

MAY 9th

2022

Luna Crash: Big Blow to Indian Investors

TERRAUSD'S SISTER TOKEN drops below \$0.30 on Thurs from \$80 in three days, wiping out investors' wealth; all major digital assets too feel the heat

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Down to Earth

Current Price
Last one year gain/loss %

Mumbai: The losses piling up for Indian crypto investors another dive triggered by the crash of a popular stablecoin TerraUSD, or UST, in the hours in a market already shaken by rising interest rates, inflation and Russia's war on Ukraine.

The algorithmic stablecoin supposed to maintain a one-to-one peg against the US dollar slumped nearly to \$0.26 on Wednesday night. The complex mechanism were supposed to hold the peg failed, leading to the crash. And as a result Luna's sister token which powers the Terra blockchain, dropped below \$0.30 on Thursday from \$80 in a matter of three days.

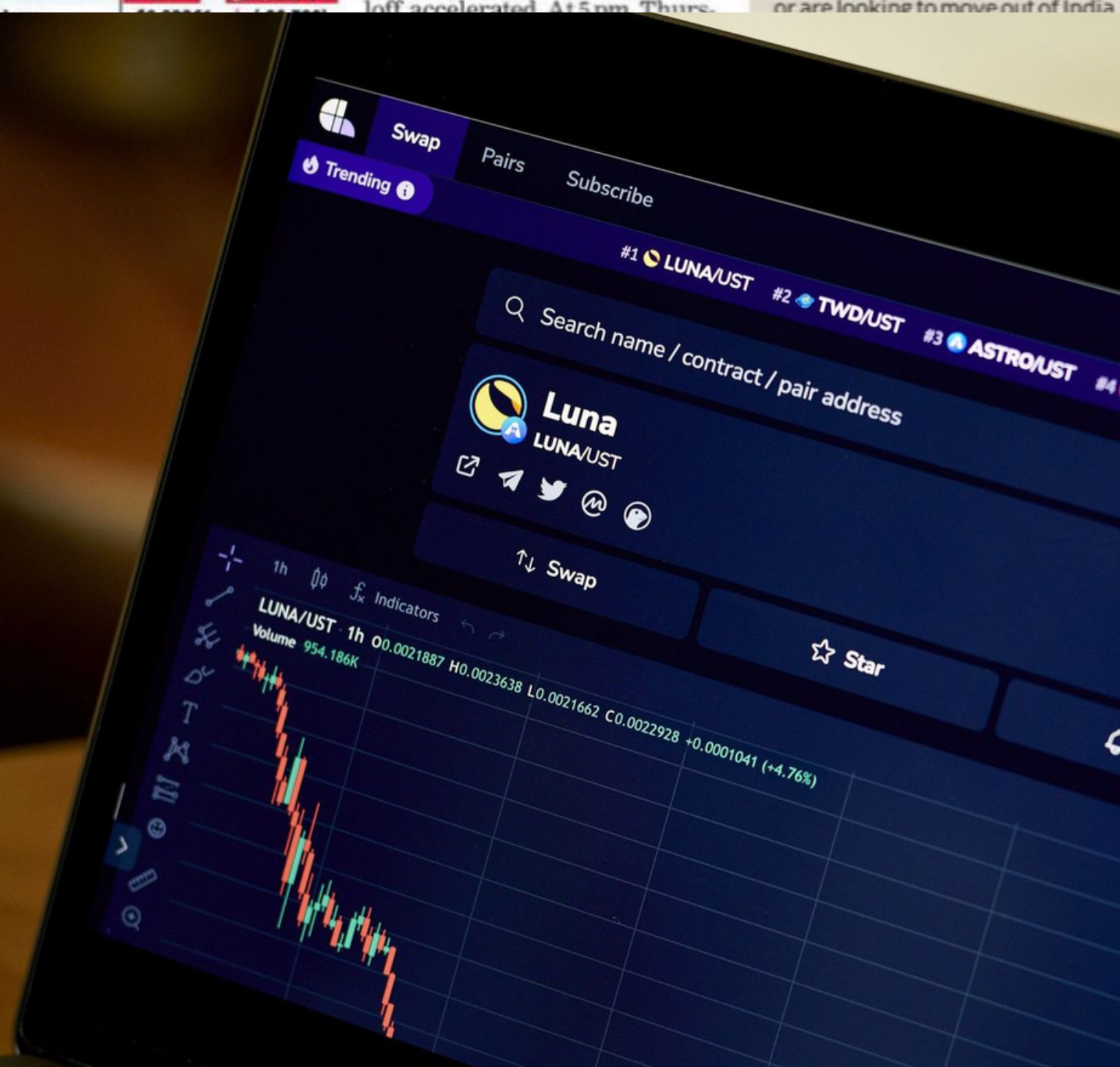
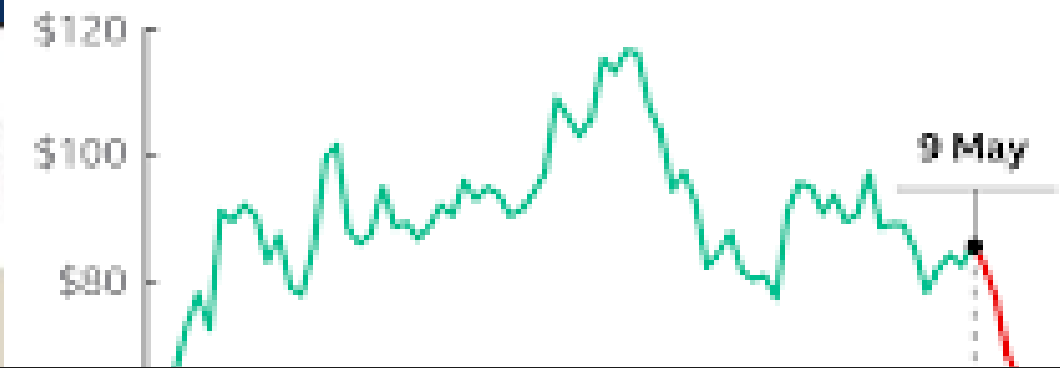
A good number of Indian investors had Luna in their portfolio, and the crash wiped off their holdings in a matter of hours. "It was a good project had given good returns in the last one year. Those investors who bought the token at \$80 a few months back have seen their investment evaporate

popular cryptocurrency, briefly touched \$26,000, its lowest level since December 2020, on Thursday as the cryptocurrency sell-off accelerated. At 5 pm, Thursday

Crypto Exchanges Seek TDS Clarity on Move

Mumbai: Some cryptocurrency exchanges that have either moved or are looking to move out of India

The collapse of Terra (Luna)



2701
PINNED BY MODERATORS
Crossposted by u/EverythingDeFi 2 days ago
For everyone panicking, here are some National helpline numbers.
Support
/r/Cryp...
1776 Comments Award Share Save

4438
Posted by u/CryptographerTop8162 2 days ago
My ex-colleague attempted suicide Discussion
Dear community fans,
my friend and ex-colleague (my manager for 15 years) tried to commit suicide this morning. He basically moved all of his savings to crypto in 2021 and LUNA was a massive player in his portfolio. Just wanted to tell you guys - if you feel pain and you think your life is miserable without money, you feel failure and stuff... just come to people you love. Do not be alone, this shit is getting serious. Do not overestimate the value of money, life has a much higher value. I do not post to reddit at all, but I considered it important to do it now. Wish you good luck.
1105 Comments Award Share Save

3230
Posted by u/Cat-Evening 2 days ago
I lost over 450k usd, I cannot pay the bank. I will lose my home soon. I'll become homeless. suicide is the only way out for me Support
1673 Comments Award Share Save

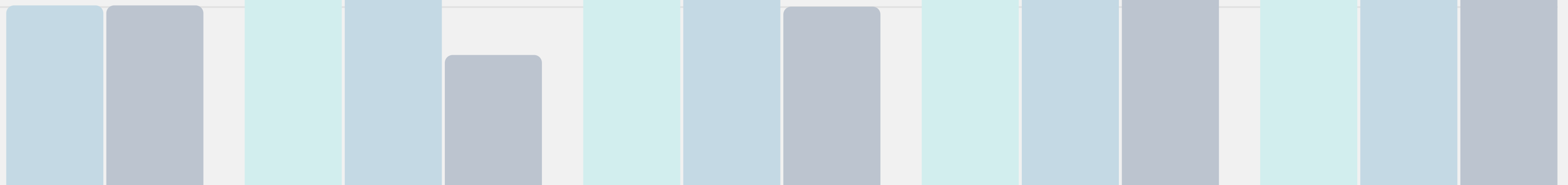


Mr. Do Kwon
CEO of Terraform Labs

**Loss of
\$300 Billion**
in value across
the crypto economy

Lessons Learnt

- Research properly before investing in a coin
- Diversify your crypto investments



FinEz

Invest and Grow

Build your diversified portfolio with us



Why do we need FinEz

A brief look at the problem statements



- 01** Beginner investors face huge loses

- 02** Crypto Scams

- 03** Rug Pulls

- 04** Lack of structured portfolio

How are we helping to **SOLVE** this



We provide professionally curated crypto buckets

Users who are new to investing can invest in buckets which contain a collection of crypto coins selected by the experts which help the investors take more calculated and safer risks.


Less chances of loss

Since we provide buckets which are created based on thorough analytics and previous history, the portfolio has a higher chance to provide better returns.

View your friends allocations

Users will be able to follow/ unfollow friends as well as view their allocations after paying a small fee.

Revenue Model



01

Commission

Every time a user invests in a bucket of coins, we take a small percentage from the money they invest

02

Premium buckets

Users can make use of premium buckets to get better analytics, features etc.

How can crypto experts benefit?

01

Commision from added crypto basket

Crypto experts can get commision when users invest in their basket

How can the users benefit?

02

Commision from added crypto basket

Crypto experts can get commision when users invest in their basket

A quick study of Smallcase

- a similar model, but for stock market

Rs 11.4 crore

Operating income

(+52% from last period)

Wealth management company Smallcase has grown at a rapid pace in the past two years. Its operating income spiked 5.3X to Rs 11.4 crore during the fiscal ending in 2021 from Rs 2.14 crore the previous year.

3Million+ users

(+65% from last period)

Smallcase has amassed over 3 million users, who are transacting about \$2.9 billion each year. A user can start making their investments in just two clicks after signing up for the service.

₹29000+ Cr

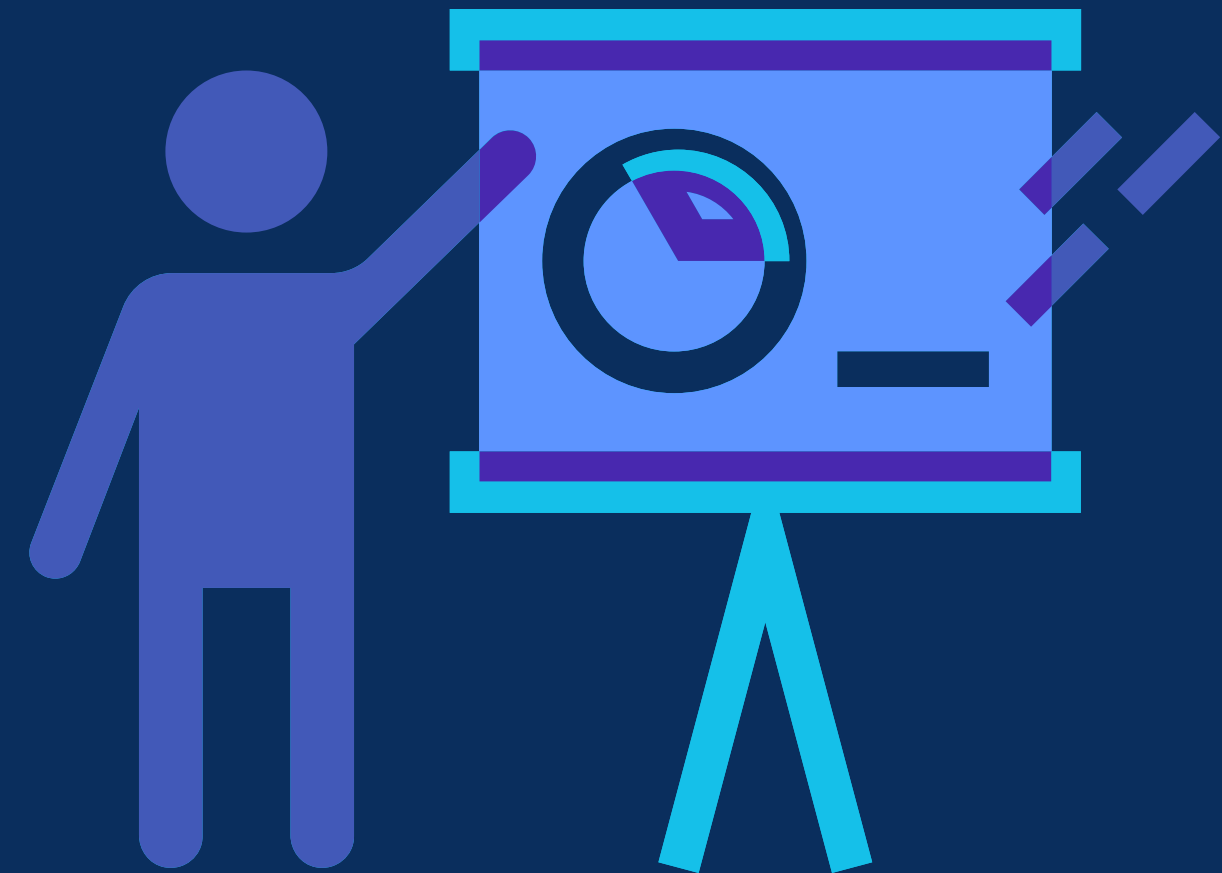
(+25% from last period)

Smallcase has made use of its platform for performing more than 29 thousand crore indian rupees.



Marketing Strategies

- Community building
- Increasing traffic from Crypto influencer recommendations



Tech Stacks Used

MERN stack

Binance API

Tailwind,
Heroku, Netlify

hosted website: <https://finezy.netlify.app/>

frontend: <https://github.com/salmanpary/FinEz>

backend: <https://github.com/adamsyy/finezy-backend>

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Thank You!



Team **FinEz**