

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



3,000 testnet users



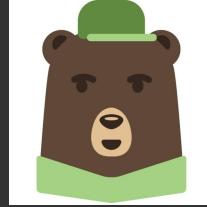
Raising \$2,000,000

In just under one year, we managed to build a team of 13, develop a MVP product that will go live on **June, the 29th**, onboard over 3,000 users with zero dollars ads spend. The team is now looking to raise 2,000,000 US dollars to fund the operations for the next two years.

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.

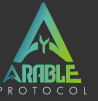


- Alfiers – Lead developer
- Solidity and React focus
- Worked at multiple smart contract projects since 2018.



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

The Problem



Yield farmers diversify their farming portfolio by using several assets on different chains to gain high returns, leading to security risks on bridges, asset management difficulties, and gas & slippage fees loss.

The Solution

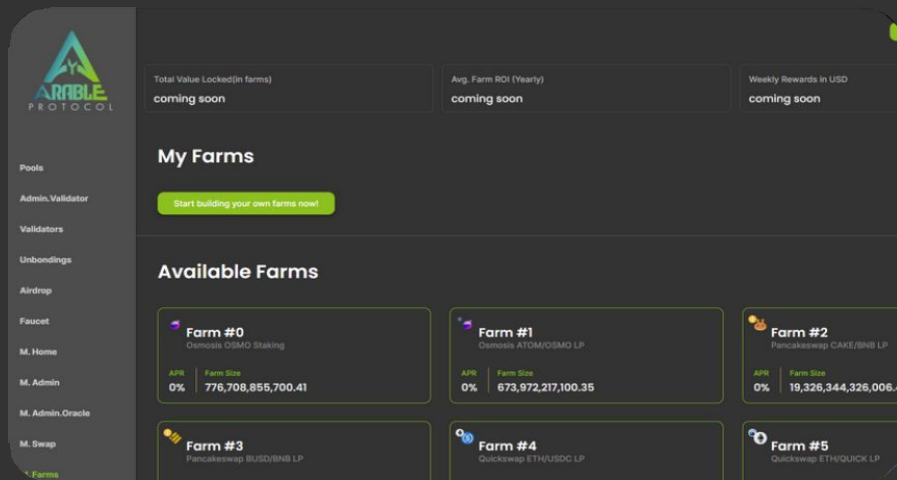


The **Arable Protocol** brings multi-chain farms and available assets onto a single chain.

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:

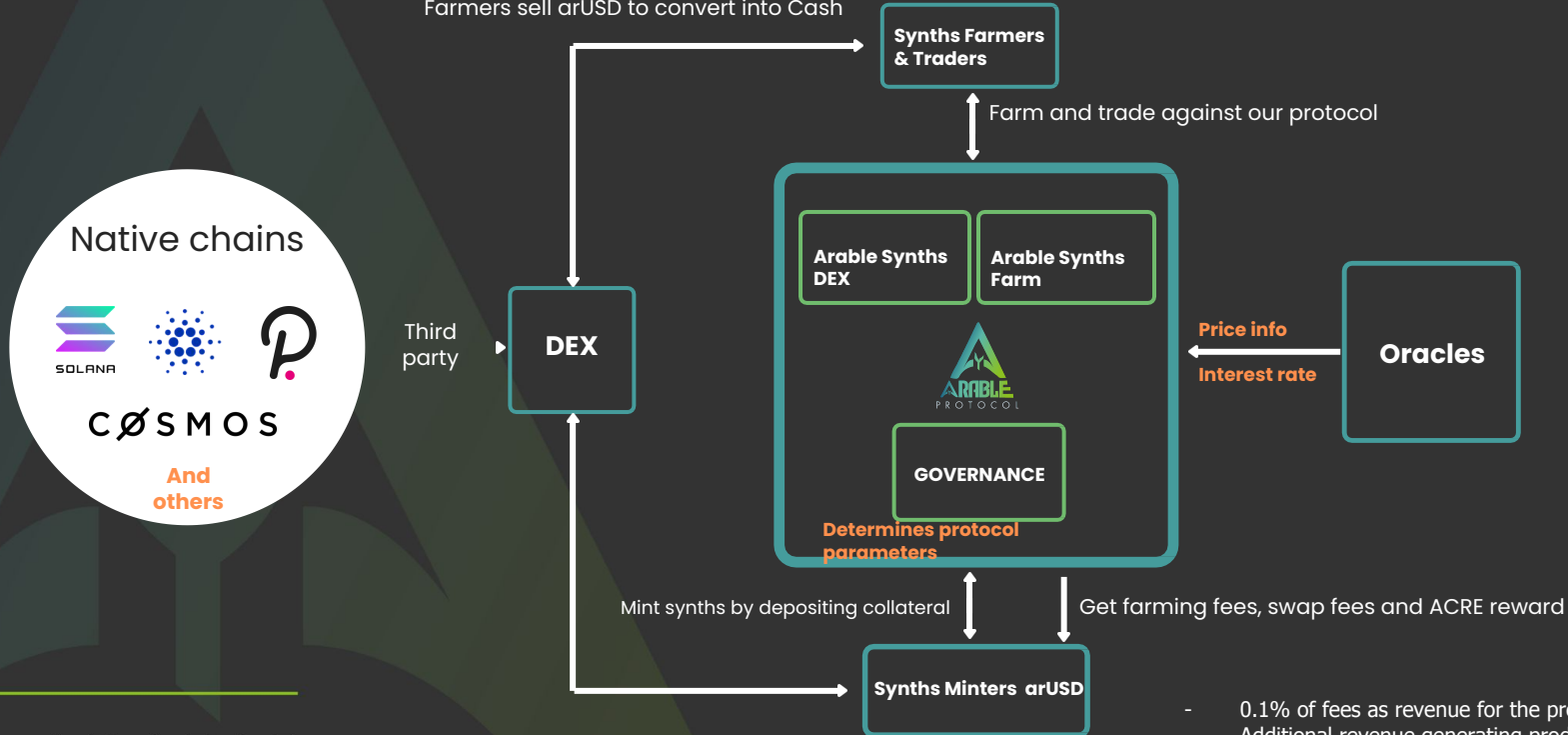
- Single-chain farming
- Smooth & easy asset management
- Zero slippage DEX for synths



<https://mvp.arable.finance>

Business Model

Farmers buy arUSD to use Arable protocol
Farmers sell arUSD to convert into Cash



- 0.1% of fees as revenue for the protocol
- Additional revenue generating products to be introduced

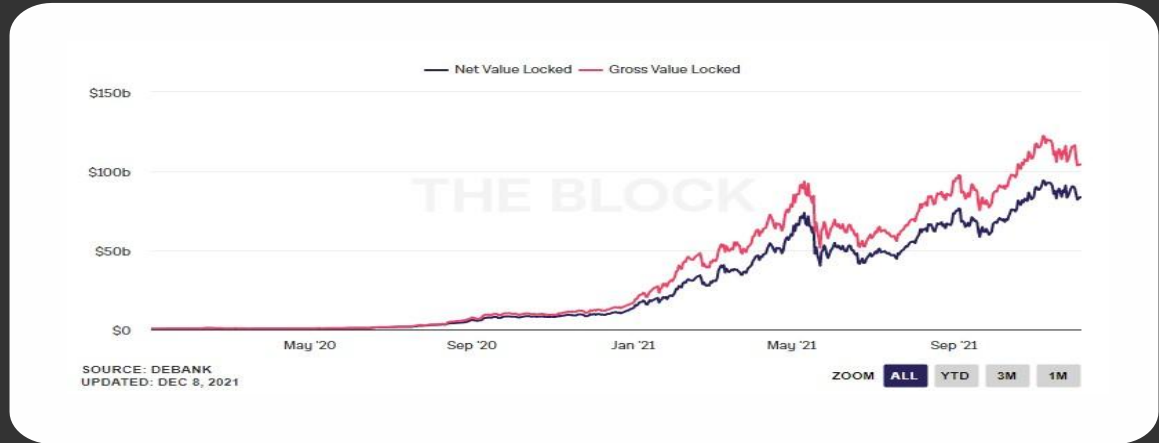
The Market

\$100b

Decentralized Finance (DeFi)

\$50b

Yield Farming in Protocol



<https://www.theblockcrypto.com/data/decentralized-finance/total-value-locked-tyl>

TradFi derivatives value – \$12–13 trillion. DeFi derivatives (synthetic assets) are on pace to become larger than the entire crypto market.

Customer Acquisition

Launch

AMAs
Blogs & Articles
Micro Influencers
Airdrop Campaign
Educational Content
Protocol Partnerships
Community Programs

**These items will continue
into the scale phase**

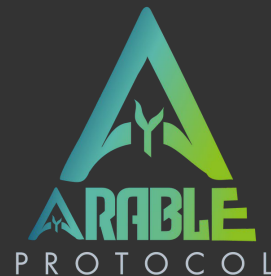
Scale

+Scaled Ads
+SEO Content
+Social Media
+News/Media/PR
+Macro Influencers
+Chain interoperability

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.



SYNTHETIX



Mirror

The Ask



8,000,000 ACRE

20% discount from market price

6 month lock up period

Currency: USDT			
	2022	2023	2024
REVENUES	\$335,000	\$2,004,000	\$10,920,000
Trading & Liquidity mining fees	\$335,000	\$2,004,000	\$10,920,000
TOTAL PERSONAL COSTS	\$1,284,000	\$1,393,800	\$1,463,490
TOTAL OPS COSTS	\$288,000	\$329,400	\$377,010
Ads/Paid promo	\$276,000	\$317,400	\$365,010
Tech	\$12,000	\$12,000	\$12,000
TOTAL COSTS	\$1,572,000	\$1,723,200	\$1,840,500
PROFIT	-\$1,237,000	\$280,800	\$9,079,500
profit margin %	-%	14%	83%

The proceedings will be used for (i) liquidity, (ii) customer acquisition, and (iii) salaries.