

Executive Summary

Customer Problem

The average crypto investor struggles to stay profitable, with 73% to 81% of retail cryptocurrency investors likely losing money on their investments. They find it challenging to stay updated on market trends, news, and relevant educational resources due to fragmented and verbose information online. Even with available portfolio managers, the lack of personalization, tailored insights, and user-friendly interfaces overwhelms users with unwanted information and leads them to unprofitable decision-making.

Solution

Keenu is a crypto portfolio manager designed to simplify and enhance the average investor's experience. It offers a personalized feed of news publications and podcasts, real-time insights, and token-specific recommendations—all in one place. It includes features for portfolio analysis, tracking biases, and simplified technical metrics. Keenu aims to un-complicate crypto investing.

Target Market

Keenu addresses the needs of retail investors. With 580 million crypto investors globally, the number is expected to rise to over a billion by 2030, our conservative target is to onboard 1% of investors onto our platform.

Business Model

Keenu operates on a freemium model, offering basic portfolio management tools for free and premium features, such as advanced analytics (yet simple to understand) and personalized trend tracking, for a subscription fee. Additional revenue streams include partnerships with major news and podcast publishers in the space to publish and promote their content on the platform. We also aim to partner with new projects in Web3 to bring new campaigns, quests, and opportunities to users.

Traction

- Secured a \$2.5K grant from Texas Blockchain by presenting a compelling product vision and showcasing potential ____ in future launches.
- Developed a prototype integrating blockchain wallets with real-time personalized news feeds and content recommendations.

Competitive Advantage

Less is more! Keenu's biggest direct competitors namely CoinStats, The CryptoApp, and DeBank follow the approach of providing as much information as possible on small-screen real estate. However, at Keenu we believe we do the hard work and make things simpler for our

users. We provide them with curated content from trusted sources, tailored according to their portfolio, enhancing user experience and eventually their crypto investing experience. While other apps try to swamp users with convoluted technical analysis, we provide just enough metrics for them to stay on top of the market and not lead them to information fatigue.

Financials and Funding

Funding Stage: Pre-seed

Capital Raised: \$2,500 (Grant)

Capital Seeking: \$400,000

Purpose: Accelerating product development, expanding marketing efforts, and onboarding early users.

Leadership Team

Our team is led by Siddharth Badyal, with a strong background in tech consulting and leadership roles in web3 startups; Munish Kohar, a former co-founder of a home automation company and full-stack developer at UnitedHealth Group; and Gurjash Chawla, former co-founder of an e-commerce platform with experience in big-data architecture and development for the telecommunications industry. Together, we combine deep expertise in the web3 ecosystem, application development, data-driven efficiency, user-centric design, and an entrepreneurial drive that continued from our previous experiences to deliver Keenu to the world.

Call to Action

We invite investors and partners to join us in shaping the future of crypto portfolio management, enabling users worldwide to navigate the dynamic crypto landscape with confidence and clarity.