



# Blockspector

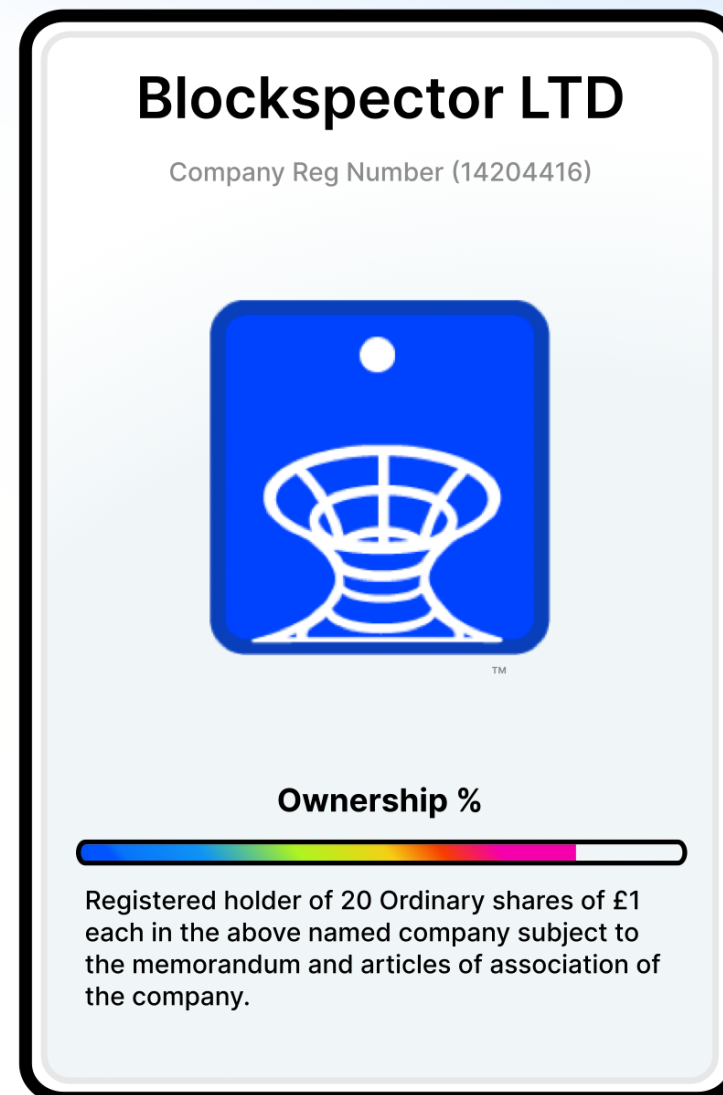
Creating the web3 experience of the future!

Pre-Seed

Pitch Deck, De-Fi Flow

# About The Company

## Mission Statement



Blockspector's mission is to create a suite of web3 user experiences that are **easy and intuitive for everyone.**

Starting with decentralised finance (De-Fi), Blockspector's goal is to create a super simple easy to use system that lets anyone interact with De-Fi. De-Fi Flow is an application that lets users connect with a wide range of decentralised finance instruments easily. As well as utilising the power of Ai to connect users to the best rate based on their risk profile.

## Blockchain Crypto Web3

# Current Issues

Decentralised finance (De-Fi) is revolutionising the way people invest. However there is many barriers halting the uptake of mass adoption, including poor user experience, fraud and scams.

Problem

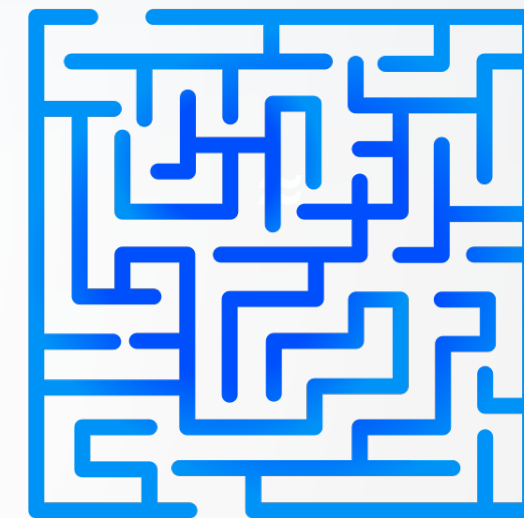
De-Fi is confusing  
& overwhelming



Crypto scams are abundant



Off ramping is non  
existent & convoluted



Unintuitive user interfaces



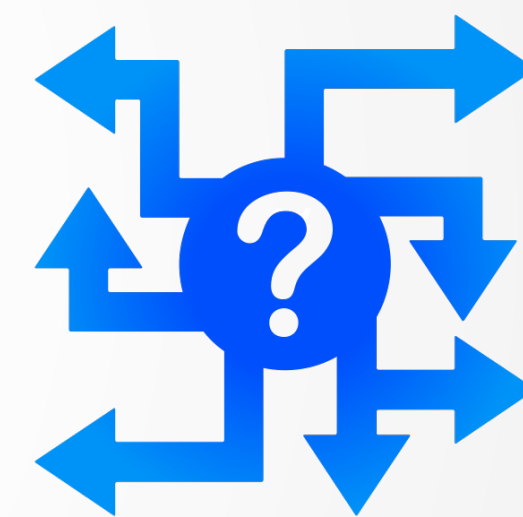
Security implications



Fraud and KYC concerns



No guide, examples or user  
features



Tax Implications



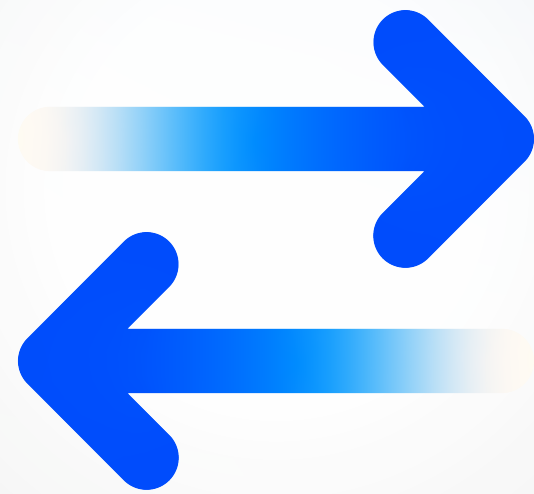


# De-Fi Flow

Effortless savings management, easy project exploration, and hassle-free off ramping.

Solution

Easy On / Off ramp



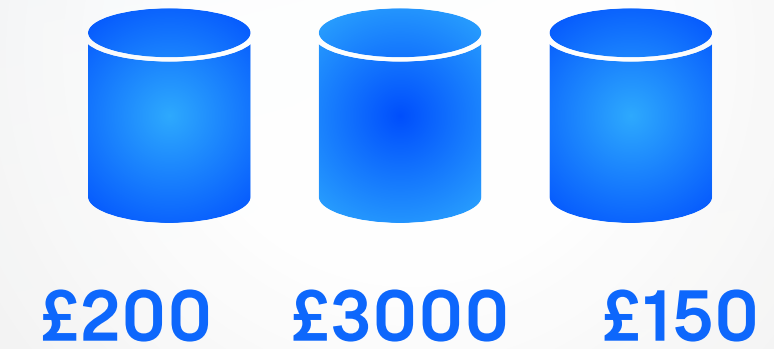
Set investments to automatically swap to the best rate



Compare and explore De-Fi easily



Crypto Pots to help you manage your finances



Auto calculate Tax liability



Easily Invest & Swap in moments



Always have custody of your funds



Saving Goals tracking

Home Deposit




All within a secure environment. Always have control of your private keys.



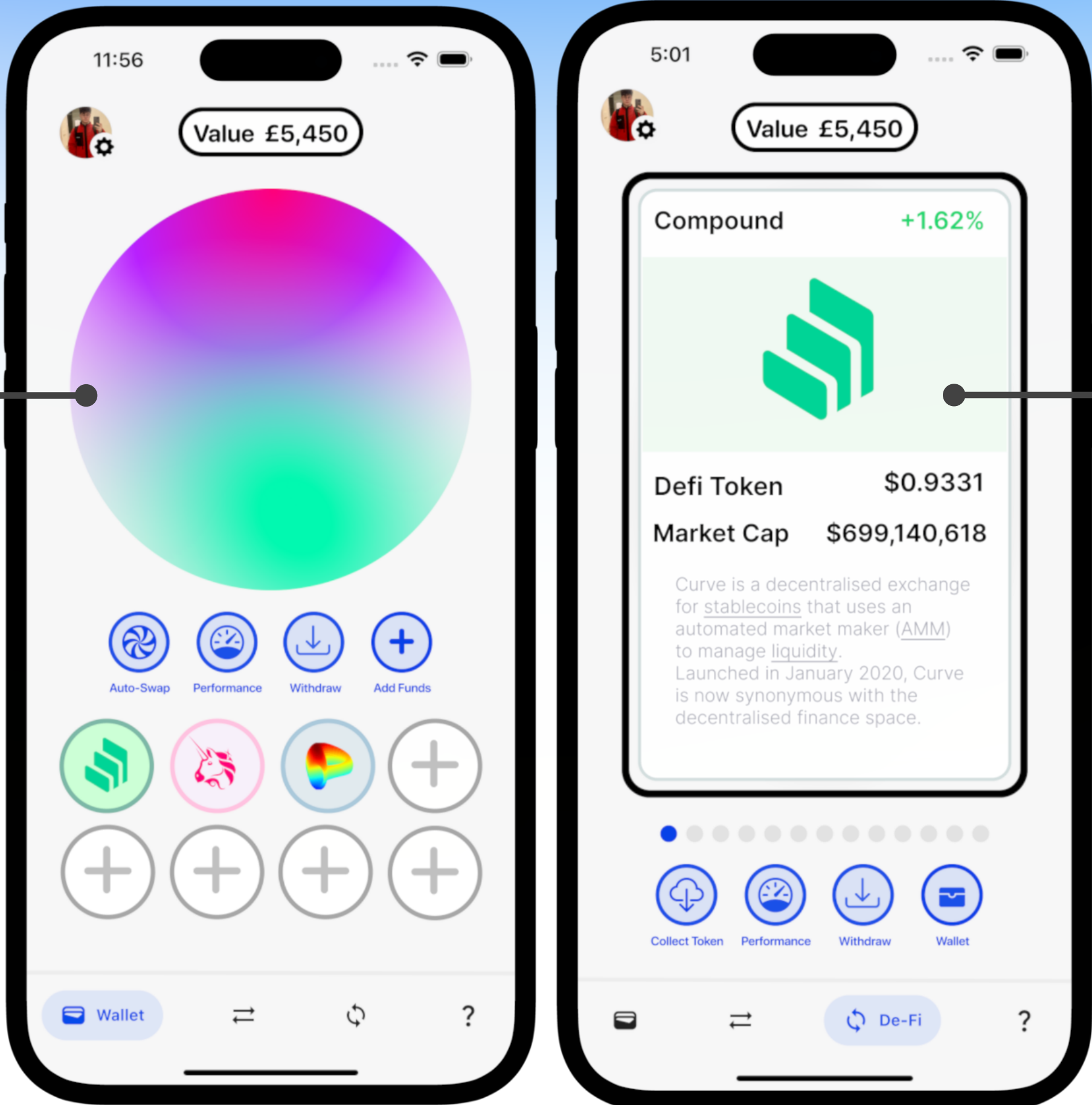
# De-Fi Flow

Effortless savings management, easy project exploration, and hassle-free off ramping.

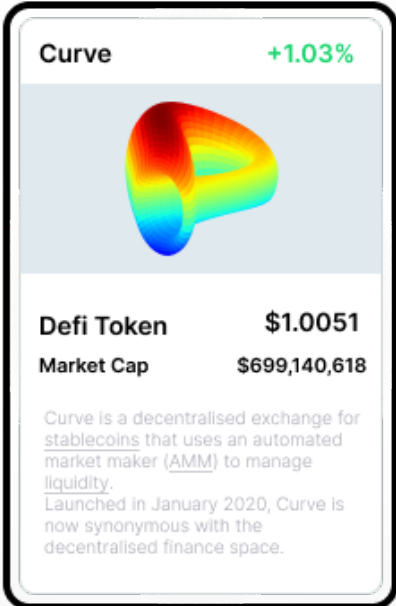
Colour Wheel changes depending on what De-Fi tokens are held in your account.



Ether Token Example Colour Wheel



De-Fi token cards represent different financial instruments that different De-Fi protocols offer.



Curve token with example data

- Easily Invest & Swap in moments** 
- A super secure app, private keys are never shared** 
- Compare and explore De-Fi easily** 
- Auto calculate Tax liability** 
- Easy On / Off ramp** 
- Set investments to automagically swap to the best rate** 
- Always have custody of your funds** 
- Crypto Pots to help you manage your finances** 
- Saving Goals tracking**   
**Home Deposit**



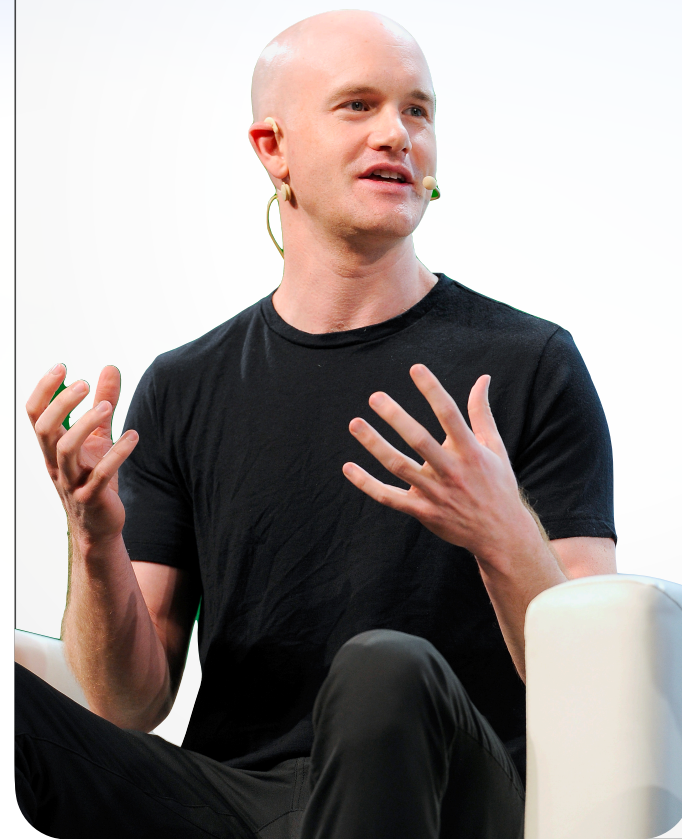
# Value and Market Data

The current market capitalisation of De-Fi is **\$50.13B**

Sources: [Coinmarketcap](#) [Investopedia](#)

Market Data

Brain Armstrong the founder of Coinbase expects crypto to have over 2-3 billion users by 2032, up from the current estimate of 295 million.



↑  
577%

## 103%

% Increase of individuals in the UK that owned crypto from 2018 to 2022  
Sources: [Finder.com](#)

## 60%

YPulse's fintech research found that more than half (60%) of 13-39-year-olds say they are interested in investing in cryptocurrency. Sources: [Finder.com](#)

## 1B+

Over £1B daily trading volume of De-Fi Assets on average within 2023  
Sources: [De-Fi Llama](#)

## 90%

Of Gen-Z and Millennials use some sort of mobile banking.  
Sources: [Cybercrew.uk](#)

## 3K

Average amount of savings for Gen-Z and Millennials.  
Sources: [Moneyfarm.com](#)

## 590B+

Over £590B Pounds worth of investments, current held on retail investment platforms  
Sources: [Mintel Report 2021](#)

## 1.8T













Over £1.8T Total held in retail investments  
Sources: [Mintel Report 2021](#)

The acceptance of DeFi (Decentralised Finance) has led to a profound transformation in the financial sector, which is one of the primary factors driving market growth.

Sources: [Grandviewresearch.com](#)

# Competition & Market Validation

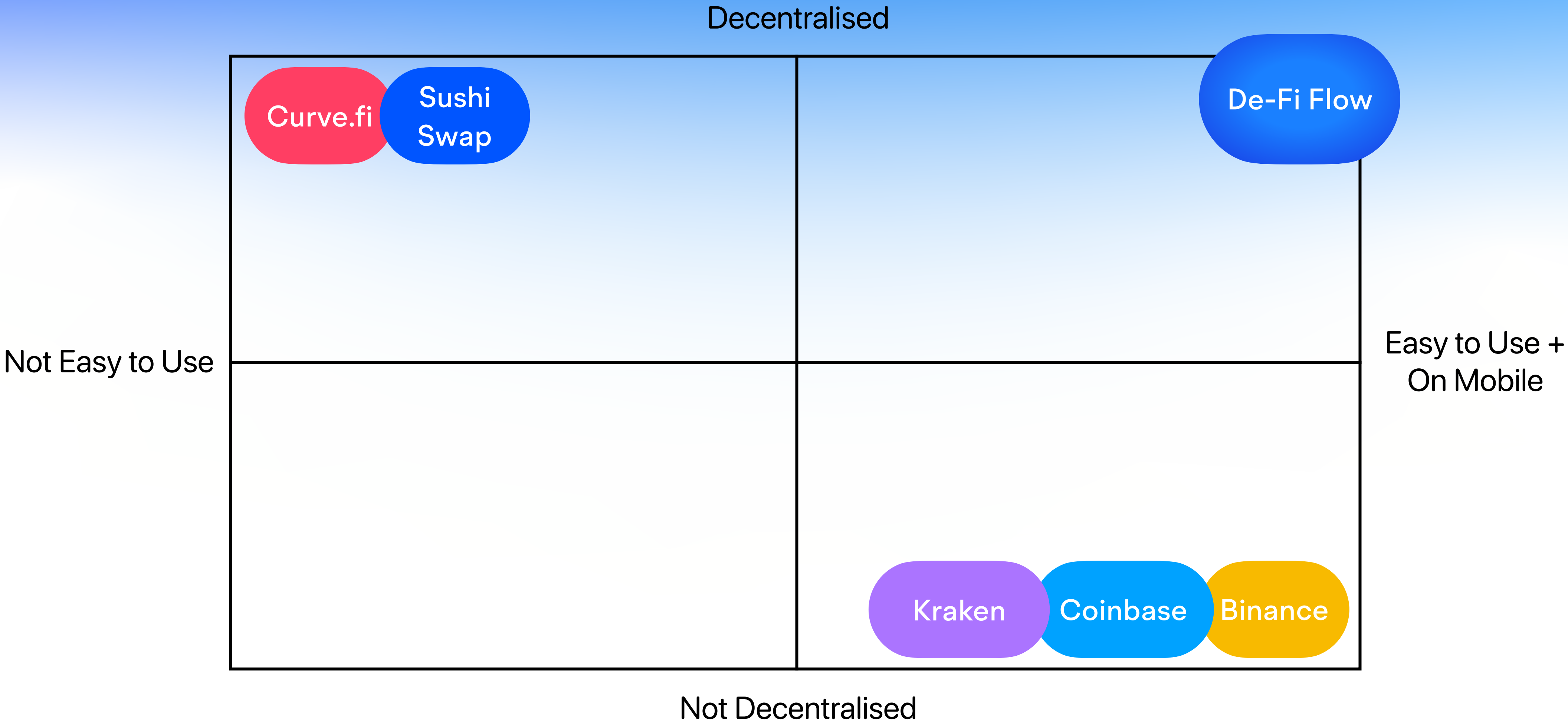
## Competitors & Market Validation

| Wallet Provider  | Non custodial / custodial   | Features  |
|--|---|---|
|  <b>De-Fi Flow</b>          |  Non Custodial   | <ol style="list-style-type: none"> <li>1. Auto Invest powered by Ai <sup>1</sup></li> <li>2. True De-Fi Exploration Use demo funds to test</li> <li>3. Crypto Pots to allocate crypto</li> <li>4. Saving Goals to help visualise your progress</li> <li>5. In depth explanations within the app</li> <li>6. Filter and compare different De-Fi protocols</li> <li>7. Risk analysis data for each protocol and instrument</li> </ol> |
|  <b>Trust Wallet</b>      |  Non Custodial | No user features  |
|  <b>coinbase</b>   Wallet |  Non Custodial | Watchlist   |
|  <b>SavingBlocks</b>      |  Custodial     | Auto Invest   |
|  <b>argent</b>            |  Non Custodial | Poor Risk analysis  |
|  <b>rainbow</b>           |  Non Custodial | Watchlist   |

1. Auto Invest is subject to product development



The space which De-Fi Flow hopes to fill.



Web3 is a new technology that is still in its early stages of adoption. Despite some challenges, adoption of Web3 applications has occurred at an exponential pace. The financial-services industry has largely led the way in adopting some of these digital technologies and assets. At its peak, the daily volume of transactions processed on decentralised-finance exchanges exceeded \$10 billion. However, there are still many barriers to mass adoption, including poor user experience and fraud

Sources: [Mckinsey](#) [Coinspeaker](#)

# Target Audience

Effortless savings management, easy project exploration, and hassle-free off ramping.

## Demographics

90% of Gen-Z and Millennials use some sort of mobile banking.  
Sources: [Cybercrew.uk](https://www.cybercrew.uk)

18-35

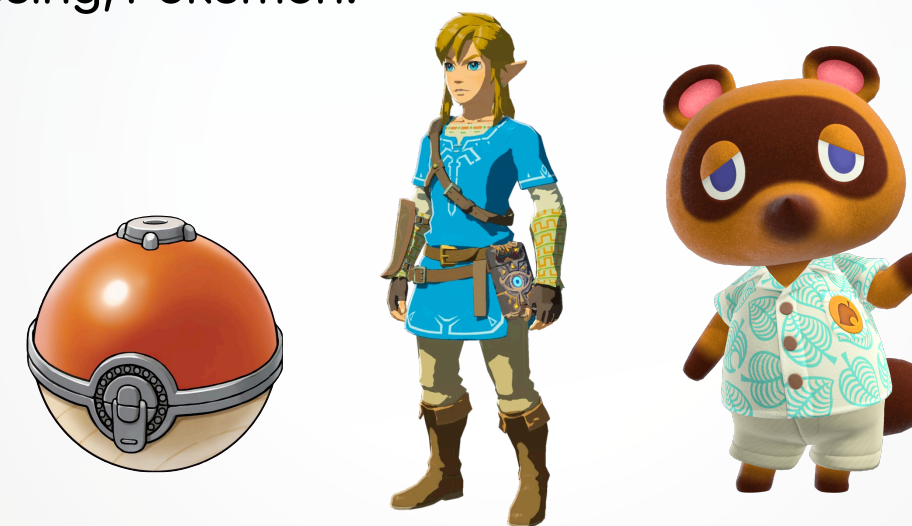
Prefers to manage finances digitally and online.



Location: Urban or suburban area in developed countries.



Enjoys playing video games where collecting is a big part of the game dynamic. E.g Zelda BOTW, Animal Crossing, Pokemon.



Comfortable using technology and mobile apps.



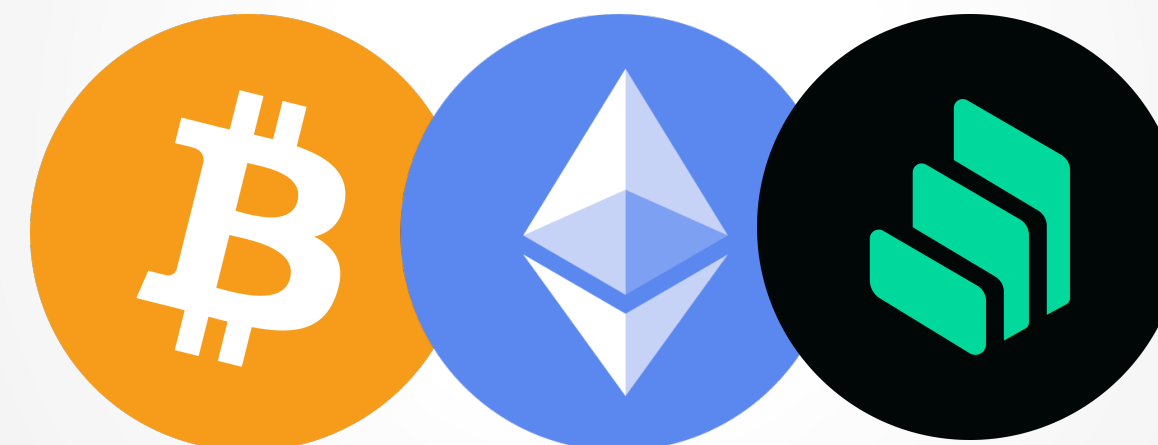
May have limited investment experience or knowledge, but interested in learning more.



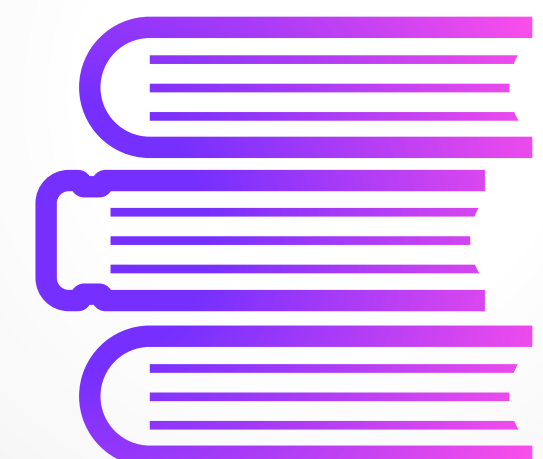
Likely uses a smartphone as their primary device for accessing the internet.



Has probably used crypto before on a centralised exchange or is interested in crypto but not sure where to start.



Education: Most likely went to university or currently pursuing higher education.





# Profitability

Effortless savings management, easy project exploration, and hassle-free off ramping.

Revenue Model

0%

Always Free

0.4%

Trading Fee per swap + Gas Fee

£7.99

Premium Fee per month

Compare and explore De-Fi easily



Always have custody of your funds



Set investments to automatically swap to the best rate



Auto calculate Tax liability



Always Free

Premium Features

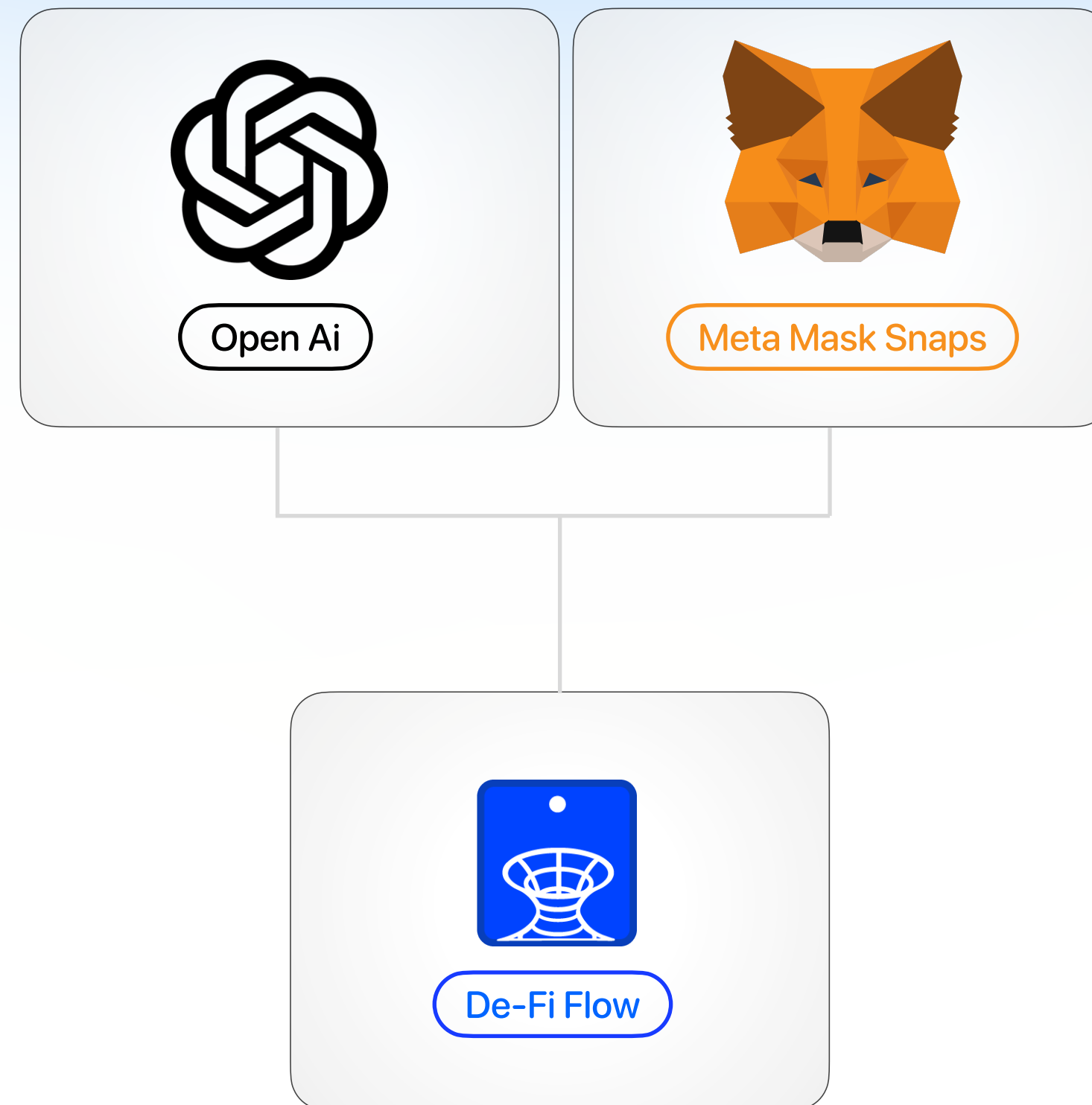


# How This Works

Made possible through very recent breakthroughs in technology!

Technology

Open Ai's ChatGPT plugins allows for third party applications to work together to achieve certain tasks. This recent breakthrough in technology will revolutionise everything we know and love about the world online and will truly bring web3 to a wider adoption.








A MetaMask snap is a program that runs inside of MetaMask that allows Api's to be connected to create new features and functionality.

# Going Forward

Spending, Saving, Equity and the path to Home ownership.

## Expansion & Growth

|   |  |  |
|---|--|--|
|  <p>Crypto loan simplification compare crypto loan providers and allow to customers to review and examine all their different options when it comes to lending and borrowing.</p> |  <p>Issue virtual and physical payment cards to let people spend directly from their account.</p>                                   |  <p>De-Fi Flow enterprise platform for larger investors. Artificial Intelligence trading bots for specific use cases.</p>   |
|  <p>Change the way equity is stored and transferred by tokenisation of equity.</p>  |  <p>Overhaul how individuals obtain mortgages and completely re-modernise that way people purchase their most valuable asset.</p> |  <p>Green tech solutions, allow De-Fi Flow users to fund green initiatives and projects. As well as creating solutions to help solve the ecological problems we all face.</p> |

Lets simplify and streamline finance. With your support, we can revolutionise decentralised finance. Your investment can help pave the way for a new era of finance and the web as we know it.

With **Blockspector**, the possibilities are endless.



# Blockspector

Time for your questions. Thank you for your time!

Pre-Seed

Pitch Deck, De-Fi Flow

Ben@Blockspector.io