



Open Decentralized Exchange

<https://odexfi.gitbook.io>

<https://odex.fi>

<https://x.com/odexfi>

# The Problem



Centralized Exchanges still have 10x  
volume of decentralized exchanges



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“Decentralized exchanges can’t compete yet because they don’t  
have the **liquidity & user experience** of centralized exchanges”

# The Solution



Ethereum is scaling starting Q4 2023



On-chain data is becoming fast & cheap



Aggressive regulators create opportunity for competition



Decentralized orderbook exchange becomes possible

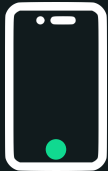
# Benefits



**Self Custody** control your assets and protect against fraud and CEX failures



**Permissionless** all users have equal rights on trustless smart contract backend

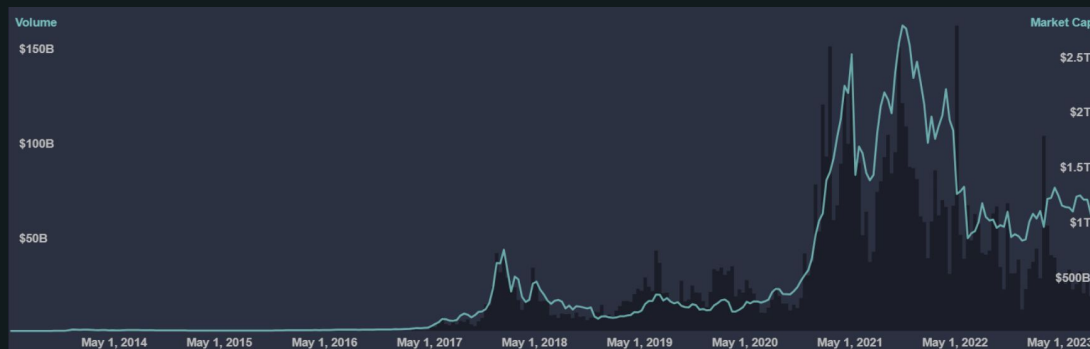


**Intuitive UX** cutting edge progressive web app, seamless trading experience



**Efficient Liquidity** any user can create an orderbook market for any token

# Market Opportunity



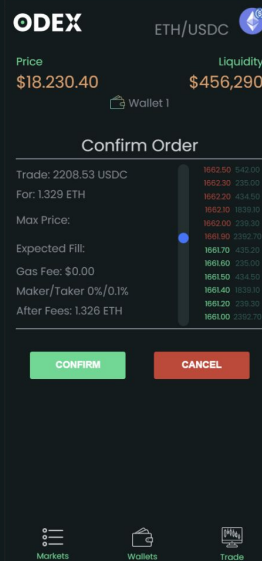
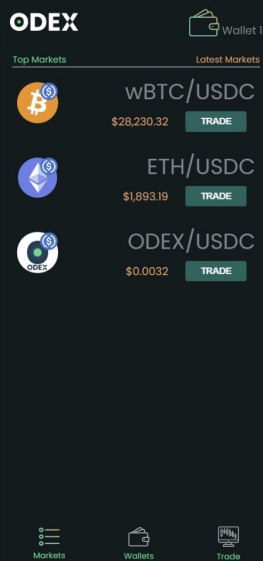
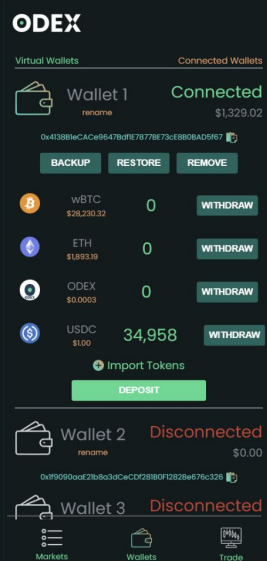
\$7+ Trillion Annual Digital Asset Trading Volume

0.1% Taker Fee On Trade Volume



25% Market Share = \$1.75B Opportunity

# Product



Live on testnet -> <https://odex.fi>

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# Orderbook



Uniswap's AMM model is optimized for a temporary situation of high gas fees and slow block confirmations



London  
Stock Exchange

coinbase NYSE



BINANCE



CME Group

All have one thing in common, they operate an orderbook exchange

**Efficiency** price discovery  
mechanics more efficient on  
orderbook exchanges



**Safety** less susceptible to  
frontrunning as user sets  
exact price they will trade at



**Flexibility** traders have more  
control over their execution &  
trading strategies



# Outlook

## Centralized Exchanges



**Binance** market leader locked in legal battles with regulators, enforcement could create an opportunity for competition



**Coinbase** potentially benefit being a US public company but also currently having legal issues, bad PR and sentiment

## Decentralized Exchanges



**Uniswap** leading DEX announced v4, which is AMM based alongside an RFQ appChain. Not focused on creating platform for active traders



**GMX** leading perps DEX in DeFi alongside dYdX. More people invested in GMX than use it for trading due to poor UX

**There is no clear winner at this stage in the race to create a decentralized trading platform**

**UK regulators are looking to “encourage growth, innovation, and competition”**

<https://publications.parliament.uk/pa/cm/cm8002/cmselect/cmtraway/8002report.htm>



# Roadmap

- 🚀 Launch ODEX on testnet
- 🏆 Promote trading competition first 100 users
- ↔️ Feedback and product refinement
- 💛 Pitch to potential partners
- ⚖️ Legal consultation regulatory compliance
- 🖋️ Register as cryptoasset service with FCA
- 🔒 3rd party security audit
- 👤 Hire growth team to launch product
- 💥 ODEX mainnet platform launch
- 🔗 Integration with DeFi Protocols

## Potential Growth Areas

Influencer marketing  
Referral scheme  
Display advertising  
Cross-chain expansion  
Perpetual futures product

# Potential Partners



"We are looking for strategic partners that can offer funding, market making and launch marketing"

Try our product 

Live on testnet -> <https://odex.fi>

*odexfi@proton.me*