MAPLE FINANCE - INVESTMENT THESIS

Abstract

Maple Finance operates as a blockchain-based lending platform, predominantly on Ethereum, catering to institutional clients such as crypto companies and financial organizations, along with qualified individual investors.

Protocol Overview

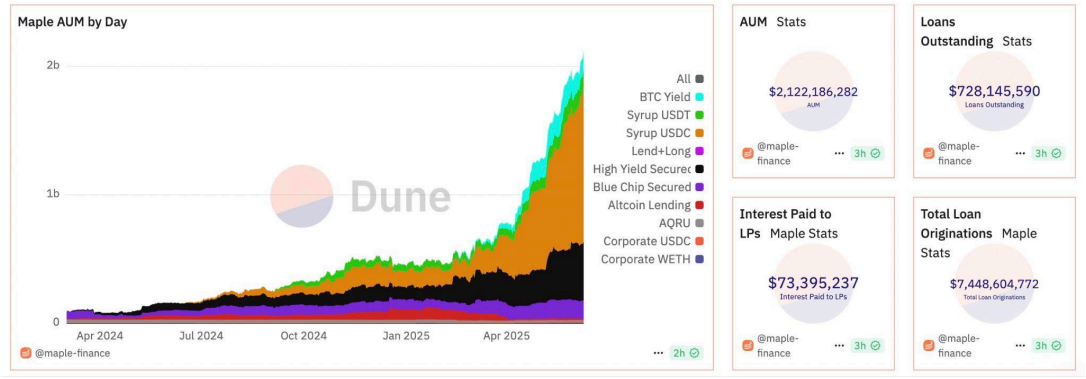


Fig.1 Maple Protocol Overview

Maple, founded in 2019 and officially launched in 2021, has originated over $7 billion in loans to date. The platform's TVL has exceeded $1.3 Billion, and it has distributed nearly $80 million to liquidity providers.

In late 2024, Maple Finance transitioned from its legacy governance token, **MPL**, to a new utility-focused token, $SYRUP, as part of a strategic protocol upgrade. The migration aimed to consolidate governance, staking, and incentive mechanisms under one unified token that better aligns with the platform's evolving role as an institutional DeFi credit protocol. The native token, $SYRUP, currently ranks #161 on CoinGecko, with a market capitalization ~ $370 million and a fully diluted valuation of $407million at the time of writing.

Operating across **Ethereum, Base, and Solana,** Maple enables DAOs, trading firms, and treasuries to access or deploy capital through delegate-managed lending pools. These

professional credit underwriters assess risk, originate loans, and manage performance — eliminating off-chain opacity and middlemen.

Metric	Post-Migration (June 2025)
Token	SYRUP
Launch Price	$0.267
Current Price	$0.3432
Circulating Supply	1.07B SYRUP
Max Supply	Not capped(estd. 1.23B by 2026)
Circulating Market Cap	~$369.29M
Fully Diluted Valuation	~$407.49M
All-Time High (ATH)	$0.4635 (May 2025)
All-Time Low (ATL)	$0.08489 (April 2025)

Investment Thesis

1. Post-2022, transparency is non-negotiable
The collapse of centralized lenders has pushed institutions to demand auditable on-chain liabilities. Maple's transparent credit rails address this shift directly.

2. Institutional adoption of tokenized finance is accelerating
BlackRock views tokenization as "the next generation for markets." JPMorgan has executed live trades on-chain, and Singapore's MAS is piloting DeFi-based lending. Maple is aligned with this growing trend.

3. Smart contract automation unlocks new credit segments
Maple's infrastructure can improve margins of small credit firms by up to 2.5x, enabling access to previously unviable lending segments, including underserved SMEs and emerging market borrowers.

4. Stablecoins are ripe for activation
Over $200B in USDC and USDT sit idle on-chain. With high global interest rates, there's a growing appetite for safe, yield-generating protocols like Maple that offer T-bill-like returns to KYC'd lenders.

5. Undervalued vs. Peers
Maple's TVL is comparable to Ondo's $1.4B+, while the FDV is 20x less than $ONDO showing massive undervaluation compared to peers.

Architectural Overview

At its core, Maple runs on a modular architecture of permissioned lending pools. Each pool is designed around a specific credit strategy and risk profile. Lenders deposit funds into these pools after passing KYC, with a **minimum investment threshold of $100,000**. Borrowers, also KYC'd and whitelisted, are matched to relevant pools based on their creditworthiness and collateral type. Loans are **overcollateralized**, and collateral is locked into smart contracts that automate margin monitoring, liquidation thresholds, and repayment terms.

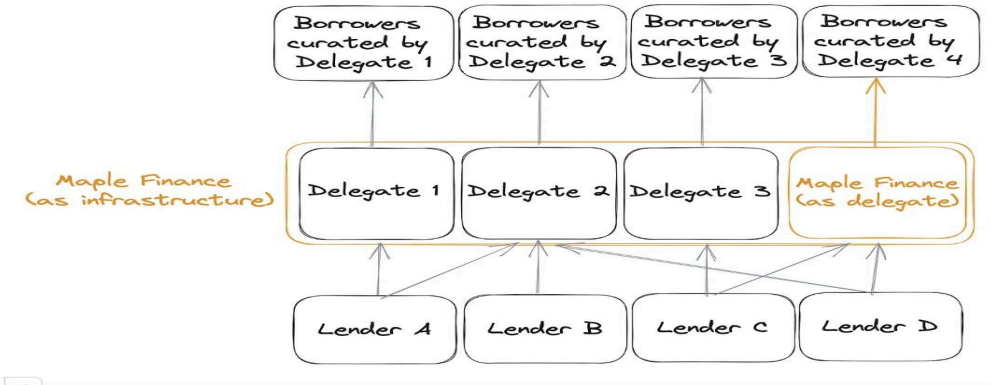
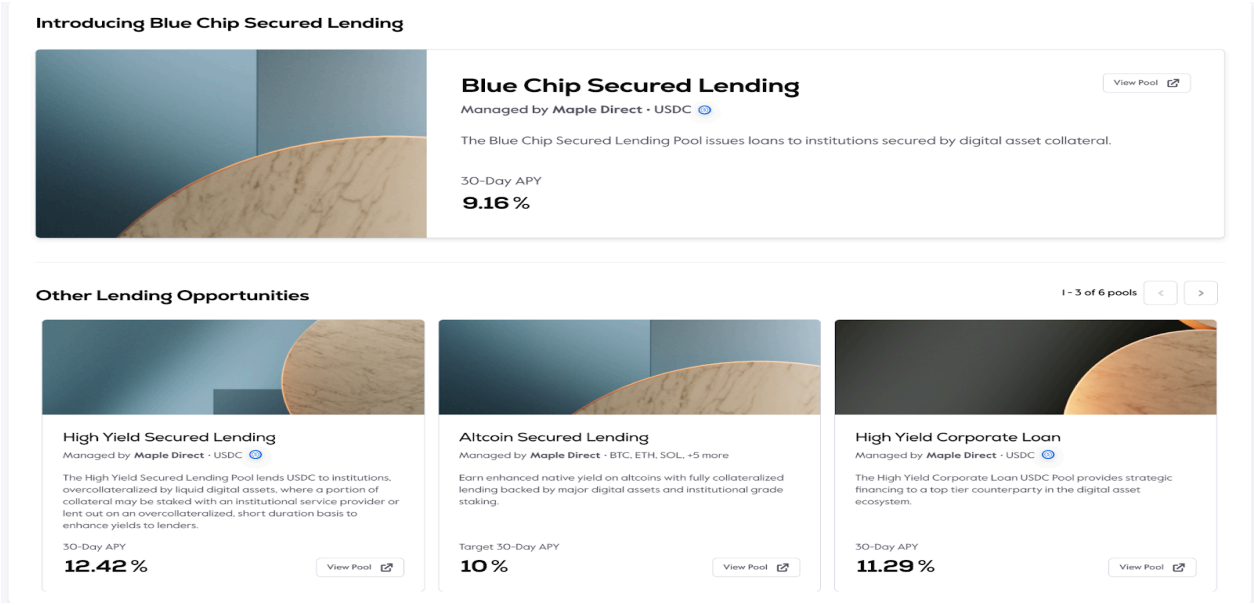


Fig2. Maple Flow

The lending products are structured for different institutional appetites. These include Maple Direct: BTC Yield (~5% APY), Blue Chip Lending (~7%), and High Yield Corporate Loans offering up to 10% depending on the collateral. Maple ensures that all loans are secured, with **USDC, WETH, or BTC** serving as collateral assets. Yield is fixed, and risk is tightly managed via ongoing monitoring.



For retail or smaller institutions, Maple also offers an **open-access SYRUPUSD** pool that integrates with Pendle. This provides stablecoin holders with drip yield through liquid staking of Maple's native fee-linked token, SYRUP.

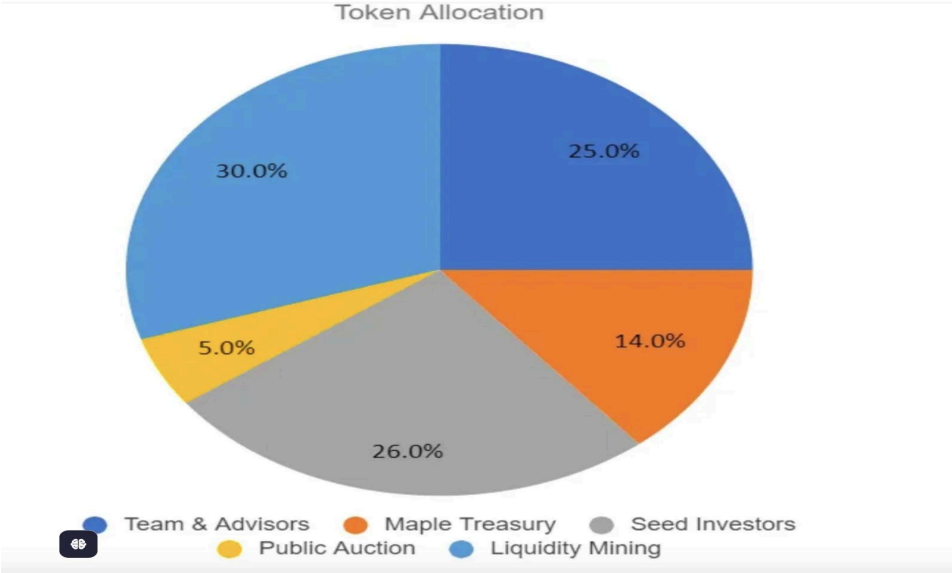
Maple's smart contracts manage pool deployment, loan issuance, and fee distribution, while the protocol itself now acts as the sole pool delegate under the **Maple Direct** model. This internalizes credit underwriting and borrower oversight, enabling faster execution, tighter compliance, and consistent risk standards.

By removing external delegates, Maple streamlines operations and strengthens accountability. Its internal risk team handles KYC, monitors collateral, and ensures jurisdictional compliance. With real-time analytics and multi-oracle feeds, Maple delivers a secure, scalable, and institution-ready RWA lending platform.

Tokenomics & Business Model

Tokenomics & Utility

$SYRUP is the native utility and governance token of the Syrup ecosystem, introduced via the MPL-to-SYRUP conversion under MIP-010 (1 MPL = 100 SYRUP), ensuring no dilution for existing holders. The **initial supply is ~1.15B SYRUP**, with projected growth to **~1.23B by 2026** under a transparent **5% annual inflation schedule**.



$SYRUP plays a central role across the Syrup ecosystem:

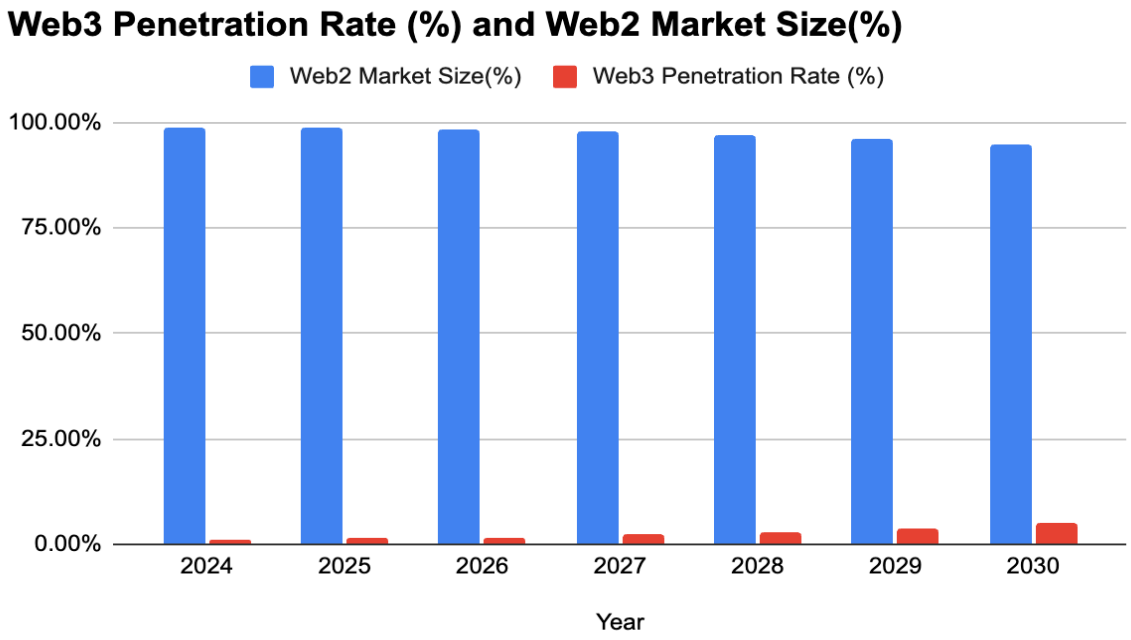
- **Governance:** Vote on proposals and shape protocol direction.
- **Staking:** Stake SYRUP to earn inflation rewards and buybacks via stSYRUP.
- **Drips Rewards**: Earned by participating in lending, staking, or Pendle integrations. Boosted based on capital commitment.
- **Lending Liquidity**: Acts as a long-term incentive for liquidity providers and lenders, tying rewards to protocol utility.

Business Model
Maple earns revenue through loan origination fees, interest rate spreads, and integrations like Pendle. The yield spread between borrowers (10–14%) and lenders (8–12%) funds $SYRUP buybacks, Drips rewards, and treasury growth—aligning protocol usage with token value and long-term sustainability.

Valuation Model

TAM & Upside Potential: The $2T private credit market is projected to reach $4.5T by 2030. As institutions like BlackRock and JPMorgan adopt tokenization, on-chain credit is poised for rapid growth. From a ~$20B base in 2024 (~1% penetration), we model Web3 credit expanding at a 50% CAGR to ~$228B by 2030—driven by RWAs, capital efficiency, and institutional DeFi adoption.

If Maple captures 30% of this market, it would process ~$68B in volume, generating ~$2B in revenue and $1.4B in cash flow. At a 20x earnings multiple, this implies a $28.7B valuation by 2030, up from ~$407M today—offering ~70x upside, even under more conservative assumptions, leaving us with a token price of ~$24.
Valuation Model: Maple Finance Valuation



Web3 Penetration Rate in the Global Private Credit Market(%)

Maple Share(%)	3.00%	5.00%	5.20%	6.00%	7.00%	8.00%
10%	13.57x	22.62x	23.53x	27.15x	31.67x	36.20x
20%	27.15x	45.25x	47.06x	54.30x	63.35x	72.40x
30%	40.72x	67.87x	70.59x	81.44x	95.02x	108.59x
40%	54.30x	90.49x	94.11x	108.59x	126.69x	144.79x
50%	67.87x	113.12x	117.64x	135.74x	158.37x	180.99x
60%	81.44x	135.74x	141.17x	162.89x	190.04x	217.19x

Metric	Value
Current FDV	$407.49M
FDV in 2030 (70.59x)	$28.76B
Token Supply (2030 est.)	1.23B
Token Price in 2030	$23.38

Competitive Landscape and Timing

Comparison Table

Factor	Maple High-Yield Secured	Maple Blue Chip Secured	Syrup	Aave	Ethena
Net APY (7-day trailing)	18.0%	10.7%	15.1%	6.5%	9.1%
Yield Source	Institutional credit	Institutional credit	Institutional credit	DeFi Money Markets	Spot-futures basis on CEXs and DEXs
Transparency	Verifiable onchain in realtime	Verifiable onchain in realtime	Verifiable onchain in realtime	Verifiable onchain in realtime	Positions disclosed on Ethena dashboard
Risk Management	Transparent margin call and liquidation levels for each individual loan	Transparent margin call and liquidation levels for each individual loan	Transparent margin call and liquidation levels for each individual loan	Transparent liquidation levels and decentralised network of liquidators	Insurance fund and off exchange settlement/escrow
Legal Structure	Segregated bankruptcy-remote entity for each individual pool	Segregated bankruptcy-remote entity for each individual pool	Smart contracts and segregated SPV for the pool	Non-custodial smart contracts	Bankruptcy-remote trust, on-chain and segregated wallet(s)
Custody of user funds	Non-custodial smart contracts	Non-custodial smart contracts	Non-custodial smart contracts	Non-custodial smart contracts	Delegated custodians
Target group	Institutional lenders	Institutional lenders	DeFi natives	DeFi natives	DeFi natives

Source: Maple

Maple is uniquely positioned at the intersection of crypto-native infrastructure and institutional RWA demand. With $240B+ in stablecoins (projected $1.6T by 2030, Citi) and $750M+ in tokenized T-bills already deployed, the foundation for mainstream adoption is in place.

Post-2022, Maple has matured into an institutional-grade lending platform with real cash flows, strong partners (e.g., AQRU), and growing market share.

Why invest now:

- First-mover advantage in a projected $227B Web3 private credit market.
- 3% protocol take rate, 70% margins, and growing volume from real-world borrowers.
- Clear roadmap: scale secured lending, onboard institutional delegates, enhance token utility.

At a ~$400M FDV, even modest adoption implies 50–70x upside — while helping build the next-gen financial rails.

Key Risks

1. Operational Bottlenecks and Scaling Constraints
While Maple operates leaner than traditional lenders, critical functions like KYC/AML, underwriting, and borrower sourcing remain off-chain. These manual processes hinder scalability and limit the protocol's ability to grow like pure software platforms.

2. Regulatory and Jurisdictional Complexity
Maple's global expansion is slowed by the need for varying legal and licensing frameworks across regions. The path to scaling real-world asset (RWA) lending such as commercial mortgages, T-bills, and trade finance faces high regulatory friction and entrenched TradFi incumbents with deep moats.

3. Due Diligence and Enforcement Limitations
Because not all aspects of borrower evaluation are transparently on-chain, assessing creditworthiness can be opaque. In the event of borrower defaults, recovery options may be uncertain or inconsistent, especially given the complex enforceability of crypto loan agreements across jurisdictions.