



ETH Online  
2023

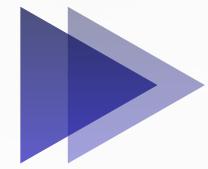


whale

# Introduction

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# Opportunity to cut costs and to provide decentralization

## Scenario

Hedge Funds Industry seeks  
for a **safe innovation** to  
**descentralize** investments  
in assets

There is a **growing**  
**adoption of blockchain**  
**as infrastructure** in the  
financial market

## Possibilities

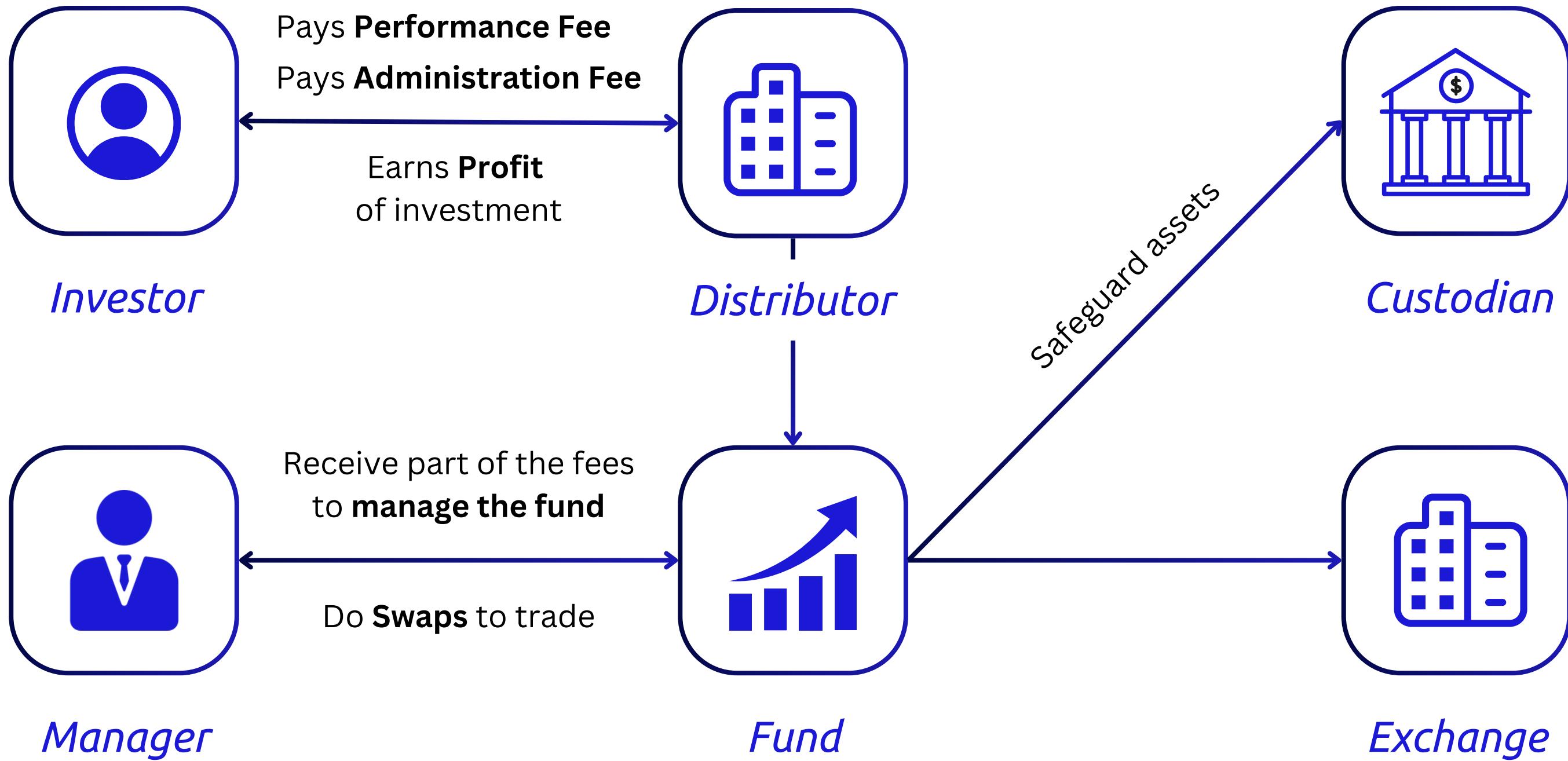
Investors and managers can have  
**more control over their assets**,  
without the influence of  
centralized entities

By eliminating intermediaries  
(custodian), a decentralization  
can **reduce the costs** associated  
with asset management



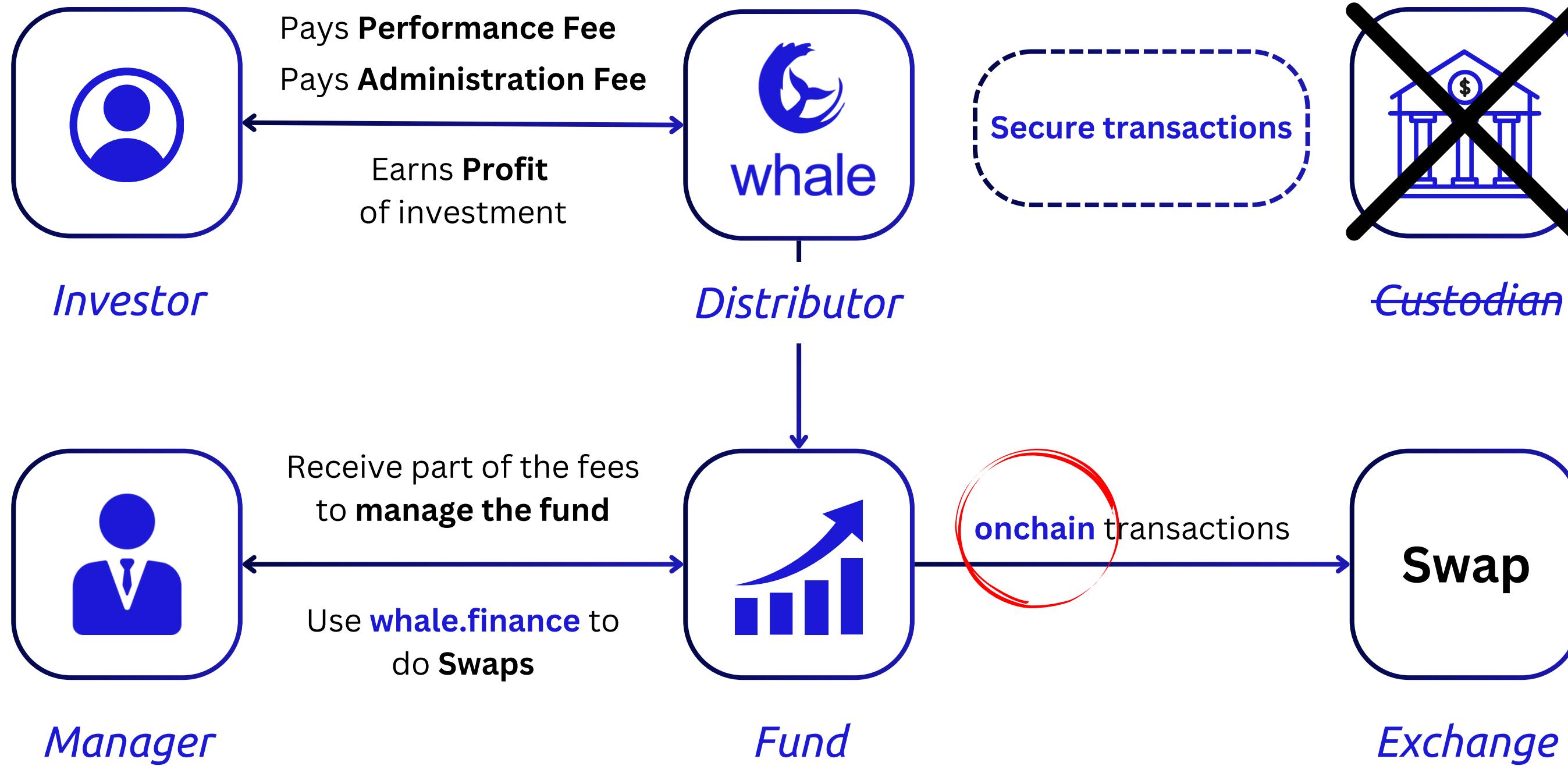


# Traditional Asset Management Industry





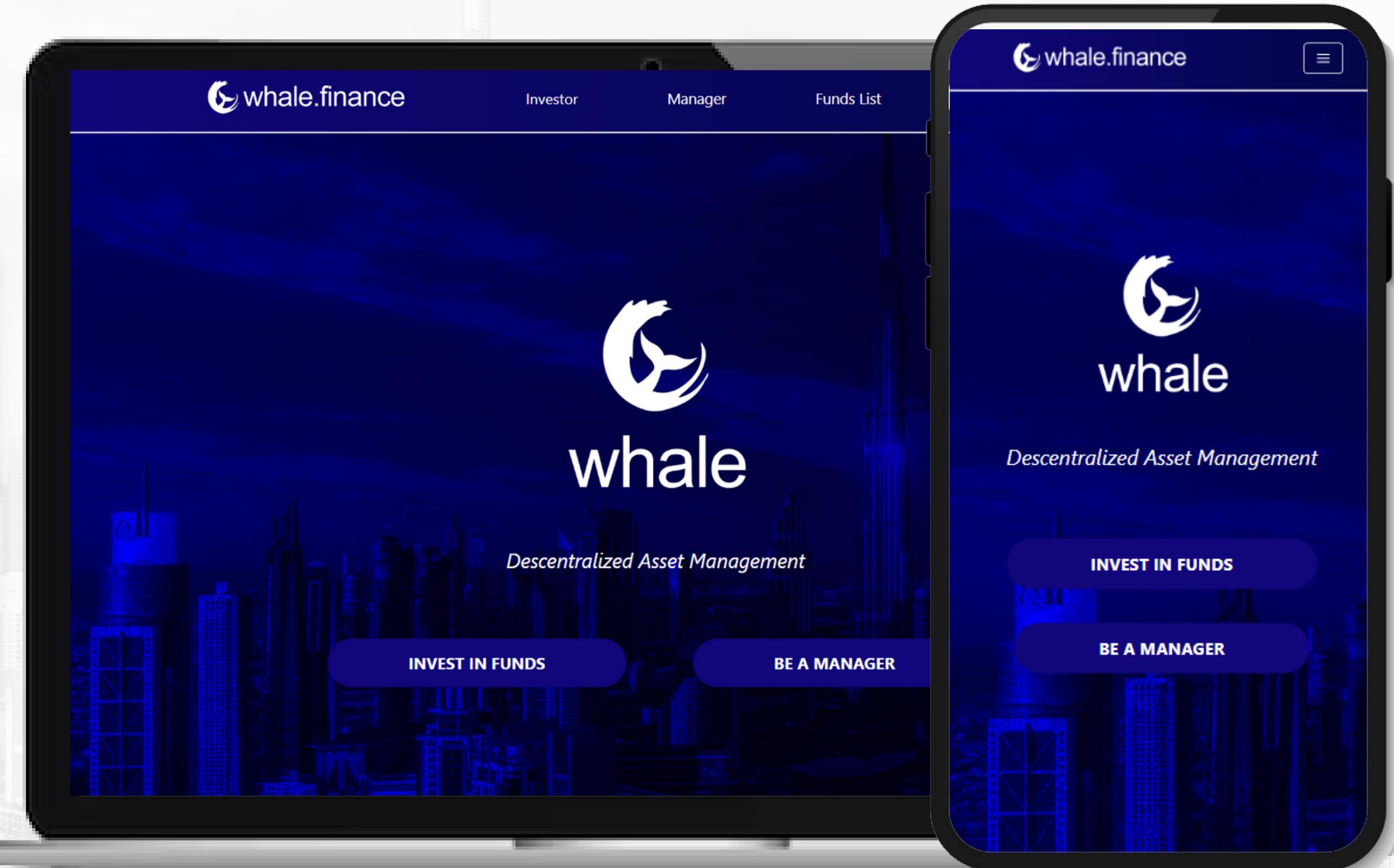
# OUR IDEA: Decentralized Asset Management Industry



# ► Whale.finance to invest in decentralized funds

Responsive solution:

A platform to allow investors to invest in funds in a **full decentralized way**





# Technology used to develop whale.finance

## Frontend



Vite.js



Tailwind CSS

## Blockchain

A solution to provide an **intuitive and user-friendly** platform for engaging with crypto funds

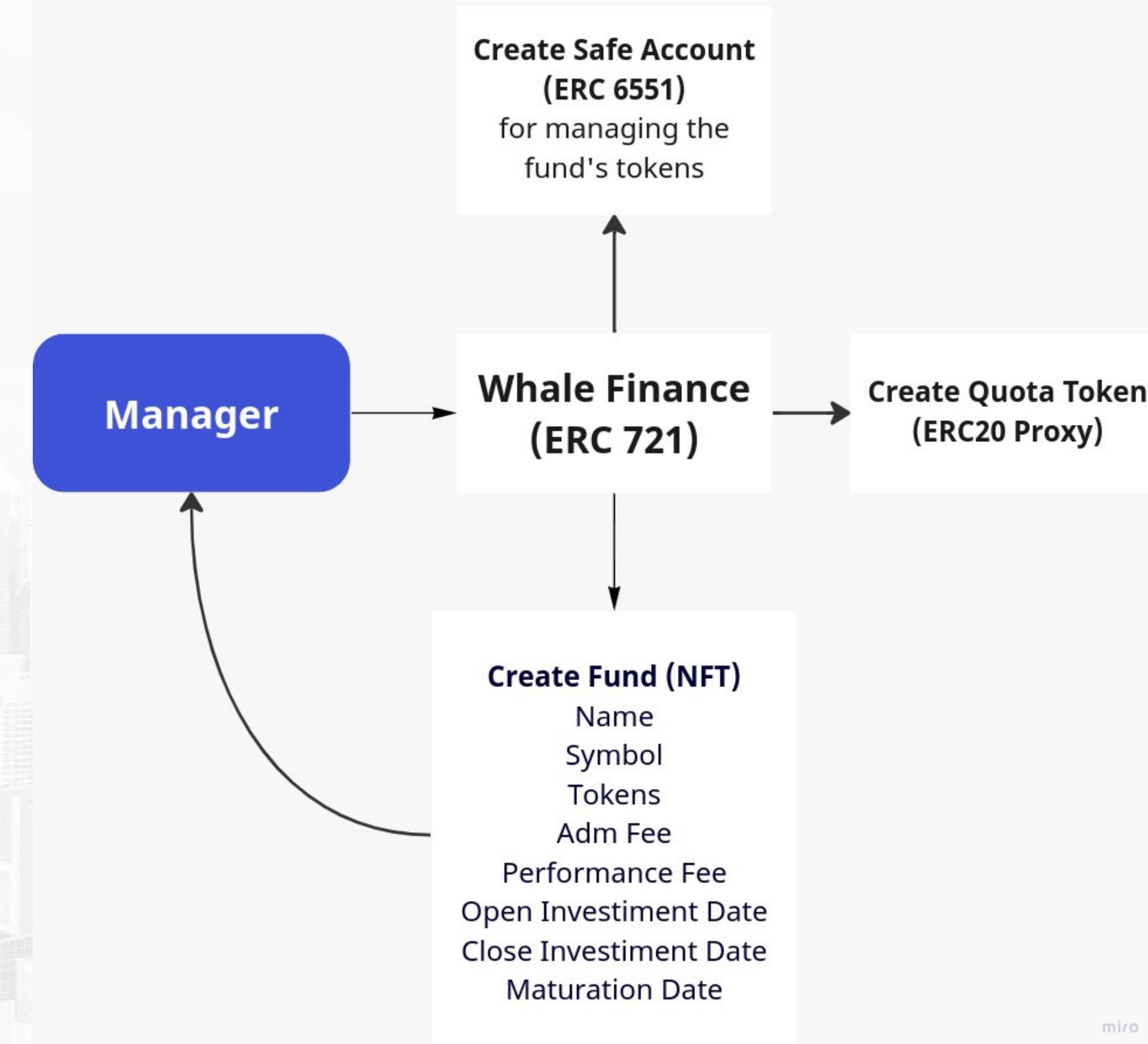
Utilization of **Solana** to cut costs and improve scalability in the industry





# Features:

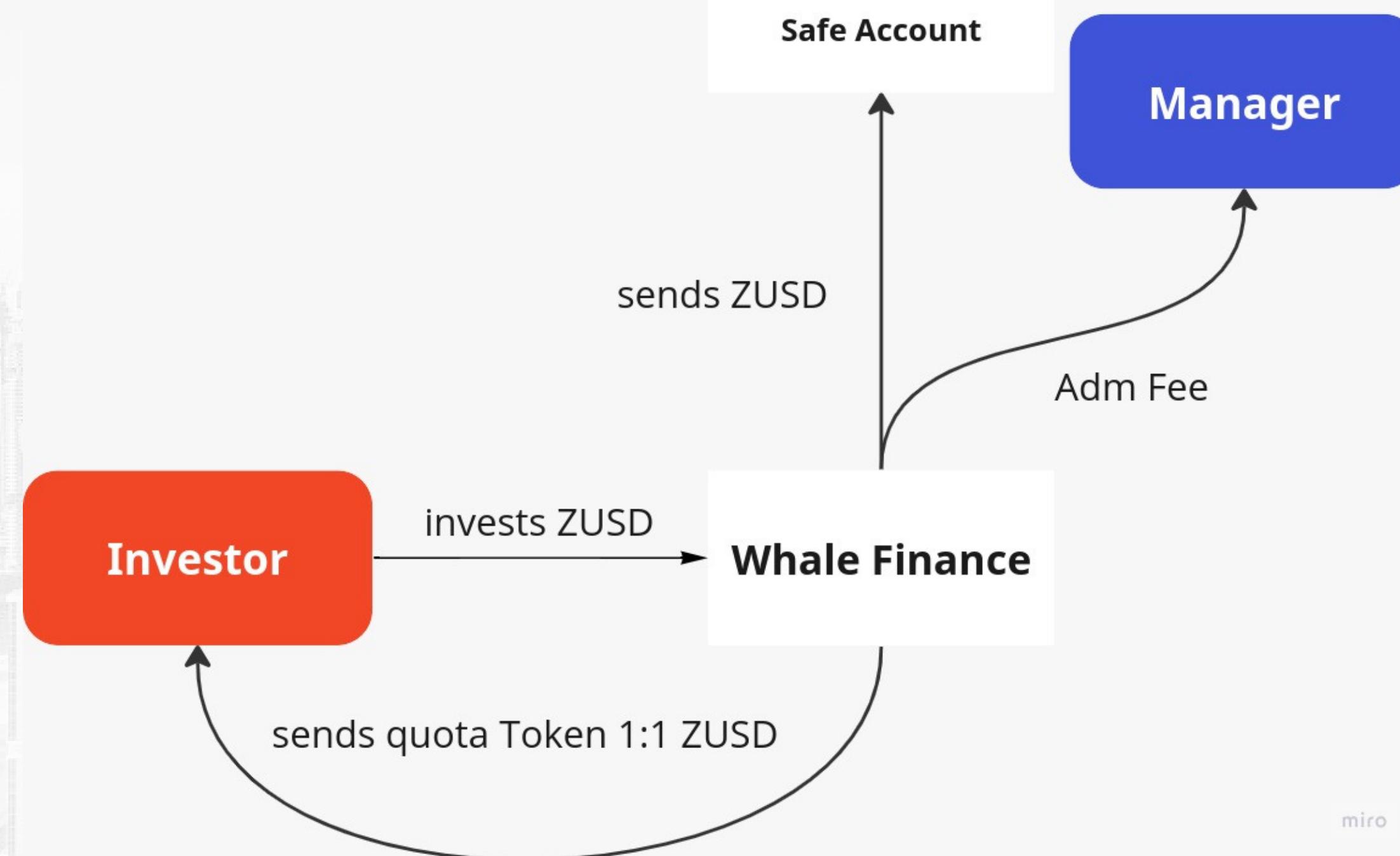
## Fund Creation





## Features:

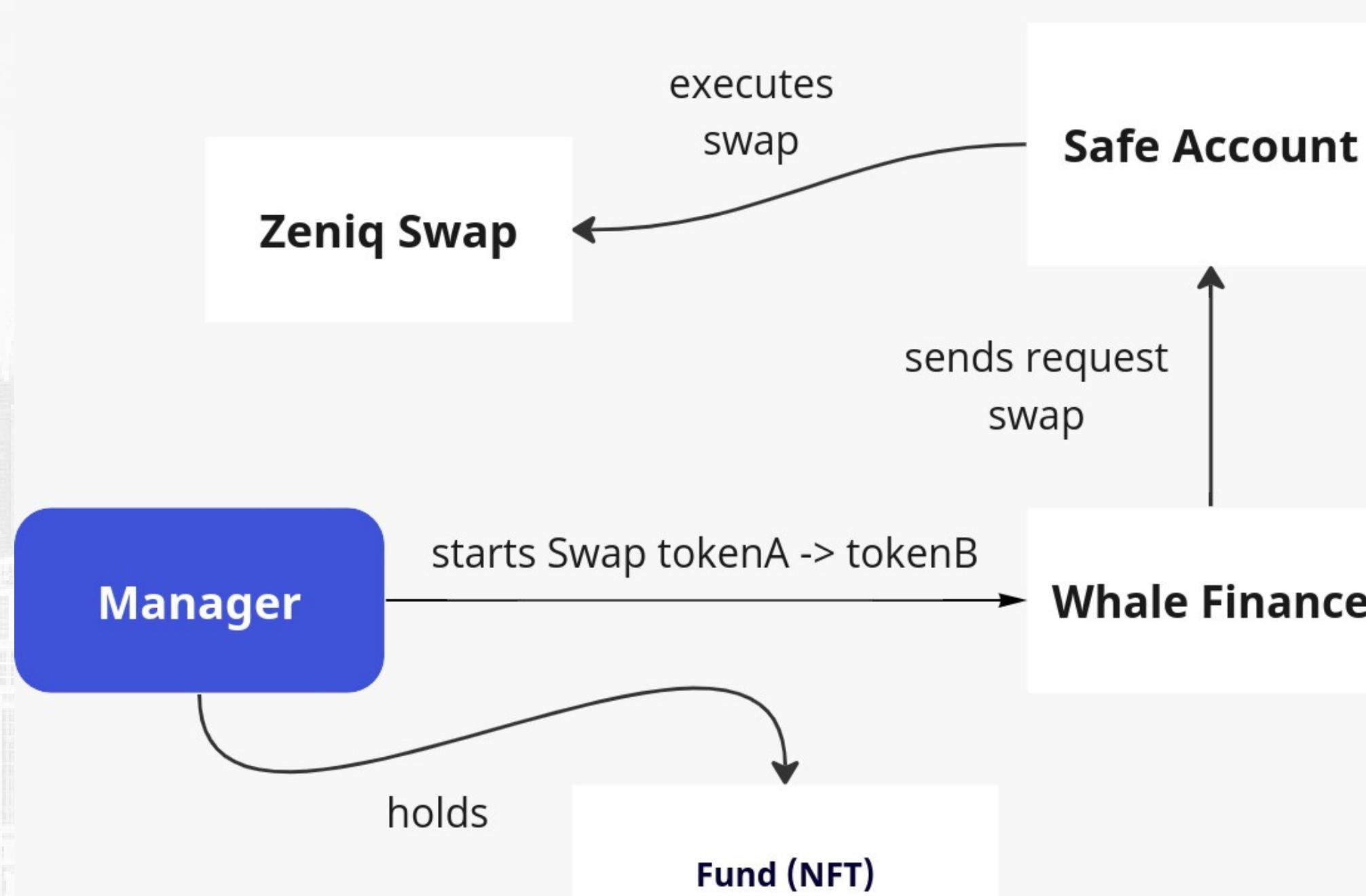
# Investment





## Features:

### Indirect Swap



# User Experience Path

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# Funds List to access funds of many profiles

The screenshot shows the whale.finance platform's "Funds List" section. The top navigation bar includes the whale.finance logo, Investor, Manager, Funds List, and Connect Wallet buttons. Below the navigation, the title "Funds List" is centered. The page displays nine cards, each representing a different investment fund:

- Bridgewater Associates** (Macro): TVL \$113.36 mi, Investors 100, Rent. 12m 10.0% ↑ (circled in red)
- Renaissance Technologies** (Quantitative): TVL \$113.36 mi, Investors 100, Rent. 12m 10.0% ↑
- Man Group** (Multi-Strategy): TVL \$113.36 mi, Investors 100, Rent. 12m 10.0% ↑
- AQR Capital Management** (Quantitative): TVL \$113.36 mi, Investors 100, Rent. 12m 10.0% ↑
- Two Sigma Investments** (Quantitative): TVL \$113.36 mi, Investors 100, Rent. 12m 10.0% ↑
- BlackRock** (Multi-Strategy): TVL \$113.36 mi, Investors 100, Rent. 12m 10.0% ↑
- Citadel** (Multi-Strategy): TVL \$113.36 mi, Investors 100, Rent. 12m 10.0% ↑
- Pantera Capital** (Crypto): TVL \$113.36 mi, Investors 100, Rent. 12m 10.0% ↑
- Tiger Global Management** (Equity): TVL \$113.36 mi, Investors 100, Rent. 12m 10.0% ↑



# ► Fund Data to see performance, tokens and metrics

whale.finance

Dashboard Manager Funds List Wallet Connected: 0xa71...04f

## FUND1

Performance

Date	Performance Value	Benchmark Value
10-20	105	105
11-20	108	108
12-20	105	110
01-20	108	105
02-20	110	102
03-20	108	105
04-20	115	105
05-20	115	102
06-20	112	98
07-20	115	102
08-20	112	105
09-20	115	98

• benchmarkValue • performanceValue

Invest

Your ZUSD Balance: 0.00

Your quotas Balance: 0.00

Quota Price: 1.00 USD/quota

Total number of quotas: 9.95

See the quota on-chain: 0x1a45aFd18563791...

How many ZUSD do you want to invest?

0

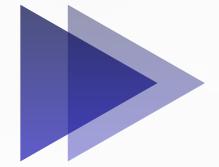
INVEST



# Manager Experience Path

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# Manager page to create and see own funds performance



Dashboard Manager Funds List Wallet Connected: 0xa71...04f

## Fund Creation Page

What will be the name of your fund?

Name

What will be its ticker representation?

Ticker

What will be the admin fee (in %)?

0.5

What will be the performance fee (in %)?

10

Choose the start time for investments

mm/dd/yyyy

Choose the end time for investments

mm/dd/yyyy

Choose the date of maturation

mm/dd/yyyy

Choose the tokens you want to accept

ZUSD



# ► Manager Dashboard to swap tokens and see fund data

whale.finance

Dashboard Manager Funds List Connect Wallet

## BlockChain Holdings (Manager Dashboard)

Performance

The chart displays two data series: 'benchmarkValue' (blue line with circles) and 'performanceValue' (yellow line with diamonds). The Y-axis ranges from 0 to 120. The X-axis shows months from 10-20 to 09-20. Both series show a general upward trend with some fluctuations.

Date	benchmarkValue	performanceValue
10-20	~108	~108
11-20	~108	~108
12-20	~105	~110
01-20	~108	~105
02-20	~110	~105
03-20	~110	~105
04-20	~115	~108
05-20	~115	~105
06-20	~112	~98
07-20	~115	~102
08-20	~112	~102
09-20	~115	~98

Swap

Choose your tokens to swap

Balance: 0.000 ZUSD

0 ZUSD ▾

Balance: 0.000 ZUSD ZUSD ▾

SWAP





# Why us? And what is our potential?

## Differentials

Integration and use of **Solana** to provide **safety and transparency** holding assets

Great user experience connecting managers and users in a **decentralized way** **working always with data**

## Potential

**Take profit** by getting part of the administration fee of an industry that worth more than **1 bi USD** (only crypto funds)

The **whale.finance** can be integrated in the future with other technologies in the market and explore many assets



# Our Team

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**Bryan Borck**

Brazil

*Equity Research (22-23)*

*Developer/Designer*



**Luiz Vasconcelos**

Brazil

*Equity Research (21-22)*

*Blockchain Developer*



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Thank You

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