

deCDN Press Kit

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Everything press, partners, and journalists need to write about deCDN. For questions or interview requests: info@decdn.org

About deCDN

Short (50 words)

deCDN is a peer-to-peer content delivery network. Node operators bond TOKEN, cache BLAKE3-addressed blobs, and earn USDC for every megabyte they serve. The result: cryptographically verified delivery at roughly \$0.01/GB, up to 90% cheaper than legacy CDN list pricing, on an open market no single provider can reprice or pull.

Medium (100 words)

deCDN is a peer-to-peer content delivery network — an open delivery layer for the internet. Operators bond TOKEN, cache BLAKE3-addressed content, and earn USDC for every megabyte they serve. Clients probe available nodes for latency and price over QUIC, then stream directly from the winning peer — every byte cryptographically verified, every payment cleared through off-chain USDC channels. The target rate is around \$0.01/GB, up to 90% cheaper than legacy CDN list pricing (CloudFront, Akamai), and it falls as the network grows because operators compete on price for every request. There is no single point of failure: cache misses trigger paid peer pulls that warm the network around real demand.

Long (250 words)

deCDN is a peer-to-peer content delivery network — an open, programmable delivery layer for any large file. Today's distribution depends on a handful of centralized providers: legacy CDNs (CloudFront, Akamai) charge \$0.04–\$0.20 per gigabyte list, while \$0-egress object storage (Cloudflare R2, Backblaze B2) gives the price away to lock you into a single vendor's roadmap, terms, and outage surface. Either way there is no operator transparency and no way for anyone outside the incumbents to participate in the market.

deCDN replaces that bottleneck with a peer-to-peer mesh. Node operators bond TOKEN, cache BLAKE3-addressed content, and earn USDC for every megabyte they serve. Clients probe available nodes for latency and price over QUIC (0-RTT), then stream directly from the winning peer — every byte cryptographically verified against its content hash, every payment cleared through off-chain USDC channels with on-chain dispute resolution. The target rate is around \$0.01/GB, up to 90% cheaper than legacy CDN list pricing, and it falls as the network grows. deCDN does not claim to undercut \$0-egress object storage on the egress line; it removes the single-vendor dependency, pricing delivery on an open market no provider can reprice or revoke.

The architecture is verifiable by construction: corrupted or phantom-announced content is instantly detectable and slashable. End-to-end encryption keeps content opaque to operators

while preserving global cacheability. The network self-heals — cache misses trigger paid peer pulls that warm the grid around demand.

Built in Rust on the iroh QUIC stack, with USDC for payments and a native TOKEN for bonding (slashable operator bonds) and served-bytes governance. The initial deployment targets tens of nodes on an Arbitrum Sepolia testnet, with production launch planned on Arbitrum One.

Fact Sheet

Name	deCDN
Category	Decentralized infrastructure (DePIN) / content delivery
Founded	May 2026
Headquarters	Switzerland
Stage	Early implementation, pre-seed
Team size	4
Tech stack	Rust, iroh (QUIC transport, NAT traversal, content-addressed blobs), BLAKE3, USDC, Arbitrum
Network milestone	Tens of nodes on Arbitrum Sepolia testnet; production deployment on Arbitrum One planned within 6–8 months of funding
Website	https://decdn.org
X / Twitter	https://x.com/decdnorg
GitHub	https://github.com/decdn
Press contact	info@decdn.org

Founders

- **Alper Gundogdu — CEO.** Cryptocurrency and infrastructure veteran, ex-Google. - alper@decdn.org - <https://www.linkedin.com/in/alpergundogdu/>
- **Ant Somers — CTO.** Continental-scale RPC and distributed-systems experience. - ant@decdn.org - <https://www.linkedin.com/in/antsomers/>
- **Yigit Gurbulak — Protocol engineer.** Rust + cryptography. - yigit@decdn.org - <https://www.linkedin.com/in/yi%C4%9Fit-g%C3%BCrbulak/>
- **Altan Oruc — Quantitative researcher.** Markets, incentives, economic stability. - altan@decdn.org - <https://www.linkedin.com/in/altanoruc/>

Key facts press can quote

- Target delivery rate: ~**\$0.01/GB** (up to 90% cheaper than legacy CDN list pricing — CloudFront, Akamai — at \$0.04–\$0.20/GB; against \$0-egress object storage the edge is independence, not price).
- All delivery payments settled in **USDC** — no token-price volatility for operators.
- Content is **BLAKE3-addressed**; every byte is cryptographically verified end-to-end.
- Transport: **QUIC with 0-RTT** probing; target P50 cache-miss latency 50–100 ms.
- Every settled fee splits **60% to the operator, 30% to buyback-and-burn, and 10% to treasury** in a single transaction; the 30% buyback-and-burn swaps USDC to TOKEN against a Balancer V3 80/20 TOKEN/USDC pool and burns it (ADR 026 \$FeeRouter split). No emissions, no gauge boost, no staking yield.

Brand Guidelines

Colors

Token	Hex	Use
ink	#000000	Body text, dark-mode backgrounds
paper	#ffffff	Light-mode backgrounds, text on ink
whisper	#0f9d6a	Accent — the underscore, links, highlights

Typography

- **Brand mark:** Geist-Bold (weight 700). Same font, same weight, every use.
- **Body copy:** Geist Regular.
- **Voice:** lowercase by default — headlines, section titles, and CTA labels stay lowercase unless quoting a proper noun or a brand outside our control.
- **Brand name in prose:** Both `decdn` (matching the voice) and `deCDN` (mixed case, for emphasis or readability) are fine. The underscored form `decdn_` is reserved for the visual mark — don't use it in flowing text.

Logo Usage

Files live in `logos/`.

- **Wordmark** (`wordmark-light.svg`, `wordmark-dark.svg`) — the full `decdn_` lockup. Use at header sizes (24–40 px tall) or anywhere with horizontal room. Light variant on light backgrounds; dark variant on dark backgrounds.
- **Logomark** (`logomark-light.svg`, `logomark-dark.svg`, `logomark-180.png`) — the square `d_` mark. Use at tab-icon, avatar, and small-chip sizes (≤ 32 px). The 180 px PNG is for Apple touch icons.

Do / Don't

Do

- Keep the whisper-green underscore — it's the load-bearing piece of the brand.
- Use the wordmark for headers; logomark for small marks.
- Preserve the 12-unit corner radius on the logomark's rounded square.

Don't

- Replace the underscore with a period.
 - Recolor the underscore — whisper-green only.
 - Stretch, distort, or skew either asset.
 - Mix font weights — the mark is always Geist-Bold, never Regular or Medium.
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Contents of this kit

Presskit/

— README.md	markdown source – grep, copy/paste
— README.pdf	about, fact sheet, brand guide
— logos/	
— wordmark-light.svg	header lockup, light backgrounds (scalable)
— wordmark-dark.svg	header lockup, dark backgrounds (scalable)
— wordmark-light-1024.png	1024×275 raster, light backgrounds
— wordmark-light-2048.png	2048×549 raster, light backgrounds
— wordmark-dark-1024.png	1024×275 raster, dark backgrounds
— wordmark-dark-2048.png	2048×549 raster, dark backgrounds
— logomark-light.svg	square mark, light backgrounds (scalable)
— logomark-dark.svg	square mark, dark backgrounds (scalable)
— logomark-light-1024.png	1024×1024 raster, light backgrounds
— logomark-light-2048.png	2048×2048 raster, light backgrounds
— logomark-dark-1024.png	1024×1024 raster, dark backgrounds
— logomark-dark-2048.png	2048×2048 raster, dark backgrounds
— logomark-180.png	180×180 raster (Apple touch icon)