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## Memo

**TO:** Shane Latham, PoC of LDA / Persistence  
**FROM:** John Potter, Technical Writer  
**CC:** Tristan Lane, Co-PoC of LDA / Persistence  
**SUBJECT:** pSTAKE Marketing Strategy  
**DATE:** June 30, 2022

In light of several recent online articles about LIDO, this memo will outline how pSTAKE can promote itself as a more secure DeFi alternative. In brief, pSTAKE's comparatively small market share of staked ETH helps to ensure that these staked assets remain secure. This notion contrasts with LIDO, where its greater than 90% market share in staked ETH fosters investor fears about security vulnerabilities.

With liquid staking quickly becoming ubiquitous, pSTAKE is slowly losing its ability to excite crypto investors by generating simultaneous yields. Moreover, pSTAKE investors will soon be able to pursue liquid staking of \$ATOM elsewhere. Once that occurs, our ability to offer a marginally higher staking yield will be our only selling point. With that in mind, I suggest we find a unique selling point that captures the attention of Defi investors.

Any successful pitch will need to differentiate pSTAKE from LIDO. Our relatively small size appears to be a promising candidate.

While LIDO enables liquid staking on several major cryptocurrencies, its success in cornering the staked ETH market is creating concern among Ethereum investors. They fear that LIDO's near-monopoly of staked ETH is inherently centralizing and thus increases Ethereum's vulnerability to being hacked.

In contrast, pSTAKE enables investors to stake ETH without the same security concerns. In short, our small size precludes any worry that we're centralizing a traditionally decentralized cryptocurrency. We should take advantage of this perception by using LIDO's near monopoly of staked ETH as a frequent talking point. We may even want to reiterate Vitalik Buterin's warning that no more than 15% of node validators should be on a chain.

Please let me know if you have any questions or would like to discuss this as a marketing tactic.