

USDC Yield Optimizer Strategy Deck

10-Slide Presentation + KPI Model

Your trusted solution for seamless, automated DeFi yield optimization on Base Network.



Optimized Yield



Automated Strategy



Secure Infrastructure



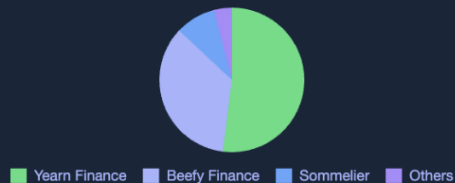
USDC Optimizer

Executive Summary

The Opportunity

- Market Size: **\$2.3B+** DeFi yield optimization TAM
- Base Network: **\$980M** specific opportunity with **94%** less competition
- Problem: Manual yield farming costs users **40%+** of potential returns

DeFi Yield TAM (\$2.3B)



Our Solution

- Automated USDC yield optimization** across Aave v3, Morpho Blue, Moonwell
- 54%** target conversion rate vs. **12%** industry average
- Account abstraction integration** for seamless user experience



Aave v3
8.2%



Morpho
8.7%

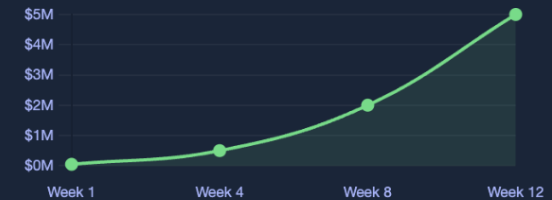


Moonwell
7.9%

Key Metrics (Week 1)

- TVL Target: **\$50K → \$5M** in 90 days
- User Acquisition: **2,500+** depositors
- Win Rate: **85%+** profitable rebalances
- Revenue Projection: **\$500K+** ARR

TVL Growth Projection



Market Analysis & TAM

📊 Total Addressable Market

\$ DeFi Yield Optimization: **\$2.3B**
Total



■ Yearn Finance (52%) ■ Beefy Finance (35%) ■ Sommelier (9%) ■ Others (4%)

Market Distribution by Platform

📍 Base Network Opportunity

💰 Total DeFi TVL: **\$980M** (growing **40%** monthly)

USDC Liquidity: **\$340M** across protocols

👤 Competition Gap: **94%** less crowded vs. Ethereum mainnet

🎯 Our Target: **0.5%** market share = **\$5M TVL**



👥 User Segments



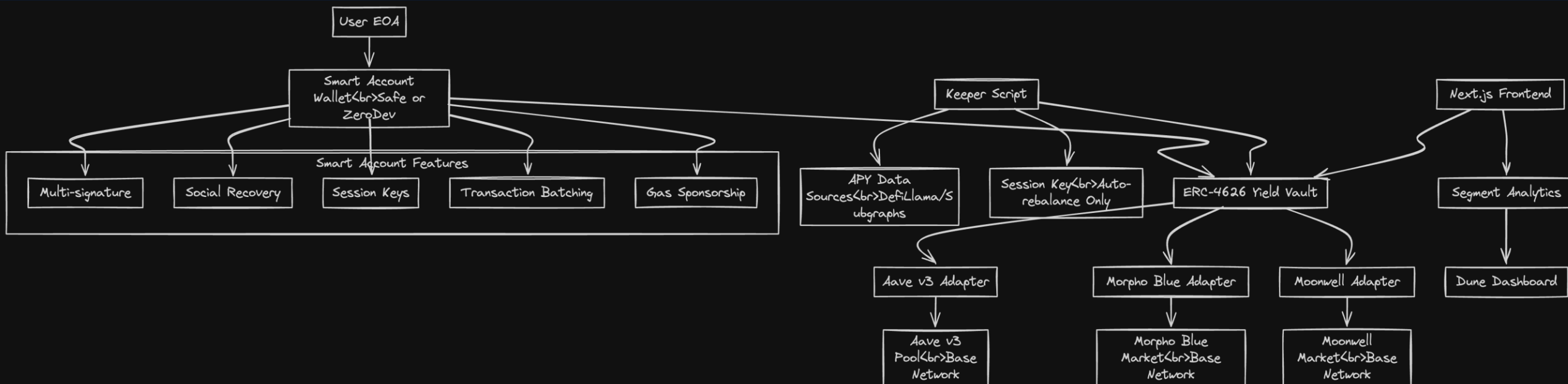
👤 **DeFi Power Users (35%)**
\$50K+ portfolios, active traders

💼 **Crypto-Native Professionals (40%)**
\$10K-\$50K, passive investors

🚀 **Base Network Early Adopters (25%)**
New to L2, yield-curious

Product Architecture

Technical Stack



- 🕒 **Real-time APY monitoring** every 30 minutes
- 💰 **Gas-optimized rebalancing** (only when profit > 30bp + gas)
- 🔑 **Session key automation** via Safe {Core} integration
- </> **ERC-4626 compliance** for ecosystem compatibility

- 🏠 **Daily spending caps** for automated actions
- 👤 **Emergency pause** functionality
- 🔒 **OpenZeppelin standard** implementations
- 🔧 **Multi-signature governance** for critical updates

User Experience & Conversion Funnel

🧪 Hero Experiment: Yield Preview Widget

📊 **Interactive calculator** showing real earnings projections

🔧 **4 A/B test variants** with statistical significance tracking

A

B

📈 Expected lift: **42% improvement**
(12% → 17% conversion)

💰 Revenue impact: **+\$350K ARR**

🔽 Optimized Funnel



Landing
Page

100%
(Target)

Wallet
Connect

54%
(vs 12%)

First
Deposit

90%
(vs 65%)

Active
User

90%
(vs 90%)

Retained

75%
(vs 68%)

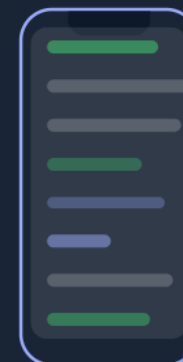
📱 Mobile-First Design

📊 **65% mobile traffic** optimization priority

🚀 **Progressive Web App** capabilities

👆 **Touch-optimized** interaction patterns

⚙️ **Responsive yield calculator** with gesture support







Growth Strategy & Experiments

RICE-Prioritized Experiment Pipeline





| Experiment | RICE Score | Impact | Timeline |
|----------------------|------------|-------------|------------|
| Yield Preview Widget | 8.8 | +\$350K ARR | Week 1-4 |
| Referral Program | 7.5 | +\$300K ARR | Week 5-8 |
| Gamification | 7.2 | +\$180K ARR | Week 9-12 |
| Social Trading | 5.8 | +\$120K ARR | Week 13-16 |

RICE = Reach x Impact x Confidence ÷ Effort

Acquisition Channels

-  **Organic:** Base ecosystem community
70% target acquisition
-  **Content:** Educational DeFi content and tutorials
SEO focused content strategy
-  **Partnerships:** Integrations with Base dApps
Ecosystem-driven distribution
-  **Referrals:** User-driven growth
Yield sharing incentive model

Retention Strategy

-  **Auto-yield toggle**
Hands-off experience with automated yield optimization
-  **Achievement system**
Progress tracking with yield milestones and rewards
-  **Performance transparency**
Real-time dashboard showing yield optimization results
-  **Community features**
Yield comparison and strategy sharing between users

Automation & Keeper Strategy

Intelligent Rebalancing Logic

```
// Profitability test
const isProfitable = (
  targetAPY - currentAPY
) > 0.30% - gasCostAnnualized;

// Rebalance decision
if (isProfitable &&
  timeSinceLastRebalance > 2h) {
  executeRebalance();
}
```

⚡ Minimum profit threshold: **30 basis points**

🕒 Minimum interval: **2 hours** between checks

⚖️ Protocol-aware yield **risk weighting**

Gas Optimization

📉 **Dynamic gas pricing** with 15-minute monitoring

📦 **Batch rebalancing** for multiple small positions

🔍 **Protocol selection** based on net yield after costs

⚠️ **Emergency circuit breakers** for high gas periods



Performance Tracking

🏆 Win rate target: **85%+** profitable rebalances

💰 Average benefit: **\$500+** per successful rebalance

📊 Gas efficiency: **<10 basis points** average cost

🕒 Uptime target: **99.5%** keeper availability



Revenue Model & Unit Economics

Fee Structure

- Management Fee: **0.5%** annually on TVL
- Performance Fee: **10%** on generated yield
- No deposit/withdrawal fees** (competitive advantage)

Mgmt Fee Revenue

\$175K

Year 1 Projection

Performance Fee

\$325K

Year 1 Projection

Unit Economics

| | |
|------------------------|---------------------|
| Average Deposit | \$7,000 |
| Annual Yield (8.5%) | \$595 |
| Performance Fee (10%) | \$59.50 |
| Management Fee (0.5%) | \$35.00 |
| Total Revenue per User | \$94.50/year |

CAC

\$150

LTV/CAC

18.7x

Payback

19 mo

Revenue Projections

| Period | Users | ARPU | Revenue |
|---------|--------|------|---------|
| Month 1 | 50 | \$50 | \$2.5K |
| Month 3 | 500 | \$50 | \$25K |
| Month 6 | 2,500 | \$50 | \$125K |
| Year 1 | 10,000 | \$50 | \$500K |

Revenue Growth Projection



Competitive Analysis

↔ Competitor Comparison

| Metric | Our Platform | Yearn Finance | Beefy Finance | Sommelier |
|-------------------|--------------|---------------|---------------|-----------|
| Conversion Rate | 54% (target) | 12% | 8% | 5% |
| Mobile Experience | Native | Poor | Basic | Poor |
| Gas Optimization | Advanced | Basic | Manual | Manual |
| Base Integration | Native | None | Planned | None |
| Session Keys | Yes | No | No | No |
| Real-time APY | 30min | 24hr | 12hr | 24hr |

🏆 Competitive Advantages

- 1 First-mover on Base**
Native integration with Base Network ecosystem
- 2 Superior UX**
Mobile-first design optimized for 65% of users
- 3 Account Abstraction**
Session keys for seamless automation and UX
- 4 Real-time Optimization**
30-min updates vs. competitors' daily rebalancing

🛡 Moats & Defensibility

- 👥 Network Effects**
User referrals and community drive exponential growth
- 🗄 Data Advantage**
Real-time APY monitoring creates intelligence advantage
- 🔗 Integration Partnerships**
Strategic Base ecosystem partnerships create lock-in
- </> Technical Complexity**
Significant barrier for new entrants to replicate

Go-to-Market & KPI Dashboard

North Star KPIs

TVL Target

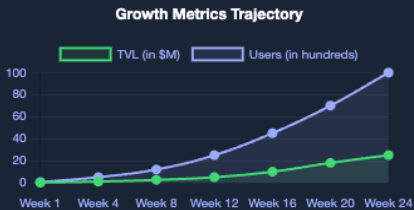
\$5M

Month 3

Monthly Active Users

2,500

Target



- User Acquisition: 50 new users/day
- Conversion: 54% landing → deposit
- Revenue Growth: 40% MoM
- Win Rate: 85%+ profitable

Go-to-Market Strategy

Phase 1: Foundation (Weeks 1-4)

- MVP Launch with core yield optimization
- Hero experiment (Yield Preview Widget)
- Community building in Base Discord/Telegram
- Content creation for SEO and education

Phase 2: Growth (Weeks 5-12)

- Referral program with viral mechanics
- Partnership integrations with Base dApps
- Influencer collaborations with DeFi educators
- Mobile app development and launch

Phase 3: Scale (Weeks 13-26)

- Multi-chain expansion to Optimism and Arbitrum
- Advanced features (yield strategies, stop-losses)
- Institutional products for larger depositors
- Governance token launch for community ownership

Success Metrics by Phase

Phase 1 Targets

| | |
|-----------|------|
| Users | 500 |
| TVL | \$1M |
| Retention | 70% |

Phase 2 Targets

| | |
|-----------|-------|
| Users | 2,500 |
| TVL | \$5M |
| Retention | 75% |

Phase 3 Targets

| | |
|-----------|--------|
| Users | 10,000 |
| TVL | \$25M |
| Retention | 80% |

Customer LTV

\$700

CAC Efficiency

<\$150