

Roobee's 2021 in Review

Alright, it's time to take a look at the progress made by #Roobee in 2021!

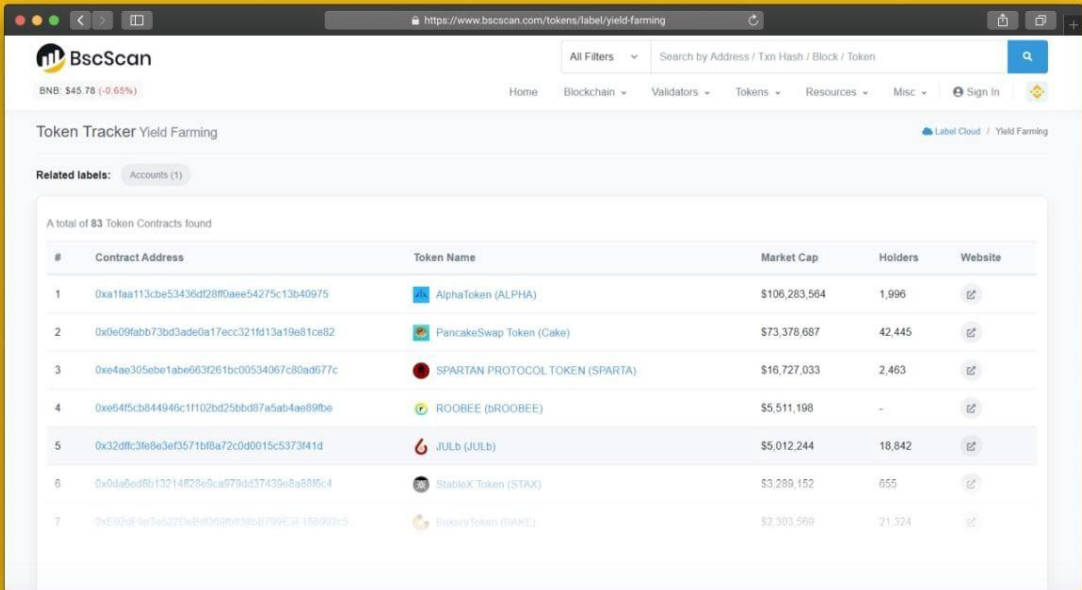
We've prepared a recap article where we cover the main Roobee highlights and milestones of 2021 and share some bits on the future updates.



Q1 2021

The main Q1 highlights were the start of Roobee's close integration into the #BSC ecosystem and the work we did on our decentralized solution Roobee.finance. But let's start with first things first!

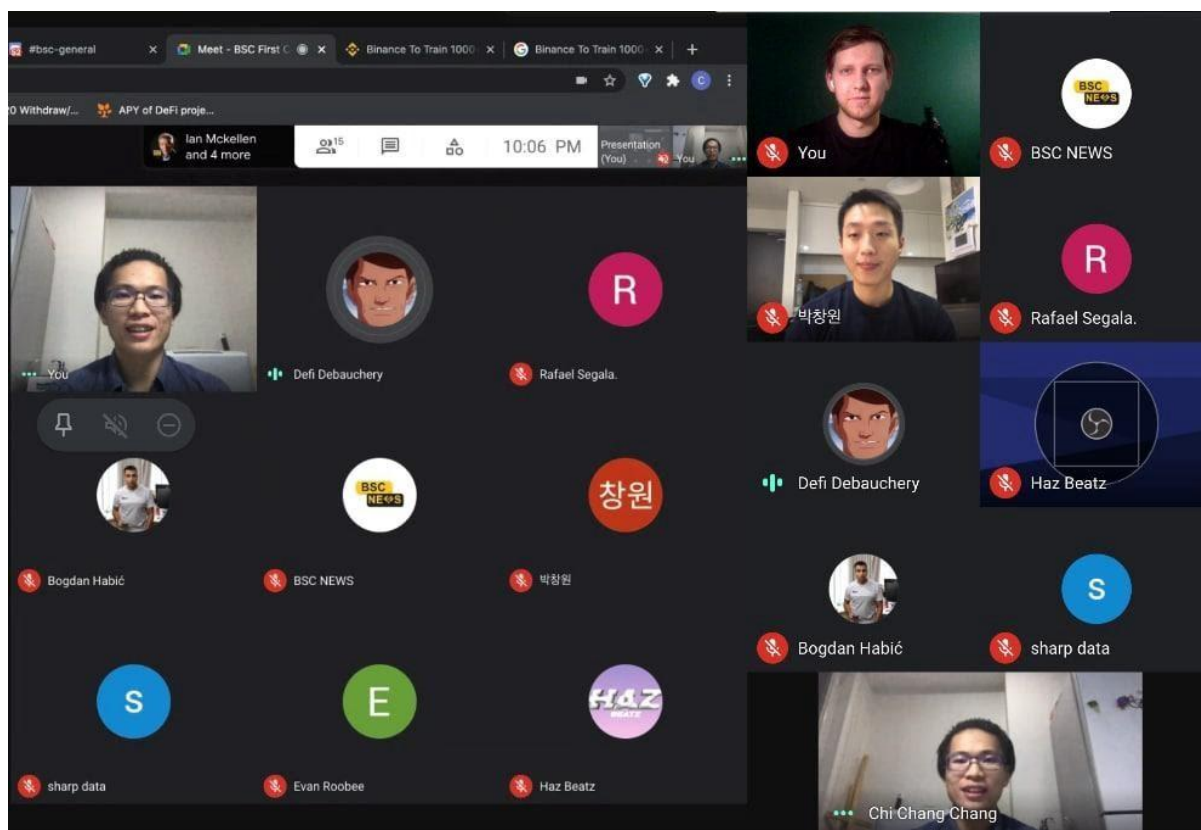
Roobee kicked off 2021 by entering the Top 5 yield farming projects on #BSC.



The screenshot shows the BscScan website's 'Token Tracker Yield Farming' page. It displays a list of 83 token contracts found. The table below lists the top 7 tokens:

#	Contract Address	Token Name	Market Cap	Holders	Website
1	0xa1faa113cbe53436d28f0aee54275c13b40975	AlphaToken (ALPHA)	\$106,283,564	1,996	Website
2	0x0e09fab73bd3ade0a17ecc321fd13a19e61ce82	PancakeSwap Token (CAKE)	\$73,378,687	42,445	Website
3	0xe4ae305ebe1abe663261bc00534067c80ad977c	SPARTAN PROTOCOL TOKEN (SPARTA)	\$16,727,033	2,463	Website
4	0xe64f5cb844946c11102bd25bbd87a5ab4ae89be	ROOBEE (BROOBEE)	\$5,511,198	-	Website
5	0x32dfc3fe8e3ef3571bf8a72cd0015c5373f41d	JULB (JULB)	\$5,012,244	18,842	Website
6	0x0da6ed8b13214f726a5ca779dd37439e8a888c4	StableX Token (STAX)	\$3,289,152	655	Website
7	0xe0048fe3a5223de8d0698a38e8799e3f158983c5	Bakery Token (BAKE)	\$2,303,569	21,324	Website

Also, our team took part in the #BinanceSmartChain Community Call.



In February, we rolled out several big updates for the centralized part of the Roobee platform. With the updates, we introduced the first version of our referral program for Roobee users and integrated the ROOBEE token into the platform. The ROOBEE token became mandatory for use on the platform — when a Roobee user buys products, the fee is charged in ROOBEE. In addition to that, ROOBEE tokens are used for accessing the pre-IPO products on the Roobee platform.

On February 18, the ROOBEE token got listed on the Hotbit exchange.



Roobee Platform listed on HotBit

ROOBEE/USDT, ROOBEE/ETH

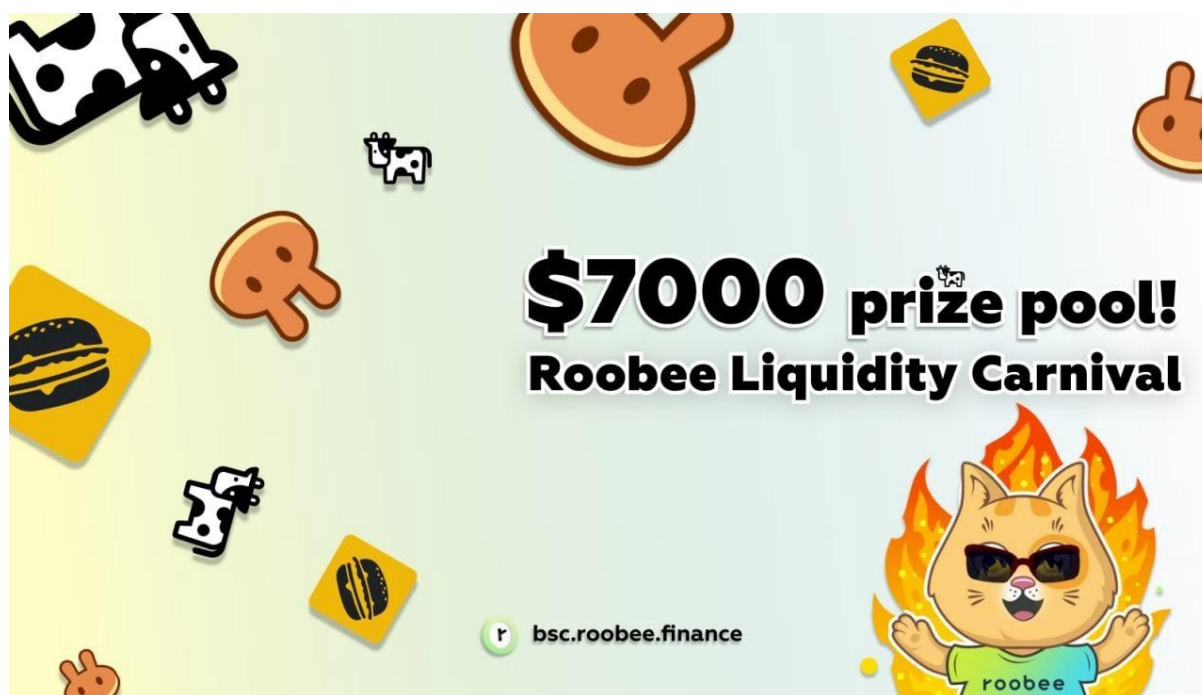
Start of Deposit : 2021.02.18 07:00 AM UTC
Start of Trading : 2021.02.18 09:00 AM UTC

Makers Receive 0.30% of Bonus

ROOBEE DeFi Smart PoolAPY50+



A bit later, we held a big activity on BSC where we distributed a prize pool of \$7,000 among those users who provided bROOBEE liquidity on PancakeSwap, BurgerSwap, and Beefy.



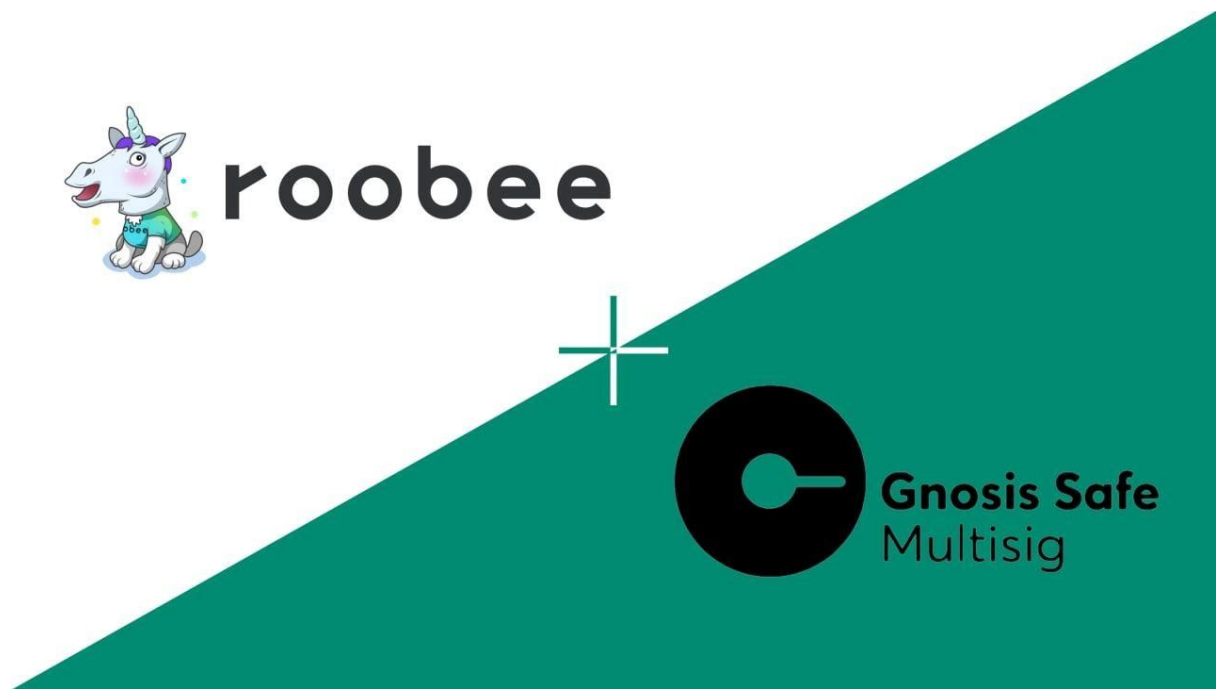
On March 9, we launched a new pre-IPO product: Diamond Foundry (\$UDFO). The product enabled Roobee users to participate in Diamond Foundry's pre-IPO round via the Roobee platform.

Diamond Foundry is America's largest producer of synthetic diamonds for the jewelry and semiconductor industries. The company grows diamonds in a lab by using natural material as the base. Thanks to the company's technology that allows stacking atoms on top of a natural diamond, Diamond Foundry's gems are identical to those found in nature.

The pre-IPO round closed successfully in a few days.



Roobee has always been about security and convenience. On March 11, we integrated [Gnosis Safe](#) solutions into the centralized part of the Roobee platform for secure storage of ERC20 assets and issuance of tokenized products.



March 12 saw the launch of another pre-IPO product on the Roobee platform: InVision (\$UINV).

InVision develops a digital platform for designing apps, web pages, and other digital elements. The platform enables its users to research, design, review, and test products, and provides tools for prototyping, team task management, and version control.

InVision's pre-IPO round closed successfully in a few days.



InVision Pre-IPO
available on Roobee



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app.roobee.io

Starting from March 22, 2021, we've been regularly adding ready-made portfolios consisting of ETFs from various market sectors (these portfolios are available on the centralized part of the Roobee platform). The first ready-made portfolio we added to Roobee was Trending Tech.

Trending Tech

With just one click, you can purchase a portfolio that comprises shares of companies involved in industries like genomic technology, biotech, travel tech, video game industry, e-sports, robotics, and AI.

The Trending Tech portfolio includes four ETFs:

- Global X Genomics & Biotechnology ETF (\$GNOM)
- ETFMG Travel Tech ETF (\$AWAY)
- Global X Video Games & Esports ETF (\$HERO)
- Global X Robotics & Artificial Intelligence ETF (\$BOTZ)



**Portfolio
Trending Tech
Available on Roobee!**

app.roobee.io



On March 24, we released another major update for the centralized part of Roobee. Main changes and improvements:

— the update brought full-fledged support for Binance Smart Chain, which enabled us to move the issuance of all assets to BSC and thus increase transaction speed and reduce fees.

— we expanded the number of payment methods. The update enabled Roobee users to buy products with \$BUSD (BEP20) in addition to the already existing payment methods (\$BTC, \$ETH, \$USDT, and bank card).



Q2 2021

In early April, we added a new portfolio — Green Power — to the centralized part of Roobee.

Green Power

With just one click, you can purchase a portfolio that comprises shares of companies involved in the renewable energy sector.

The Green Power portfolio includes two ETFs:

— Invesco Solar ETF (\$TAN)

— iShares Global Clean Energy ETF (\$ICLN)



Portfolio Green Power Available on Roobee!



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app.roobee.io

A little later, ‘Green Power’ was followed by another portfolio —
Affected Sectors.

The Affected Sectors portfolio consists of shares of companies
involved in the US energy sector, travel, transportation, and airline
industries.

The Affected Sectors portfolio comprises four ETFs:

- Vanguard Energy ETF (\$VDE)
- ETFMG Travel Tech ETF (\$AWAY)

- US Global Jets ETF (\$JETS)
- First Trust Nasdaq Transportation ETF (\$FTXR)



Next up, we added Evergreen, a portfolio that comprises shares of companies involved in the marijuana industry.

The Evergreen portfolio includes two ETFs:

- ETFMG Alternative Harvest ETF (\$MJ)
- AdvisorShares Pure Cannabis ETF (\$YOLO)



**Portfolio
Evergreen
Available on Roobee!**



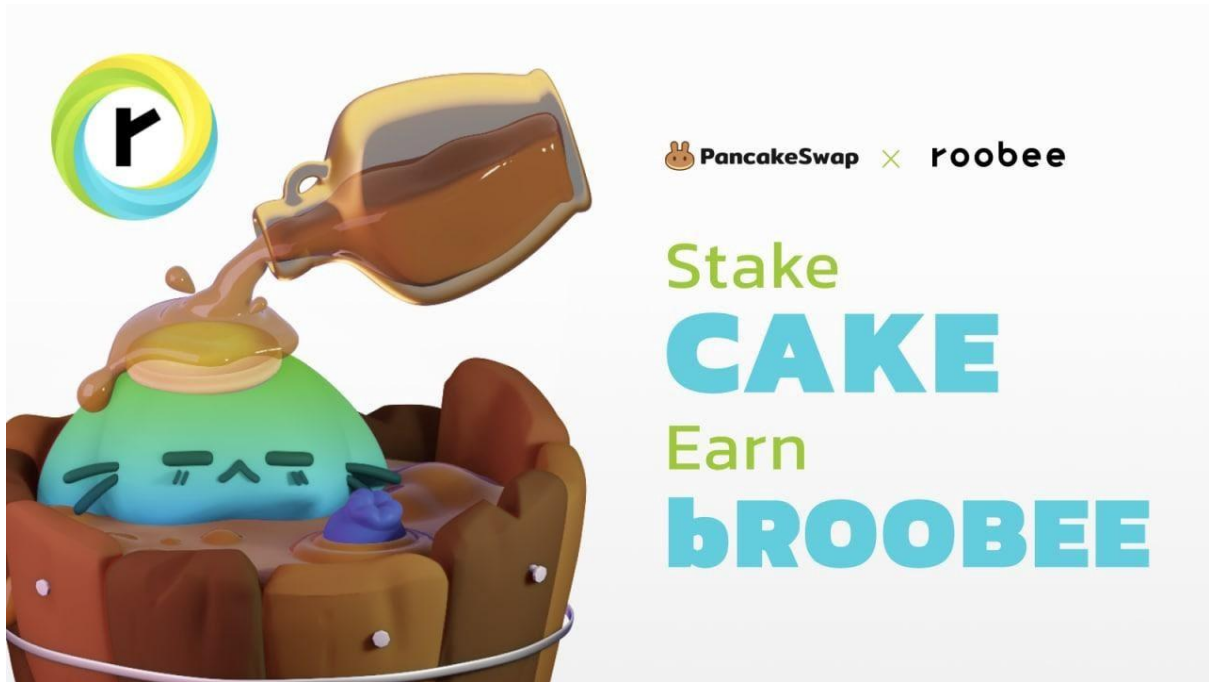
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app.roobee.io

In April, we also updated the centralized part of Roobee. The update enabled Roobee users to buy investment products with BNB (BEP20) and brought support for bROOBEE (platform service fees from that moment on can also be paid in bROOBEE).



Besides new updates and product releases, April also saw a big event — Roobee returned to PancakeSwap!

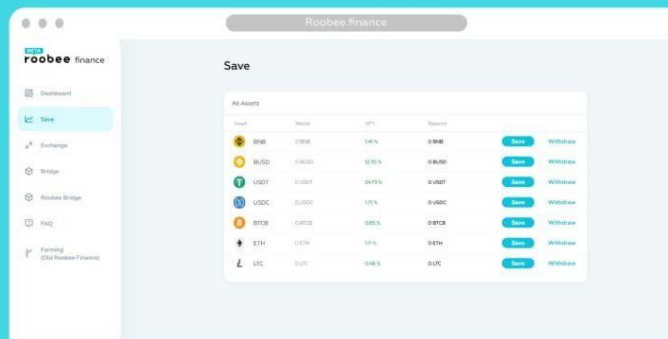
PancakeSwap launched pools where users could farm CAKE by providing bROOBEE-BNB liquidity or farm bROOBE BE by staking CAKE tokens.



On April 22, we released a new version of Roobee.finance! The updated version of Roobee.finance enabled users to perform the entire set of actions needed for interaction with BSC — make cross-chain transfers, trade and swap assets, or earn interest on their assets on BSC!

Roobee.finance - our decentralized solution on BSC

- ✓ All the convenience of Roobee for DeFi
- ✓ A super-app for quick interaction with Binance Smart Chain
- ✓ Various Binance Smart Chain earning opportunities in one place
- ✓ Roobee Bridge



April was a month of new products on app.roobee.io! On April 23, we added yet another portfolio — SPAC/IPO.

The SPAC/IPO portfolio includes ETFs that seek to invest in early-stage companies.

The SPAC/IPO includes:

— Renaissance IPO ETF (\$IPO)

— Defiance Next Gen SPAC Derived ETF (\$SPAK)



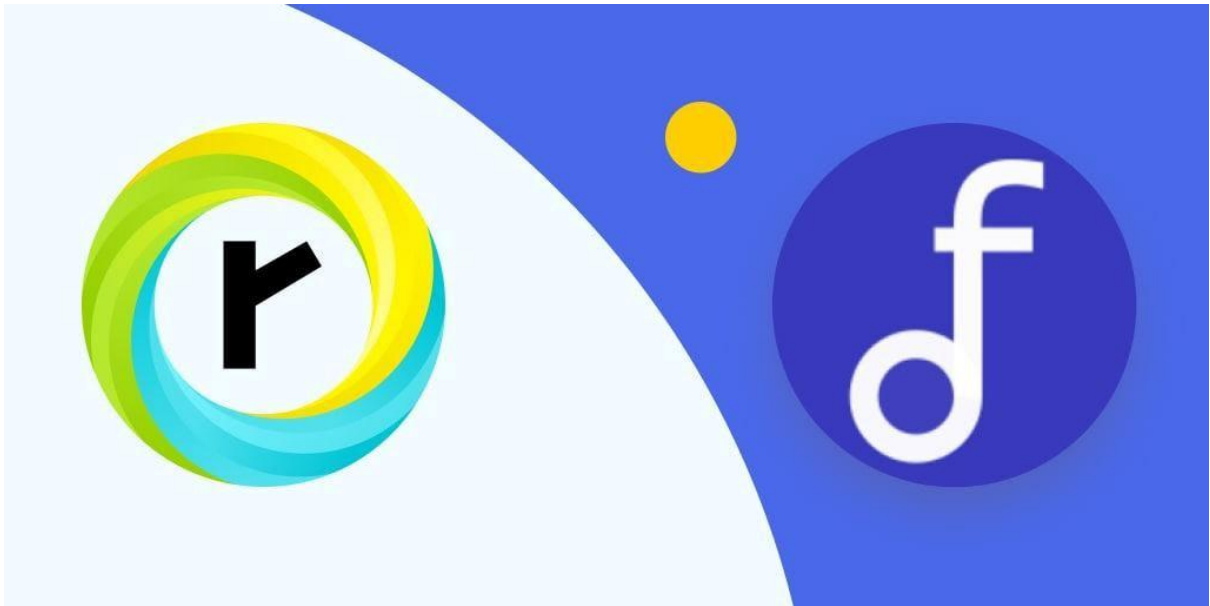
Portfolio
SPAC/IPO
Coming soon on Roobee!



app.roobee.io

A few days later, bROOBEE was added to autofarm.network.

Platforms like autofarm.network are designed to automate yield farming — they do the main bulk of work for the user in exchange for a small fee.



In late April, part of the Roobee team took part in Binance's online hackathon dedicated to building NFT and DeFi projects on Binance Smart Chain.

For several days, the team was busy building CryptoBrawl, an NFT battleground game with NFTs as main characters.

- GitHub repository: <https://github.com/BSCHackathon2021>
- Game's description on hackerlink.io:
<https://hackerlink.io/en/Buidl/410>

- Detailed description:

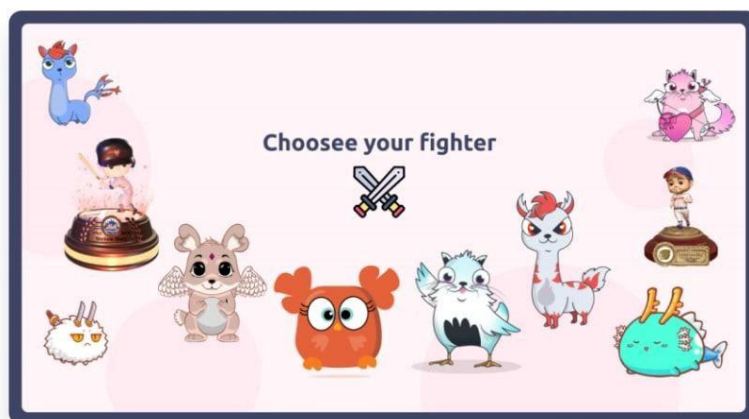
https://drive.google.com/drive/folders/19pHR6OopBt6itI291BHGJA_b1biIxKaw?usp=sharing

- Game's website: <https://cryptobrawl.xyz/>



CryptoBrawl by Roobee

DeFi NFT Battleground based on Binance Smart Chain and our off-chain solution!



We wrapped April by adding a new investment product to the platform — Coinbase (\$COIN).

Coinbase was founded in 2012 and became the first crypto exchange to go public in the US.



In May, we expanded our range of pre-made portfolios by adding the ElectroFuture portfolio.

The ElectroFuture portfolio includes ETFs that invest in companies involved in autonomous and electric vehicle technologies and the lithium industry.

The ElectroFuture portfolio includes two ETFs:

- SPDR S&P Kensho Smart Mobility ETF (\$HAIL)
- Global X Lithium & Battery Tech ETF (\$LIT)



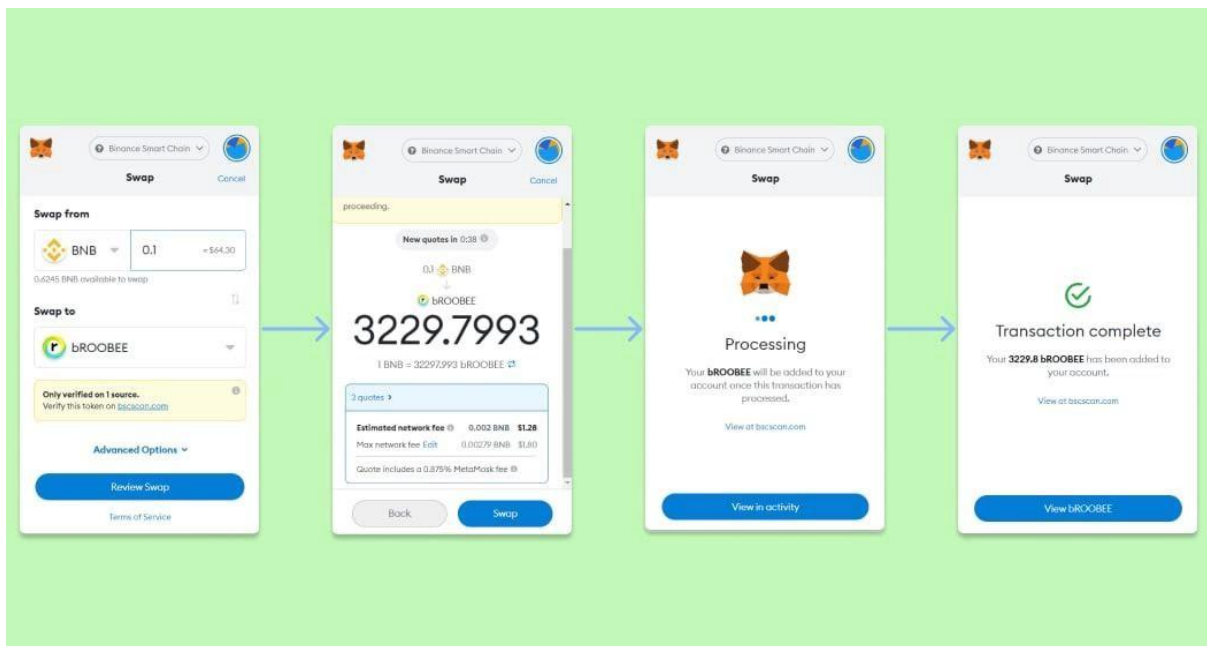
Portfolio ElectroFuture Available on Roobee!



app.roobee.io

On May 6, bROOBEE (BEP20) was added to MetaMask's built-in swap feature.

Users can swap #bROOBEE on the #BSC network via the built-in swap functionality of MetaMask without connecting to DEXes!

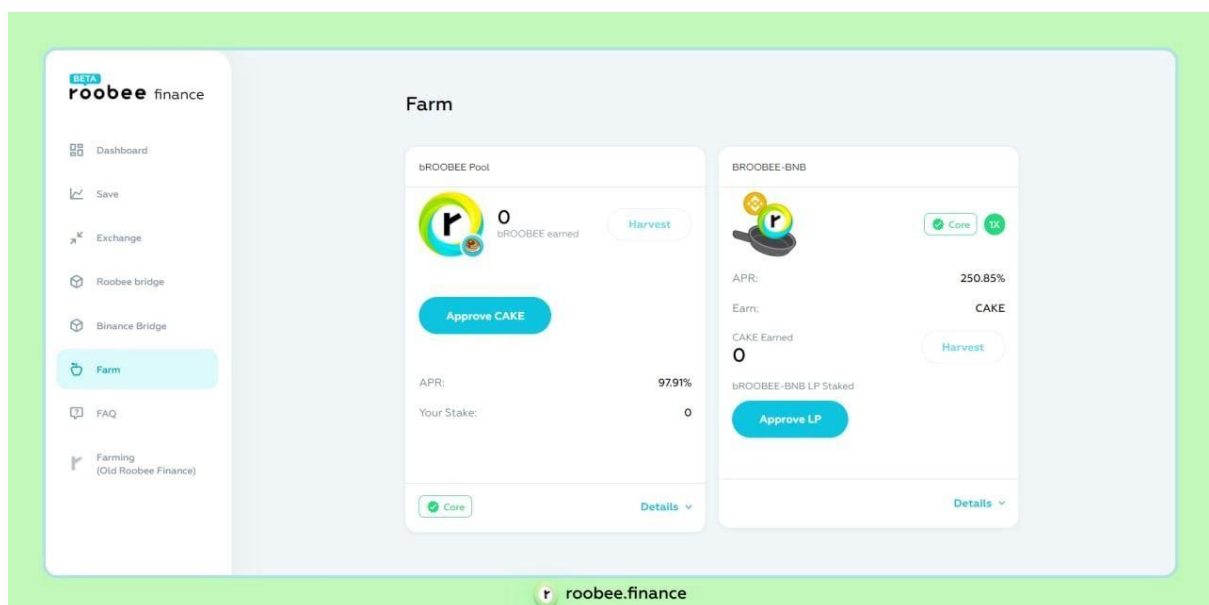


A week later, the ROOBEE token was added to 1inch.exchange

1inch is a decentralized exchange (DEX) aggregator designed to connect all major DEXs into one network for sourcing liquidity and prices, which allows users to make trades easily and at the best rates.



On May 18, we rolled out an update to Roobee.finance. The update introduced a new 'Farm' section and enabled users to farm bROOBEE by staking \$CAKE and farm \$CAKE by providing bROOBEE-BNB liquidity on pancakeswap.finance.



We finished off Q2 by adding a new portfolio to app.roobee.io — Stay Home.

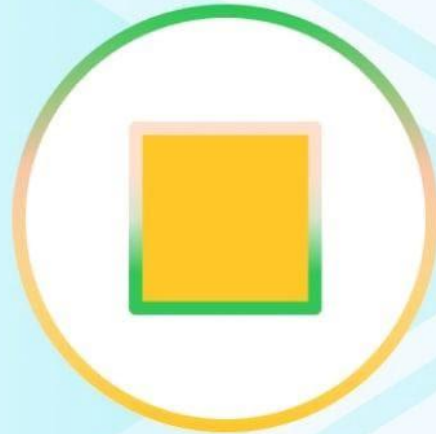
The ETFs included in the Stay Home portfolio invest in companies whose products and services enable people to work from home and in companies involved in the sports betting/iGaming industries and online retail.

The portfolio includes three ETFs:

- Direxion Work From Home ETF (\$WFH)
- ProShares Online Retail ETF (\$ONLN)
- Roundhill Sports Betting & iGaming ETF (\$BETZ)



Portfolio
Stay Home
Available on Roobee!

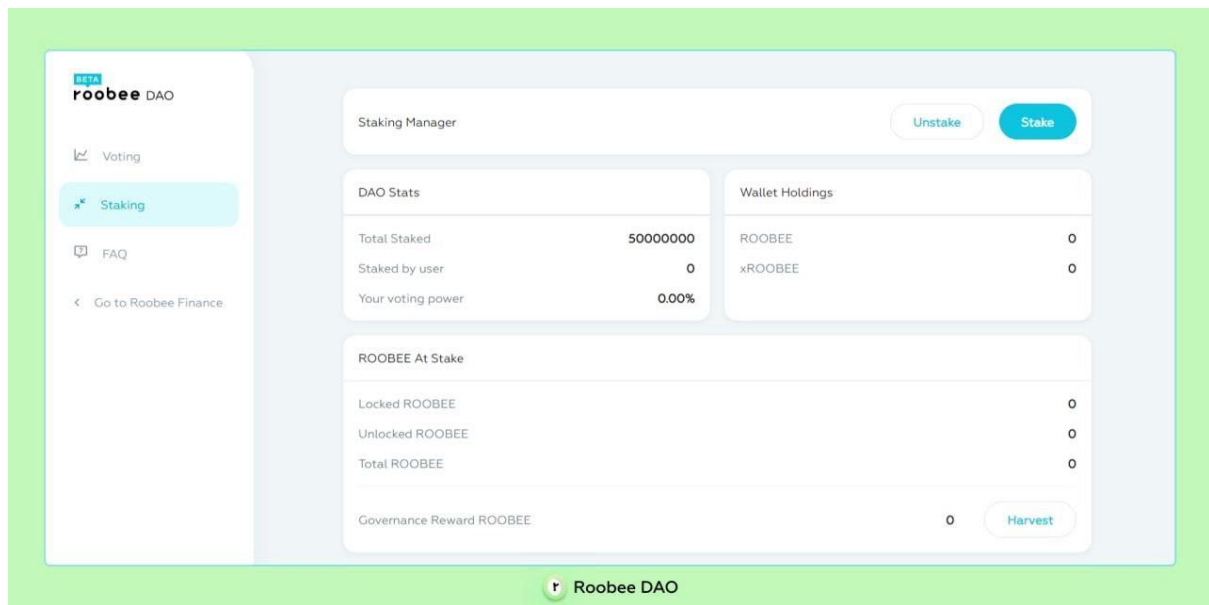


app.roobee.io

Q3 2021

Q3 started with another big update for Roobee.finance — we added a new ‘Save’ section to the platform. We also began gearing up towards the launch of Roobee DAO, which included releasing introductory posts to help our users get their heads around the new service and its core features.

Roobee DAO is a BSC-based decentralized platform for staking and governance proposal creation. To use Roobee DAO, you need a web3 wallet (for example, MetaMask, Safepal, TrustWallet, etc.) and bROOBEE tokens.



In July, we held a contest on the Gate.io exchange and raffled off 870,000 ROOBEE among the participants.



A bit later, together with the gate.io team, we launched a round of ROOBEE staking (with ~35% APR)!



In August, Roobee finance received a small update:

- we've added support for popular wallets (MetaMask, Safepal, TrustWallet, and others)
- updated some UI elements across the entire platform
- added new animations when switching the platform's sections
- platform operation optimizations
- other minor improvements and bug fixes



New Roobee Update



On August 12, we launched Roobee DAO — a decentralized platform for governance voting!

Roobee DAO users can stake bROOBEE, create proposals and participate in voting rounds!



On August 17, all users who had participated in Airbnb's pre-IPO via the Roobee platform were credited USDT to their account balance.



On August 24, the Bitforex exchange opened a ROOBEE/USDT trading pair. To celebrate the launch of the trading pair, we held a contest with a prize pool of 1,000,000 \$ROOBEE!



On September 14, we distributed ROOBEE tokens among some of the early users of Roobee.finance (Airdrop round 1)

We always value our users, and of course, we appreciate all of you amazing people that have used Roobee products at the early stages and supported our project by participating in different events. In the future, we plan to reward all the users who supported the

Roobee project during its first steps on BSC and were the first to interact with the new Roobee products!



Please don't forget to claim your \$ROOBEE airdrop reward, in case you haven't done so. You can check whether you've received an airdrop by connecting your wallet to [Roobee.finance](https://roobee.finance).

Q4 2021

Just like Q3, Q4 started with a fresh [Roobee.finance](https://roobee.finance) update:

- we've updated a few UI elements of the Roobee and Binance bridges
- the process of transferring ROOBEE tokens via the Roobee and Binance bridges is now more convenient and streamlined
- Roobee bridge stability has been improved
- other minor improvements and bug fixes



New Roobee Update



A little time later, we added support for Optimistic Ethereum to Roobee.finance. As of now, the decentralized part of the Roobee platform supports the Ethereum, BSC, and Optimistic networks.

The deployment to Optimistic Ethereum helped us to significantly increase transaction processing speed and lower gas fees for Roobee.finance users.

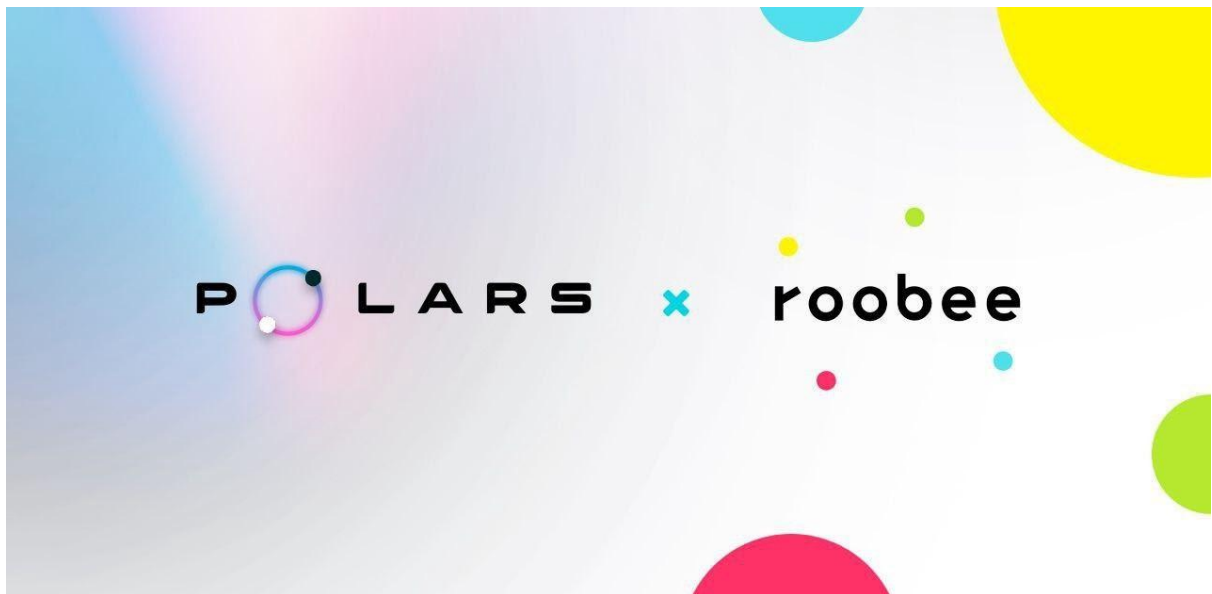
**Optimism is now
supported on Roobee Finance**



On October 22, we announced a partnership with Polars. Roobee strives to establish partnerships with market leaders in order to provide our users with top-quality service only.

About Polars

Polars is a DeFi protocol on the prediction market. The Polars platform combines betting, trading, arbitrage, and the entire set of DeFi mechanics (liquidity providing, farming, staking, lending), NFTs, as well as game elements.



On October 25, we and our friends at the EXMO exchange launched a new ROOBEE/USDT trading pair. To celebrate the launch, we held an exciting contest and raffled off 2,850 USDT + 300,000 ROOBEE tokens!



On November 9, a new pre-IPO product became available on the centralized part of the Roobee platform — Klarna (\$UKNA)!

Klarna is one of the world's biggest next-generation payment providers. The company has launched a platform that has become a real alternative to banks for retail customers and business owners alike. The company was founded in 2005 in Sweden.

Initially, Klarna was created as a platform for online shopping on credit. The Klarna system is integrated into an online store, finances customers' purchases (often offering a zero interest rate), and receives payment from the gross profit of the seller. Now, Klarna

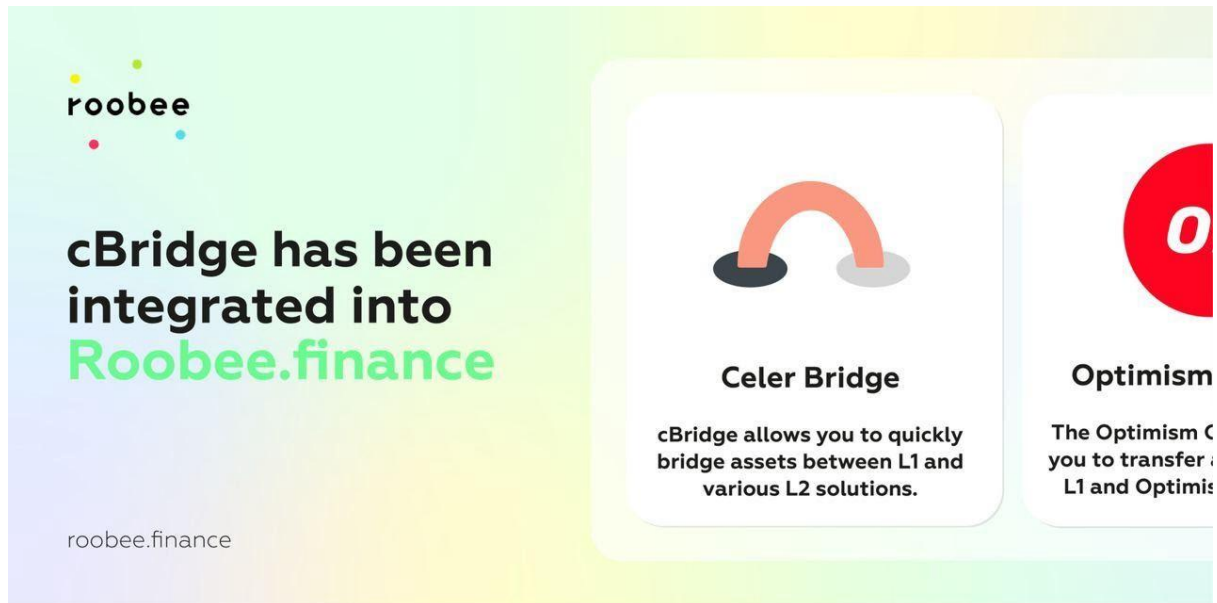
has evolved into a full-fledged digital wallet that provides a wide range of services, including transfers, loans, brokerage, and savings management services.



On November 29, we integrated cBridge into Roobee.finance!

Thanks to the cBridge solution, users can make cross-chain transfers with minimal fees and slippage.

A bit earlier, we had also integrated Optimism Gateway for transferring assets from Ethereum to Optimistic. Roobee.finance supports several networks: Ethereum, BSC, and Optimistic.



On December 9, we listed new tokens in the ‘Invest’ section of Roobee.finance.

A few days prior, during a voting round on Roobee DAO, the community had voted to add new assets to the ‘Invest’ section of Roobee.finance.

As a result, we added a new token category — Gaming Tokens. It includes five projects:

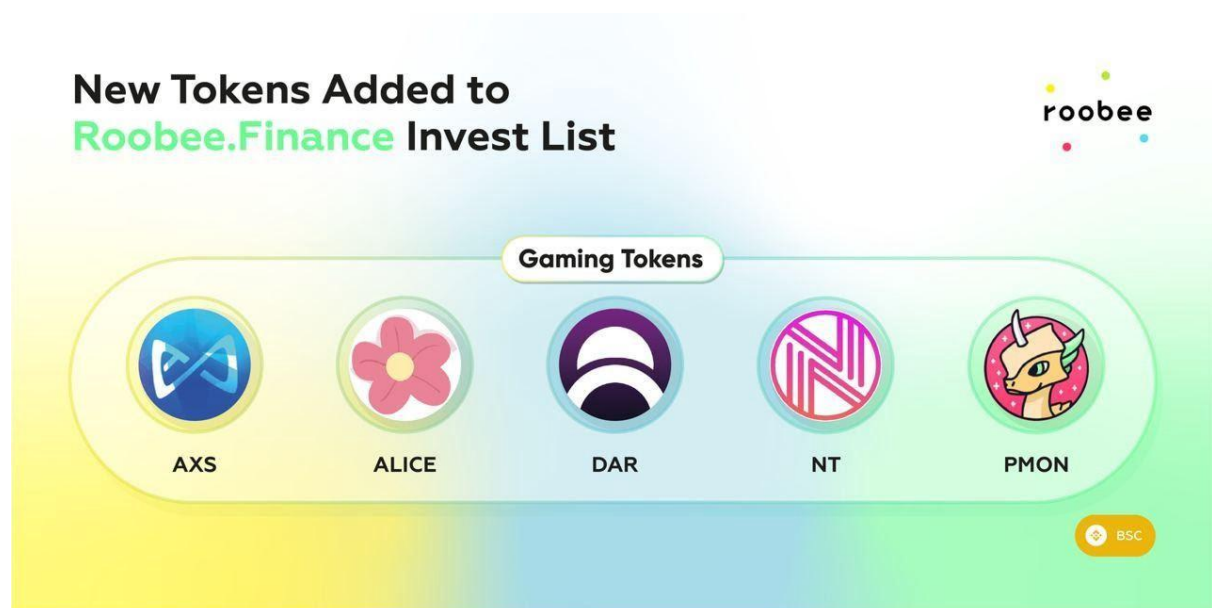
— [Axie Infinity](#) (\$AXS)

— [NEXTTYPE](#) (\$NT)

— [Polychain Monsters](#) (\$PMON)

— [MyNeighborAlice](#) (\$ALICE)

— [Mines of Dalarnia](#) (\$DAR)



On December 14, together with the Gate.io team, we did a Roobee AMA session in Gate.io's English-language group on Telegram. We talked about the Roobee platform in detail and explained how, with the help of Roobee, users can build a portfolio made of instruments from both the crypto and traditional markets and take part in pre-IPOs of large companies. We also touched upon how anyone anywhere in the world can interact with DeFi in a decentralized way via Roobee.finance!

Here's a full recap of the discussion:

<https://medium.com/roobee-invest/results-of-the-roobee-and-gate-ios-ama-session-ab9d6b4674bo>



On December 16, we listed another four tokens under a new category called ‘Collectibles & NFTs Tokens’:

— [Dego Finance](#) (\$DEGO)

— [SuperFarm](#) (\$SUPER)

— [BakeryToken](#) (\$BAKE)

— [Alien Worlds](#) (\$TLM)

New Tokens Added to Roobee.Finance Invest List



Collectibles & NFTs Tokens



DEGO



SUPER



BAKE



TLM



On December 20, we launched the Christmas Roobee farming event on DODO.

Users can add bROOBEE-BNB liquidity on DODO and farm \$ROOBEE + \$BNB or stake bROOBEE on DODO and farm \$ROOBEE, \$BNB and \$BUSD!



On December 24, we added a new category to the ‘Invest’ section of Roobee.finance — ‘Fan tokens’. It includes three projects:

— [Porto Fan Token](#) (\$PORTO)

— [Lazio Fan Token](#) (\$LAZIO)

— [Santos Fan Token](#) (\$SANTOS)

New Tokens Added to Roobee.Finance Invest List



Fan Tokens



SANTOS



LAZIO



PORTO



On December 30, we held an AMA live stream on the Roobee YouTube channel where we wrapped up 2021, answered questions from the community, and talked about our plans for 2022.



December 30, 11:00 (UTC +3)
📺 Roobee YouTube Channel



Our team has no plans of slowing down! 2022 promises to be a very busy and exciting year across the board. We will continue to popularize the Roobee platform, add investment products, bring improvements and new features.

We've got lots of exciting things in store for you this year. We'll be adding support for more networks to Roobee.finance and, of course, introducing new products to give our users more opportunities to earn yields. Soon, we'll also share updates on the gamification of Roobee.finance and some other cool stuff. Stay tuned and follow our news!