

# attn.markets

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



The sum of all Solana app revenues is [\\$1.72B](#) annually. (30d annualised)

Pump.fun pays [\\$300M](#) of fees to users annually. (30d annualised)

None of these \$2B of revenue streams can access DeFi today.

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

> Tradfi products on revenues?

> [\\$4T](#) annually for Cash advances on invoices (factoring),

> [\\$33T](#) for corporate bonds

**Builders, DAOs and Creators: no basic banking products access with onchain earnings, 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.



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Everything with revenues should have a token

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attn.markets tokenises fees into Principal (PT) and Yield (YT) tokens enabling DeFi access to builders, DAOs, and creators

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

1. Create Squads 2of2 (sponsor+attn) Safe or hook attn program to existing one
  - a. withdrawals remaining single-signer while no position is opened
2. Request Pump.fun CTO to point fees to Safe
3. Access autosweep & autostake, cash advance (selling slice of Yield token), divest future flow from business (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
- ICM launchpads rev-share
- DAO Treasuries rev-share like MetaDAO's
- Enabling DeFi like onchain debt funding for the existing app ecosystem

# Unit economics from attn.markets products

Product	Fee %	Total Addressable Market	Projected ARR (1x market size at \$2B, 10% share)	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)
<b>Fee staking (Helius, Jito, Bulk [...])</b>	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)
<b>Cash advances (YT)</b>	5%-15%	0.5% (assumption) * \$2B = \$10M	\$10M * 10% fee * 20% protocol fee = \$200k	\$300k	\$600k	\$2M
<b>Loans &amp; credit lines, misc (selling PT)</b>	12% average APR	1% (assumption) * \$2B = \$20m (over 1 year)	\$20M * 12% APR * 15% protocol fee = \$360k	\$540k	\$1.08M	\$3.6M
<b>Protocol ARR (USD)</b>			<b>\$624k</b>	<b>\$936k</b>	<b>\$1.87M</b>	<b>\$6.24M</b>

# We breathe DeFi

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

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

Supported by:

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