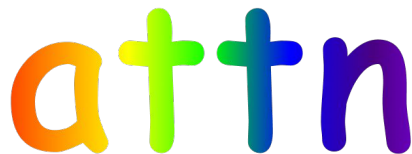


attn.markets

Colosseum Cypherpunk Hackathon submission

Tokenising the \$2B Solana revenues to bank builders, DAOs,
and creators to DeFi



Sum of Solana app revenues = \$1.72B annually. (30d annualised)

Pump.fun creator rewards = \$300M annually. (30d annualised)

-> \$2B revenues cannot access DeFi today.

> Web2 creator economy alone pays \$30B annually (YouTube \$23B, OnlyFans \$5B, TikTok \$1.5B, Twitch \$1B)

Builders, DAOs and Creators:

> **missing out on:** cash advance, loans/corporate bonds, savings account (+4-6% APR from stables/LSTs), credit card lines...

LPs cannot construct a portfolio without highly correlated yield sources (inflated TVLs from looping).

> Tradfi products on revenues: \$4T annually for Cash Advances (factoring), \$33T for corporate bonds



toly 🇺🇸 ⚙️ ☰
@aeyakovenko

X.com

Everything with revenues should have a token

01:01 · 20/09/2025 · **175K** Views



82



82



318



27



Relevant ▾

View quotes >

attn.markets tokenises revenues into Principal (PT) and Yield (YT) tokens

Sponsor (creator, business, or DAOs from MetaDAO) onboarding journey:

1. Create Squads 2of2 (sponsor+attn) or hook attn program to existing Safe
 - a. Non-custodial: withdrawals remain single-signer while no position is opened
2. Point revenues to the Safe (Pump.fun through CTO request)
3. Enable: staking, cash advance (selling slice of Yield token), M&A (selling PT), later lending, credit card line

LPs deposit stables (USDC, USDT, Ethena's USDe, Reflect's USDC+) to mint *attnUSD*, the yield-bearing stablecoin acting as attn products counterparty.

Network effects

- Sticky users once moved to Squads
- User acquisition through referrals
- ICM launchpads rev-share
- DAO Treasuries rev-share (MetaDAO's)

Unit economics from attn.markets products

Product	Fee %	Target market share (\$)	Projected ARR (1x market size at \$2B)	Projected ARR low growth (1.5x market size at \$3B)	Projected ARR Medium growth (3x market size at \$6B)	Projected ARR high growth (10x market size at \$20B)
Fee staking (Helius, Jito, Bulk [...])	8% (Chorus/Kiln staking providers rate)	\$2B * 2% share = \$40M TVL	\$40M * 6% APR * 8% fee * 4/12 staked months/yr = \$64k	\$96k (\$60M TVL)	\$192k (\$120M TVL)	\$640k (\$400M TVL)
Cash advances (YT), misc (M&A by selling PT)	5%-15%	0.5% (assumption) * \$2B = \$10M	\$10M * 10% fee * 20% protocol fee = \$200k	\$300k	\$600k	\$2M
Loans & credit line	12% average APR	1% (assumption) * \$2B = \$20m (over 1 year)	\$20M * 12% APR * 15% protocol fee = \$360k	\$540k	\$1.08M	\$3.6M
Protocol ARR (USD)			\$624k (\$40M TVL)	\$936k (\$60M TVL)	\$1.87M (\$120M TVL)	\$6.24M (\$400M TVL)

We breathe DeFi

Founder: Billy ([@twentyOne2x](#))

- 3 years in DeFi start-ups (research, BD, growth) from pre-PMF to Binance listing
- 2 years as C++ developer in tradfi market making
- full-time on [attn.markets](#)

Why [attn.markets](#) now? Mature DeFi ecosystem + crypto friendly US administration + bold moves

- \$2B Solana onchain revenues and DeFi is good enough to be fully unbanked
- Pump.fun does \$1M daily buybacks
- MetaDAO's structure enforces projects' to flow 100% of their revenues through DAO

Supported by:

- [Solar](#) (Kamino)
- [Mike \\$Bagwork](#) (\$348k Pump.fun creator fees earned)
- [hands%](#) (ZCombinatorio)