

Stabull Finance

Business Plan

Overview

Our Vision for a Global, Open Financial Ecosystem

From the beginning, our master plan has been clear and consistent: to create an open financial marketplace focusing on the underserved non-USD stablecoin economy that enhances economic freedom globally and in a decentralized manner by moving deliberately through strategic phases.

Phase 1: Brainstorm a solution

Subsequent to the security breach and hack of DFX.Finance in November, 2022,, NZDS and other non-USD stablecoins were left without a safe and reliable way to access liquidity. Techenynt's NZDS team responded by hosting a series of workshops with the non-USD stablecoin consortium to identify the unique needs of the community. Out of these workshops, Stabull Finance was born. Stabull Finance began by exploring the unique needs of non-USD stablecoins and commodities, laying the groundwork for a dedicated ecosystem and conducting market analysis and technical-based research on the best path forward to cater to the needs of the community.

Phase 2: Build a Decentralized Exchange

Stabull Finance launched planning for its decentralized exchange (DEX) to serve as a critical bridge for non-USD stablecoin issuers and users. By providing a safe, secure, and easy-to-use platform, Stabull DEX became the gateway for these stablecoins and commodities to enter and thrive in the broader crypto ecosystem. Here a basic model for an AMM was built upon from earlier iterations like Curve, Uniswap, Shell Protocol, Xave and DFX. The basic structure was sound, but improvements to the parameters of the bonding curve were required, and a focus on security mechanisms to ensure maximum safety of funds was needed. Testing was done on testnet versions of the protocol for many months before launching live on Mainnet and Polygon.

Phase 3: (We are here) Create the foundations of a thriving marketplace (100K people)

This phase will help bootstrap liquidity and build the foundation for a more comprehensive decentralized financial system. Currently we are onboarding other non-USD stablecoin issuers and offering LOIs or SAFT agreements to incentivize early liquidity to help set a firm

foundation for the marketplace. As the common saying goes, liquidity begets liquidity and the onboarding of issuers should help in creating a flywheel effect where their respective communities flock to Stabull to transact.

Phase 4: Mass-Market Interface for Stablecoins and Commodities - going big (100M people)

To go beyond mere trading, Stabull Finance recognizes the need for a user-friendly interface that allows consumers and businesses to seamlessly access, utilize, and transact with non-USD stablecoins and commodity-backed tokens. We will begin integrating with remittance merchants, payment partners, neo-banks, insurance platforms, trad-fi firms and other third-party applications to ensure that our platform can be accessed by anyone, anywhere, enabling a truly decentralized financial experience.

Phase 5: Build the On-Chain Apps for a Global Financial Ecosystem (100MM+ people)

With the interface in place, the next step is to leverage emergent blockchain technology to help recreate the global financial system on open networks, making it accessible to everyone and we want to do our part with a secure, reliable piece of infrastructure. We envision a future where non-USD stablecoins and commodity-backed tokens are integral to global trade, remittances, and finance, driving deeper liquidity and broader adoption. This will enable individuals and institutions worldwide to transact with lower fees, greater security, and unprecedented access.

We've had countless discussions about how to accelerate this final phase with both internal teams and external collaborators. The conclusion? To achieve the scale, usability, and security necessary for this vision, we must return to the roots: refining the underlying protocols and infrastructure that power the end-user applications.

At Stabull Finance, we are fully committed to building and scaling a DEX that will serve as the backbone of a truly open, decentralized financial system. We believe that this platform must be open-source, free to use, and globally available. And to make this vision a reality, we need all hands on deck, collaborating to scale in a secure, safe, and user-friendly manner.

Detailed Business Plan

Stabull Finance Business Plan:

Executive Summary

Business Name: Stabull Finance

Mission Statement: To establish Stabull Finance as the leading decentralized exchange (DEX) tailored specifically for non-USD stablecoins and commodity-backed tokens. By leveraging the collective input of issuers and their communities, Stabull Finance aims to build deep liquidity, foster wide adoption, and enable seamless integration with various financial and technological ecosystems. Our ultimate goal is to become the most liquid router for stablecoin and commodities swaps, functioning as the on-chain equivalent of SWIFT for FX settlement—without the friction.

Vision: To create a robust, community-driven DEX that addresses the unmet needs of the exponentially growing stablecoin market and facilitates global financial inclusion. Stabull Finance intends to set new industry standards for capital efficiency and usability in on-chain FX markets with its custom bonding curve and collective buy-in from the various issuers, paving the way for widespread adoption and integration with key players in the financial ecosystem.

1. Market Analysis

1.1. Industry Overview

The decentralized finance (DeFi) sector continues to experience rapid growth, with DEXs playing a pivotal role. However, most existing platforms focus predominantly on USD-pegged stablecoins, leaving a significant gap in the market for non-USD stablecoins and commodity-backed tokens. Despite attempts by projects like DFX.Finance and Xave.co to fill this void, none have succeeded in creating a dedicated bonding curve or brand that meets the industry's growing needs. This presents a significant opportunity for Stabull Finance to address these challenges and become the go-to platform for non-USD stablecoins and on-chain FX.

1.2. Target Market

- **Non-USD Stablecoin Issuers:** Emerging markets, commodity-rich nations, and regions seeking alternatives to USD dominance.
 - **Commodity Token Issuers:** Platforms that tokenize physical assets such as gold, silver, oil, treasury and agricultural products.
 - **Retail Users:** Crypto traders, remittance senders, and individuals in non-USD regions seeking stable, decentralized financial solutions.
 - **Institutions:** Hedge funds, trading firms, and financial institutions looking for exposure to non-USD assets and commodities in a decentralized manner.
 - **Third-Party Integrators:** Payment processors, remittance services, DeFi applications, and financial technology (FinTech) companies.
-

2. Business Model

2.1. Value Proposition

- **For Issuers:** Stabull Finance provides a platform that prioritizes non-USD stablecoins and commodity tokens, offering deep liquidity, reduced slippage, and a community-driven governance model. We empower issuers through aligned incentives, similar to how ICANNZ brought the industry together in the early days of the internet.
- **For Users / retail:** Access to a diverse range of stablecoins and commodities with competitive trading fees, high security, and privacy. Stabull Finance offers a reliable platform for stablecoin and commodity swaps, as well as staking for yield generation. Not only for existing DeFi users, but the swath of underserved and un-banked participants in emerging markets.
- **For Integrators:** An API-rich platform that provides seamless access to liquidity pools, enabling integrations for payments, remittances, DeFi applications, and beyond. Stabull Finance aims to be the backbone of on-chain FX settlement, facilitating integration with neo-banks, remittance services, and other financial ecosystems.
- **For Trad-Fi Institutions and Traditional Market Participants:** Stabull Finance offers traditional financial institutions and market participants a secure and efficient entry point into the decentralized finance ecosystem that they can plug into to take care of their FX needs. By providing deep liquidity for non-USD stablecoins and commodities, Stabull Finance enables these institutions to diversify their portfolios, engage in on-chain FX settlements, and access new revenue streams. The platform's integration with existing financial infrastructures ensures a smooth transition to on-chain finance, catering to the needs of both institutional and retail participants.
- **For Blockchain Networks and Protocols:** Chains themselves, such as **Ripple**, can leverage Stabull Finance to provide their ecosystems with enhanced liquidity, stablecoin interoperability, and cross-chain compatibility. By integrating with Stabull Finance, blockchain networks can offer their users and developers access to a wider array of financial services, driving adoption and expanding the utility of their native assets. This symbiotic relationship enhances the value proposition for both the chains and Stabull Finance, fostering a more interconnected and liquid decentralized finance ecosystem.
- **For other DeFi Protocols:** Stabull Finance provides significant value to other DeFi protocols, including lending platforms, yield aggregators, and decentralized exchanges. By connecting with Stabull Finance, these protocols can access a robust source of liquidity for non-USD stablecoins and commodity-backed tokens, enabling them to offer more competitive lending rates, better yield opportunities, and more efficient capital deployment. This collaboration helps to create a more cohesive and efficient DeFi ecosystem, where liquidity flows freely across different platforms, enhancing the overall user experience and expanding the reach of decentralized finance.

2.2. Revenue Streams

- **Transaction Fees:** A small percentage of each trade will be charged as a fee, with a portion allocated to liquidity providers and protocol development.
- **Protocol Owned Liquidity (POL) Tokens:** A unique mechanism where 20% of the total supply is non-sellable POL tokens, distributed to early liquidity partners as

rewards for seeding liquidity pools. These tokens generate protocol fees without creating sell pressure, enhancing long-term sustainability.

- **Premium Services:** Offering premium analytics, API access, and faster transaction processing for institutional clients looking to integrate.
 - **Partnership Fees:** Charging integration fees for third-party services like remittance providers, payment gateways, and FinTech apps.
 - **Token Issuance:** Charging fees for listing new non-USD stablecoins or commodity-backed tokens.
-

3. Product Offering

3.1. Decentralized Exchange (DEX) Platform

Core Features:

- Support for a wide range of non-USD stablecoins and commodity-backed tokens.
- Advanced trading features (e.g., limit orders, stop-loss).
- High-security standards, including multi-signature wallets and smart contract audits.

Liquidity Provision:

- **Dedicated Bonding Curves:** Custom bonding curves designed to optimize liquidity for non-USD stablecoins and commodities, reducing volatility and slippage.
- **Protocol Owned Liquidity (POL) Tokens:** Designed to reward early liquidity partners and provide long-term incentives without creating sell pressure.

Community and Governance:

- **DAO Governance:** A decentralized autonomous organization structure where issuers and token holders participate in decision-making, ensuring that the platform evolves in line with community needs.
- **Community Input:** Regular community polls and proposals as well as input from the consortium of issuers to guide the development and evolution of the DEX.

3.2. Integration Ecosystem

Integration by a plethora of third-party institutions, protocols and business will contribute to the flywheel effect of more liquidity, thus generating more in swap fees and overall revenue provided to the protocol and its users.

Remittance Merchants: Partnerships with global remittance companies to leverage stablecoin liquidity for cross-border payments, offering a frictionless alternative to traditional FX markets.

Payment Processors: Integration with crypto-friendly payment gateways to enable easy conversion of non-USD stablecoins to local currencies or direct payments.

DeFi Integrations: Plugging into DeFi ecosystems for lending, staking, and yield farming using non-USD stablecoins and commodities.

E-commerce Platforms: Enabling e-commerce sites to accept payments in non-USD stablecoins, driving adoption and usage.

FinTech Apps: Collaborations with FinTech companies to integrate Stabull Finance's custom router into their apps, allowing users to earn yield on balances and easily swap between stablecoins and commodities.

4. Marketing and Growth Strategy

4.1. Community-Driven Growth

- **Partnerships with Issuers:** Actively engage with non-USD stablecoin and commodity token issuers to promote the DEX within their communities. By having a pool on Stabull, issuers can offer their user base a reliable platform for swaps and staking, enhancing product distribution and adoption.
- **Community Incentives:** Launch community campaigns and quests which result in incentives, such as airdrops or staking rewards, to drive user adoption and liquidity provision.
- **Ambassador Programs:** Develop programs to encourage influencers and key opinion leaders to promote the DEX.

4.2. Strategic Partnerships

- **Neo Banks and DeFi Platforms:** Collaborate with Neo Banks like DitoBanx and DeFi platforms like Flashy.cash to integrate Stabull Finance into their services, allowing their users to earn yield on stablecoin balances and facilitating multi-currency account expansion. These partnerships will help drive adoption among tech-savvy users and expand the platform's reach in both emerging and developed markets.
- **Issuers:** Partner with non-USD stablecoin and commodity token issuers to list their assets on Stabull Finance. By offering dedicated pools and liquidity incentives, Stabull Finance will become the preferred platform for issuers looking to expand the distribution and adoption of their tokens. This also includes co-marketing efforts, joint PR campaigns, and educational initiatives to promote the benefits of these assets within the crypto community and beyond.
- **Banks and Trad-Fi Institutions:** Forge partnerships with traditional banks, financial institutions, and Trad-Fi entities looking to enter the decentralized finance space. By integrating Stabull Finance's liquidity pools and FX settlement services, these institutions can offer innovative products to their customers, such as yield-bearing accounts and on-chain FX solutions. This will also help bridge the gap between traditional finance and DeFi, driving more institutional adoption.
- **Institutional Partnerships:** Engage with trading firms, FX speculators, and family offices to provide liquidity and drive volume on the DEX. These institutions can leverage Stabull Finance for secure, efficient, and cost-effective trading of non-USD

stablecoins and commodities, contributing to deeper liquidity and a more vibrant trading ecosystem.

- **Commodities Brokers and OTC Desks:** Partner with commodities brokers and OTC desks to facilitate large-scale trades and provide deep liquidity for commodity-backed tokens. These collaborations will help bridge the gap between traditional commodities markets and the decentralized finance space, offering users and institutions more efficient and accessible trading options.
- **Cross-DEX Collaborations:** Form alliances with other DEXs to share liquidity pools and broaden the market reach. By integrating with other decentralized exchanges, Stabull Finance can enhance liquidity and offer users a wider range of trading pairs, thereby increasing the platform's overall utility and attractiveness.
- **Launch Pads:** Partner with blockchain launch pads to support the initial listing and distribution of new non-USD stablecoins and commodity-backed tokens on Stabull Finance. These collaborations will help attract early adopters and provide the necessary liquidity and exposure to new projects, accelerating their growth and adoption.
- **Exchanges:** Collaborate with both centralized and decentralized exchanges to list Stabull Finance's native token and stablecoin/commodity pairs. These listings will provide additional liquidity, increase the platform's visibility, and offer users more options for trading and liquidity provision. Cross-listing on multiple exchanges will also enhance the overall accessibility and reach of Stabull Finance.
- **Security Firms:** Engage with top-tier security firms to conduct regular audits, enhance platform security, and protect user assets. This partnership will ensure that Stabull Finance adheres to the highest security standards, building trust with users and partners alike.
- **Analytics Companies:** Partner with blockchain analytics firms to provide advanced data insights and performance metrics for users and institutional clients. These partnerships will allow Stabull Finance to offer detailed market analytics, helping traders and investors make informed decisions based on real-time data.
- **Payment Processors:** Collaborate with payment processors to integrate Stabull Finance's liquidity pools into traditional payment networks. This will enable seamless conversion between stablecoins and local currencies, facilitating cross-border payments and expanding the use of stablecoins in everyday transactions.
- **Regular Businesses:** Partner with regular businesses to accept payments in non-USD stablecoins and commodity-backed tokens via Stabull Finance. By integrating the platform into their payment systems, businesses can offer more flexible payment options to customers, tap into new revenue streams, and gain exposure to the growing world of decentralized finance.
- **Influencers and Key Opinion Leaders:** Collaborate with influencers and key opinion leaders in the crypto space to promote Stabull Finance. These partnerships will help raise awareness, educate potential users, and drive adoption by leveraging the trust and reach that influencers have within the community. This could include sponsored content, AMAs, and social media campaigns to engage a broader audience.

4.3. Marketing Channels

- **Social Media and Content Marketing:** Utilize social media platforms, blogs, and educational content to raise awareness and educate users about the benefits of non-USD stablecoins and commodities trading.
 - **Conferences and Events:** Participate in and sponsor blockchain and finance-related conferences to showcase the DEX and attract new users.
 - **Influencer Marketing:** Partner with crypto influencers and thought leaders to promote the platform across various channels.
-

5. Operational Plan

5.1. Technology Development

Platform Development: Continue to build and refine a secure, scalable DEX with support for multiple blockchains and tokens. The platform has initially launched on Ethereum and Polygon, with plans to expand to Ripple, HashGraph, Stellar, and other EVM chains.

Security Protocols: Implement state-of-the-art security measures, including smart contract audits, regular security updates, and robust user authentication.

Liquidity Mining Program:

- **Incentivizing Liquidity:** Finalize and audit the liquidity mining program to attract and reward early adopters and liquidity providers. This program will be essential for ensuring deep liquidity across all trading pairs, encouraging long-term participation, and sustaining the platform's growth.

Staking:

- **Yield Generation:** Develop and launch staking mechanisms that allow users to earn yield on their stablecoins and commodity-backed tokens. This feature will provide additional incentives for users to hold and engage with the platform, further deepening liquidity.

Multi-Blockchain Support: Continue to build and refine a secure, scalable DEX with support for multiple blockchains and tokens. The platform has initially launched on Ethereum and Polygon, with plans to expand to Ripple, HashGraph, Stellar, and other EVM-compatible chains. This cross-chain capability will allow users to trade assets across different networks seamlessly, ensuring broader access and more liquidity options.

Security Protocols: Comprehensive Security Measures: Implement state-of-the-art security protocols, including regular smart contract audits by leading security firms, continuous monitoring for vulnerabilities, and robust user authentication processes. These measures are critical to maintaining user trust and ensuring the safety of assets on the platform.

Dune Dashboard Integration: Advanced Analytics: Integrate Dune Analytics to provide users and developers with a customizable dashboard featuring real-time data on trading

volumes, liquidity, user activity, and other critical metrics. This tool will empower users to make informed decisions and track the platform's performance.

True Cross-Chain Capability: Seamless Interoperability: Enhance the platform's cross-chain capabilities, enabling users to move assets seamlessly across different blockchains without the need for centralized bridges. This will significantly reduce friction, enhance user experience, and expand the platform's reach.

De-Fragmented Liquidity / Unified Liquidity: Optimized Liquidity Management: Implement a unified liquidity model that reduces fragmentation across different pools and chains. By aggregating liquidity, users can enjoy deeper pools, reduced slippage, and better trading efficiency across the platform.

Simpler Onboarding and User Experience: User-Centric Design: Focus on simplifying the onboarding process and enhancing the overall user experience to attract new users, especially those unfamiliar with DeFi. This includes intuitive interfaces, guided tutorials, and streamlined processes for wallet setup and trading.

AI-Assisted Trading and Parameter Adjustments: Smart Trading Tools: Introduce AI-driven tools to assist users with trading strategies, risk management, and dynamic parameter adjustments. These tools will help users optimize their trades and adapt to market conditions in real-time, making the platform accessible to both novice and experienced traders.

MEV Mitigation Strategies: Minimizing Miner Extractable Value: Develop and implement strategies to mitigate Miner Extractable Value (MEV), ensuring fairer and more transparent trading for all users. This includes techniques such as private transactions, transaction ordering protocols, and other advanced blockchain technologies.

Interactive DAO Governance Refined Over Time: Decentralized Decision-Making: Continue to refine the platform's DAO governance model, ensuring that it evolves to meet the needs of the community. This includes enhancing the voting interface, making governance more accessible, and allowing for more interactive participation from token holders.

Progressive Decentralization: Long-Term Decentralization Plan: Outline and execute a roadmap for progressive decentralization, where control over the platform gradually shifts from the core team to the community and DAO. This will ensure that Stabull Finance becomes a fully decentralized and community-driven platform over time.

Ongoing Community Incentive Programs: Engagement and Rewards: Launch and maintain various community incentive programs, such as airdrops, referral bonuses, and staking rewards. These programs will keep the community engaged, reward loyal users, and attract new participants to the platform.

AMAs and Interactions with Community: Regular Communication: Host regular Ask Me Anything (AMA) sessions and other interactive events to engage with the community, address their questions, and gather feedback. This ongoing dialogue will help build trust and ensure that the platform evolves in line with user needs.

Hosting and Attending Conferences and Events: Industry Presence: Actively participate in and host industry conferences, webinars, and events to showcase Stabull Finance, network with potential partners, and keep abreast of the latest trends and technologies in the DeFi space.

Writing Key Opinion Pieces: Thought Leadership: Contribute thought leadership articles and opinion pieces to industry publications, sharing insights on the future of DeFi, stablecoins, and on-chain FX. This will position Stabull Finance as a leader in the space and attract the attention of potential users, partners, and investors.

5.2. Operations and Support

Customer Support: Offer 24/7 support through multiple channels, including live chat, email, and community forums.

Partnership Management: Dedicated teams to manage relationships with issuers, liquidity providers, and integration partners.

6. Financial Plan

6.1. Initial Funding

Seed Funding: Raise initial capital through a mix of private investments and strategic partnerships.

Grants and Token Sales: Explore blockchain grants and a potential token sale to fund initial development and marketing efforts.

6.2. Revenue Projections

Year 1: Focus on building liquidity and user base; revenues primarily from transaction fees, POL token mechanisms, and token listings.

Year 2-3: Increased revenue from premium services, institutional partnerships, and third-party integrations.

Long-Term: Sustainable revenue growth through deep liquidity pools, continuous integration with new partners, and expansion into new markets.

6.3. Expense Management

Development Costs: Budgeting for platform development, security audits, and technological infrastructure.

General Overhead:

Marketing and Outreach: Allocating funds for marketing campaigns, community incentives, and partnership development.

Operational Costs: Including customer support, legal and compliance, and ongoing maintenance of the platform.

7. Risk Management

7.1. Market Risks

Volatility: Mitigated through dedicated bonding curves and diversified asset pools.

Regulatory Challenges: Proactively engaging with regulators and ensuring compliance to minimize legal risks.

7.2. Security Risks

Smart Contract Vulnerabilities: Regular audits and updates to prevent exploits.

Digital attack vectors: Ensuring systems in place are secure and siloed

Social engineering: Developing key protocols and SOPs with key team members.

Liquidity Risks: Incentivizing long-term liquidity provision through rewards and governance participation.

8. Conclusion

Stabull Finance is poised to fill a significant gap in the current DeFi landscape by creating a DEX specifically designed for non-USD stablecoins and commodity-backed tokens. By leveraging the collective input of issuers and their communities, Stabull Finance will build deep liquidity, foster wide adoption, and enable seamless integration with various financial and technological ecosystems. Through strategic partnerships, continuous innovation, and a community-first approach, Stabull Finance will become a central hub for on-chain FX, stablecoin, and commodity trading, setting the stage for long-term success in both retail and institutional markets.