



TRANSPARENT

WEB 3.0 & DEFI GUIDE

Crypto companies like FTX have given decentralized finance a bad image. But are FTX and DeFi the same? In this article we discuss why FTX failed and how the problems were not related to Web 3.0.

About Traditional Finance

The stock market is an old system. Markets close on Friday, back door deals happen on the weekend, those who are "in-the-know" place their bets accordingly. On Monday retail investors are caught at the tail end of the deal. In order to obtain an edge on the stock market, like other tradeable assets, requires having an insider's perspective on the alpha of the markets.

Traditional businesses rely heavily on having a strong brand. The major companies in the S&P 500 depend on the trustworthiness of their brand in order to move forward with year-over-year momentum. We are in the midst of a giant shift between the ways of traditional financial "brand trust" to open source, audited, verifiable, trustworthy automated protocols that run 24/7 without middle parties interfering with them.



Transparency of Web 3.0

Due to the recent media coverage of FTX and the mismanagement of funds by Sam Bankman-Fried, a majority of people think crypto is overly risky. Breakthroughs over the last two decades allowed technology to create a form of modern trust that comes in the form of audited code and verifiable data. **FTX is not web 3.0**, it was a traditional business that provided cryptocurrency services.

Once again, traditional businesses rely heavily on having a strong brand. FTX spent millions of dollars on advertising, but never once proved their trustworthiness with open source code. FTX had a strong brand that enough people were willing to trust. With traditional "brand-trust," people overlooked FTX's closed source back-end, which compromised the security of all users' funds. With proper understanding of web 3.0, people will begin to see open source, audited, verifiable, protocols as a prerequisite for trust.

TRUTH > TRUST

Meet Eclipse Digital Assets

Eclipse Digital Assets combines the collective experience of long-term cryptocurrency investors and entrepreneurs with established traditional finance experts to create the most compelling investment packages available in the digital asset management marketplace.



Welcome The Future is Here

In 2023, Eclipse will deliver products that allow our users to directly track their investments. With the power of web 3.0, our open source, audited, verifiable, trustworthy protocols will change the way people see digital assets and ensure that our clients know exactly what is happening with their funds.

TRUTH > TRUST

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