

USELESS CRYPTO

Reinventing accessibility, convenience and security of
cryptocurrency trading



Crypto has reached the masses

Cryptocurrencies have evolved from a niche for technology enthusiasts to one of the fastest growing asset classes in history. Enticed by low trading fees, lack of government control and high profit potential the number of crypto traders rose from **18** to **280 million** in only **five years**.

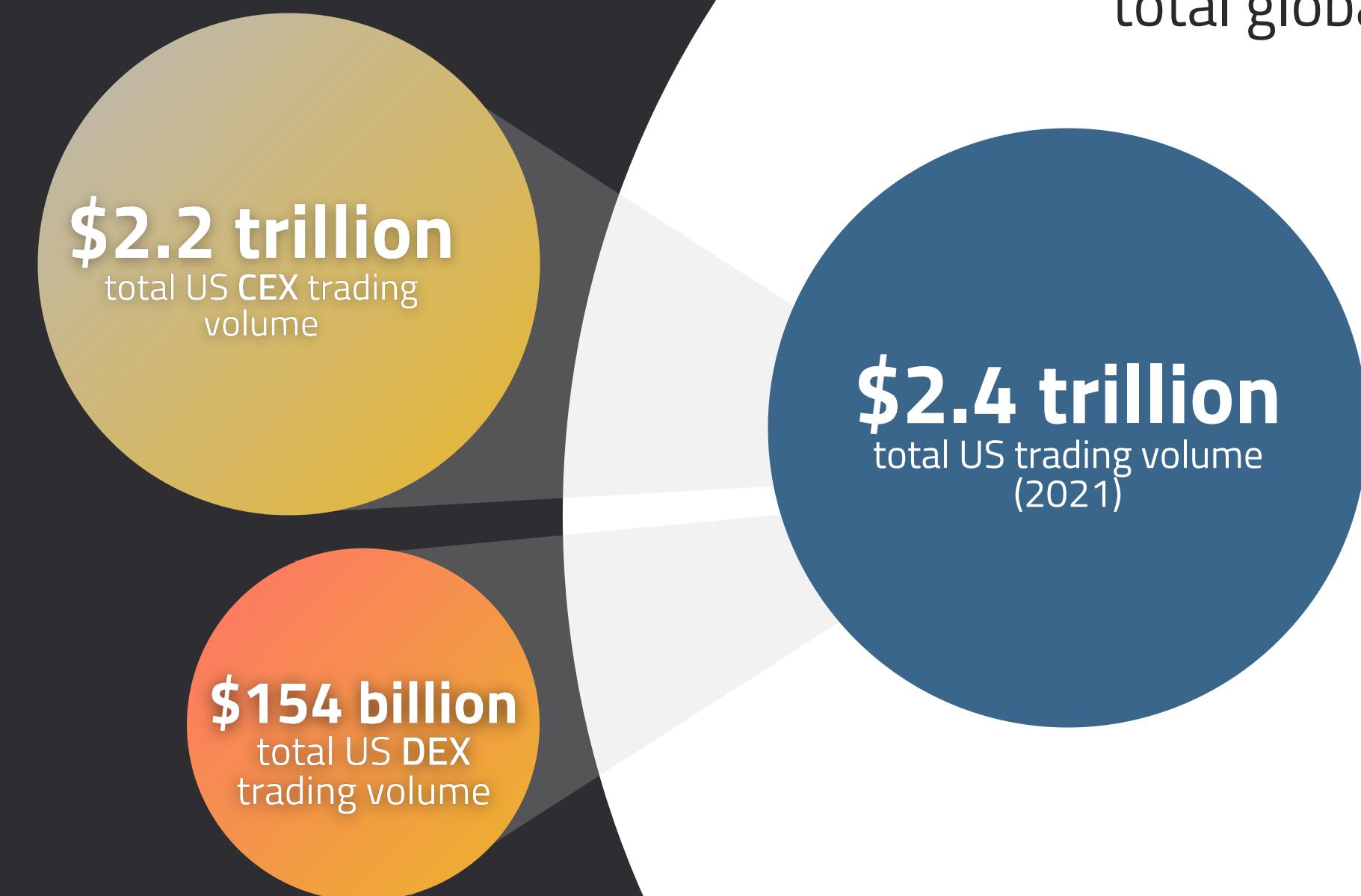
This number is set to **triple** by 2030.

Market size

20-25% of Americans will trade crypto by 2025

63% of US adults today are "crypto-curious"

80% of the US crypto trading volume is concentrated on 2 centralized exchanges (CEXs).



\$15.8 trillion
total global trading volume
(2021)



Market size

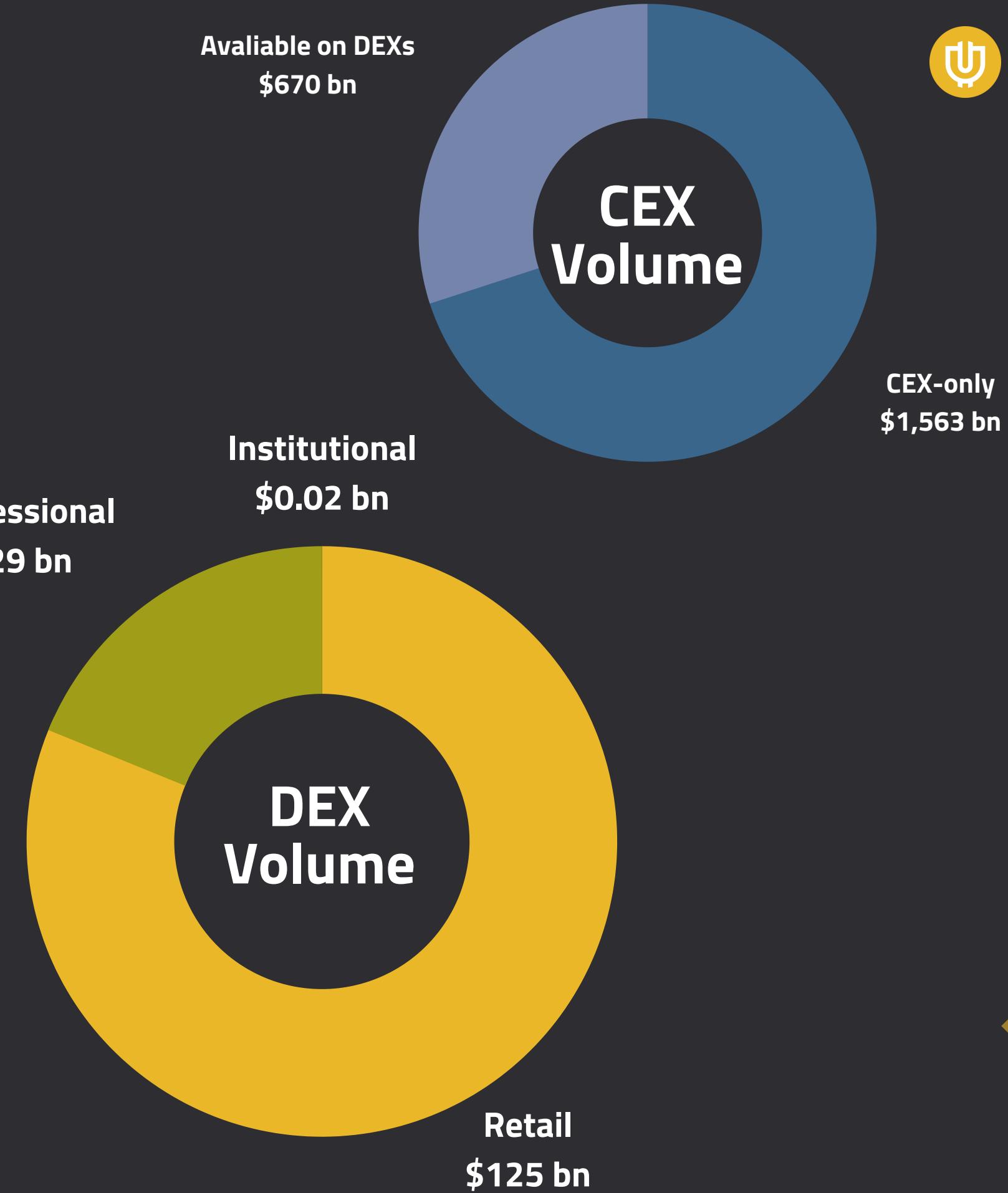
More than **\$670 bn** can be traded directly via DEXs but isn't

Only 7% of DEX volume is **traded directly**

Just 19% of direct DEX volume comes from Professional* traders.

This means:

Most Retail and Professional traders avoid DEXs



*Retail - <\$10,000 trade size, Professional - \$10,000-\$1,000,000, Institutional - >\$1,000,000



Problem

Existing DEX trading platforms lack **accessibility, convenience** and **security** for **modern retail and experienced traders** alike.

Millions want to explore the opportunities. But they can't.

Problem



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01

Inconvenience

Trading non-CEX cryptocurrencies implies a steep learning curve

Completing a simple transaction requires multiple actions across different apps/websites due to the absence of a user-friendly infrastructure

02

Lack of security

This multi-step process increases the risk of mistakes and opens the door to fraudulent activity and platforms

Absence of security features and customer support on existing platforms leaves users unprotected

Problem



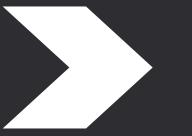
User journey today: How to buy a BSC token*





In the ideal world:

Download
app



Deposit USD
in account



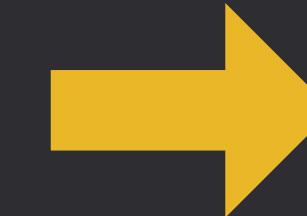
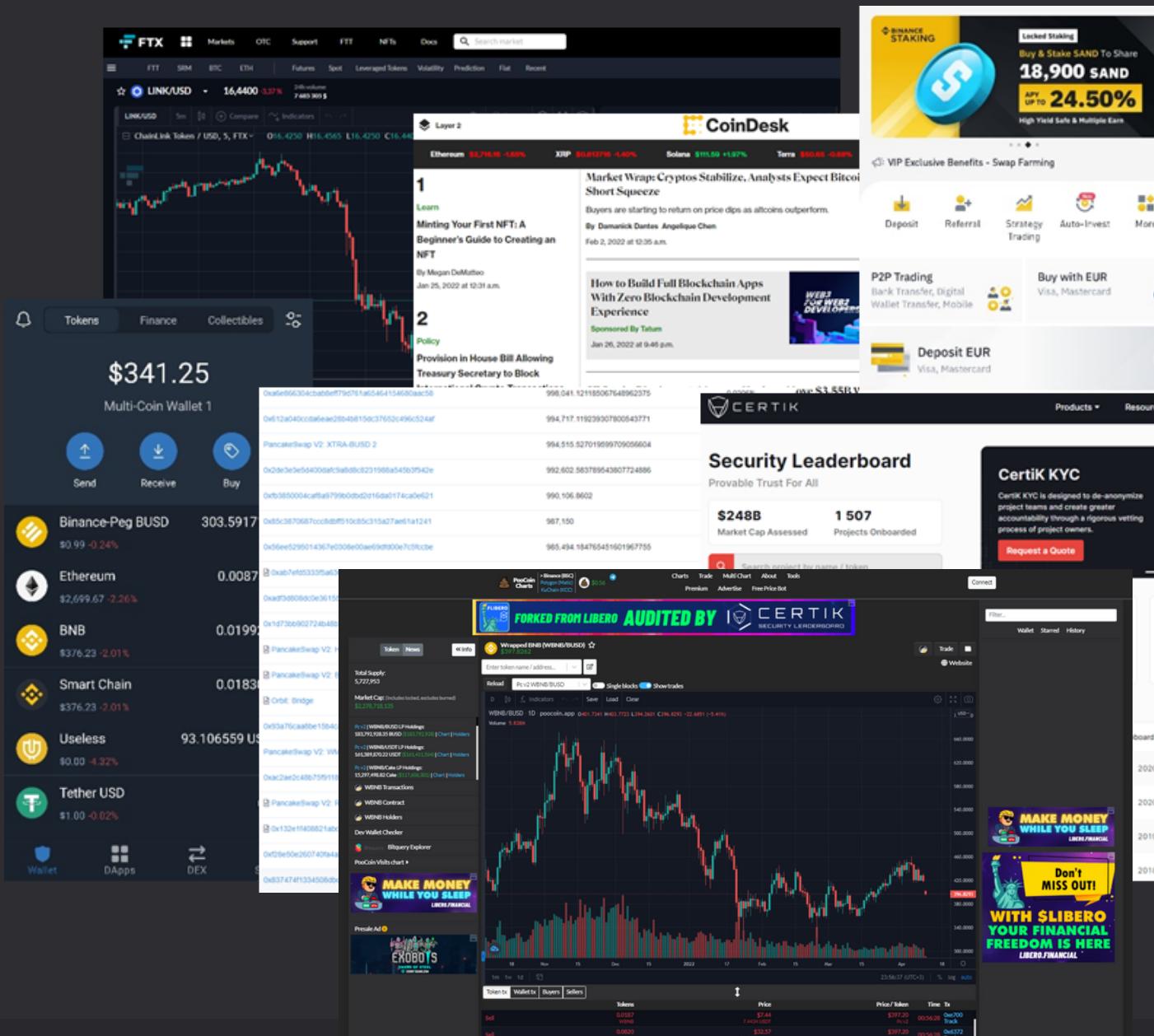
Buy
token



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Our solution

Creating the "Robinhood of Crypto & DeFi"



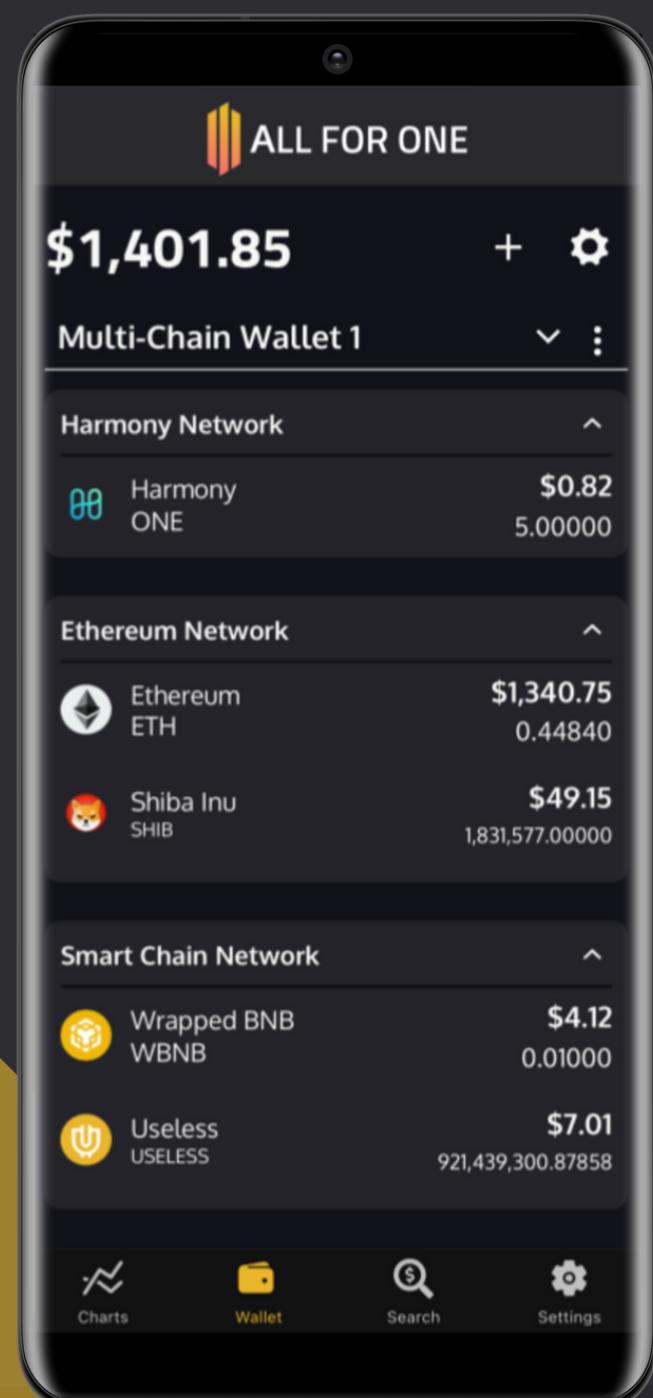


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Our solution

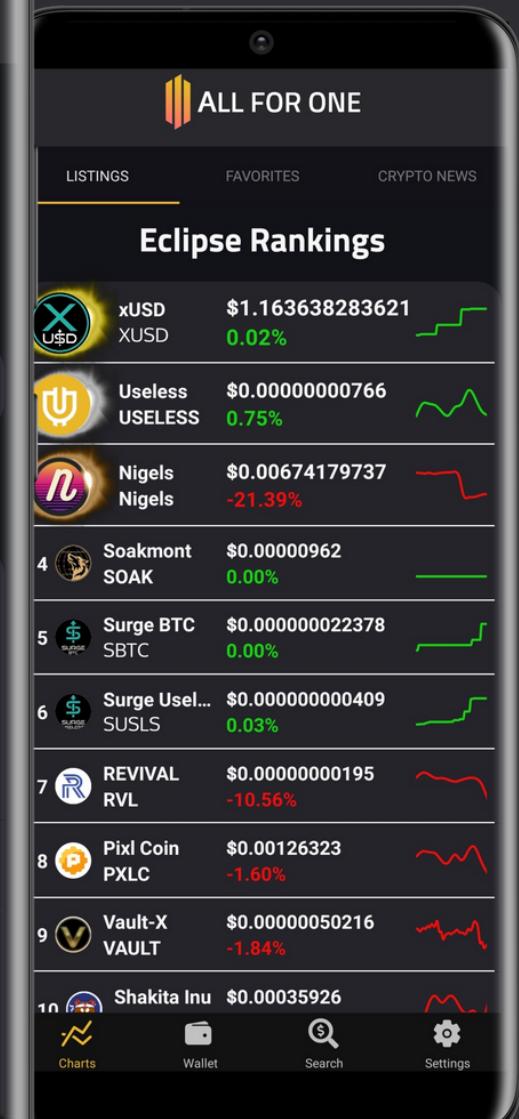
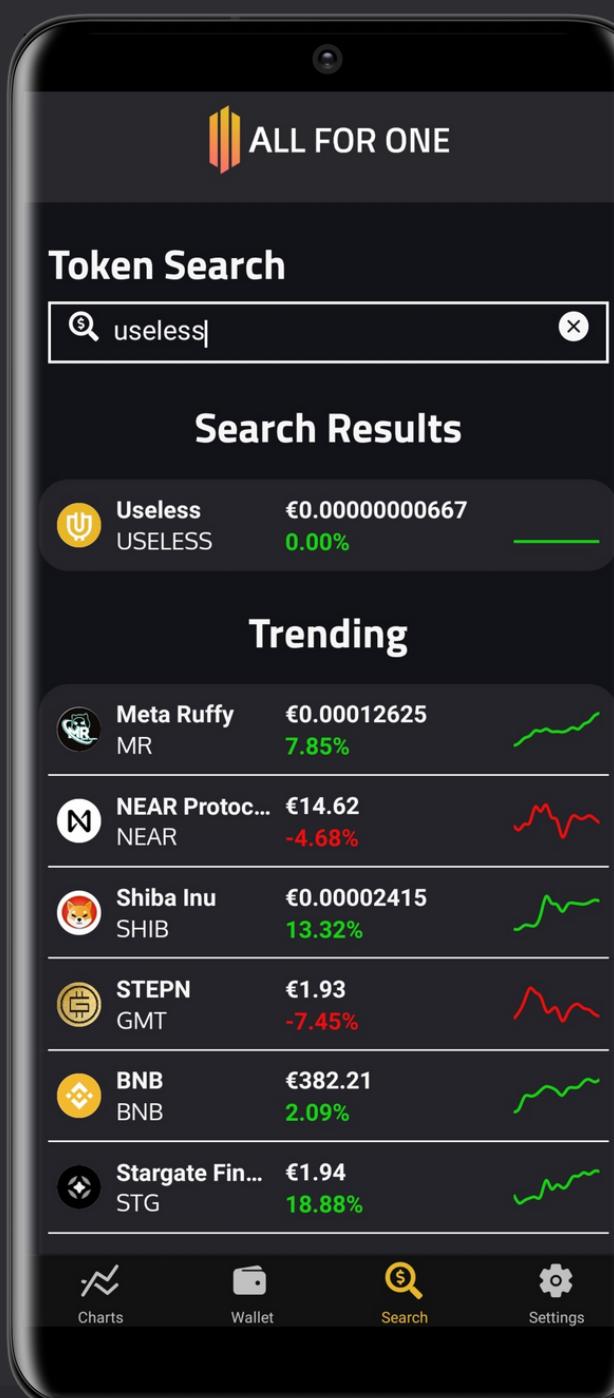
Create or import wallet

No registration needed



Search or discover crypto

Search for certain cryptocurrencies or get inspired by our in-app promotion system "Eclipse"



Trade

Without extra steps or leaving the app



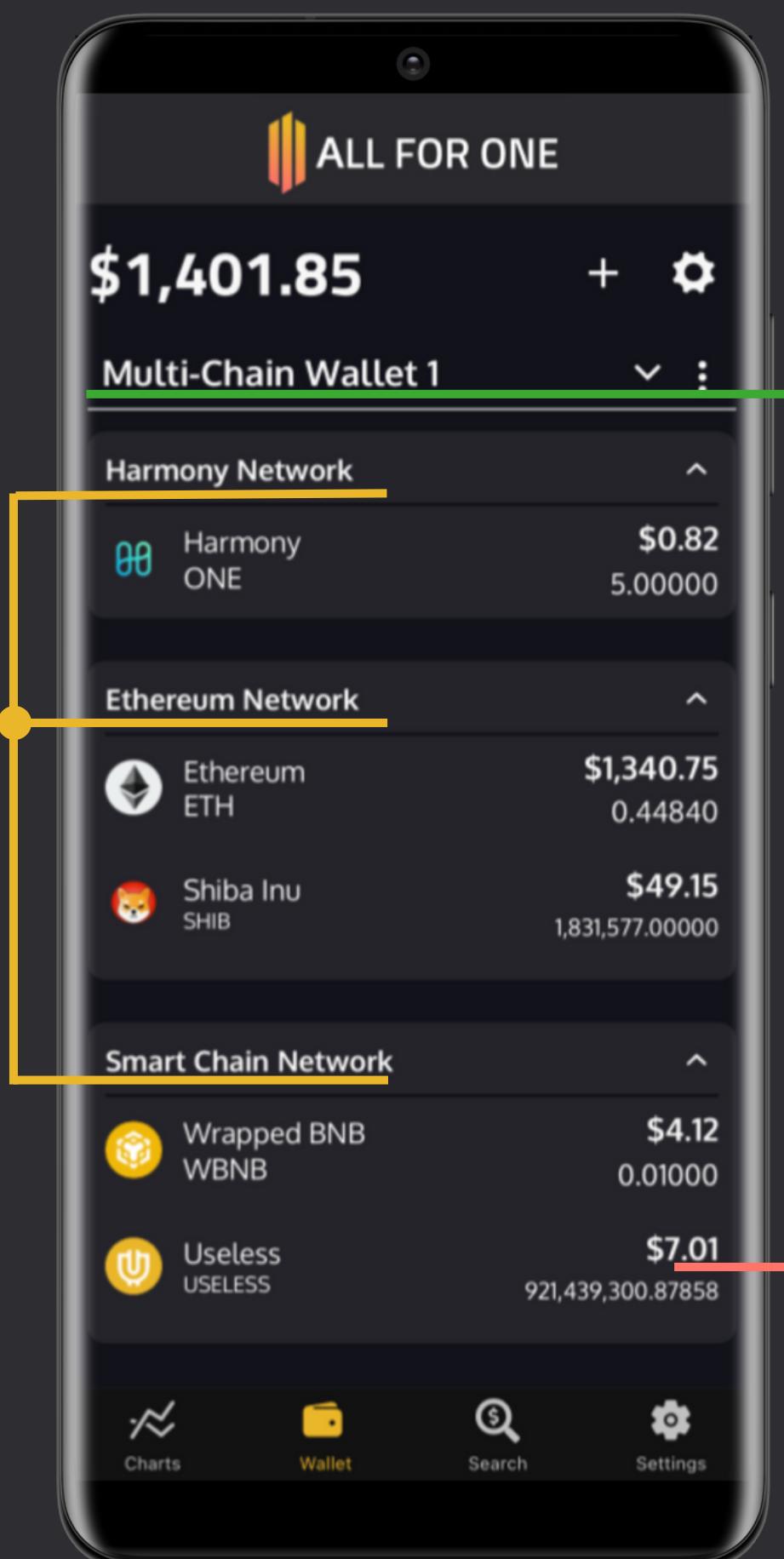
Our solution

Integrated wallet

Multi-chain wallet

Without manual switching between all the supported networks

All For One shows assets from multiple chains at a glance.



Multiple wallets in one screen

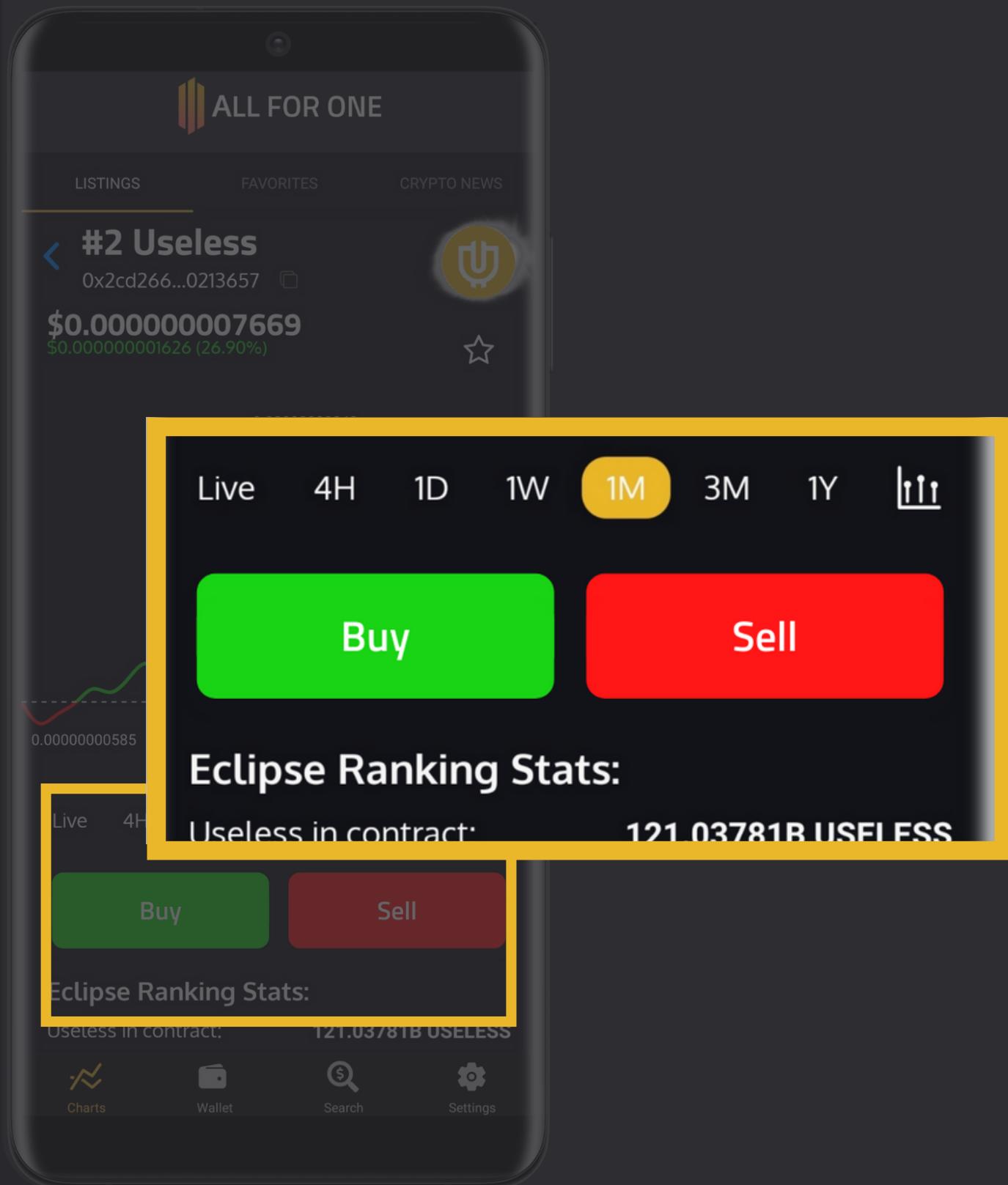
Users always have an overview of all wallets and do not need to switch between accounts.

Accurate real-time prices

Unlike most popular wallets which receive inaccurate prices via third-party providers with 10-15 minute delays, All For One gets the prices of all cryptos directly from the blockchain in real time.



Our solution



A simplified interface for a complex process

Trading interface is linked to our **Decentralized Exchange Network (DEN)**, which enables cross-chain transactions for thousands of assets on the supported blockchains

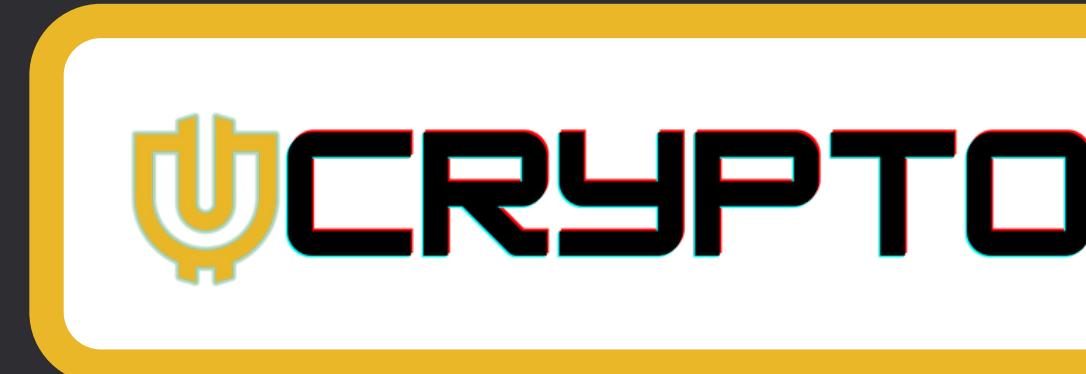
Users only need to enter the amount and press Buy or Sell. **Everything else is done for them**

Our solution



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Products & features

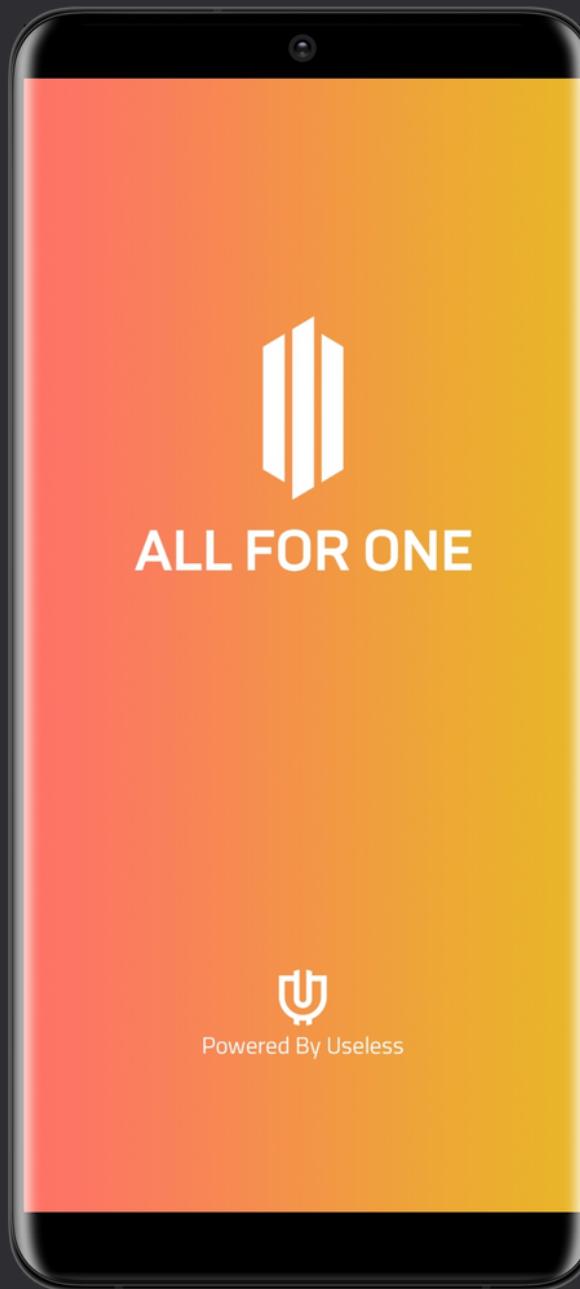


- Cross-chain DEX aggregator
- 2FA non-custodial multi-chain wallet
- Low fee fiat on-/off-ramping
- Top holders analytics
- Real-time transaction data
- Historical blockchain charting
- "Eclipse" promotional platform
- One-click staking
- Audit collection

Web version with additional features and tools for more experienced traders



Business model



All For One

0.1 to 0.35% transaction fee

Premium listings

Freemium with premium subscriptions

uCrypto

0.1 to 0.35% transaction fee

Paid banner advertising

Freemium with premium subscriptions





Business model

User acquisition

Incentivation

For users:
Waitlist referrals - users can improve their queue position before app launch by sending out referrals

(incentive to refer friends to the app)

NFTs - partnering with artists to produce a collection of NFTs unlocking first set of in-app premium features for the holder

For projects:
Eclipse referrals - projects can improve initial ranking in Eclipse at app launch

(incentive to refer own community to the app)

Content

Owned:
We publish blog articles dealing with crypto topics (expertise) and cover adjacent topics (foresight)

Outreach:
We engage crypto/financial/stock bloggers to use our app and share their experiences in videos, articles or posts

Partnerships

Influencers:
Offering to create an NFT collection for their fans, giving them an incentive to review our products

Companies:
Audit platforms, tax tools, DeFi launchpads

Blockchains:
e.g. Aurora, Harmony, Nervos

(giving projects on their protocol greater exposure through our product)

Paid advertising

Banner ad campaigns:
DEXtools
BSCscan
Etherscan
Poocoin/Bogged

App install campaigns*:
Twitter
Instagram
Reddit
Facebook

Target groups:
"Crypto-curious"
CEX users
Non-custodial wallet users

*funnel strategy: awareness, interest, (desire), action

Marketing Services

Agency "FIVE":
Scope includes
1. Acquisition
SEO
ASO
Paid Acquisition
2. Engagement
Engagement marketing
Data analysis
3. Conversion
A/B testing
UX optimization
...

Competition



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	Useless Crypto	CEXs			DEX aggregators			
	Useless Crypto	Coinbase	Kraken	Binance	1inch	Paraswap	Open Ocean	
Mobile app	✓	✓	✓	✓	✓	✗	✗	
Cryptocurrencies supported	900 (2050 by EOY)	150	130	500	1,900	1,500	1,200	
Non-custodial wallet	✓	✓	✗	✗	✓	✗	✗	
Blockchain tracking	✓	✗	✗	✗	✗	✗	✗	
Portfolio management	✓	✓	✓	✓	✗	✗	✗	
On-/Off-ramping	✓	✓	✓	✓	✗	✗	✗	
Decentralized	✓	✗	✗	✗	✓	✓	✓	



Meet the team



David Wyly
CEO
15 years of Software
Engineering and
Management



Lance Badger
CTO
15 years of DevOps
Engineering and System
Architecture



Amir Arafat
Chief App Architect
12 years in UI Engineering
in Mobile Architecture and
Development



Joseph Andrews
CPO
7 years in Software
Engineering and Product
Management



Jackie Dutton
CMO
6 years in Marketing
and Event management



Stefan Alexandrov
CFO
5 years in Finance and
Macroeconomic Research

Current status

- Blockchains supported: 3
- Wallet
- Top holders analytics
- Historical blockchain charting
- “Eclipse” promotional platform
- **Fully functional trading**
- **One-click staking**
- **Fiat on-/off-ramping**
- **Audit collection**
- **UX optimization**



Use of funds

- Payroll:
 - **4 Software engineers**
 - QA Automation engineer
 - DevOps engineer
 - Operations manager
 - Administration manager
 - Project manager
- Cloud infrastructure
- ASO services
- Marketing costs
 - Paid ads
 - Ad management



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