## **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 \$2.3 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 +

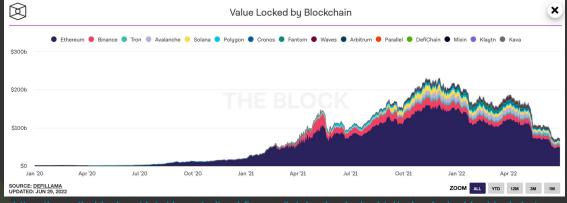
DeFI Trading volume/TVL (low-high)

\$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

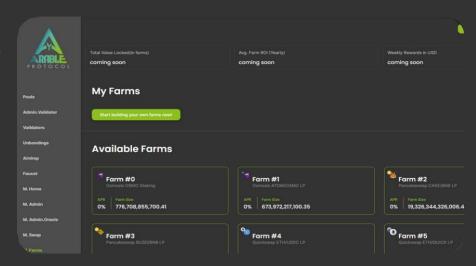


The **Arable Protocol** brings multi-chain farms and available assets onto a single chain.

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

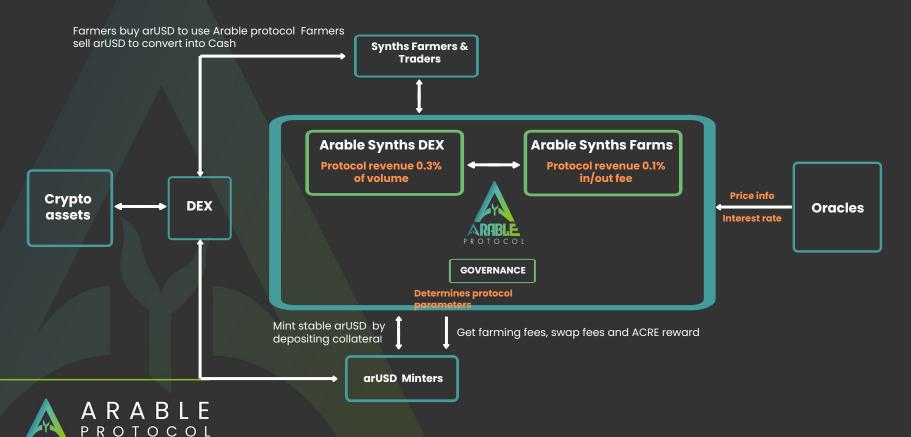
A R A B L E

Official audit link:

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

## **Business Model**





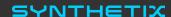
# Competition



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	<ul> <li>arUSD stable coin minting</li> <li>Validators driven Oracle</li> <li>MVP contract security audit</li> <li>Multi-chain synthetic farms</li> </ul>
Expansion	2022 (H2)	Launch on EVM Chains     Establish DAO	<ul> <li>Launch on EVM Chains</li> <li>Governance system contracts</li> <li>3rd Party Oracle</li> <li>Build own chain on Cosmos SDK</li> </ul>
SCALE	2023	<ul> <li>Create Chain on Cosmos</li> <li>Launch on Non-EVM Chains</li> <li>Complete Roadmap: </li></ul>	



# **Strong Partnerships**



#### **Credible Validator Support**

### **Key Partnerships**

















Synergynodes

Blockscape

Jet Nodes

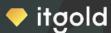
Everstake

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: \$2.3 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



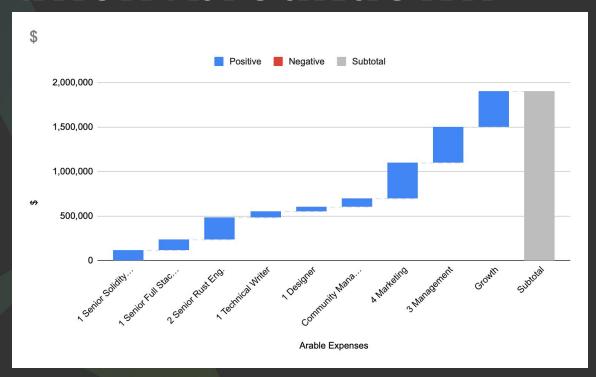
### 5 Year P&L

	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			
	5 Year P&L (w	o Investment)	9,367,500			



## 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

