

deCDN Press Kit

deCDN Press Kit

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 stake tokens, 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 CDNs — with no single point of failure and no subscription lock-in.

Medium (100 words)

deCDN is a peer-to-peer content delivery network — an open delivery layer for the internet. Operators stake tokens, 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 centralized CDNs. 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 charging \$0.04–\$0.20 per gigabyte for plaintext-at-the-edge delivery, with 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 stake tokens, 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 CDNs, with no subscription lock-in.

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 staking, governance, and fee discounts. 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-Gogler. - alper@decdn.org
- **Ant Somers** — CTO. Continental-scale RPC and distributed-systems experience. - ant@decdn.org
- **Yigit Gurbulak** — Protocol engineer. Rust + cryptography. - yigit@decdn.org
- **Altan Oruc** — Quantitative researcher. Markets, incentives, economic stability. - altan@decdn.org

Key facts press can quote

- Target delivery rate: ~\$0.01/GB (up to 90% cheaper than centralized CDNs at \$0.04–\$0.20/GB).
 - 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.
 - **20% of protocol fees** flow into a Balancer V3 80/20 pool for automated buyback-and-burn.
-

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) |