

Research On PancakeSwap by Rubiks Hub

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NB: This piece of research is not a financial advice, just my findings and opinions.

PancakeSwap is the most popular decentralized exchange (DEX) on Binance Smart Chain (BSC), it has become somewhat of a phenomenon in the blockchain space in recent months, thanks to its massive liquidity, wide-ranging feature set, and sizeable user base.

The platform is funded by the PancakeSwap treasury, which currently receives 15% of all the trading fees generated.

The Financial Analysis

Liquidity Movements from September, 2021 to May 2022

- Sep 4, 2021 - \$5.91B
- Dec 12, 2021- \$5.54B
- Jan21, 2022- \$4.25B
- Feb 25, 2022 - \$4.35B
- March 21, 2022 - \$4.54B
- April 17, 2022 - \$4.58B
- May 24, 2022- \$4.27B

The PancakeSwap Major Offers:

- Swapping/Trading
- Liquidity Pools
- Yield Farming
- IFO's

The PancakeSwap Major Products are:

- PancakeSwap
- Farms
- Syrup Pools
- IFO's
- Lottery
- Prediction
- Team Battle

With the above one of the major sources of income for PancakeSwap is the percentage generated on the fees from Utilizers They are:

- 0.17%(68%) fees from Liquidity Providers
- 0.03% (12%) for PancakeSwap Treasury
- 0.05% (20%) is used to buy Back and Burn \$Cake tokens {Monday Burns}

However, is this sustainable alone for PancakeSwap especially during this market Dip?? No

Other Sources of income Generating Yield for PancakeSwap are:

- The PancakeSwap introduced the PancakeSquad NFTs recently. It has a fp of 7.8BNB which runs on a total volume of 138, 167BNB
- The Farm Auction by projects. 4 days ago, The PancakeSwap launched 20 different projects on Auction with the Highest level Bid. More Importantly, during this period, there's no reason why PancakeSwap team cannot join this space
- Another is the seed period. One of the benefits PancakeSwap has is Information Asymmetry. A Protocol with an Anonymous team members would have information of launch before any other users. Thus, they are regarded as early bidders
- Trading Competitions. Trading competition is a form of incentive for PancakeSwap. This is because it is hosted by other projects and they are brought to the PancakeSwap protocol. The latest one held by Dalarnia, ended 3days ago.
- Recently, the PancakeSwap team set it's Cap cake supply at \$750M. According to chef icy.. The Business Developer for the PancakeSwap team, the supply span has a 3 year run. This made up the introduction of the iCake, VCake and backed with it's utilities
- NFT Gamification: A Game made by the pool to enable users bet on the Bunny that would run the fastest in each round. Said in the April AMA held on discord. In Essence, Play 2 Earn

<https://link.medium.com/JgB11LQarqbastest>

- Affiliate Programs
- Perpetual Trading Revenue

In my opinion, from Research, PancakeSwap endeavours Sustainability due to its larger involvements in partnership. The Binance Mini Program held in the last months was an example. This was to integrate PancakeSwap features on Binance. This builds up the PancakeSwap income generated.