keyTango

keyTango provides the easiest way to get started with DeFi

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The Problem

95% of crypto assets are still idle (not generating any interest). DeFi products could generate significant returns on these idle assets. It is not uncommon for professional DeFi traders to generate hundreds of percentage returns yearly, utilizing the most attractive opportunities in DeFi.

However, DeFi has a huge UX problem. For retail clients, attractive DeFi strategies are often
(1) Too hard to discover;   (2) complicated to invest in;
The fact that the average borrow position on Compound is $18,000 serves as a confirmation that it is dominated by professionals.

Our Solution

Our Web3 application is made for DeFi newbies and acts as a frictionless gateway to popular DeFi products and services ready to be unraveled within a couple of clicks. Unlike YFI which takes some familiarity with deep DeFi as granted, we offer an intuitive UI/UX, coupled with rich and concise content and tailored suggestions based on your previous DeFi experience.

We present a Robinhood like UI, rich educational content and an investment dashboard tailored for newbies, enhanced by unique features such as :
(1) Tailored onboarding: connect your wallet and get insights &
(2) Rapid exit: convert all your DeFi assets to stable coins instantly with one click.

MIT / Y

Advisors and investors

Can Kisagun | Advisor
MIT, CPO at Enigma, McKinsey

Guy Zyskind |Advisor & investor
MIT, CEO at Enigma ($45MM ICO)

DuckDAO
Outlier Ventures·

Technology

We are launching (Jan 2021) a React web-app that interacts with multiple DeFi products (Ethereum smart contracts).

We are improving DeFI's UX with unique features such as

(1) Tailored onboarding: connect your wallet and get insights (Node.js, AWS, pulling data through Etherscan API)

(2) Rapid exit: convert all your DeFi assets to stable coins instantly with one click.

Market

The DeFi market is exploding with 725% growth in the past 90 days.

Our Beachhead market are the 1M active metamask users who still don't understand concepts like AMM. These are retail investors who are currently excluded from using DeFi products due to their complex UX/UI.

Our closest competitor- Yearn, attracted hundreds of millions in clients funds with half-baked products, by making yield farming easier for power users. But their products are still incredibly hard to use.

Token

The $TANGO token is a governance token that allows its holders to participate in governing over all of our smart contracts. On chain governance scope:

(1) Protocol fee policy and collection

(2) $TANGO community treasury

(3) 3'rd party protocol interactions (for example, lend in Compound or Aave)

Traction

Assembled an A-team of crypto veterans, MIT and Ycombinator alumni.

Graduated from Outlier Ventures Base Camp program, closed a pre-seed SAFE round. We were fortunate enough to include Outlier Ventures staff as angel investors in our round (personal investments).

Release educational content with thousands of overall impressions and hundreds weekly. We have >100 organic signups for our beta and token sale request.

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