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# Disclaimer

## No Investment Advice

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## Sunint Bindra '22

- Computer Science + Economics at Dartmouth
- Prev @ Soma Capital, BlackRock, Palantir, Blockchain Commons



## Amayr Babar '24

- Technical project manager and mobile developer with +80,000 global app downloads
- 1<sup>st</sup> Place U.S. Congressional App Challenge Winner
- Recipient of the 2021 \$10,000 Davis Projects for Peace Grant to build a mobile, blockchain app project





# Team Testimonials

”

“We are all incredibly grateful and impressed with your approach.”

---

**Elizabeth Tilbury, Regional  
Manager, Splash Operations  
LLC**

”

“I am so proud of .. all their hard work to create an app that not only helps patients with Alzheimer’s, but also eases the workload of nurses and other healthcare professionals. I know that these students have a bright future ahead of them with such dedication to computer science.”

---

**United States Congressman Donald  
McEachin, VA 04 District**

”

“It’s encouraging to see two bright, creative young engineers exploring the spaces between the technical and the political. And they’ve positioned themselves uniquely to create novel solutions that combine their own technology development expertise.”

---

**Matthew Henderson, UVA  
lecturer in the Department of  
Engineering and Society**



# Problem Statement



In the current era of ever-busy schedules, and a social drive to connect, there exists a large group of working retail cryptocurrency investors who want to learn about well-researched signals and to interact with others, but a centralized platform does not exist. That is where Arcus comes in. We aim to be a space where traders can freely collaborate with others, while many quality-of-life tools are integrated to make the trading experience as smooth as possible.





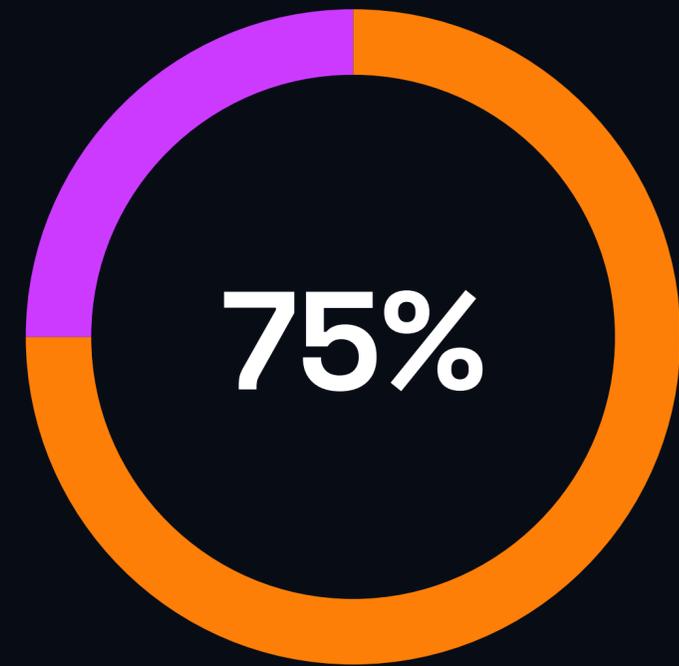
# Market Potential



Cryptocurrency  
Exchange Platform  
Market Size



Active Cryptocurrency  
Traders



Five year estimated  
Crypto Market Cap  
Growth



# What is Arcus?



## Interactive

Mobile and web dynamic social trading platform connecting a community of like-minded analysts and traders with cryptocurrency trading indicators.



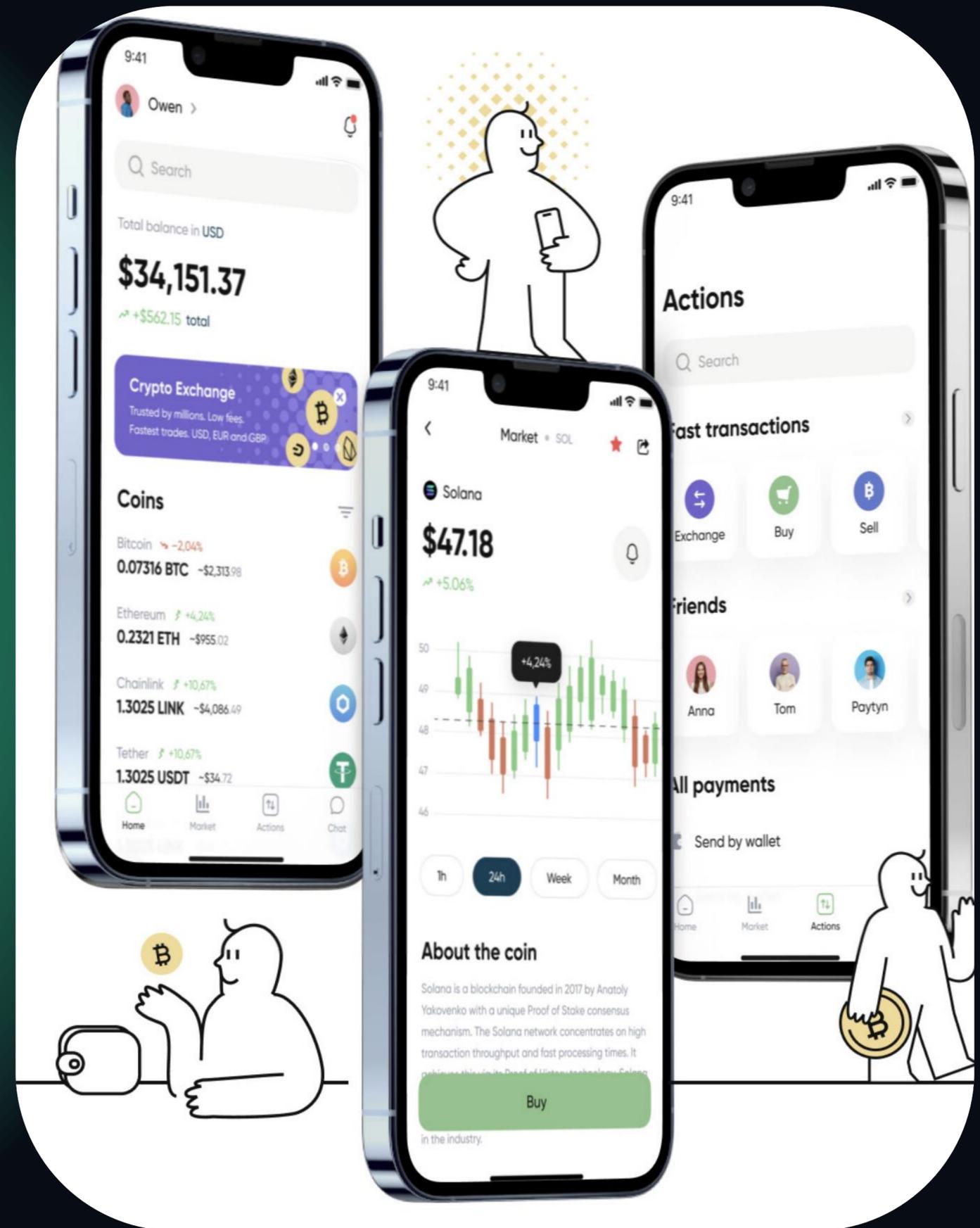
## Analysis & Education

Connecting analysts with retail traders to provide education on real time trade signals.



## Driving Value

Pitting analysts against each other to incentivize and gameify performance of trade profits for the community.





# Arcus Features

## Free

- Allow users to post trades ideas and follow others
- Trade notifications
- Connect own crypto brokerage into app

## Premium

- All free features plus:
- Analyst ideas and analysis
- One-click trade functionality and automation
- Wallet Address tracking



# Arcus Unique Market



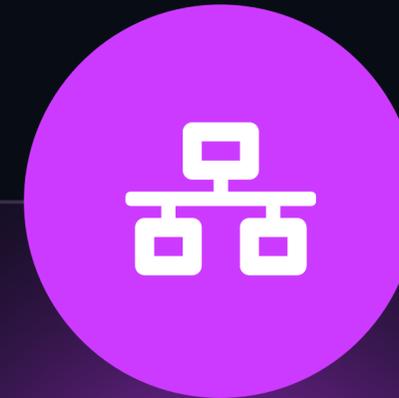
## Integrate Existing Tron Scan APIs

We plan on supporting all major TRC20, TRC721, and brokers in our service



## First to Market Advantage

We are the first social-trading platform in the blockchain ecosystem

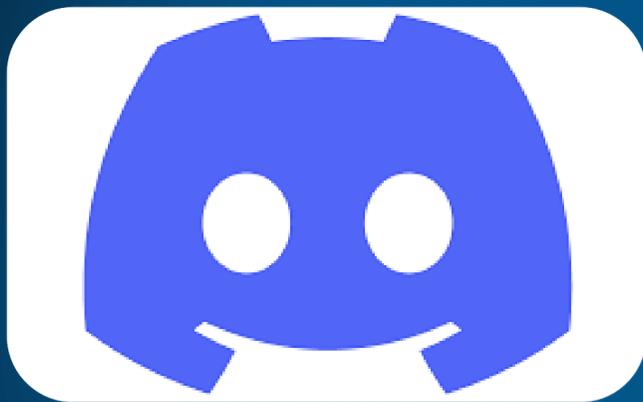


## Results-Driven Analytics

Clients are able to follow analysts, and analysts are incentivized by our Gaming Crypto model



# Our Competition



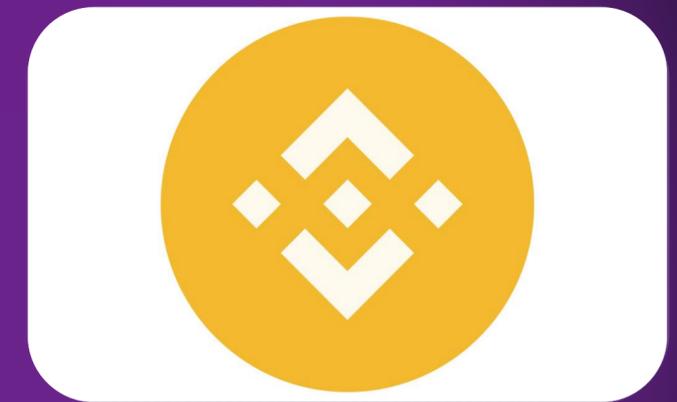
On Discord, many cryptocurrency communities, free or paid, serve to fragment the current customer base, but this also serves as an opportunity for Arcus to centralize all traders together under a unified structure



Iris is an up-and-coming social trading platform, in which they share similar features as what Arcus provides in terms of socialization. However, we focus on the crypto market, and our analyst payout model gives us a competitive edge from Iris



TradingView is a prominent charting and social trading network with many active community traders. While traders are allowed to post their ideas and analysis, TV lacks many of the proposed convenience and instant trade functionality that Arcus will provide



Binance is a leading cryptocurrency exchange with the world's largest Bitcoin trading by volume. While Binance has started a community division of its service, it is still in its infancy.



# Freemium Business Model

## Client-Focused

The app being free-to-download reduces clients' barrier to entry, while a value-generating premium subscription encourage users to subscribe

## Analyst Incentivisation

Through a freemium model, our analysts are invested in our growth, as a fluctuating payment pool encourages analysts to produce results



# Timeline

We are actively developing Arcus, with plans for a full launch by Q2 2023. At the time of this presentation, the initial framework and skeleton of the app is complete.

31

December  
2022

MVP of Arcus finished, trading platform and Crypto API implemented

1

February  
2023

Soft-launch of Arcus, starting with 5 analysts + 50 clients through partnership with FGE

31

March  
2023

Full launch of Arcus: app published on App Store+Android and full functionality developed

# Why Tron?



## Tron Scan

Trading signals display for investors <> retail traders



## Tron Application Scenario

Facilitate on and off-ramp payments



## TRC20-USDT

Stablecoins for leveraging minimal fee transactions and match signals in near real-time



## Tron Super Representatives

Voting to align incentives and facilitate analyst reward pool for high-performing analysts

# Why Tron?





# Value Prop to Tron

## JustStable

Trading signals display  
for investors <> retail  
traders

Tron Crypto ETFs  
Facilitate on and off-  
ramp payments

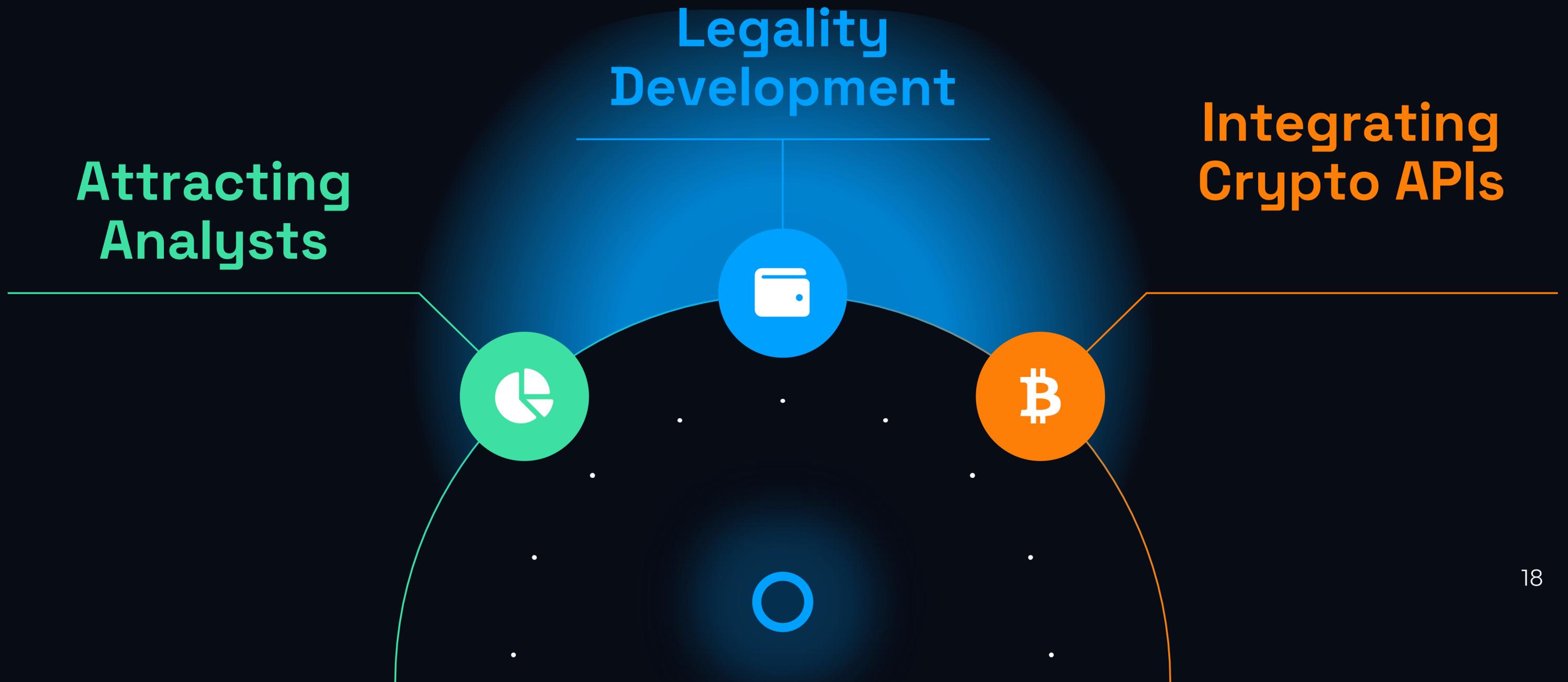
## JustLend DAO

Stablecoins for leveraging  
minimal fee transactions and  
to match signals in near real-  
time

Tron Super Representatives  
Voting to align incentives and  
facilitate analyst reward pool for  
high-performing analysts



# Why do we need funding?





# Attracting Analysts

40%, or \$2000, of the funds will be used to kickstart our Gaming Crypto analyst fund, which will be able to pay analysts for their work for the first 3 months of launch.



# Legality Development

Cryptocurrency and blockchain are new fields, with vague and confusing regulations. 40%, or \$2000, of the proposed funding will go to hiring an experienced lawyer to assist us in making sure Arcus complies with all legal regulations.



# Integrating Crypto APIs

In order to achieve our goal of full support of trading many major coin and integrating with existing crypto brokers and the TRON wallets, 20%, or \$1000, of proposed funding will go towards paying all relevant fees for this integration.