



The Chainlink BUILD Program is an initiative that aims to accelerate the growth of leading teams in the blockchain ecosystem by providing enhanced access to Chainlink services and technical support in exchange for a portion of their total token supply being committed to pay for Chainlink.

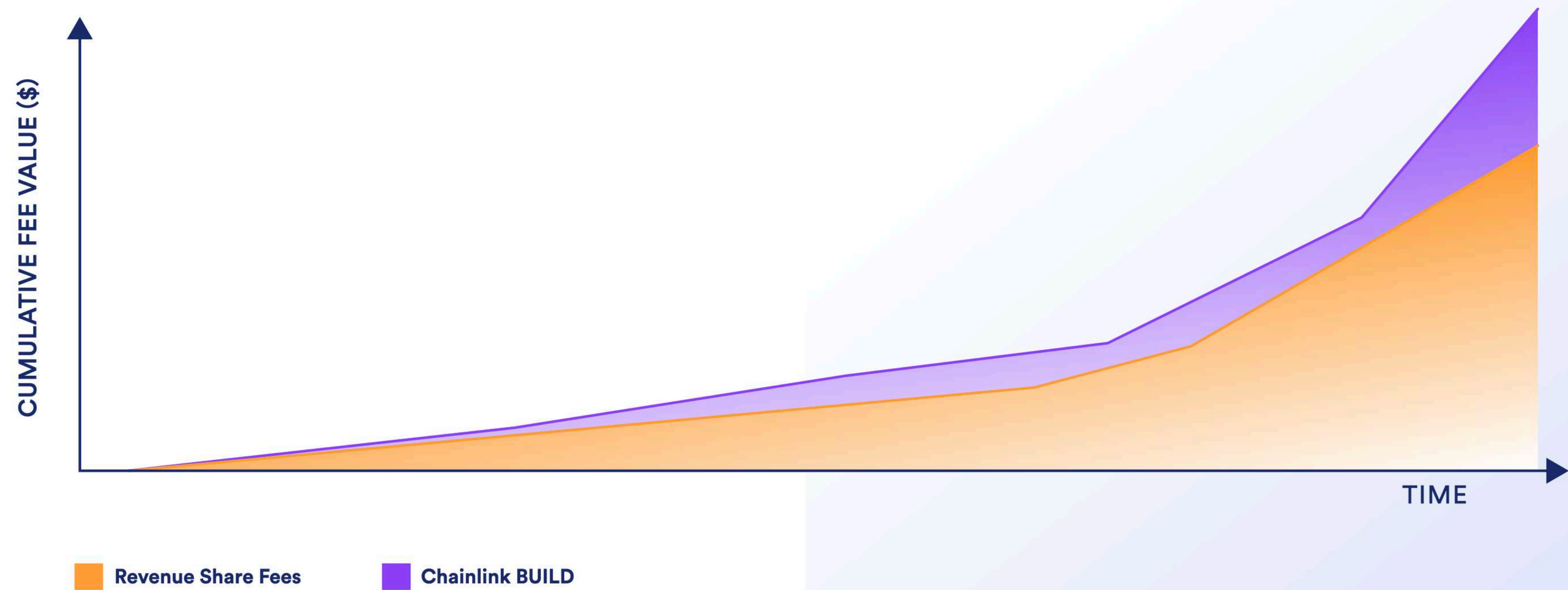
Chainlink's Relationship With Projects Evolves With Their Growth

Chainlink BUILD

Projects pay a significant part of their token supply to receive enhanced integration and technical support via Chainlink BUILD.

Revenue Sharing

Once scaled, projects transition to a revenue sharing model that aligns projects' successes with the Chainlink Network's economics.

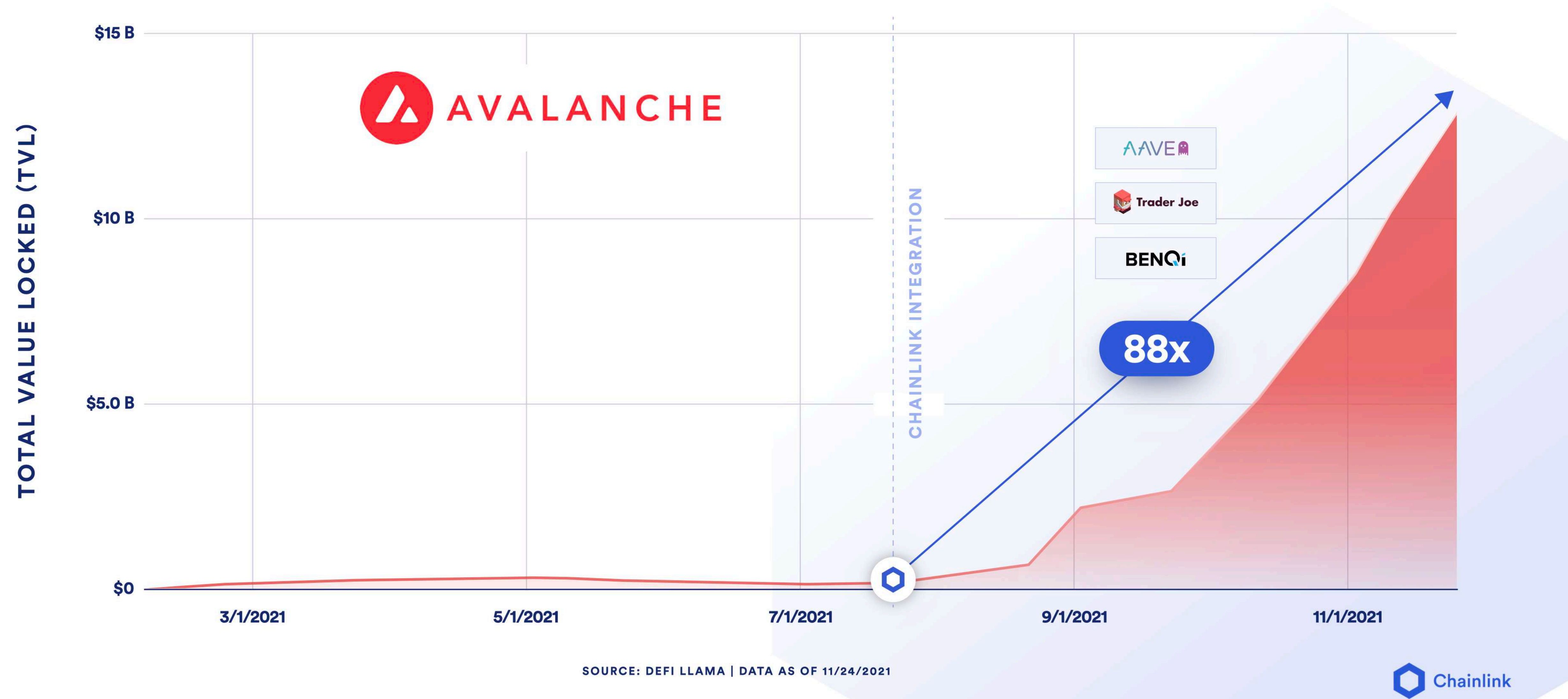




Announcing Chainlink SCALE

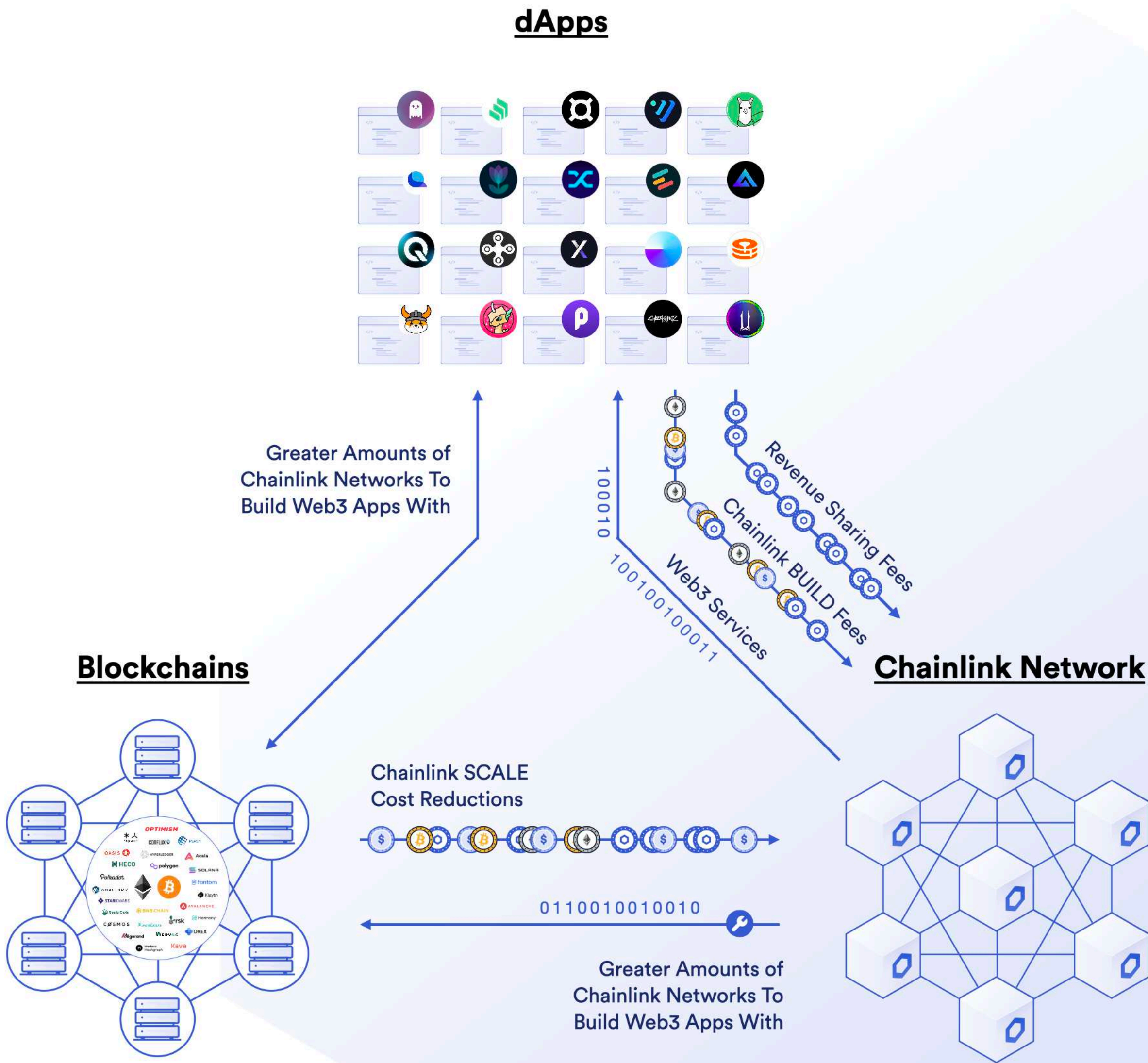
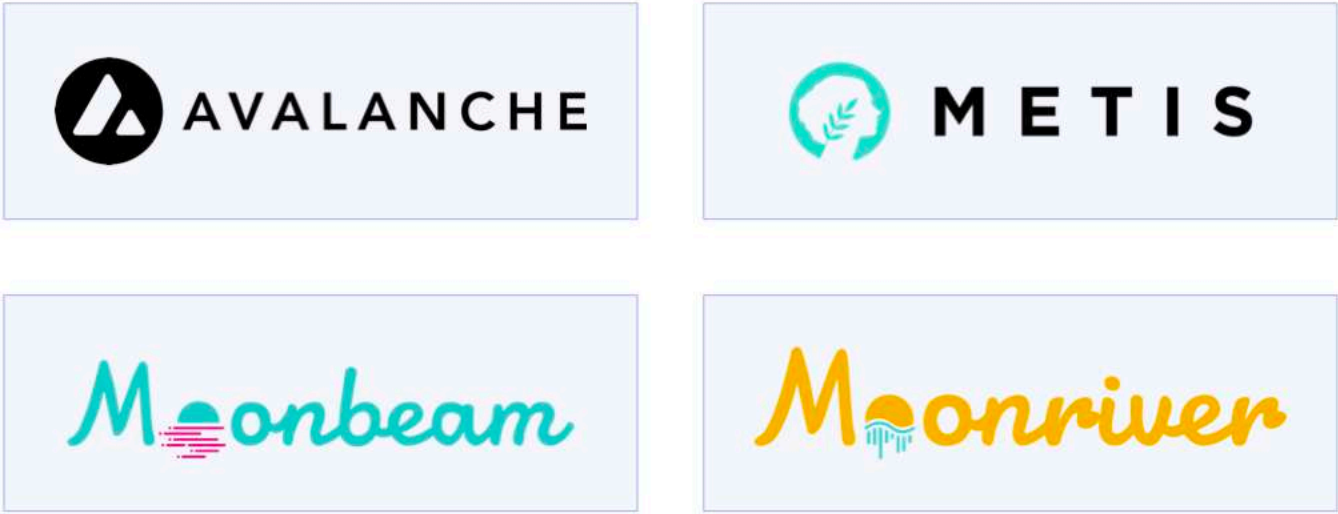


Chainlink Networks Have Enabled the Launch of Key DeFi Apps

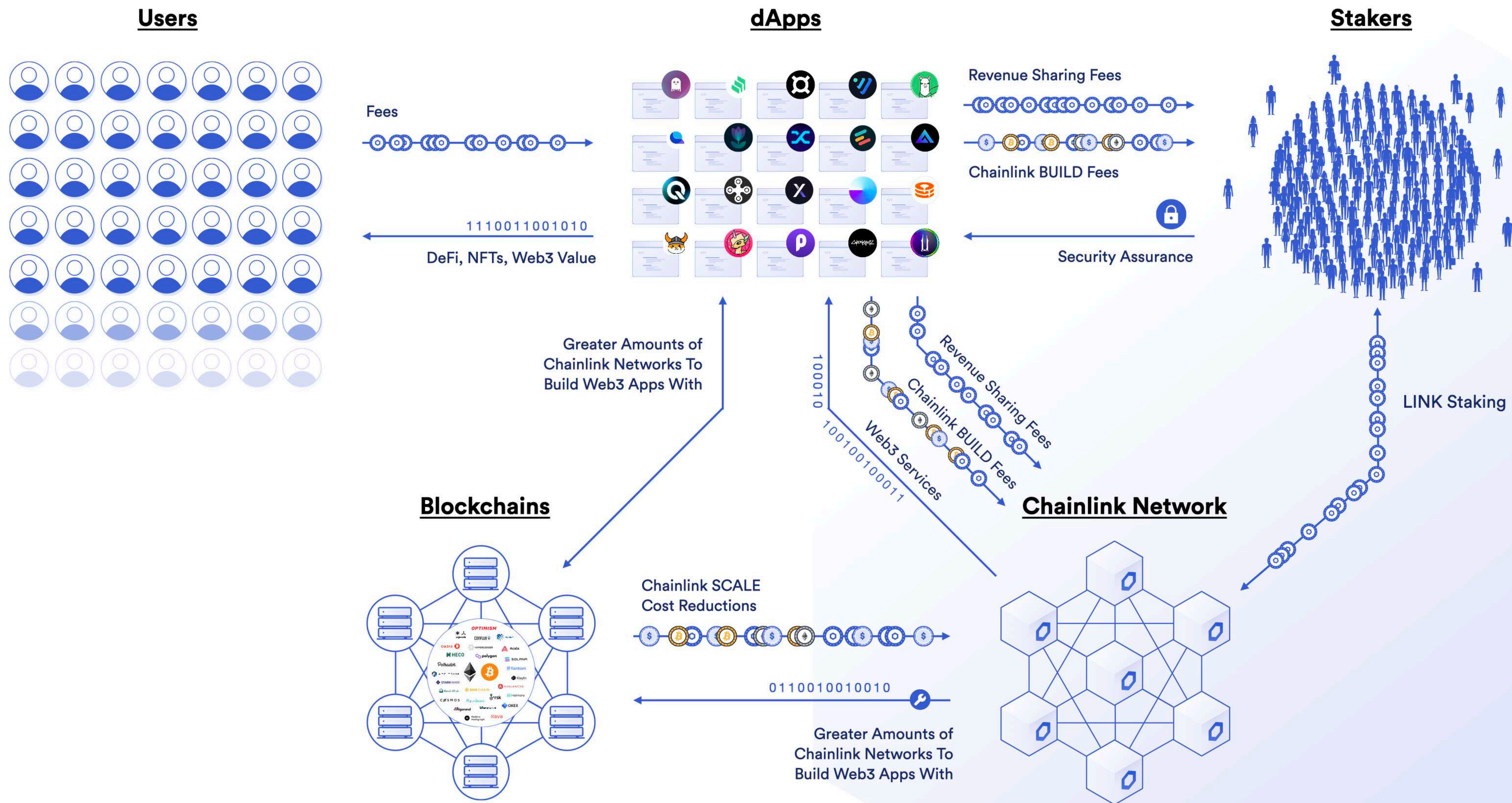


Chainlink SCALE: Grow Your Blockchain Developer Ecosystem

Sustainable Chainlink Access for Layer 1 and 2 Enablement. An initiative where blockchain projects commit to offsetting the operating costs of oracle networks to accelerate their ecosystem's growth and support the long-term sustainability of Chainlink oracle services.



Economics 2.0: Capturing Revenue While Reducing Costs





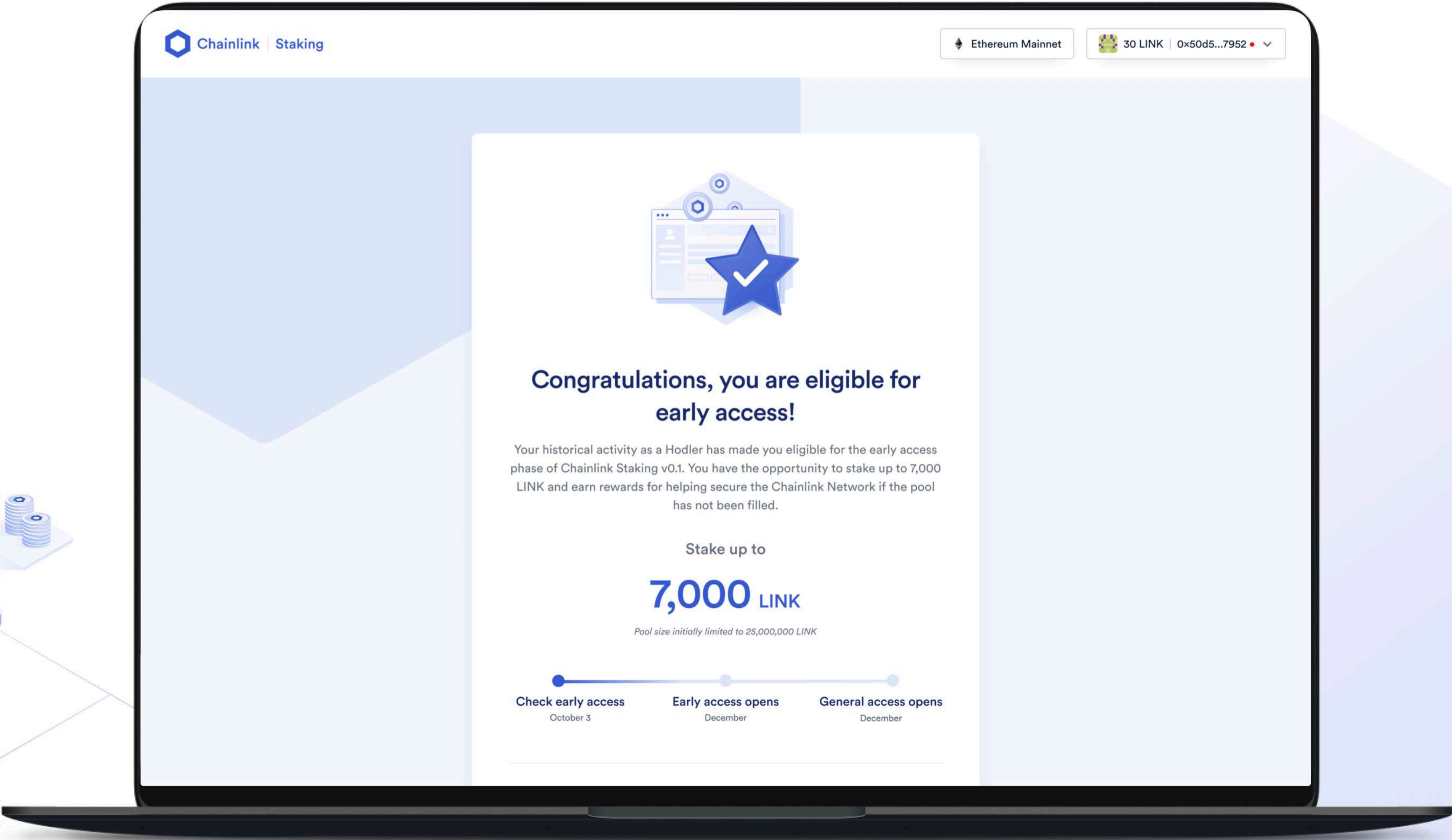
Launching Staking V0.1



Early Access for Chainlink Staking V0.1: Enabling More Stakers

Check if you're eligible for early access to Chainlink Staking v0.1! Those who qualify will get priority access to LINK staking when the pool opens.

Eligibility is determined by on-chain and off-chain activity, which can be verified via your Web3 wallet.



Staking Pool Expansion Expected To Accelerate With Usage

DEFINITION

Staked Supply:

Staked supply is the total amount committed to secure the Chainlink Network at the time of measurement.

DEFINITION

Circulating Supply:

The Chainlink circulating supply refers to the number of LINK tokens that are circulating in the market, including any protocol emissions*. The total supply is capped at 1,000,000,000 LINK.

DEFINITION

Effective Circulating Supply:

Effective circulating supply means the Circulating Supply minus the Staked Supply.



For illustrative purposes only.

* For more information see: <https://blog.chain.link/sustainably-growing-chainlink/>

Thank You

Disclaimer: This presentation is for informational purposes only and contains statements about the future, including anticipated programs and features, developments, and timelines for the rollout of these programs and features. These statements are only predictions and reflect current beliefs and expectations with respect to future events; they are based on assumptions and are subject to risk, uncertainties, and change at any time. There can be no guarantee that any of the contemplated programs or features will be implemented as specified nor any assurance that actual results will not differ materially from those expressed in these statements, although we believe them to be based on reasonable assumptions. All statements are valid only as of the date first presented. The statements in this presentation also may not reflect future developments due to user feedback or later events and we may not update this presentation in response.