# :DEFIHELPER

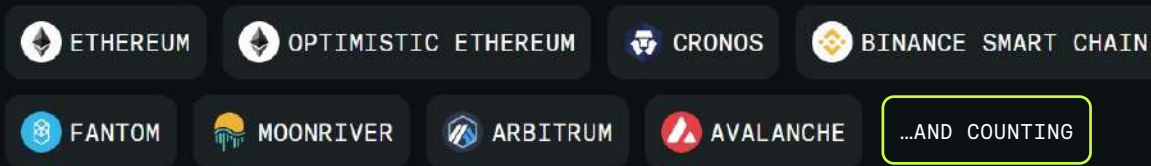# One crypto dashboard to rule them all

LITEPAPER

# Key problems

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- Centralized apps have wider functionality, but are not safe

- Decentralized apps have limited functionality

- Every blockchain transaction requires the user's approval

- So many apps, so much hassle

# Solution

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**Flexible: cross-chain solution by design**

ETHEREUM   OPTIMISTIC ETHEREUM   CRONOS   BINANCE SMART CHAIN

FANTOM   MOONRIVER   ARBITRUM   AVALANCHE   …AND COUNTING

**Easy to use: no coding skills required**

Create complex automations with ease

**Secure: non-custodial, decentralized, and audited**

DFH does not ask for your private keys

DFH is a non-custodial **investment tool** that helps investors of any scale to **easily manage** and **automate** their DeFi investments in 400+ protocols while keeping their **funds safe**

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## 11 supported blockchains

| | | | |
|---|---|---|---|
| ETHEREUM | OPTIMISTIC ETHEREUM | CRONOS | BINANCE SMART CHAIN |
| FANTOM | MOONRIVER | ARBITRUM | AVALANCHE |

...AND COUNTING

## 480+ protocols

| | | | | | | |
|---|---|---|---|---|---|---|
| OXDAO | 1INCH | 1INCH (BSC) | AAVEGOTCHI | AAVE V1 | AAVE V2 | ANNEX | APEROCKET V2 |
| AAVE V3 | ABRACADABRA | ACROSS | ACRYPTOS | ADAMANT | AKROPOLIS | APESWAP | API3 |
| ALADDIN | ALCHEMIST CRUCIBLE | ALCHEMIX | ALPACA FINANCE | ALPHADEX | APWINE | ARBINYAN |
| ALPHA HOMORA V2 | ALPHA TOKENOMICS | ALTURA | ANGLE PROTOCOL | ANKR | ...AND COUNTING |

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# No-code automation

- Create automated investment strategies without having to know coding: **'Take Profit'**, **'Stop Loss'**, **'Send a Notification If <Condition>** and many others

- Find ready-made high-yield strategies on the investment marketplace (soon)

**Choose condition**

**Contract Metric**
Contract metric condition

**Optimized Staking**
Use auto-staking

**Schedule**
Choose a specific time frame to launch automation

**Native Token Balance**
Check native token balance (ETH, BNB, AVAX etc.)

**Gas Price Fluctuation**
Check gas price with expected values based on specific time and day

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# Auto-staking

- Auto-staking is a built-in automation. It helps you earn more by automatically adding your profits to the deposit, effectively auto-compounding your interest

- DFH has the most effective auto-compounding algorithm on the market. Our mathematical model makes decisions by taking into account current and historical fees, the prices of tokens, and other factors

- More built-in automations will be added in the future

# Notifications

- Daily updates on your portfolio's balance (Telegram, email)

- APY updates on contracts you have invested in

- Major updates on protocols you follow (soon)

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# Portfolio manager

IN DEVELOPMENT

### Client profiling
Risk-taker; risk-averse; DeFi farmer; stablecoin lover etc.

### Risk analysis of protocols and tokens
DFH constantly assesses all connected protocols and tokens and rate them as following: 'low risk', 'medium risk', 'high risk'

### Investment recommendation

40%  40%

20%

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# Security

- Two-layer architecture

- No vaults or pools. You always stay in control of your funds

- The protocol has no control over the bulk of the deposit

- Decentralized

- Non-custodial

- The code is open and audited

# Competitive advantages

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## How is it better than similar products?

- 2,700+ connect contracts, 400+ protocols (and counting)

- Auto-compounding

- Offline mode

- Advanced automations constructor

- Ready-made investment strategies (soon)

- Notifications via Telegram / email

- Portfolio manager with client profiling, protocols' risk assessment and investment recommendations

- No vaults or pools. You always stay in control of your funds

- Direct purchase of LP tokens

- Impermanent loss and real APY tracking

- Stats and historical data.

# Target audiences

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## Sophisticated private crypto investors

- All-in-one-place portfolio manager

- Automations

- Profit boosting

- Ready-made investment strategies

- Instant purchase of crypto with a credit card

## Institutional investors

- All-in-one-place portfolio manager

- Automations

- Additional revenue stream (investment marketplace)

- Profit boosting

# The market

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**4,500,000 users**   The total number of DeFi users as of March 2022

**4,500% total growth**   The total growth of DeFi user base in 2020-2022

**8,800,000 users**   The combined monthly audience of DeBank, Zerion, Zapper, Autofarm and Vfat.tools

* Sources: Dune Analytics, self-reported data

# The future of DeFi

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- Keeping tabs on hundreds of protocols is too much of a hassle.

- Most protocols will become a back-end for wallets and portfolio managers.

- Wallets and portfolio managers will turn into super-apps akin to modern-day banking applications. Users will be able to do almost anything from these apps: store crypto, buy, sell, transfer, lend, borrow, stake, insure, convert, create automations, track stats etc.

Our long-term vision

**Home-screen app for every DeFi user**

# Marketing

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We have plenty of experience in marketing other DeFi projects. We understand which marketing channels and instruments are the most (and least) effective in crypto.

## To be paid in stablecoins

- Partnerships
- AMA events
- Reddit / Twitter
- Articles (HackerNoon, Cointelegraph etc.)

- Influencers (YouTube)
- Contests
- Programmatic ads
- Ads on crypto websites

## Can be paid with DFH tokens

- Referral program
- Ambassador program
- Bug bounty program
- Educational marketing (Coinmarketcap Earn, Rabbithole.gg)

# DFH team

## 11 full-time employees + hiring 5 more

**VLADISLAV KOMISAROV**
CEO AND FOUNDER

Vlad has over 17 years of experience in web development. He has launched and managed a number of major ICT products and services on the CIS market.

**ARTEM TOLKACHEV**
CO-FOUNDER

Former head of the Blockchain Lab at Deloitte. For over seven years, Artem has been one of the key opinion leaders in the CIS region in blockchain and tokenization.

**IGOR VARNAVSKY**
CMO

A long-time crypto proponent, Igor has 17 years of experience in journalism and 11 years of experience in marketing. He has previously worked at Mango. Rocks, VK.

**ILYA MUNERMAN**
HEAD OF R&D

Ilya is the author of our DFH mathematical model. He is the Head of Scoring and Analytics at Interfax, has a PhD in economics, and works as an Assistant Professor at New Economic School and HSE University.

**BEN ASHWORTH**
INVESTOR RELATIONS

Ben graduated with a law degree from Newcastle University before travelling the world, becoming bi-lingual in Spanish during his travels. Ben has over 4 years experience in crypto and is a firm believer in DeFi.
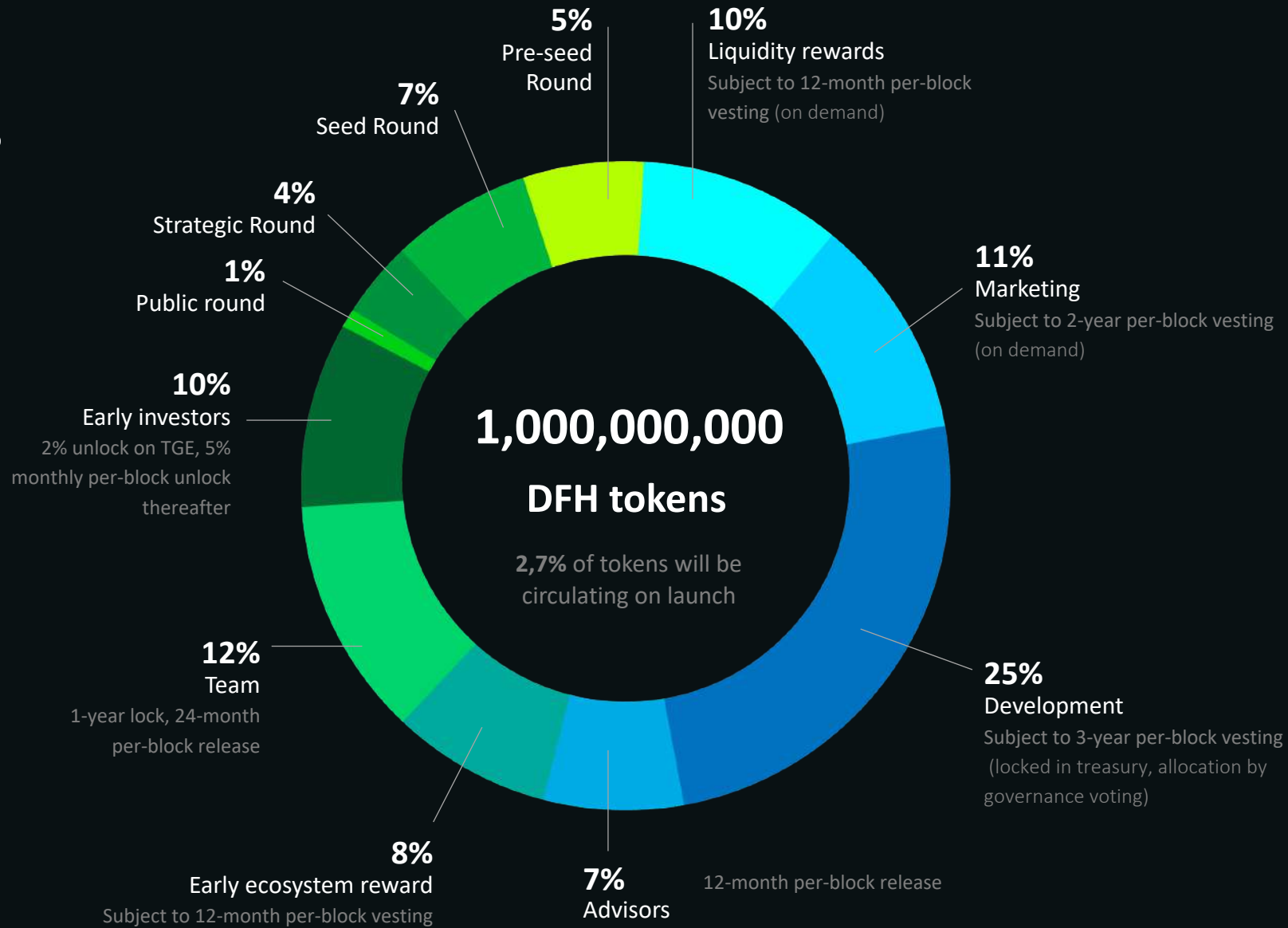
DEV TEAM

SOFTWARE ENGINEERS

DESIGNER

HIRING NOW

# DFH token utility

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### Governance
DFH will be community-governed.

### Profits distribution
Stake your DFH tokens for 6/12/24 months and earn passive income.
The longer the staking period, the larger the share of income.

### Discounts and perks
Discounts on DFH services for DFH token holders + early access to new features.

# DFH 2022 forecast

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|  | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | Q1 2023 |
|---|---|---|---|---|---|
| Wallets | 200 | 14,100 | 189,000 | 400,000 | 700,000 |
| Paid Users | 30 | 3,300 | 33,900 | 132,000 | 230,000 |

**Revenue streams**

- Automations: $1 per executed transaction + the network fee

- Notifications: $10 per 1000 notifications

- Instant purchase of crypto with a credit card: a small fee

# Token sale details

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## PRE-SEED ROUND

2% unlock on TGE,
5% ~~~~~~~~~~~~

**Completed**

$0.01

| | |
|---|---|
| Amount | 50m tokens |
| Value | $500,000 |
| Valuation | $10,000,000 |

## SEED ROUND

3% unlock on TGE,
6.25% monthly per-block
unlock thereafter

| | |
|---|---|
| Price | $0.02 |
| Amount | 70m tokens |
| Value | $1,400,000 |
| Valuation | $20,000,000 |

## IDO

100% unlock on TGE,
no lock

| | |
|---|---|
| Price | $0.03 |
| Amount | 10m tokens |
| Value | $300,000 |
| Valuation | $30,000,000 |

# Investors and partners

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BIG BRAIN
HOLDINGS

STARTER®

Crypto
OMG

# Invest in DFH and help supercharge our growth

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## What we need:

- Financing

- Introductions/partnerships

- Marketing support

- Advice

hello@defihelper.io