



DeFI MADE SIMPLE

03.06.2023

PITCH DECK



SIMPLY PUT

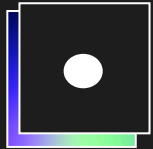
X

**WE ARE MAKING economic
FREEDOM SIMPLY
ACCESSIBLE**

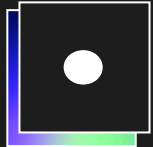
DeFi tools to grow digital assets and spend with ease anywhere in the world. Non custodial, trustless, always in the owner's control.

SO SIMPLE YOUR GRANDMA CAN USE IT.

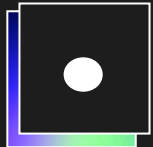
EARN YIELD & SPEND WITH EASE



OVER 90% OF CRYPTO WALLETS DON'T INTERACT WITH DEXS BECAUSE THE UIS ARE COMPLEX

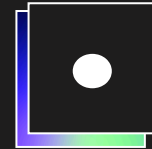


WE BUILT A META AGGREGATOR THAT SIMPLIFIES THE STEPS NEEDED TO EARN YIELD ON ANY EVM COMPATIBLE DEX

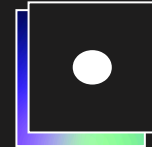


AND A PAYMENTS SYSTEM ON THE MASTERCARD NETWORK THAT MAKES IT EASY TO SPEND THEIR REWARDS ANYWHERE IN THE WORLD

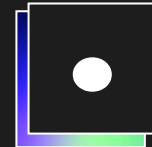
HELP WEB3 COMMUNITIES ADD UTILITY



WE BUILT A WHITE LABEL SOLUTION FOR OUR PRODUCTS SO WEB3 PROJECTS CAN OFFER THEM TO THEIR COMMUNITIES



THEY ADD UTILITY TO KEEP THEIR ECOSYSTEM THRIVING




WE GET A LOW COST USER ACQUISITION CONDUIT INTO THOUSANDS OF COMMUNITIES WHO NEED PRODUCTS THEY CAN'T BUILD THEMSELVES

PROBLEMS WE ARE SOLVING

- We went for it. We made SimpleDefi easy to understand and more importantly, easy to use.

>>> WHY >>> WHY >>> WHY >>> WHY >>> WHY



from complex UIs and lack of effective tools for searching, executing and managing risk, affecting both investors and project teams who need better treasury management tools.

OPSEC AND CYBERSEC RISKS not addressed by smart contract audits lack cost-effective solutions, causing project teams to struggle. Investors need assurance that teams are proactively mitigating all project risks and threats.



HARD TO USE: Early crypto adopters traded, passive income seekers missed out because they didn't understand the complex UIs and how yield generation worked. Plus, paying with crypto is hard, lacks transparency, and makes you give up your assets to third parties and can feel like trying to navigate a maze blindfolded.



COMMUNITIES ARE STRUGGLING. Building a Web3 project is hard. We see projects putting in a ton of effort to create a community, only to see growth stagnating due to a lack of utility. Unfortunately, they don't have the resources to fix the issue, which could seriously jeopardize their future in the long run. It's like having a sweet ride with no gas to make it go anywhere.

SO SIMPLE ANYONE CAN UNDERSTAND

SIMPLEYIELD

Earn yield from the largest DEXs + DeFi protocols using automated the power of AI to bring the next wave of adoption.

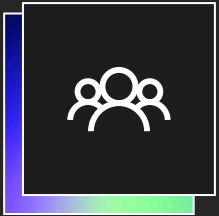
SIMPLEUTILITY

White-labeled DeFi solution for projects to help their community earn & spend crypto while adding more more utility, more liquidity and more rewards.

SIMPLEPAY

Our decentralized crypto payment protocol linked to the global Mastercard network. Your wallet, your crypto, spend it when and where you want.

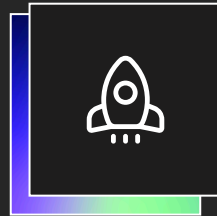
SUPPORTING



End Users



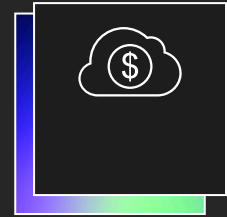
Wallets



Launchpads



NFT Projects

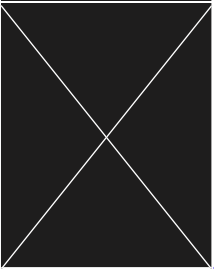


DAOs

ECOSYSTEMS

3

Major Advances Power Our Ecosystem



3 click experience on any
EVM compatible DEX

Stacked reward system

Non-Custodial



SUMMARY

Fragmented Market for yield & payment

Only centralized offer both

No one bundles white label solution for Web3 projects

DEFI YIELD

Uniswap	TraderJoe	Curve
PancakeSwap	SushiSwap	BiSwap
Fantom	Beefy	

PAYMENT

Chainswipe

Codego

Optimius

BUNDLED

Crypto.com	Nexo
Bitpay	Embily
Wirex	Binance

WHITE LABEL FOR PROJECTS DEFI YIELD & PAYMENT

SimpleDEFI

OUR EDGE

Our platform is uniquely designed for uptime and scale.

ON CHAIN DATA & PRICING API's



SIMPLE DEFI USER INTERFACE



USER WALLETS

MULTI-CHAIN

SIMPLEYEILD
PROXY
CONTRACT

SIMPLEYEILD
LOGIC
CONTRACT

- WE INTERACT WITH DEXS AT CONTRACT LEVEL
- IF DEX FRONT END GOES DOWN, WE ARE STILL LIVE
- ANY UNISWAP V2 COMPLIANT DEX CAN BE INTEGRATED
- WE BUILT A META LAYER WITH AUTOMATED TOOLS TO SCAN CHAIN, TEST AND INTEGRATE NEW DEXS WITHIN 96 HOURS

UNISWAP

SUSHISWAP

PANCAKESWAP

CURVE

QUICKSWAP

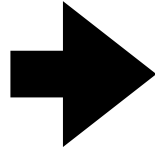
TRADER JOE

BISWAP

SPOOKYSWAP

NOT SO SIMPLE TECH & SECURITY

Our platform is built and managed 24/7 by our in-house devs because we not only care how fast it works, but how it's made, too.



Built for redundancy, security & uptime

Private Off-Chain + 3rd Party Oracles

Primary & Secondary Sources

Published APIs for Data and Pricing sources

Risk factor adjusted

Segregated platform for all secured on chain transactions

SimpleDEFI interacts with DEXs at contract level

If DEXs go down, SimpleDEFI is still live

7 Countries, 5 Continents*

Private + Public Infra

Hot site failover, highly secure

Uptime not impacted by centralized services [AWS, Azure, etc.]

SimpleDefi interacts directly with the smart contract of the DEXs to keep our users safe, regardless of appearance.

**AGREEMENT IN PLACE WITH CREDIT CARD ISSUER TO LAUNCH CRYPTO DEBIT CARD ON
MASTERCARD NETWORK GLOBALLY. INCLUDES OUR OWN CUSTOMIZED BACK END TO
OFFER WHITE LABEL SOLUTION TO WEB3 PROJECTS.**

**PARTNERSHIP AGREEMENT WITH KEEPKEY (3RD LARGEST HARDWARE WALLET PROVIDER
GLOBALLY) TO INTEGRATE SIMPLEYIELD & SIMPLEPAY INTO THEIR ECOSYSTEM. OVER
200,000 USERS AND OVER \$1.5 BILLION IN CRYPTO ASSETS.**

Additional Project Integrations Papered

KeepKey Hardware Wallet	200,000+ Users, \$2.1 Billion TVL
Aerdrop Launchpad	7,400 Users
Klabrate Metaverse	3,800 Users
TroveDAO	2,800 Users
Runestone NFT	1,100 Users
Vidulum Web3 Wallet	8,800 Users

Growing Pipeline

2	L1s
5	exchanges
2	launchpads
3	Metaverse projects
3	Smart Contract Audit Firms

OUR CORE TEAM OF 10 HAS BEEN BUILDING TOGETHER FOR OVER 25 YEARS ACROSS MULTIPLE SECTORS INCLUDING RISK MANAGEMENT AND SECURITY SOLUTIONS.



TYLER



ROB



DERRICK



TANIA



MELISSA



JEAN-LOUIS



SCOTT



GABRIEL



CHRIS

ROADMAP

Q1

SimpleGOVERNANCE® Launch

Rules Enginev1 Release

User enabled, algo driven risk & trade execution management tool

Automated yield strategy identification, execution and liquidation

Q2

Q3

SimpleYIELD Back Office Integration

Reporting & analytics tools for fund managers, customized views, analytics & reporting

Expand global infra footprint to 6 sites and 5 continents

Integrate Lending & Borrowing Protocols

EASY

TOKENOMICS

EASY TOKEN DISTRIBUTION

REWARDS | 35%

GROWTH FUN | 15%

PRESALES | 16%

SEED ROUND | 8.75%

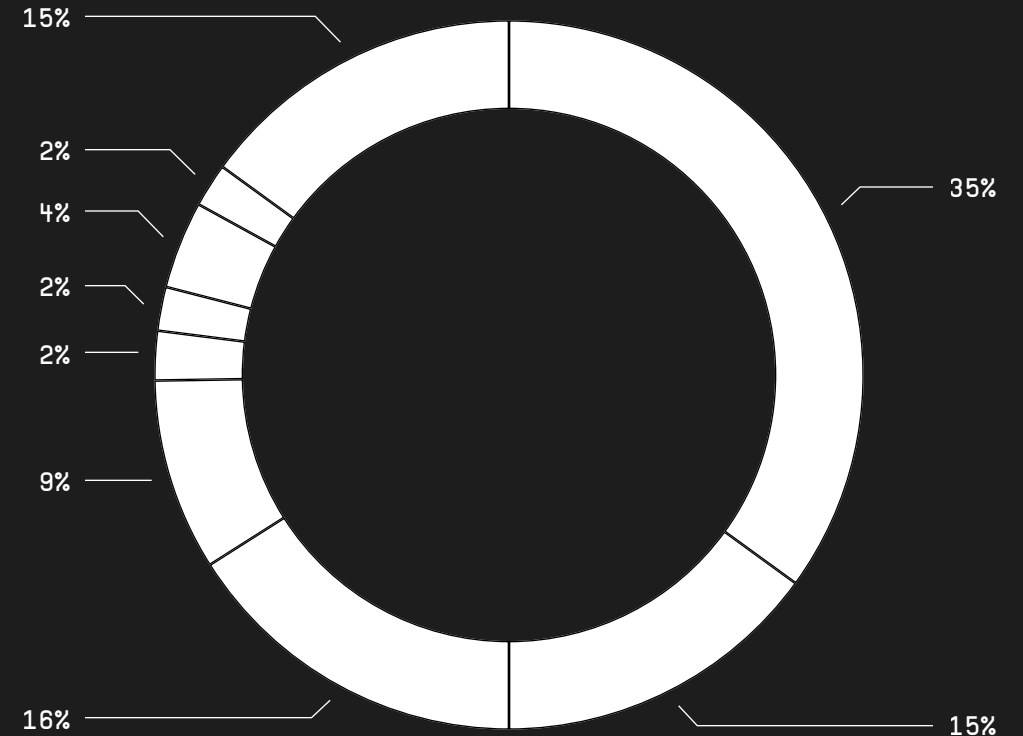
PUBLIC SALES | 2.25%

AIRDROPS | 2%

LIQUIDITY | 4%

ADVISORS | 2%

TEAM | 15%



UTILITY

USAGE - STAKING - LIQUIDITY MINING REWARDS - GOVERNANCE - BURN MECHANISM - REVENUE ACCRUAL -
PAYMENTS FROM WEB3 PROJECTS - PARTNER REWARDS

HOW WE EARN

Simple**UTILITY**

Earns fees by white-labeling YIELD & PAY product to provide custom solutions for Web3 projects

Simple**YIELD**

Earned through transactions, performance fees and token swaps.

Simple**PAY**

Earned each time users load their cards with crypto and make payments [fees are generated from loading, purchases, currency conversions]

EQUITY RAISE

CURRENT ROUND	EQUITY	AMOUNT	FDV
seed	20%	\$1.8M	\$9M

TOKEN SALE

Private sale via SAFT agreement was completed January, 2021.

TOTAL RAISED = \$885,000

Holders are industry contacts and first time token buyers from traditional business background
with desire to hold long term



THANK YOU

03.06.2023

INFO@SIMPLEDEFI.IO

WWW.SIMPLEDEFI.IO

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