



# ONE CLICK

## MULTIPLE STRATEGIES

## INFINITE POSSIBILITIES



In Collaboration With:



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# Introduction

StratEx is a marketplace of complex, insurable, multi-layered DeFi strategies that novice users can execute with just ONE CLICK. Maintained by a network of independent third party strategists.

The Strategies which provide the best risk adjusted return feed into three aggregated vaults: StratUSD, StratBTC, and StratETH, thus users don't need to choose specific strategies, they can instead take a broad position in the strategies related to the assets they wish to hold.

These aggregated vaults can then be tokenized, allowing the vault tokens to be traded on secondary markets such as centralized exchanges & DEXs, giving users access to a yield-bearing version of the underlying asset.

StratEx takes all the complexity present in DeFi strategies and reduces it to simply buying a token. Opening up a unique set of curated opportunities for users to take advantage of.



# Problem Statement



Whether it is the risk posed by **inflation-only** yield protocols, teams **selling**, or **impermanent loss** on LPs, even if new users navigate the minefield of poorly constructed and overly complicated UI, making a yield in real terms is **FAR** from guaranteed.

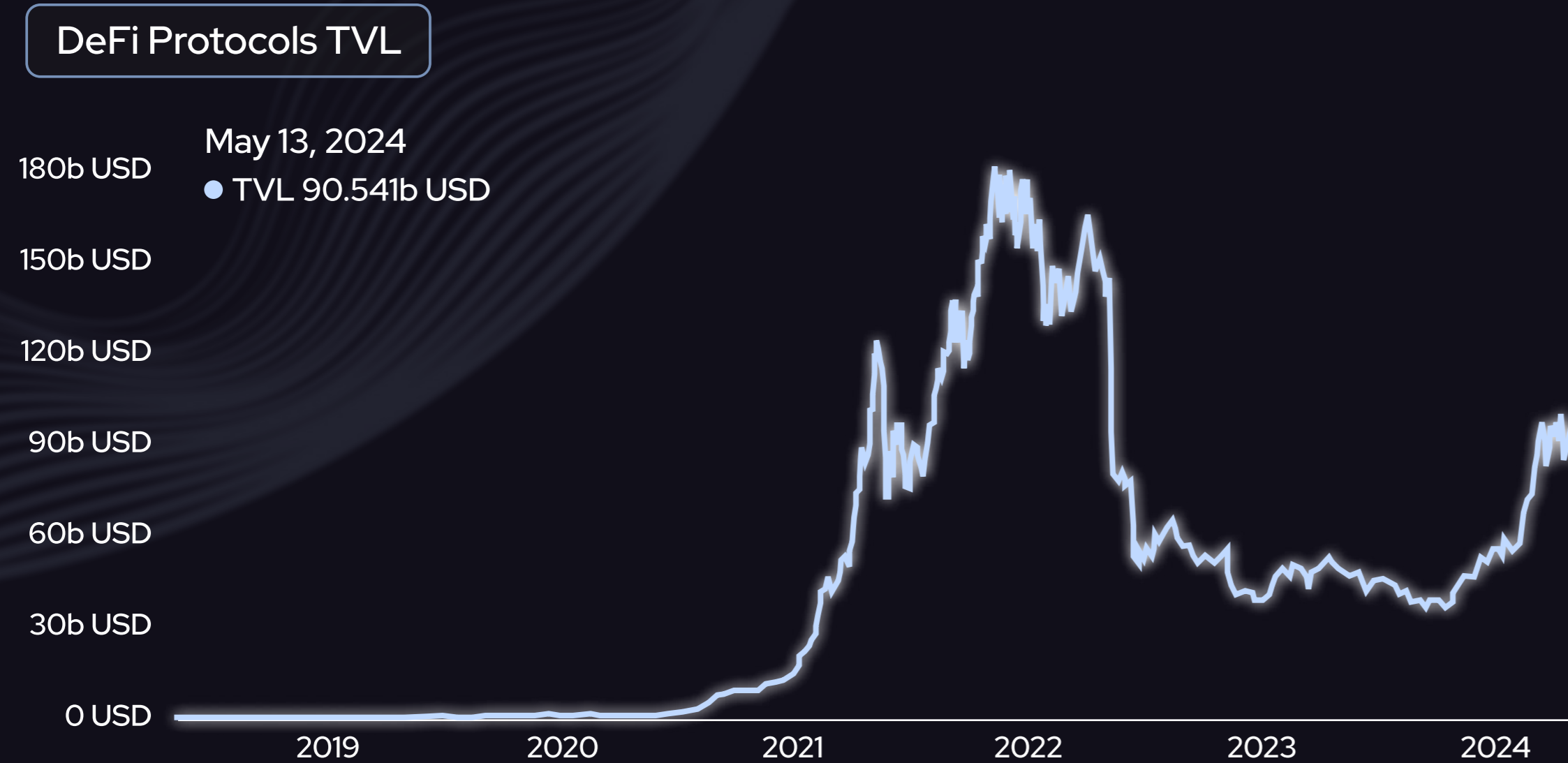
Even if yield is realized, it is often **NOT** sustainable, and there is no way to objectively compare risk/reward to similar activities in other protocols or chains. This leads to even more **risky** behavior, such as regularly redeploying liquidity, hoping to chase yield.

This combination of **security** concerns, **poor user flow**, and lack of **risk disclosure** is enough to keep traditional funds from taking advantage of the opportunities present in DeFi. In addition, the complexity and clunkiness of the current DeFi space are prohibitive to new retail users, which is why, as we will now explore, the DeFi market is **SO** minuscule compared with TradFi.



# Addressable Market

According to data from DeFi lama, the total TVL locking into DeFi protocols as of 2024 is **90+ billion**. Most of these funds are executing straightforward actions such as single asset staking or LP farming to gain a **yield** while leaving the funds themselves at **risk** of the potential issues we explored in the previous slide.



Source: defillama.com

Despite the pitfalls, this data shows that the crypto industry's appetite for yield is vast; we can also add to this segment a significant percentage of the POW market that doesn't yet have the opportunity to participate in DeFi in a substantial way but would if the opportunity arose.

So far, we have only discussed the opportunity within the crypto-native market. The numbers are staggering if we expand our research to look more widely at the traditional finance markets. Whether we are discussing the **100+ Trillion Equity market**, the **300+ Trillion real estate market**, or the **130+ Trillion global bond market**, suffice it to say there is a lot of capital out there chasing yield.

With the advent of Bitcoin ETFs legitimizing the crypto space, many funds, like Trillion dollar asset manager Blackrock, are now exploring the possibility of strategies to get yield on-chain. This is where StratEx's cutting-edge platform can reach its Zenith by facilitating a safe, insurable environment for funds to offer complex multi-tier DeFi strategies to their clients in a simple one-click format.

Simply put, StratEx will bridge the gap between the trailblazing DeFi scene and the more risk-averse TradFi markets, thus tapping a multi-trillion-dollar opportunity.



# Addressable Platform Issues

- ❖ **1-6 Months to Onboard New Strategies:** Existing strategy protocols like Yearn move too slowly to maximize opportunity and fully react to the latest alpha. By the time strategy smart contracts are developed, audited, deployed, and usable, the yield is gone. So, this limits potential investors to either spending time intensively researching or settling for beta yield. This is an unacceptable situation for sophisticated market participants as they realize that by participating in DeFi, they are taking on significant risk, which should be compensated by top-tier yield.
- ❖ **Overwhelming Choice:** The sheer number of investable pools on DeFi alone, currently standing at 11,422, presents a significant challenge. Each pool comes with its own set of opportunities and associated risks. Without investing a substantial amount of time and resources, it is virtually impossible to accurately assess these opportunities.
- ❖ **Trust is a Crucial Factor:** Currently, on protocols like Yearn Finance, there is a distinct lack of transparency. The strategy creator is often a faceless entity, identified only by a 0x address on the chain. Many investors would prefer to invest their capital in strategies or vaults managed by well-known brands like Wintermute or their favorite trader.
- ❖ **Risk Management:** Many market participants and TradFi funds report wanting to get involved on a broader scale with DeFi but are concerned about its complex risk profile. Hacks, Bugs, and strategy failures are major concerns. Until these risks are presented transparently and their severity and likelihood assessed accurately, these participants are not likely to bring in fresh capital.

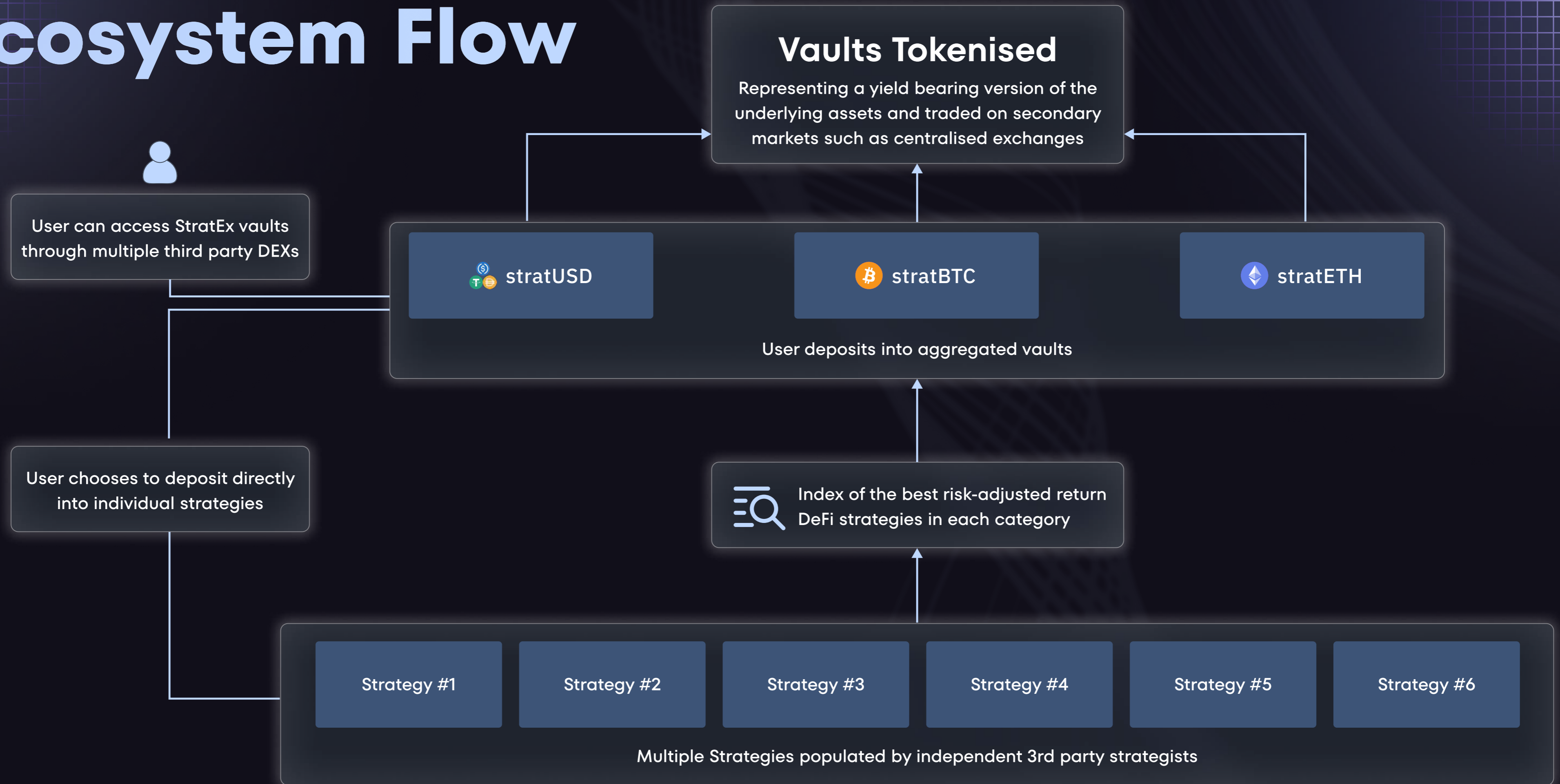


# Platform Comparison

	Current Asset Manager Protocols	StratEx Capabilities
Time To Market	1 - 3 Months	24 Hours
Number Of Choices To Make	10,000 +	3 - [stratUSD, stratBTC & stratETH]
Strategists	Unanimous	Curated KOLS, DeFi Protocols, Institutional
Institutional	No	Isolated Strategy Execution, With KYC And Institutional Treasury Controls, Risk / Compliance
Deposit Risk	Rigid - The Same For Everyone	Granular - Per User
Insurance	No Protection	Retail: Pro-rata Partial Position Protection Institutional: Up To 100% Covered Up To \$ Amount
Source of Insurance Capital	Help Yourself	Internal Safety Module + Strategist "Skin In The Game" LP Share + External Reinsurance Capital



# Ecosystem Flow



# Maximising Accessibility Via the Tokenisation Layer

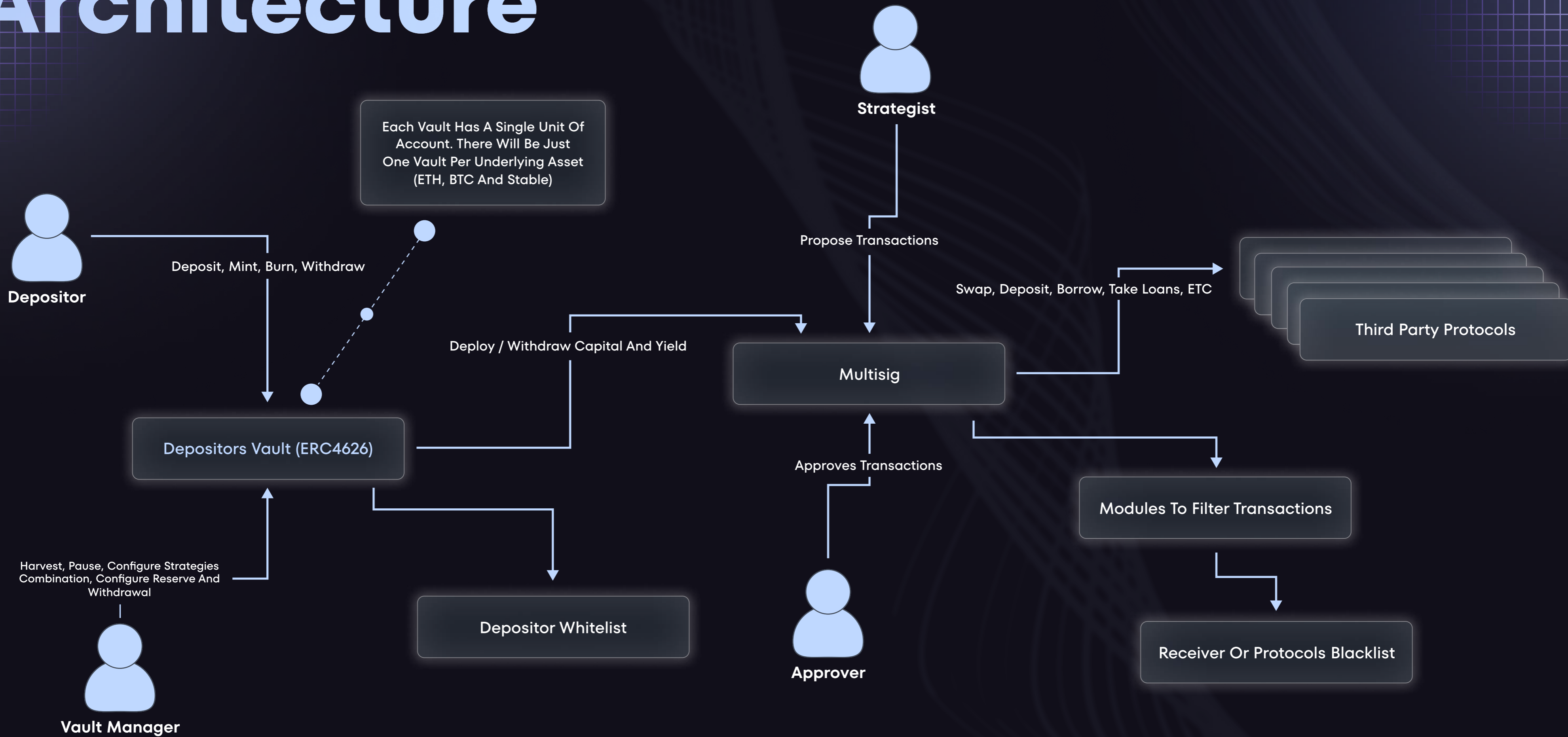
StratEx's tokenisation layer facilitates the minting of vault tokens, which may be redeemed by authorised third parties, all of whom will be KYC'ed outside of the jurisdiction of the United States. Such third parties include but are not limited to market makers, DEXs, and large capital funds.

Subsequent to the completion of the minting process, vault tokens – which at launch will include StratUSD, StratBTC, and StratETH – will then become tradeable on secondary markets such as prominent DEXs and CEXs.

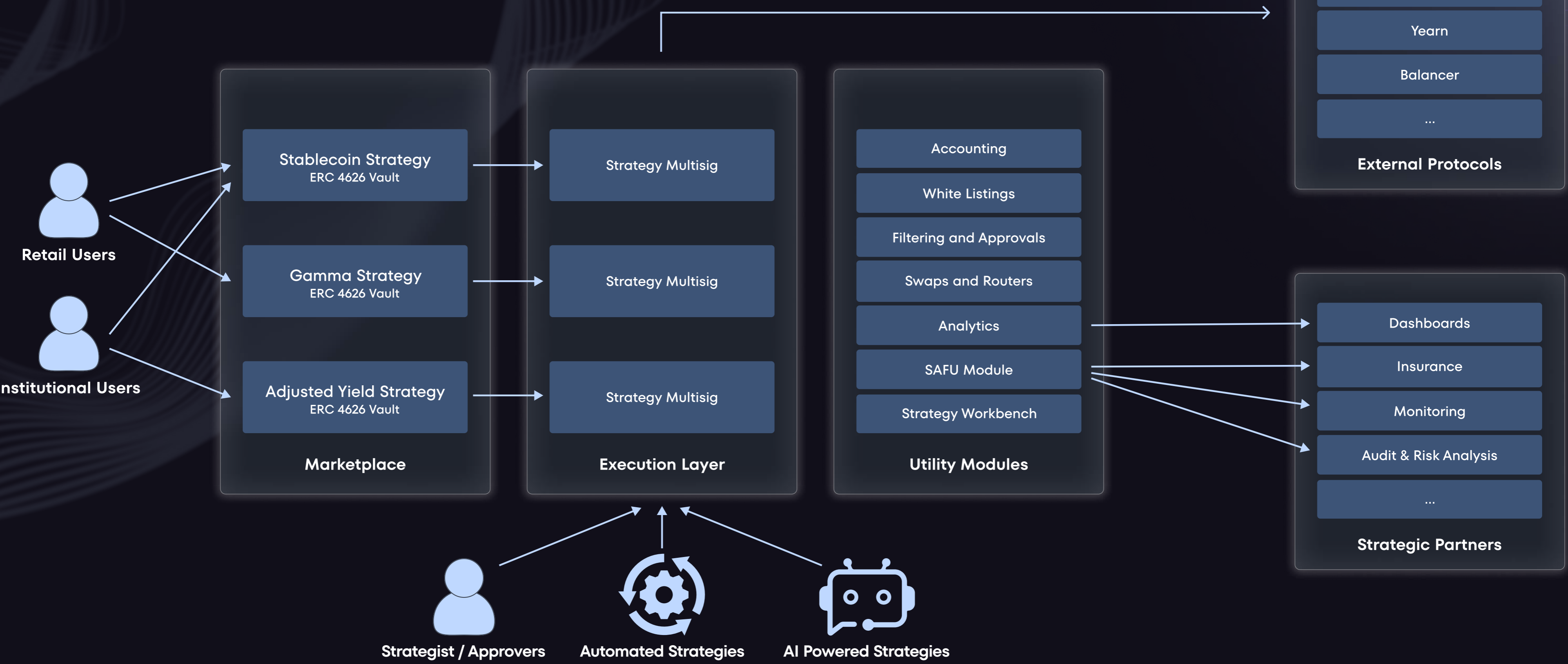
The primary function of StratEx's vault tokenisation process is to maximise accessibility by allowing liquidity to flow into vaults via secondary market demand for their corresponding tokens. Whether acquired via a CEX or DEX, vault tokens and their holders will receive a similar yield to those associated with more traditional direct vault deposits.



# Architecture



# Ecosystem Vision



# The Commitment to Utilising AI

StratEx is committed to integrating cutting-edge AI features and agents, ensuring we remain at the forefront of the burgeoning AI sector. Starting with developing smart tools & AI assistants for strategists; over time, StratEx intends to unleash fully automated, AI-powered strategies. In the not too distant future, StratEx agents will relentlessly scan the EVM landscape for yield opportunities, autonomously constructing highly efficient strategies immediately upon detecting higher than average yield, then making those strategies available to StratEx users.

By embracing AI, StratEx believes the time between discovery of a new strategy, implementation and ultimately yield extraction can but cut down to a fraction of the current industry standard.



# Risks In DeFi Strategies

DeFi users looking for yield are always assessing **risks** such as smart contract hacks/bugs, asset depeg, oracle manipulation, governance attacks, anon team rug pulls, web2/front-end infra, bridges, etc.

Surveys with large depositors in major DeFi protocols show that most LPs will increase their deposits by **2-10x** if their risk concerns are addressed.

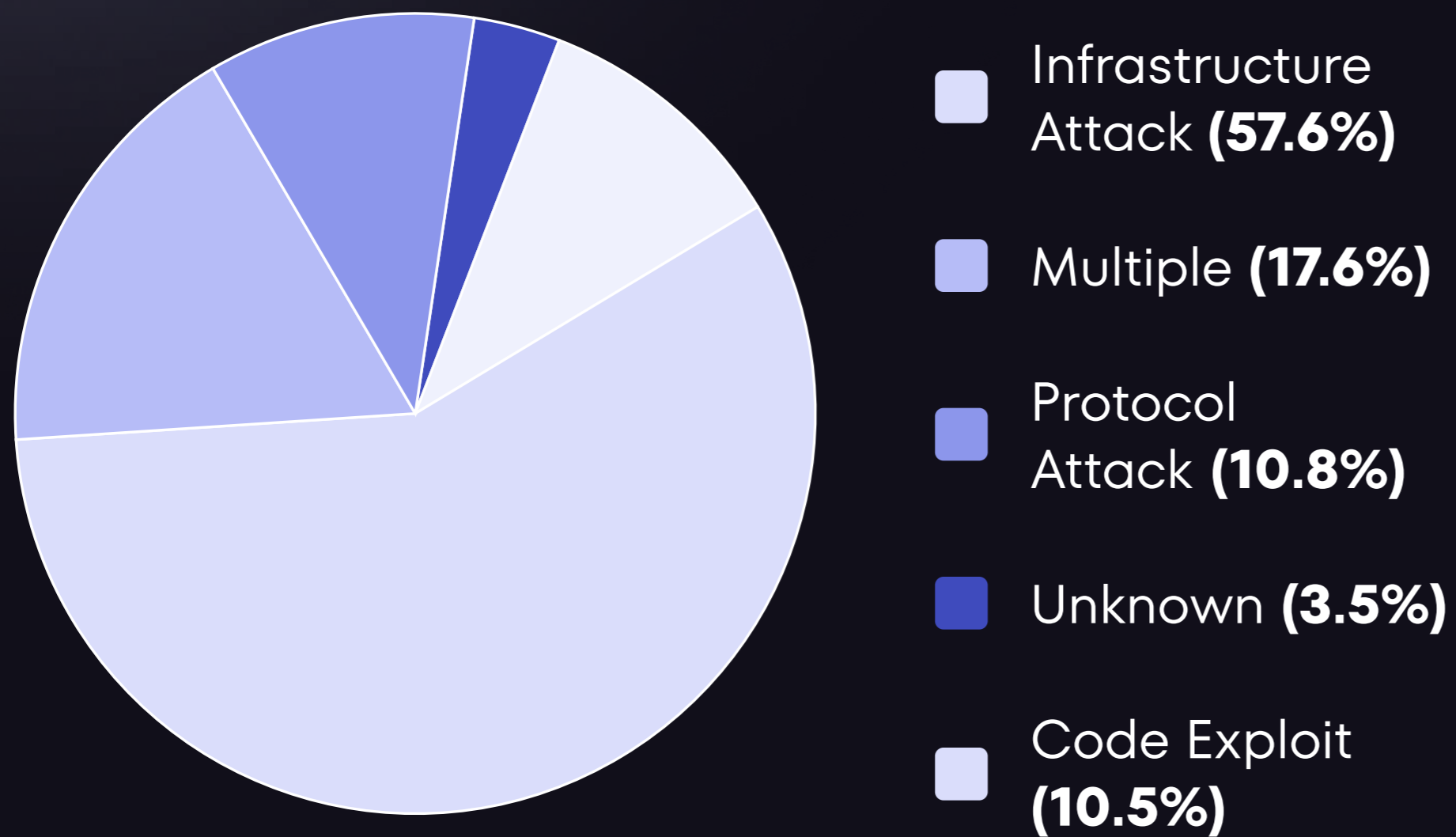
Projects that **effectively** mitigate those risks and/or provide **hard guarantees** (*insurance*) are eligible to receive deposits from institutional investors (*\$250k+ tickets*) and will receive most part of the asset allocations (*proven record of 30% TVL growth in 2 months*).

Type of Risk	Examples
Smart Contract Hacks & Bugs	<ul style="list-style-type: none"> <li>• Poly Network: \$611M</li> <li>• Ronin: \$552M</li> <li>• Curve.fi reentrancy in Vyper: \$73M</li> </ul>
Economic Attacks / Price Manipulation	<ul style="list-style-type: none"> <li>• Euler Finance: \$197M</li> <li>• Hundred Finance: \$7.4M</li> </ul>
Bridge Risks	<ul style="list-style-type: none"> <li>• \$300M Wormhole ETH Mint Attack</li> <li>• Multichain \$125M, Heco Bridge \$99M</li> </ul>
Insider Fraud Risk / Rug Pulls	<ul style="list-style-type: none"> <li>• Ordinals Finance</li> </ul>
Depeg Risk	<ul style="list-style-type: none"> <li>• UST/LUNA/USDC</li> </ul>
Insolvency / Bad Debt in Money Markets / Stablecoins	<ul style="list-style-type: none"> <li>• Blizzard Finance (<i>Chainlink stopped oracle feeds on Avalanche</i>)</li> </ul>
Web2 Infrastructure Risks	<ul style="list-style-type: none"> <li>• \$120M BadgerDAO hack Through Cloudflare CDN</li> <li>• Curve.fi Domain</li> </ul>

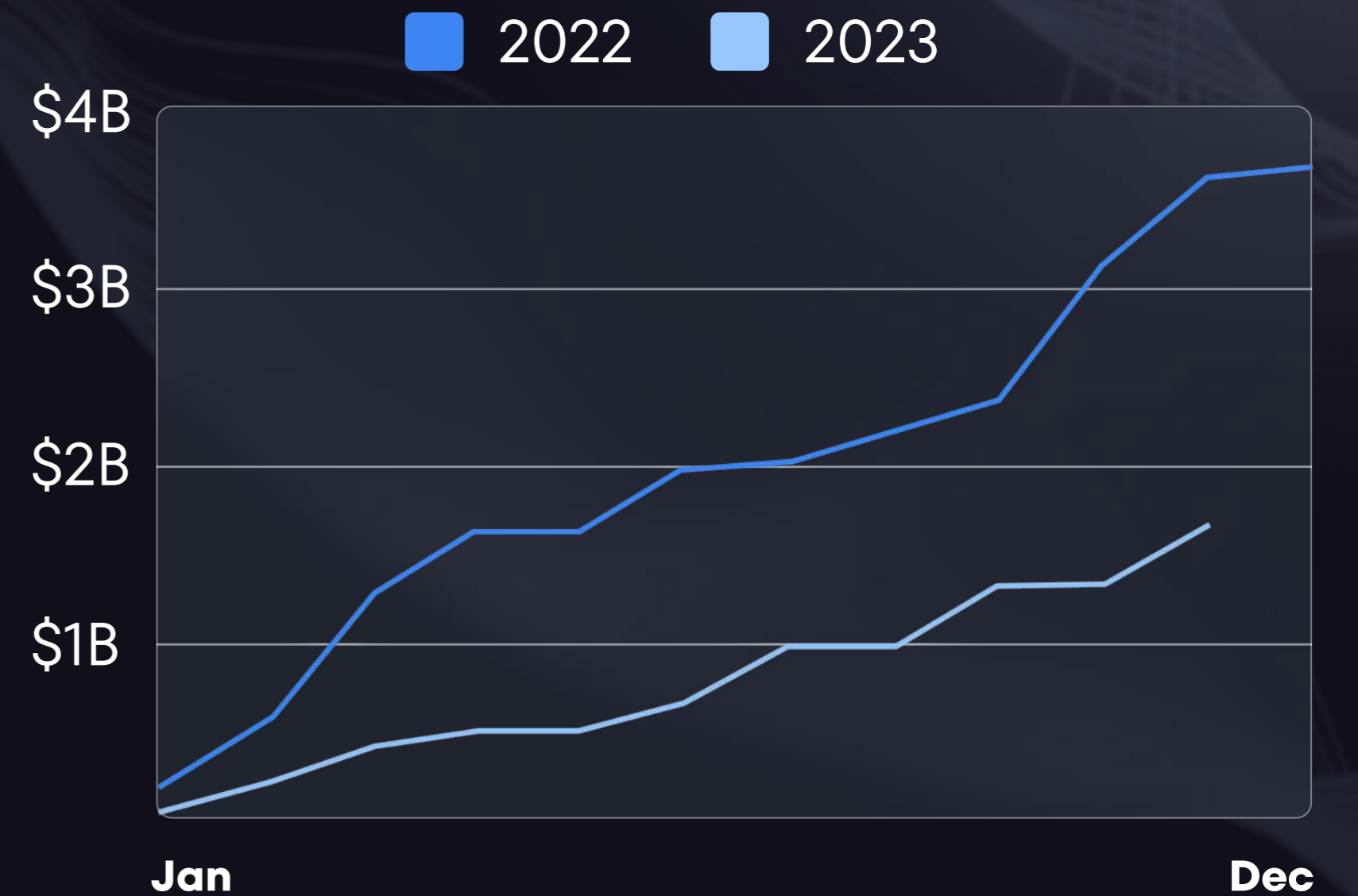


# Amount Stolen

## By Attack Type in 2023



## In 2022 and 2023



# Risk & Insurance

	Legacy Asset Manager Protocols	StratEx
Insurance	No Insurance	Insurance included: Smart Contract Hacks & Bugs; Economic Attacks; Bridge Risks; Depeg Risk; Insolvency / Bad Debt in Money Markets & Stablecoins; Web2 Infrastructure Risks
Real-Time Risk Monitoring With MEV-Based Principal Protection	None, Do It Yourself	StratEx operated bots execute StratEx emergency response if real-time risk monitoring providers detect a probable attack tx in a mempool on protocol where StratEx has exposure in.
Strategy Providers with Skin in the Game	No Skin In The Game	Skin in the game - must participate in strategy as LP as a 1st loss insurance pool. If principal loss > LP position of a strategy provider gets slashed and paid out.
Whitehat Hidden Intent Markets	No	Security Marketplace To Trigger Emergency Position Unwind Using Contracts That Never Deployed On-Chain To Hide StratEx Security Intents. When Emergency Conditions Are Met, Bonded Whitehat-Operated Bots Execute StratEx Emergency Response.
Principal Protection through Delegated Proof of Stake Economic Security	No	Delegated Proof of Stake for its Economic Security. StratEx Safety Module is modeled after RocketPool (validators self-stake) and Aave Safety Module. Strategy providers self-stake, anyone can delegate to one or more Strategy Provider. Amount of self+delegated stake determine weight % of stratUSD/stratBTC/stratETH allocation to each strategy provider.
Reinsurance	No	Yes (Nexus Mutual and 3rd party reinsurers)



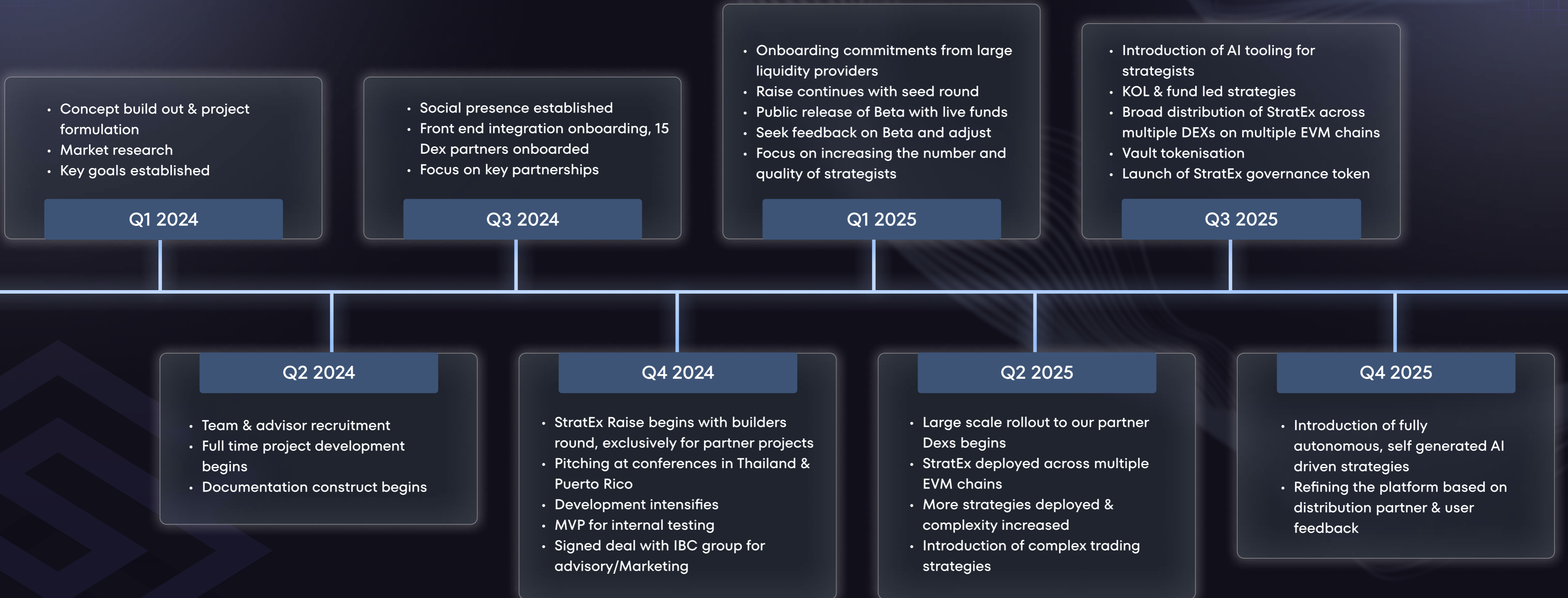
# Case Study on stratUSD Insured Strategy

Why the cost of insurance is irrelevant as long as principal-protected yield is higher than X%?

StratUSD Strategy #7	USDC > swap to hyUSD & eUSD > LP in hyUSD/eUSD 50/50 on Curve > Convex	Total Position Size: \$1,000,000					Strategy Yield Before Insurance: 19.55%	
Hedging Product Needed	Hedge Target	Underlying Risks	Total Exposure \$	Recommended Hedge, % of Total Exposure	Recommended Insured Amount	Insurance Rate, % Year	Insurance Cost, \$ Annualised	Insurance Cost, % of Gross Position Value
Smart Contract Hacks	Curve Hack	Curve Smart Contract Hack	\$1,000,000	50%	\$500,000	2.40%	\$12,000	1.20%
Smart Contract Hacks	Convex Hack	Convex Smart Contract Hack	\$1,000,000	50%	\$500,000	2.90%	\$14,500	1.45%
Stablecoin1 Depeg	eUSD drops below 90c	<b>Loss event can occur upon any of the following:</b> <ul style="list-style-type: none"> <li>• RSR Hacks/Bugs</li> <li>• RSR Oracle Risk</li> <li>• Aave Oracle Risk</li> <li>• Compound Hacks/Bugs</li> <li>• Compound Oracle Risk</li> <li>• Regulatory Risk (primarily USDC pauses their pools i.e. sanctioned address deposits into pool)</li> </ul>	\$500,000	25%	\$125,000	3.20%	\$4,000	0.40%
Stablecoin2 Depeg	hyUSD drops below 90c	<b>Same as above but for:</b> <ul style="list-style-type: none"> <li>• Frax</li> <li>• Maker</li> <li>• Morpho Lending</li> <li>• Flux</li> </ul> <b>Weight of exposure:</b> <ul style="list-style-type: none"> <li>• 36% stkcvxUSD3CRV-f</li> <li>• 25% mrp-aUSD</li> <li>• 25% sDAI</li> <li>• 13% fUSDC</li> </ul>	\$500,000	25%	\$125,000	3.80%	\$4,750	0.48%
							Strategy Yield After Insurance: 16.03%	



# Roadmap



# Founding Core Team Members



## Alexios Atlas

Alexios has a wealth of experience, from professional **commodities trading** to **leading business development** at QuickSwap.



## Roc Zacharias

With almost a **DECADE** in the Web3 industry, Roc has built incredible teams incubating projects such as **Polygon, Quickswap &** many others through his role as CEO of Lunar Digital Assets.



## Renat Khasanshyn

With a career spanning **MULTIPLE** decades, Renat has led and scaled multiple large development teams in the .com era and Web3. Through his work at Protofire, Renat has worked with some of the biggest teams in the industry, providing back-end solutions for multiple **BILLION-dollar** projects.



## Luis Medeiros

As CTO at Protofire, Luis has 20+ years of tech experience, a profound understanding of the crypto industry's technical aspects, having led **MULTIPLE** teams to complete impactful projects for customers such as Balancer, Aave, Ethereum Foundation and Optimism.



## Jack Hartley

As Chief Launch Officer for Lunar Digital Assets, Jack has gained a depth of knowledge by planning and executing launch strategies for **MULTIPLE top-tier** crypto projects.



# Experience of Founding Teams

LDA will primarily focus on marketing, assisting with the business development & incubating the strategy hub. As a top-tier marketing and incubation firm, LDA has a wealth of experience incubating top-tier projects such as Polygon, Quickswap, Dogechain, etc. Lunar Digital Assets has played a pivotal role in ideating and creating many of the industry's best-known projects.



Protofire is a world-class developer DAO responsible for contributions to many of the globe's best DeFi projects in the last 8 years, from MakerDAO to AAVE and Compound, from Chainlink to The Graph and Gnosis SAFE, members from Protofire's 80+ strong developer team have much to be proud of. With over two centuries of combined experience, Protofire is incredibly well suited to build StratEx.



## Project Partners



# Tokenomics

The StratEx team has **carefully** crafted the Tokenomics to provide the right incentives to **BOOTSTRAP** a vibrant marketplace of DeFi strategies and ensure the project continues to **THRIVE** for many years.

## Foundation / Treasury

10.625%

## Market Makers

4%

## Marketing

8%

## Airdrop

2%

## Team / Advisors

18.75%

## Community / Partner Incentives

38.5%

## Angel

1.125%

## Seed

6%

## KOL

1%

## Public

1.5%

## Partners

8.5%



# Fee Distribution Details

StratEx strategies and vaults will typically have a *10% performance fee*. Fees may vary slightly based on the complexity of the underlying strategies and the different component pieces involved.



This **performance fee** will be split 3 ways:

- Protocol hosting StratEx
- Strategy Builder
- StratEx Foundation

There will also be a *1% annual Management fee* which will be distributed to StratEx Token stakers.

\* Protocols hosting the UI will also have the ability to vary the fees they charge in order to remain competitive.



# Vesting Schedule

Ticker: \$SRT

Total Supply: 1,000,000,000

Allocation	Total	Tokens	TGE %	Cliff	Vesting	Tokens Per Month
Seed	6%	60,000,000	10%	4 Months	24 Months	2,250,000
KOL	1%	10,000,000	15%	1 Month	10 Months	850,000
Public	1.5%	15,000,000	15%	1 Month	12 Months	1,062,500
Foundation / Treasury	10.625%	106,250,000	10%	3 Months	48 Months	1,992,188
Community / Partner Incentives	38.5%	385,000,000	-	-	60 Months	6,416,667
Market Makers	4%	40,000,000	100%	-	-	-
Marketing	8%	80,000,000	10%	3 Months	24 Months	3,000,000
Team / Advisors	18.75%	187,500,000	-	6 Months	36 Months	5,208,333
Airdrop	2%	20,000,000	-	12 Months	1 Month	-
Partners	8.5%	85,000,000	-	6 Months	36 Months	2,361,111
Angel	1.125%	11,250,000	10%	4 Months	24 Months	421,875



# Token Use Case

The StratEx token **\$SRT** will be the lifeblood of the **strategy hub**, woven into **EVERY** aspect of the StratEx platform. The **critical token use cases** are:

- ❖ **Staking:** Users can delegate their StratEx tokens to **secure the network**, and users will be incentivized to do so by receiving a yield.
- ❖ **Governance:** Users can **vote** on various aspects of the platform operation, from managing incentives to executing future platform development or community campaigns.
- ❖ **Revenue distribution:** As users pay fees to utilize the StratEx platform, some of those fees will be routed to token stakers. Independent strategy creators will also **receive a split of the revenue** generated from providing the service.
- ❖ **Payments:** StratEx token holders can build and utilize cutting-edge **DeFi strategies** using the StratEx token.





**Thank You.**

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**In Collaboration With:**

