



DIAL

The Wallet-Native Communications Layer

MARKET, COMPETITION & OPPORTUNITY

Category · Sizing · Competitive Landscape

Category	Wallet telecom fabric — wallet-native communications
Surfaces	dial.wtf (retail) · dial.work (org / DAO / fund)
Stage	Seed
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1. Executive Summary

Communication is the one layer of the Web3 stack that has not moved on-chain. Wallets, identity, assets, and settlement are native; the conversations that coordinate them still run on tools that cannot verify identity, gate by ownership, or settle payments in the same flow — Telegram, Discord, X, Zoom, WhatsApp, and email.

Dial addresses a new category — the wallet telecom fabric — that this gap creates. The opportunity is sized by two forces moving at once: a large and growing base of wallets that are addressable but unreachable, and a sharp rise in the cost of leaving high-value communication on unverified channels as AI-driven impersonation matures. A verifiable, payment-native communication layer shifts from convenience to security requirement.

THE OPPORTUNITY IN ONE LINE

Hundreds of millions of wallets are addressable today and effectively none are reachable. Dial builds the layer that makes them reachable, verifiable, and able to carry value — a category incumbents cannot enter without rebuilding their foundations.

2. The Category — Wallet Telecom Fabric

Dial defines and occupies a new category: a programmable communication network for on-chain identity. The category names a gap existing tools cannot fill, because filling it requires identity, access control, and payments to be native rather than bolted on.

The shift is from rented platforms to wallet-native infrastructure. In the old model, communities rent their infrastructure and their relationships; in the Dial model, they own the reachability, the access rules, and the revenue.

Dimension	Old model — rented platforms	Dial model — wallet-native
Accounts	Platform-owned; can be lost or banned	Wallet-owned; portable and self-custodied
Identity	Fragmented across handles and apps	One verifiable address across contexts
Communities	Live inside rented platforms	Own their network and graph
Access control	Bot-based, brittle, easily spoofed	Programmable; gated by wallet state
Verification	Weak; impersonation is trivial	Signature-verified sender and recipient
Payments	Separate from the conversation	Native to calls, rooms, and messages
Monetization	External, platform-captured	Native; value accrues to users
Distribution	Locked to one platform	Broadcast out, value resolves back in

3. Market Opportunity

Dial sits at the intersection of communications and collaboration software, the live and creator economy, and Web3 infrastructure. The market can be framed top-down from the communications software it displaces, and bottom-up from the wallet base it makes addressable.

3.1 Sizing framework

Layer	Definition	Indicative scale
TAM	Global communications, collaboration, and live/creator software that Dial's surfaces span	US\$100B+ (estimate — to be sourced)
SAM	Web3 users, communities, creators, and organisations that need verifiable, ownable comms	Anchored to the active wallet base (~617M wallets, estimate — to be sourced)
SOM (near-term)	Early-adopter Web3 communities, creators, DAOs, and token/NFT projects reachable at seed stage	To be quantified from the segment model

All figures above are illustrative and require sourced market research before external use, consistent with Dial's standing policy on market figures. A quantified bottom-up SAM/SOM build is maintained in the Financial Model Summary.

3.2 Demand drivers

- **Wallet base at scale** — the addressable population already exists; the channel to reach it does not.
- **Identity has matured** — on-chain identity and verifiable credentials make trusted, signature-verified communication practical.
- **Rising cost of unverified channels** — as AI impersonation and deepfakes target high-value coordination, off-chain comms become the primary theft vector.
- **Value leakage** — communities create attention and revenue that today accrue to platforms rather than to the users who generate it.

4. Why Now

The timing thesis rests on these forces converging:

- **Security, not convenience** — verifiable communication moves from a nice-to-have to a requirement as impersonation scales and value-at-stake rises.
- **Composable real-time infrastructure** — decentralised real-time comms can now be assembled rather than built from scratch.
- **Ownership expectations** — communities increasingly resist renting their infrastructure and relationships from platforms.
- **Agents need endpoints** — autonomous agents will transact and communicate, and require verifiable endpoints to be reached.

5. Competitive Landscape

Dial does not try to out-feature any single incumbent at its own game. It competes on a different axis: wallet-native identity, programmable gated access, and native monetisation combined in one layer. Each incumbent does part of what Dial does; none combines verified wallet identity with gating and payments.

5.1 Incumbent tools

Tool	Does well	Lacks	Dial's edge
Telegram	Reach, bots, communities	Verified identity; payments; gating	Wallet identity + gating
Discord	Community structure, roles	Wallet-native identity; brittle gating	On-chain gating, ownership
WhatsApp	Ubiquitous 1:1 messaging	No Web3 identity; no monetization	Reach by wallet, paid access
Signal	Strong encryption, privacy	No identity layer, payments, rooms	Verified + payment-native
Zoom	Reliable video meetings	No gating, payments, Web3 identity	Gated, monetizable rooms
StreamYard	Polished multistreaming	No identity, gating, or payments	Studio inside an owned room
X Spaces	Live audio reach	No gating; weak monetization; rented	Gated rooms, owned audience
YouTube Live	Massive distribution	Platform-owned audience and revenue	Distribution + ownership

5.2 Web3-native communication tools

An emerging set of on-chain communication primitives addresses parts of the same problem — wallet messaging, decentralised video, and notifications. Representative examples include wallet-messaging protocols, decentralised video infrastructure, and on-chain notification layers. None, to date, combines verified identity, programmable gating, native payments, and a full communication surface (calls, rooms, broadcast) in one product.

Named Web3-native competitors are illustrative of the category and not an exhaustive or verified competitive set; a sourced competitor register belongs in the Risk Factors and Diligence sections.

5.3 The durable advantage

Stated fairly, incumbents are excellent at the job they were built for, and Dial will not beat Zoom on raw meeting reliability or YouTube on raw reach on day one. The durable advantage is architectural: verified wallet identity, programmable gating, and native payments cannot be added to a Web2 platform without rebuilding its foundations — and they become more valuable precisely as impersonation and value-at-stake rise.

6. Dial's Wedge & Differentiation

Dial's defensibility comes from combining three properties that are individually present elsewhere but never together, and from compounding loops that strengthen with usage:

- **Identity + gating + payments in one layer** — the architectural moat incumbents cannot replicate incrementally.
- **Compounding network loops** — calls create contacts, contacts fill rooms, rooms produce clips, clips pull external audiences into gated rooms, and revenue brings creators back.

- **Portable distribution, owned audience** — broadcasts reach external platforms while membership and revenue resolve back inside the network.
- **Ownership** — communities own their reachability, access rules, and revenue rather than renting them.

7. Target Segments & Demand

Six cohorts enter through different surfaces and reinforce one another: individuals form the contact graph, creators and projects fill rooms, organisations bring recurring revenue, and affiliates accelerate the loop.

Segment	Core demand	Why Dial
Individual Web3 users	Reach wallets, avoid scams, control privacy	Signature-verified calls; paid-contact filters
Creators & KOLs	Monetise access; own the audience	Paid rooms, pay-to-speak, broadcast funnel
Protocols & DAOs	Verified governance and holder calls	Token/NFT-gated rooms; verified speakers
Token / NFT projects	Launches and AMAs without chaos	Gated launch rooms; verified hosts
Enterprises & IR	Secure, auditable boardrooms	Wallet/invite-gated rooms; recordings, roles
Affiliates & partners	Transparent attribution and payouts	On-chain verified conversions; revenue shares

Full jobs-to-be-done, pain points, and onboarding flows per segment are detailed in the Product & Vision and Go-to-Market documents.

8. Risks to the Opportunity

- **Incumbent reach** — incumbents own distribution today; Dial must win on verifiability and ownership, not raw reach.
- **Category education** — a new category requires teaching the market; go-to-market must demonstrate product, not slogans.
- **Reliability bar** — communication infrastructure is trusted only if it is reliable; quality gates precede expansion.
- **Market timing** — adoption depends on continued wallet growth and the pace at which verifiable comms becomes a requirement.

A full risk register with mitigations is provided in the Risk Factors document.

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