



rank.trading

DeFi Trading Platform

Custom AI Powered No Code Trading Strategies

Existing DeFi Complications (1/2)



DeFi is set for exponential growth but some of the main issues remain:

Complex User Experience

- DeFi platforms often have a steep learning curve, making it difficult for new users to navigate and understand the various features and processes involved.

Lack of New Liquidity

- Many DeFi projects struggle to attract and maintain a consistent flow of liquidity, limiting the opportunities for users to participate and earn rewards.

High Barriers to Entry

- The DeFi industry is often inaccessible to users with limited technical knowledge or financial resources, preventing widespread adoption and growth.

Existing DeFi Complications (2/2)

Many crypto projects set themselves up for failure with:

- Unsustainable APYs & native token inflation
- Providing no HARD CRYPTO returns
- Overleveraging
- Native token only as an access fee to use service
- Gambling with customer funds
- Focus on short term profit vs. sustainable growth

The industry boomed but DeFi didn't deliver what it promised:

- Full Transparency
- Open Ecosystem
- Trustlessness
- Simplified Investments



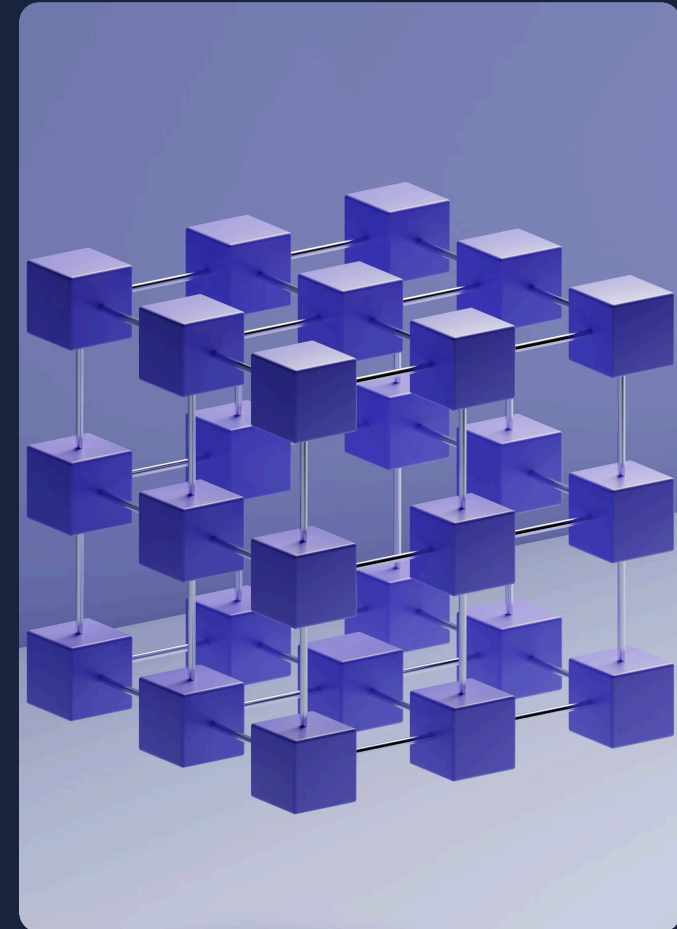
Market Needs and Demands (1/2)

Simplified Investments

- Investors in the DeFi industry are seeking simplified investment options that are easy to understand and access.
- They are looking for platforms that offer user-friendly interfaces and intuitive investment processes.

Trustlessness

- Trustlessness is a key demand in the DeFi industry, as investors want to eliminate the need for intermediaries and rely on smart contracts for security and transparency.
- They are looking for platforms that provide decentralized solutions and minimize counterparty risk.

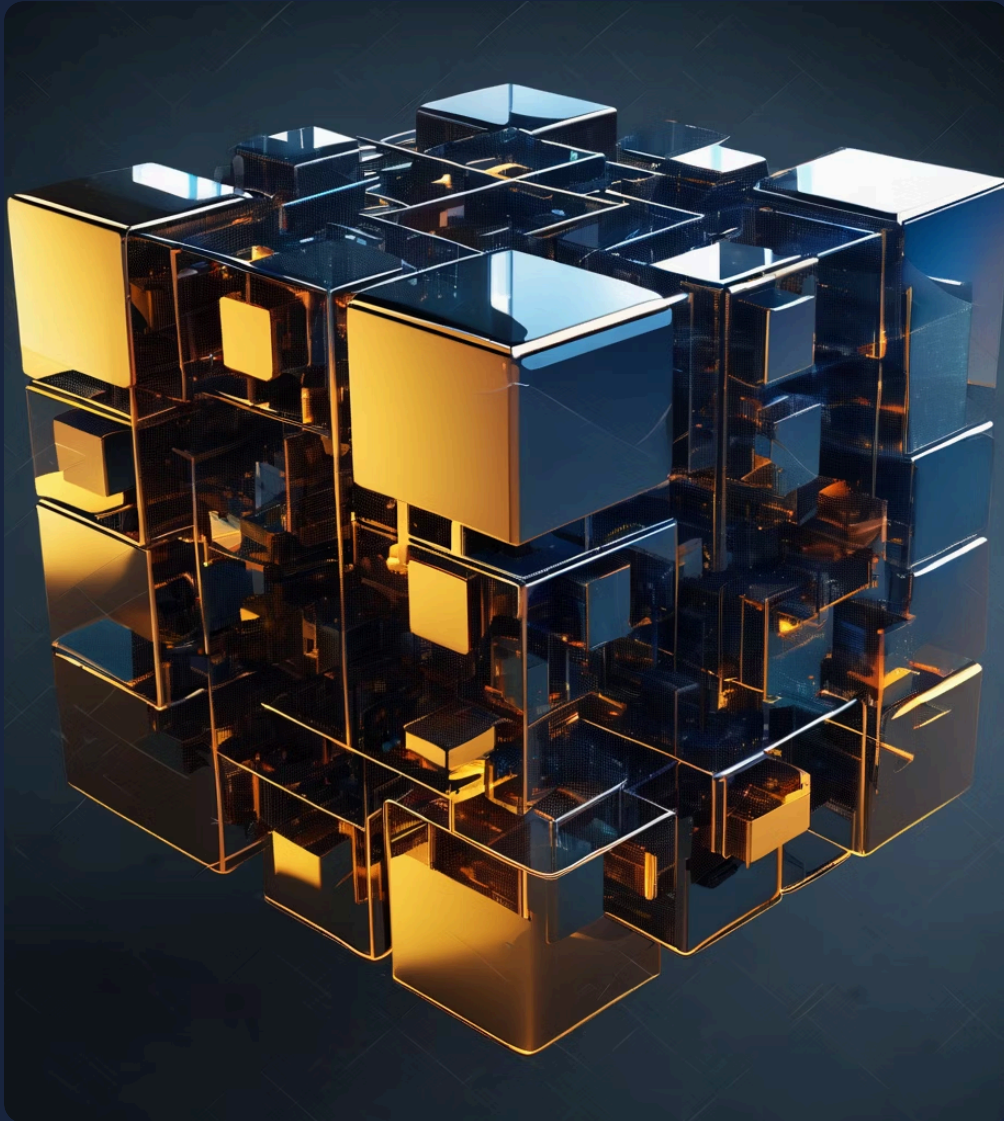


Market Needs and Demands (2/2)



Accessibility

- The most profitable DeFi investment strategies are only suitable for technically advanced users.
- Everyone wants to get in without knowing how. This has led to an exponential growth in centralized asset management platforms and hedge funds.
- Liquidity remains in these operators, creating structural risk for the whole ecosystem.
- Individual users are exploited with promises of false enrichment that end in disaster due to protocols being built around the benefit of early users instead of the strengthening of the protocol.



Rank's Target Audience

Retail Users

- Retail users who are interested in decentralized asset management and want to have control over their investments.

Institutional Users

- Institutional users such as banks, hedge funds, and asset managers who are looking for a secure and efficient way to manage their assets.

Traders and Funds

- Traders and funds who want to take advantage of the liquidity and trading opportunities offered by the Rank ecosystem.

Rank Products

No-Code Trading Strats - Interact with the best DeFi Strategies with just a few clicks

- Empower users to create and deploy their own automated trading strategies without prior coding experience.
- Provides a user-friendly interface with drag-and-drop functionality.
- Allows for customization and optimization of trading strategies to meet individual needs.
- AI Powered “forward testing”

Swaps

- Rank focuses on building permanent liquidity for the platform.
- Own a router to keep the swap fees inside the platform and reward LP providers and users.



“Not your Keys. Not your Coin.”

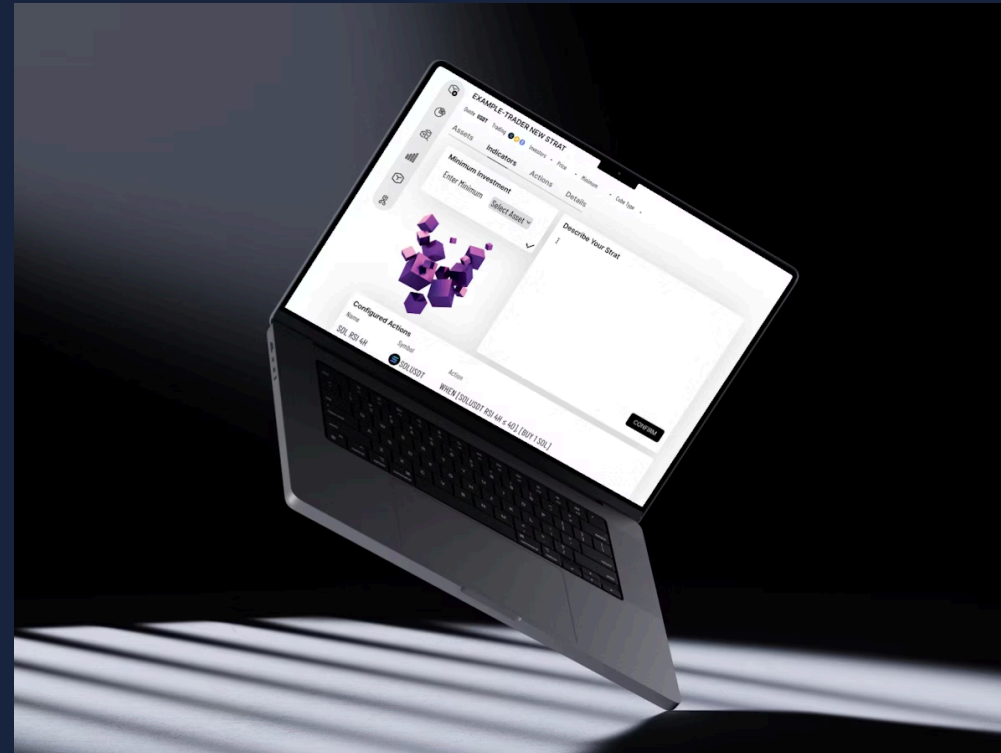
With Rank, the user is always in control.

Rank Product Features



Interact with the Best DeFi Strategies

Rank products provide users with the ability to easily interact with the best decentralized finance (DeFi) strategies. With just a few clicks, users can access and participate in a wide range of DeFi strategies, allowing them to maximize their returns and diversify their portfolios.



User-Friendly Interface

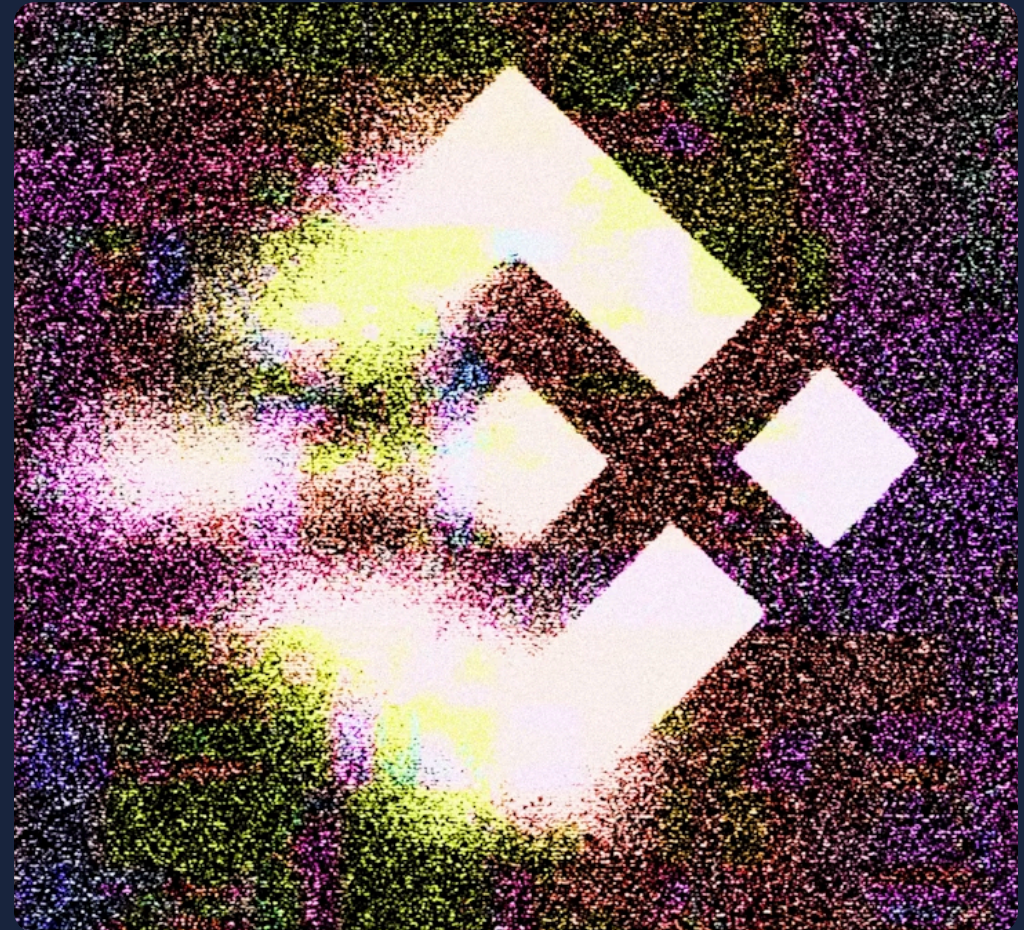
Rank products feature a user-friendly interface that makes it simple and intuitive for users to navigate and interact with the platform. Whether users are new to DeFi or experienced traders, they can easily access and utilize the platform's features to enhance their investment strategies or create their own automatic trading strategies.

Rank for Binance

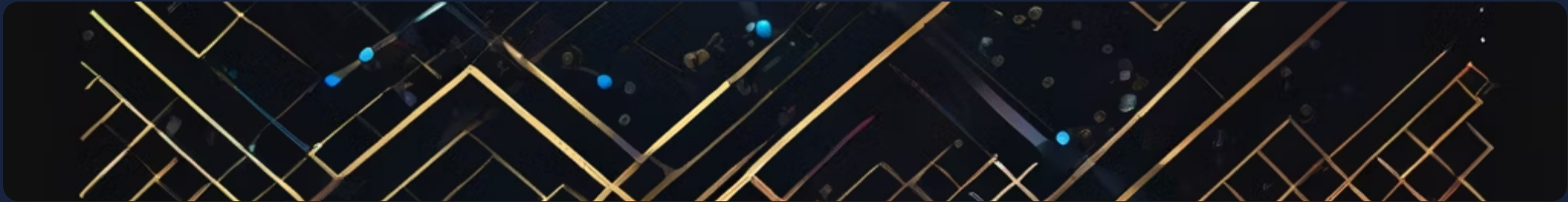
How Rank Benefits Binance

- Rank is built on BSC and operates transparently through Smart Contracts.
- Bringing new capital primarily for BSC from TradFi.
- Growing demand for BUSD (Transak direct purchase)
- New on-chain users
- Increasing BSC exposure
- Volume on BSC and Binance CEX

***Rank only has one systemic risk: BINANCE**



Rank for Binance



Bear-Market Proof

Rank as a platform is designed to withstand bear markets and continue generating profits for both users and the platform with the right mean reversal user strategies.

Profit Generation

Rank generates consistent profits for both users and the platform through its decentralized custom no code trading strategies developed by Rank's users.

Scaling Rapidly

Unlike many competitors, our success is not dependent solely on the RAN token performance.

Additional funding is sought strictly to scale more rapidly and grab market share from the lucrative market.

Rank is Ready

Rank amasses vast experience in traditional finance, banking regulation, trading systems, cryptocurrencies, and blockchain.

Partnering with leading cryptocurrency lawyers in Hong Kong, market makers, and leading PR and marketers in the space.

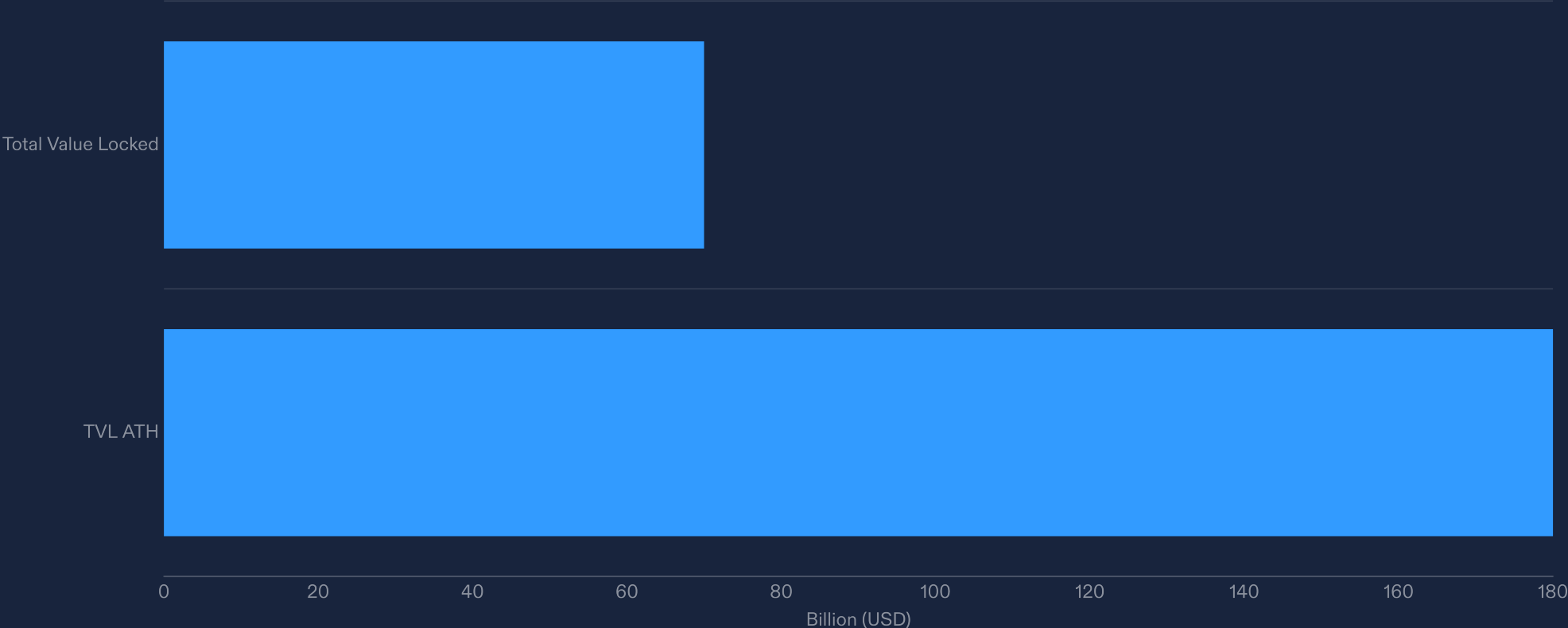


Market Overview

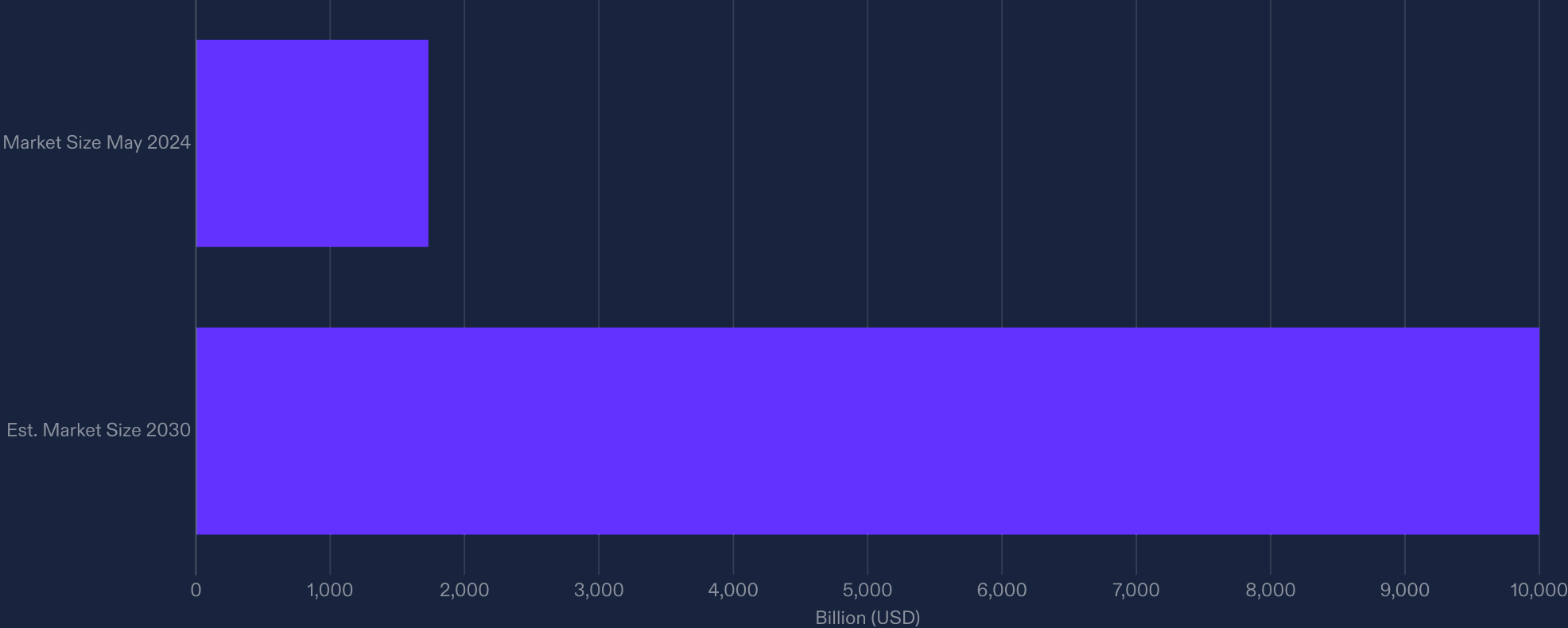
DeFi and Cryptocurrencies

- Recent articles from Grayscale and Bitwise highlight the growing interest in cryptocurrencies from family offices and active investors.
- Market sentiment towards DeFi remains positive, with increasing adoption and investment in decentralized asset management.
- The DeFi ecosystem continues to attract attention as a promising alternative to traditional financial systems.

DeFi Market Overview



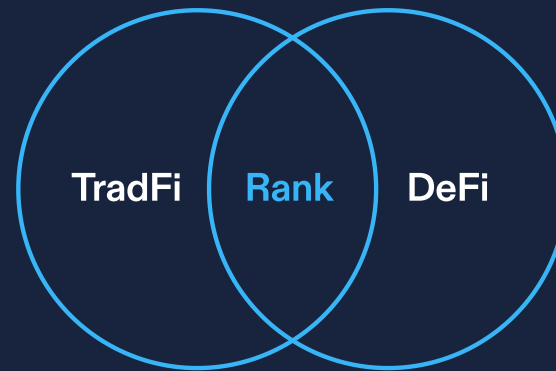
Wealth Management



*Data from May 7th, 2024

Wealth Management Market Analysis: Size and Trends Global Forecast to 2024-2030, The Business Research Company

Key Features



Multi-Chain DeFi Protocol

- Rank operates on multiple blockchain networks, providing users with access to a wide range of decentralized finance opportunities.
- Users can interact with various DeFi protocols and assets, all within a single platform.

TradFi Meets DeFi

- Rank bridges the traditional finance (TradFi) and decentralized finance (DeFi) worlds.
- Users can leverage their existing financial assets and strategies in the DeFi ecosystem, unlocking new opportunities and liquidity.

Simplified Investment Strategies

- Rank offers simplified investment strategies, making DeFi accessible to a wider audience.
- Users can easily create and manage diversified portfolios, automate investment strategies, and optimize their returns.

Rank Solutions

Solution	Description
Rank Strats	Rank Strats are investment strategies developed by any user on the platform. Users can invest in these strategies to gain exposure to various assets and potentially earn passive income.
Risk Management Tools	Users can access a range of risk management tools in the Rank ecosystem, such as stop-loss orders and risk assessment metrics, including a proprietary AI powered forward test to help protect their investments and make informed decisions.
Token Swap & LP Farms	The Token Swap enables users to deposit liquidity and earn fees from swap transactions. The Farms enables users to deposit LP tokens and earn rewards.
Social Trading	The Rank ecosystem enables social trading, allowing users to invest directly in other users strategies, earning a fee for the user who created the strategy.
DAO Transition	The Rank ecosystem will be governed by its community of users. Users can participate in decision-making processes and vote on proposals that shape the future of the ecosystem.

RAN Token

Name	Sybmol	Type	Supply	Chain
RAN Token	RAN	BEP-20	Non-inflationary	BSC

- RAN Token (RAN) is the native Rank token.
- RAN is created with the intention of enhancing the utility and productivity of the Rank platform.
- RAN Tokens are minted only once, for a total supply of 1 billion tokens.
- Strats investments require the prior purchase of RAN, effectively increasing the demand and therefore the price of RAN.
- RAN rewards are quoted in USD and distributed via the Strat creator's chosen asset.
- RAN rewards are due when:
 1. A Strat earns a return
 2. Participating in the Farm

RAN vs. Other Tokens (1/2)

	Continuous minting	Deflationary Environment
RAN	✗	✓
OTHER TOKENS	✓	✗

Continuous Minting

- Other protocols have a continuous minting of tokens, leading to inflation and devaluation of the token value over time.

Deflationary Environment

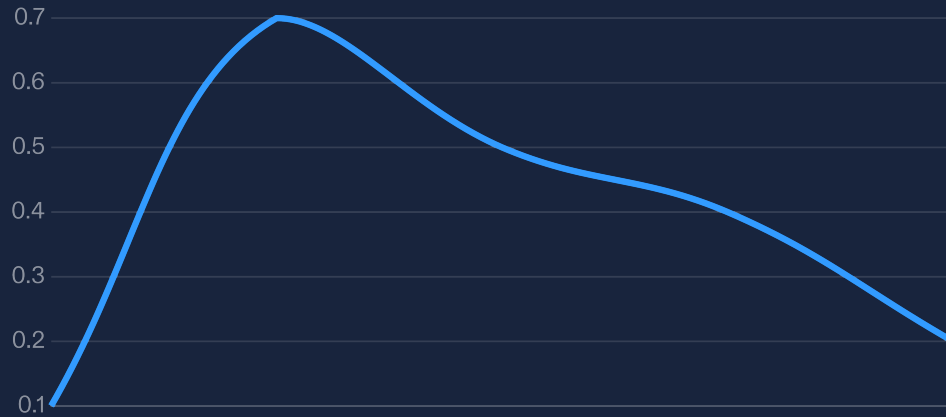
- RAN token operates in a deflationary environment, with a fixed supply and mechanisms in place to reduce the token supply over time.

RAN vs. Other Tokens (2/2)

Comparison

- Continuously minting tokens each block quickly results in a large token supply coupled with a negative price trend.
- RAN token has a stable supply, ensuring a steady increase in token price.

Token A Price Example



RAN Price Example



RAN Offering Phases

Private Phase

- Limited to a select group of investors and strategic partners.
- Minimum investment requirement of \$100,000.
- Provides early access to RAN tokens at a discounted price.

Strategic Phase

- Open to institutional investors and strategic partners.
- Minimum investment requirement of \$10,000.
- Offers RAN tokens at a slightly higher price compared to the private phase.

Public Phase

- Open to the general public.
- No minimum investment requirement.
- RAN tokens available at market price.

IDO Phase

- Initial DEX Offering on decentralized exchanges.
- Provides an opportunity for retail investors to participate in the token sale.
- RAN tokens available at market price.

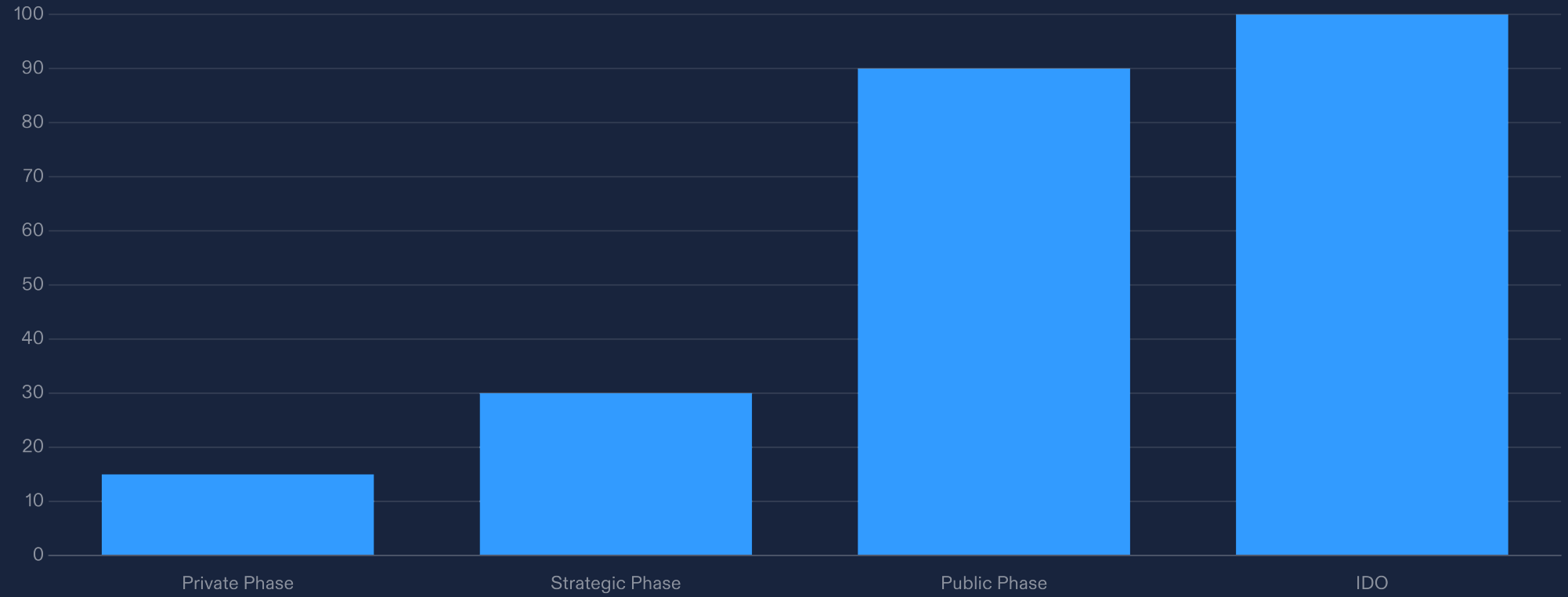
Fundraising events will take place before the main IDO launch. 500 million RAN will be available for investors to purchase on the main DeFi fundraising platforms, such as PinkSale, Fjord, etc.

Any of those 500 million RAN tokens that remain unsold will be burned by the Rank Team.

RAN FDV

RAN FDV

FDV (in million USD)



Contact

Thank you!

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