



Enterprise SaaS for Stablecoins on Salesforce

The World's Most Boring Blockchain Company

"A company that does boring things is almost as good as a company that has a boring name, and both together is terrific."

~ Peter Lynch, legendary manager, Magellan Fund

SYSTEMIC TRANSFORMATION

Money moves on systems dating back 40-50 years that were never built for today's global transaction volume.

(Systems like Visa, Mastercard, Swift, ACH, NASDAQ, and the New York Stock Exchange.)

All of those transactions are moving to the blockchain.



THE PROBLEM



**Existing Corporate
Systems do not
connect to the
Blockchain.**

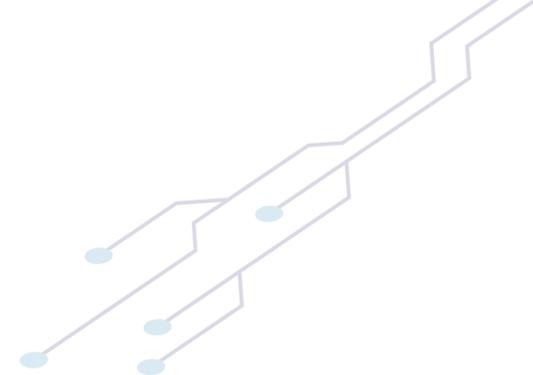
THE SOLUTION

**Build native tools for
Enterprise systems like
Salesforce.**

**Web3 Enabler is the only Salesforce
ISV* that has successfully built
Salesforce Native Blockchain Apps.**

* ISV = Independent Software Vendor. Only licensed Salesforce ISVs, like Web3 Enabler can publish to the Salesforce AppExchange





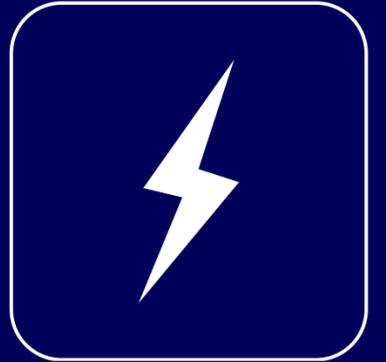
WHY SALESFORCE?

**Everyone Uses
Salesforce!**



Enterprise runs on Salesforce

- 91% of the Fortune 500
- 150,000 corporate clients



Premium & Industry Clouds:

- Revenue Cloud
- Financial Services Cloud
- Commerce Cloud



90% of Salesforce customers buy AppExchange products.

10AppExchange = \$140B annual marketplace.

Total Ecosystem = \$1.5T



Salesforce grows by Acquisition (67 to date)

Core offerings like Commerce Cloud, Marketing Cloud, Revenue Cloud, Data Cloud, and Einstein Ai, were all born as Salesforce acquisitions



Salesforce acquired Informatika in May 2025 for \$8 Billion to address a gap in Data Cloud.

UNIQUE OPPORTUNITY

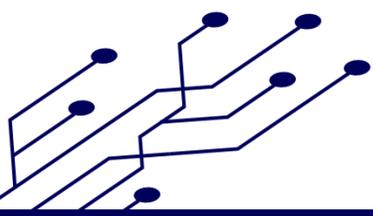
Only Salesforce ISV Partners **can access a lucrative \$150B Market.**

Only Circle Alliance Program Partners and Development Partners **get access to marketing support and development support from Circle.**

Web3 Enabler is the only Salesforce ISV that has **built native Salesforce tools for using stablecoins and blockchain functionality in normal business processes.**

Web3 Enabler is a founding member of the Circle Alliance Program and the only Circle Development Partner **integrating Circle's SDKs and Technologies into the Salesforce Ecosystem.**





WHY STABLECOINS?

Stablecoins are the **First Real Use Case**
for the Blockchain

\$302 Billion

Stablecoin Market Cap

\$33.6 Trillion

Stablecoin Transactions
(but B2B is just starting)

\$180 Billion

USDT Market Cap

\$76 Billion

USDC Market Cap

Circle, maker of USDC and EURC Stablecoins, went public in June 2025, reaching a \$70 Billion market capitalization on its first month of trading.

WHY NOW?



In July 2025, the United States passed the GENIUS Act – the first federal law regulating Stablecoins.

The Act **paves the way for corporate adoption of Stablecoin payments**, regulating requirements for liquidity, and eliminating price fluctuation risks associated with using blockchain payments.

WHY US?

Experienced Founders



Alex Hochberger, CEO

Experience

20+ Years of Technology Development, Management & Digital Marketing
2 Successful Startup Exits
7 years in the Salesforce Ecosystem

Education

BS Computer Science - MIT
Masters in Business Administration - Fuqua School at Duke University



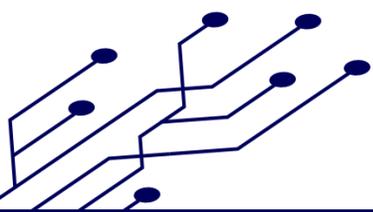
Peter Hubshman, COO

Experience

30+ Years of Technology, Manufacturing, and Startups
M&A, Merchant Banking Private Fund and Public Company Management Background
Multiple Successful Acquisitions and Exits

Education

BA Economics - Tufts University
Masters in Finance and Org Behavior - Yale University SOM



WHO ELSE?

Deeply Connected Network

With deep ecosystem roots, Salesforce vetted us as their first Web3/Blockchain ISV Partner in 8 weeks - ISV partnerships usually take 18 months. We were entrusted by Circle, Ripple/XRPL, and Cardano/Catalyst to build their Salesforce Implementations.



Zoe Braiterman

Community Lead

10+ years in startups
Seasoned IT/security
Consultant
Experienced Product and
Business Advisor



Chris Marzilli

Salesforce Advisor

Pre-Seed Investor
Technology Manager
9 Years inside Salesforce
14 Years Salesforce
Ecosystem



Aidan Yeaw

Investor Board Member

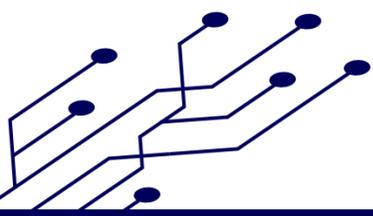
Pre-Seed Investor
Node40 Board Member
Crypto Compliance
Expert



Alexander Smart, JD

Board Member

Blockchain Legal Expert
Web3 Accelerator Founder



INDUSTRY SUPPORT

Major Industry Partnerships

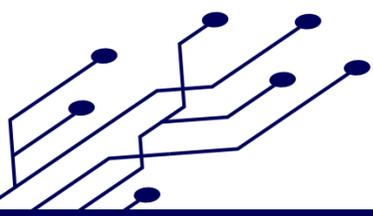


Technology Partners



Implementation Partners





TRACTION

Bespoke Product Implementations

Web3 Enabler is the Salesforce ISV entrusted by Blockchain Companies to implement their Salesforce Applications.



XRP for Salesforce -
sponsored by XRP
Ledger Foundation



**Programmable
Wallets for Salesforce**
- sponsored by
Circle's USDC Grants



**Ada Wallet for
Salesforce**
Sponsored by Project
Catalyst

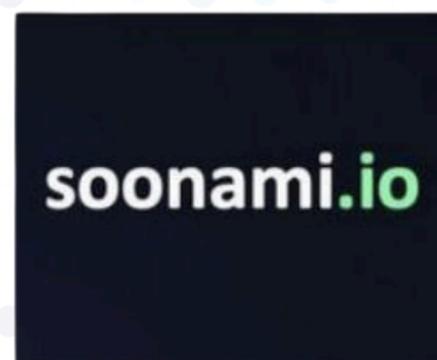


**Web3 Wallet for
Salesforce**
Sponsored by
Qubic Labs

TRACTION

Community Support

- **Ga^3in Ventures**, VC Group, Pitch Winner
- **Built in Miami**, Accelerator
- **Venture Miami**, Government Agency
- **Chain Reaction Boston**, Angel Investors
- **Qubic Labs**, R&D Grant Recipient
- **Reefside Capital**, Accelerator
- **Hadron Founders Club**, Accelerator
- **soonami.io GmbH**, Accelerator



VENTURE MIAMI

the **SHRIMP**
society

BUILT IN MIAMI
STARTUP PROGRAM

PRODUCTS - "STATUS IS LIVE"

Ever Expanding AppExchange Moat

Blockchain Payments
By Web3 Enabler, Inc.
Blockchain Transactions in Salesforce- Accept and Send Stablecoins Natively in Salesforce, in a crypto wallet for blockchain payments.

Salesforce App ★★★★★ 5 Average Rating (3 Reviews)

[Get It Now](#) [Try It](#)

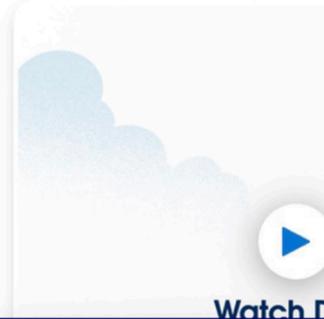
Accept Stablecoins like USDC, USDT, and DAI natively in Salesforce, in a crypto wallet for blockchain payments.

Starting at \$79 USD/user/month
Discounts available for nonprofits
[Pricing Details](#)

Business Need
Sales Accounting Payments Processing

Requires
None

Compatible With



[Watch Demo](#)

Digital Asset Wallet for FSC (PKG)
Track popular cryptocurrencies like Bitcoin and XRP in FSC.

Salesforce App No Ratings

[Get It Now](#) [Try It](#)

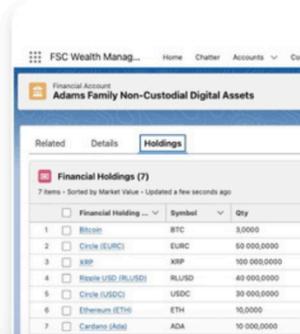
Enable wealth managers using FSC to manage their client's digital asset holdings. The wealth manager can review their holdings.

Starting at \$29 USD/user/month
Discounts available for nonprofits
[Pricing Details](#)

Industries
Financial Services

Business Need
Finance

Requires
Financial Services Cloud



Financial Holding	Symbol	Qty
1 Bitcoin	BTC	3,0000
2 Circle (EURC)	EURC	50 000,0000
3 XRP	XRP	100 000,0000
4 Stable USD (RLUSD)	RLUSD	40 000,0000
5 Circle (USDC)	USDC	30 000,0000
6 Ethereum (ETH)	ETH	10,0000
7 Cardano (ADA)	ADA	10 000,0000

Cardano for Salesforce - Ada Wallet
Cardano Native Transactions in Salesforce

Salesforce App No Ratings

[Get It Now](#) [Try It](#)

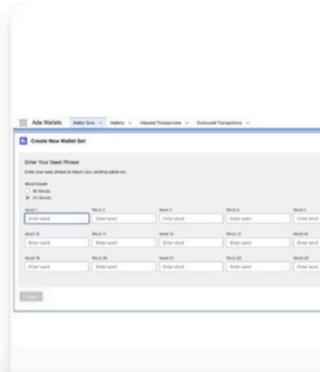
Salesforce Native Cardano Wallet. 100% Salesforce native implementation.

Free
Never requires payment
[Pricing Details](#)

Industries
Consumer Goods Manufacturing Professional Services

Business Need
Accounting Payments Processing Ecommerce

Requires



Digital Asset Wallet for FSC (STD)
Track popular cryptocurrencies like Bitcoin and XRP in FSC.

Salesforce App No Ratings

[Get It Now](#) [Try It](#)

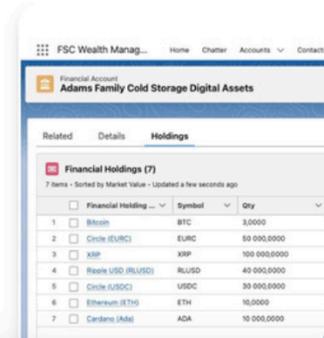
Enable wealth managers using FSC to manage their client's digital asset holdings. The wealth manager can review their holdings, and you can review their holdings.

Starting at \$29 USD/user/month
Discounts available for nonprofits
[Pricing Details](#)

Industries
Financial Services

Business Need
Finance

Requires
Financial Services Cloud



Financial Holding	Symbol	Qty
1 Bitcoin	BTC	3,0000
2 Circle (EURC)	EURC	50 000,0000
3 XRP	XRP	100 000,0000
4 Stable USD (RLUSD)	RLUSD	40 000,0000
5 Circle (USDC)	USDC	30 000,0000
6 Ethereum (ETH)	ETH	10,0000
7 Cardano (ADA)	ADA	10 000,0000

XRP for Salesforce
Settle transactions quickly and cheaply with XRP in Salesforce.

Salesforce App No Ratings

[Get It Now](#) [Try It](#)

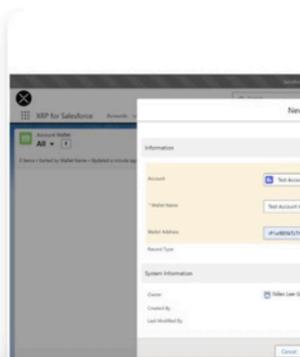
Accept XRP Natively in Salesforce. Easy to use and integrate. Make/receive transactions within Salesforce.

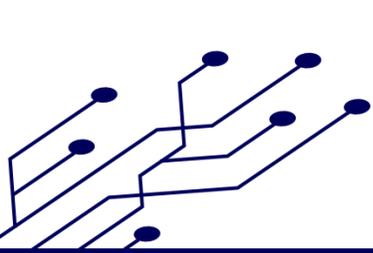
Free
Never requires payment
[Pricing Details](#)

Industries
Consumer Goods Financial Services Retail

Business Need
Sales Finance Commerce

Requires
None





GO TO MARKET STRATEGY

Apps on the AppExchange thrive on Use-Case Specific Niches.

Web3 Enabler has brought native Wallets to Salesforce that can power all dApps. Right now in our current phase we are focusing on Salesforce industry clouds where the fastest and most forward thinking of Salesforce's client base have been moving.

Bespoke Solutions

First bespoke project in 2024 Three in 2025.

- White Label Solutions
- Grants & Contracts
- Buildout MVP

**Early Phase -
Stages 0-1**

MVP Products Live

Focus on Treasury, A/P; International Payments, faster and cheaper, fully integrated experience

Blockchain Payments fully featured product with Circle, Bridge, and on/off ramps in place. Blockchain information product Digital Asset Wallet also launched.

Current Phase - Stages 1-2

Service, Products, & Channel Expansions

Expanding features and functionality
Position to be the connection point of Banks, Insurance Companies, and Financial Institutions to the Blockchain via Salesforce

Moving into all Salesforce clouds
Pulling best in breed services onto the platform

Future Phase - Stages 2-3

THE FUTURE

Web3 Enabler has brought native Wallets to Salesforce that can power all blockchain dApps.

We are already positioned on Salesforce as the connection point for Banks, Insurance Companies, and Financial Institutions to access Blockchain services via their existing Salesforce installations.

To expand we will focus on bringing best in breed blockchain products into Salesforce to fit large niche opportunities in health, government and other Salesforce clouds.



SIZE OF THE OPPORTUNITY

Scaling to a Massive Market

TAM: All 150,000 Salesforce Customers x \$8,000 Annual Subscription - **\$1.2B**

SAM: Financial Services Cloud, Experience Cloud, Commerce Cloud, Revenue Cloud - **\$450M**

SOM: Companies with strong international treasury needs and companies with growing sales to LATAM, Africa, and South Asia - **\$45M**

All Salesforce customers

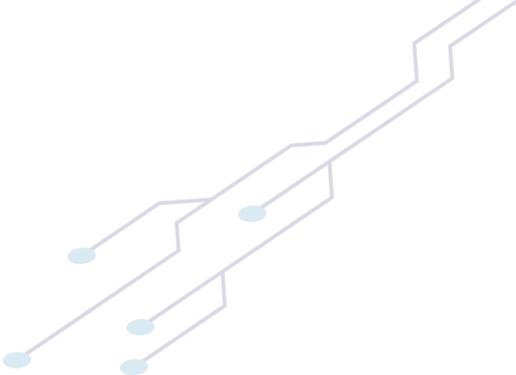
TAM: 150,000
Salesforce Customers
\$1.2B ARR

Customers In specific Clouds* for solutions like smart-contract billing...

SAM: 45,000
Customers
\$450M ARR

Customers on Financial Services Cloud like Banks, Insurance Companies, and Financial Institutions

SOM: 4,500
Customers
\$45M ARR



FUNDING STAGE & ASK

Seed Stage



Funding Through 08/31/2025

- Accelerator Funds
- Founders, Friends and Family, Angels
- Reg CF Crowdfunding
- **Total Pre-seed: \$625,647**

Ask: \$3M SAFE (\$14.5M Cap)

- \$1M Committed from Community Supporters
- \$1M Reserved for Corporate Strategic Investments
- \$1M Available for follow-on investors

USE OF FUNDS

50% of Funds Raised are planned for marketing

- Expanded Moat- Use-Case Salesforce Apps
- Salesforce Conference Sponsorships
- Port App/Suite to Hubspot, Zoho, and other Platforms

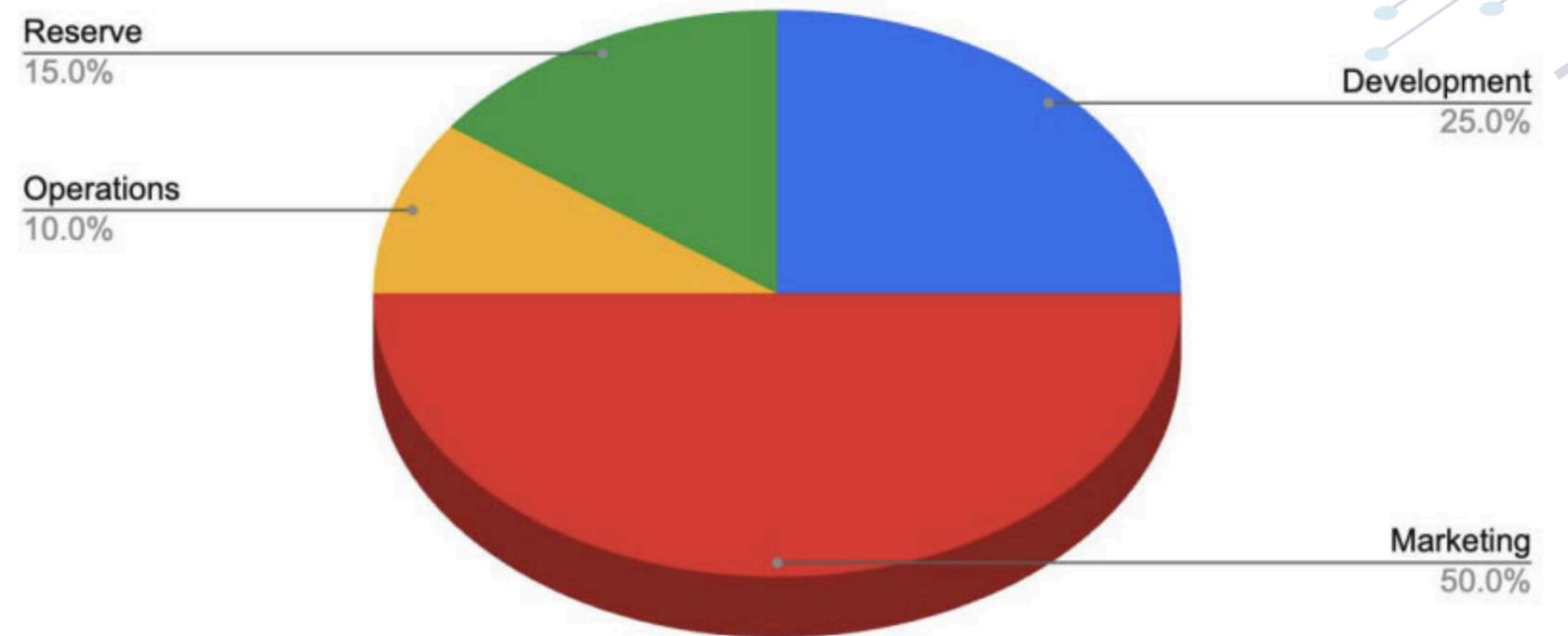
Dreamforce (annual): ~150,000 attendees

Salesforce World Tour: ~20 corporate events per year, ~10,000 attendees each

“Dreamin” community events: ~50 events per year, ~1,000 attendees each

Conferences require attendance, speaking engagements, and sponsorship. This is the lead “go to market” cost.

Web3 Enabler \$3 Million Use of Funds



Web3 Enabler



[Alex Hochberger](#)



[Peter Hubshman](#)

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 [@web3enabler](#)

 [@web3enabler](#)

 [@web3enabler](#)

alex@web3enabler.com

peter@web3enabler.com

<https://web3enabler.com>