Arable Protocol Pitch Deck

The World's First Synthetic Farming Protocol

Bringing multi-chain yield farms into a single chain



Executive Summary



Arable Protocol brings multichain farms and available assets onto a single chain.



Strong team



Bootstrapped



3,900 users



Raising \$3,000,000

In one year, we have bootstrapped the protocol to achieve the following:

- Built a team of 15 members
- Successfully launched a pre-MVP prototype to establish the protocol, and onboard validators
- Developed MVP product that has passed audit and went live on **July 6th, 2022**
- Launched Cosmos SDK based EVM compatible chain testnet on August 20th, 2022
- Onboarded over 3.9K users with \$0 ad spend.
- Achieved a total trading volume of \$1.8 M

The team is now looking to raise \$3,000,000 to fund the operations until 2024.



The Problem



High Volume Yield Farmers and Traders using several assets on different chains to gain high returns face substantial risks:

- Bridge Security failings caused over \$1B lost to bridge hacks in the first half of 2022 already
- User Operational Errors managing a portfolio of assets across several wallets and chains
- Continuous Trust and Contract Security Verification of new platforms



The Market



\$700b-1.5T +

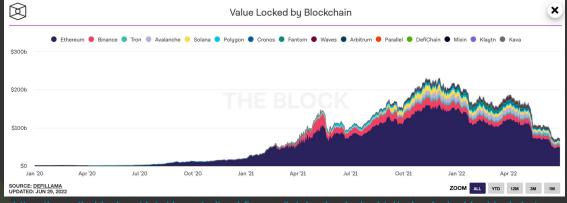
DeFI Trading volume/TVL (low-high)

\$70b - \$150b

DeFI Total Value Locked (low-high)

\$35b - \$70b

Yield Farming in Protocol (low-high)



https://www.theblock.co/data/decentralized-finance/total-value-locked-tvl/value-locked-bv-blockchair



Arable Potential



<u>Platform Potential</u>

\$70 b+

\$7-\$15 b

\$3.5-\$7 b

Share Requirement

10% of Defi derivatives market

10% of Total DeFi Market

10% of Yield Farming Market

Market & Product Requirement

- Derivative market realized
- Full suite of DeFi offerings

- Full suite of DeFi offerings
- Stable to growth market

- Yield Farming product only
- Stable to growth market



The Solution

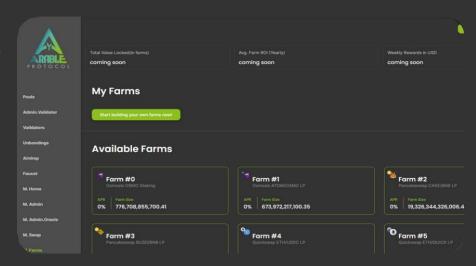


The **Arable Protocol** brings multi-chain farms and available assets onto a single chain.

We make it possible to farm any ecosystem assets, on all (available) chains at the same APY - without the need of using bridges.

The goal is to offer:

- Single-chain farming
- Smooth & easy asset management
- Zero slippage DEX for synths
- MEV Protection



https://mvp.arable.finance

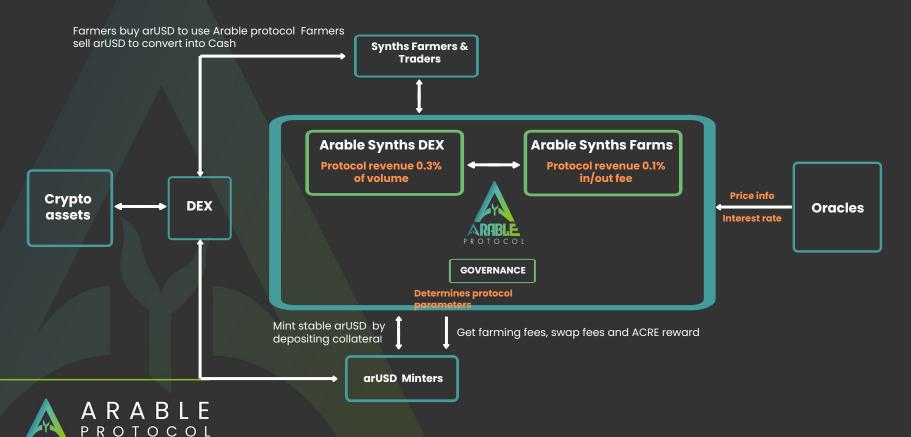
A R A B L E

Official audit link:

https://solidity.finance/audits/Arable/

Business Model





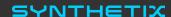
Competition



Arable Protocol is, in fact, the world's first synthetic farming protocol. The closest competitors - Synthetix & Mirror focus only on traditional assets, whereas we focus on **synthetic crypto farming**.

Our core lies in synthetic crypto yield farms, not stock synthetics, and this differentiates us from the closest competitors because we don't just focus on assets, we unify chains to create farms.









Arable Roadmap

| Phase | Timing | Focus | Status/Deliverables • complete • in progress • planned |
|-----------|-----------|---|---|
| MVP | 2022 | Establish MVP on Avalanche Expand Synthetic Farms across chains | arUSD stable coin minting Validators driven Oracle MVP contract security audit Multi-chain synthetic farms |
| Expansion | 2022 (H2) | Launch on EVM Chains Establish DAO | Launch on EVM Chains Governance system contracts 3rd Party Oracle Build own chain on Cosmos SDK |
| SCALE | 2023 | Create Chain on Cosmos Launch on Non-EVM Chains Complete Roadmap: | |



Strong Partnerships



Credible Validator Support

Key Partnerships

















Synergynodes

Blockscape

Jet Nodes

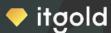
Everstake

Polygon

Pangolin

Quick Swap

Rango Exchange















itgold

Lux8

Nodes 24

web3ident

Yield Yak

DeFiato

Anyswap









ARABLE PROTOCOL

Bancor

Yeti Finance

Bubble Maps

Solidity Finance

Current Momentum



Activities

AMAs

"Arable Olympics" Competition series

Blogs & Articles

Micro-Influencers

Airdrop Campaign

Educational Content

Protocol Partnerships

Community Programs

Results

Total Synth Trading: \$1.8 M in Beta

Minters: \$400k+ Total Collateral / Weekly

Mean Growth Rate: 49%

Users: 11.5K Total / 1.5K Frequent Users

Discord: 4.2K Members / 1.6x growth*

Telegram: 3.7K Members/ 3.4x growth*

Twitter: 8.4K Followers / 16.6M monthly reach

ACRE Holders: 61K

Current Market Cap: \$1.1 M

FDV: 6.0 M



Founding Team





- Gopher Tech Lead
- Blockchain dev since 2017
- Contributed to blockchain core, smart contracts, security audits for DeFi & NFT industry, and distributed network applications.



- Alfiers Lead developer
- Solidity and React focus
- Worked at multiple smart contract projects since 2018.



- Sarmaku CommercialLead
- Crypto since 2013
- Experience from traditional startups - managed €60 mio P&L and >120 headcount.



Revenue Shareholders & Allocation



Arable's Protocol revenue initially will be coming from 0.3% fees collected from the total trading volume plus 0.1% fees collected from deposits/withdrawals on synthetic farms. The total revenue will be distributed according to the following table:

| Minters | 40.00% |
|------------------------|--------|
| \$AFT holders | 30.00% |
| \$ACRE buybacks & burn | 12.50% |
| Treasury | 14.50% |
| \$ACRE Stakers | 3.00% |

\$AFT is a dividend paying token of Arable Protocol. The total supply is 25,000 tokens. 30% of the total revenue is distributed equally to all AFT holders.

\$AFT will be distributed in three phases:

- Capital Raise (P2P distribution)
- Team Allocation
- Public Sale to establish token and finalize capital needs



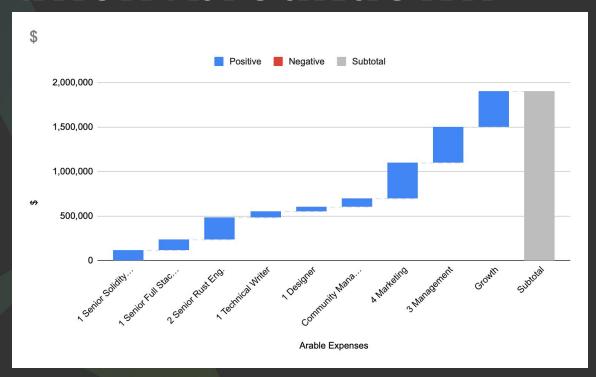
5 Year P&L

| | Year 1 | | Year 2 | Year 3 | Year 4 | Year 5 |
|--|---------------|----------------|---------------|---------------|---------------|----------------|
| Total Trading Volume | | 1,000,000,000 | 3,000,000,000 | 6,000,000,000 | 9,000,000,000 | 12,000,000,000 |
| Yearly Growth Rate | | | 200% | 100% | 50% | 33% |
| DEX Revenues @ 0.3% of trading volume | | 3,000,000 | 9,000,000 | 18,000,000 | 27,000,000 | 36,000,000 |
| Farm Revenues @ 0.1% of invested pool volume | | 100,000 | 300,000 | 600,000 | 900,000 | 1,200,000 |
| | | | | | | |
| Gross Revenue Total | | 3,100,000 | 9,300,000 | 18,600,000 | 27,900,000 | 37,200,000 |
| Minters | 40% | 1,240,000 | 3,720,000 | 7,440,000 | 11,160,000 | 14,880,000 |
| AFT HOLDERS | 30% | 930,000 | 2,790,000 | 5,580,000 | 8,370,000 | 11,160,000 |
| ACRE Buyback | 12.5% | 387,500 | 1,162,500 | 2,325,000 | 3,487,500 | 4,650,000 |
| Acre Stakers | 3% | 93,000 | 279,000 | 558,000 | 837,000 | 1,116,000 |
| Treasury | 14.50% | 449,500 | 1,348,500 | 2,697,000 | 4,045,500 | 5,394,000 |
| Total Protocol Transaction Costs (COGS) | | 3,100,000 | 9,300,000 | 18,600,000 | 27,900,000 | 37,200,000 |
| | | | | | | |
| Net Revenue / Gross Margin \$ | | 0 | 0 | 0 | 0 | 0 |
| Gross Margin % | | 0% | 0% | 0% | 0% | 0% |
| Cost - Salaries | | 1,500,000 | 1,850,000 | 2,050,000 | 1,600,000 | 1,600,000 |
| Cost - Marketing / Ad Budget | | 400,000 | 400,000 | 400,000 | 400,000 | 400,000 |
| Total Expenses | | 1,900,000 | 2,250,000 | 2,450,000 | 2,000,000 | 2,000,000 |
| Operating Profit | | (1,900,000) | (2,250,000) | (2,450,000) | (2,000,000) | (2,000,000) |
| Treasury Revenue Add Back | | 449,500 | 1,348,500 | 2,697,000 | 4,045,500 | 5,394,000 |
| Fundraising / Carry Over Profit | | 3,000,000 | 1,549,500 | 648,000 | 895,000 | 2,940,500 |
| Total Add Backs | | 3,449,500 | 2,898,000 | 3,345,000 | 4,940,500 | 8,334,500 |
| Total P&L | | 1,549,500 | 648,000 | 895,000 | 2,940,500 | 6,334,500 |
| | | | | | | |
| Total P&L | | 1,549,500 | 648,000 | 895,000 | 2,940,500 | 6,334,500 |
| | 5 Year P&L (v | v/ Investment) | 12,367,500 | | | |
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Investment breakdown







The Ask





We are seeking to raise \$3.0M

We offer: 8K \$AFT dividend paying tokens

The proceedings will be used to deliver the following over the next 12 months:

- Convert and expand team to dedicated resources to accelerate build and growth
- Expand synthetic assets and multi-chain farms on the platform
- Continue to improve user experience through feature expansion and optimization
- Launch MVP on EVM chains (once Partnership and is liquidity set up)
- Drive awareness and new user acquisition
- Establish governance and allow it to establish guidelines for the tuning of protocol parameters
- Join the Cosmos network by building a blockchain based on the Cosmos SDK

