

A horizontal rainbow gradient bar is positioned behind the word 'ARCHLY'. It features a smooth transition of colors from dark blue on the left, through light blue, green, yellow, orange, and red, to dark red on the right. The word 'ARCHLY' is centered over this bar.

ARCHLY

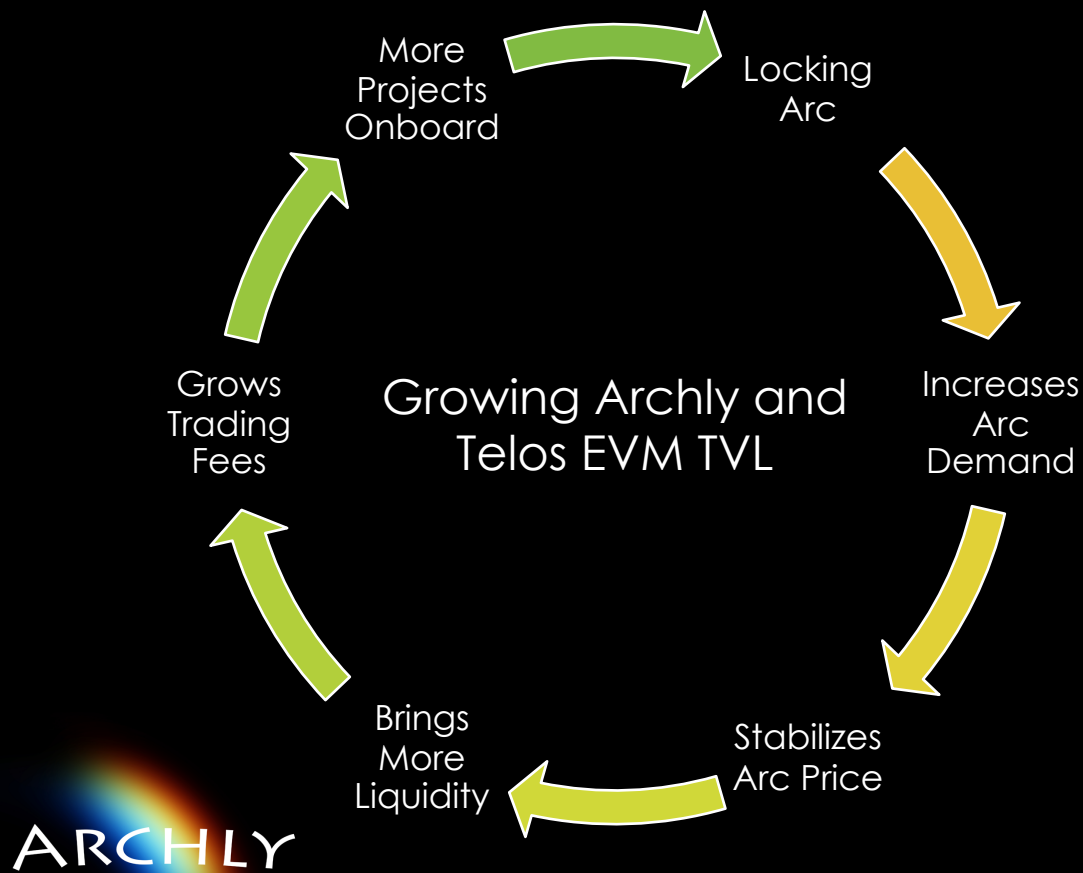
WHAT IS ARCHLY?

- An automated market maker (AMM) that strives to provide deep liquidity between stable assets (closely correlated) and volatile assets (uncorrelated).
- Permissionless by default. No gatekeepers. No DAO.
 - Archly wants to be a protocol that is used to help other protocols bootstrap liquidity and build funds for their project.
 - Think of it as a self-service launchpad.
- Rewards all participants
 - All fees are paid out to voters. No buybacks.
 - Emissions are given to liquidity providers.
 - Gives all users the ability to align themselves to what is important to them.

PROTOCOL OVERVIEW

- Arc
 - Tokens that are used to incentivize liquidity providers to help build deep pools of liquidity for pairs of assets.
 - Used to pay whitelisting fees to add new tokens on Archly.
- veArc
 - A NFT that represents Arc that is locked. It is used to vote on the amount of Arc emissions that a pool will receive to reward its liquidity providers.
 - Receives all fees collected from pools that the veArc voted for.
 - Gets an anti-dilution distribution to allow voting power to remain constant.
- Bribes
 - Rewards that can be created by anyone to encourage voting for a specific pool.
 - Paid out over a period of one week.

HOW DOES ARCHLY HELP TELOS?



- Increasing the value of Arc starts with the locking of Arc
 - Holders are seeing the long-term value that veArc is providing.
- Arc price stability builds Archly's stability
 - Liquidity providers see steady ROI, which increases stickiness to Archly.
- Growing trade volume drives consistent levels of engagement
 - More trading leads to more fees, more fees leads to more veArc holders voting.
- Provides a launchpad for Telos EVM
 - Projects can use Archly to build funds while building liquidity for their tokens.

MARKETING STRATEGY

Twitter

- Hold regular AMAs with projects whitelisted on Archly
- Consistent stream of tweets to keep our audiences engaged and informed about Archly and new and upcoming projects

Telegram/Discord

- Keep growing our community by reaching out to other communities on Telos as well as communities on other chains
- Provide an engaging experience for existing members of our community

Media

- Create marketing materials (explainer videos, promotional flyers) for the community to share on social media and other groups on Telegram and Discord to build awareness of Archly and the Telos EVM

ROADMAP

SHORT-TERM

- Raise funds for audit of Archly code
- Build liquidity on Archly
- UI enhancements

MID-TERM

- Court potential projects to whitelist on Archly
- Start holding AMAs

LONG-TERM

- Start building lending platform for NFTs (veArc)
- Build out plan for Archly V2