

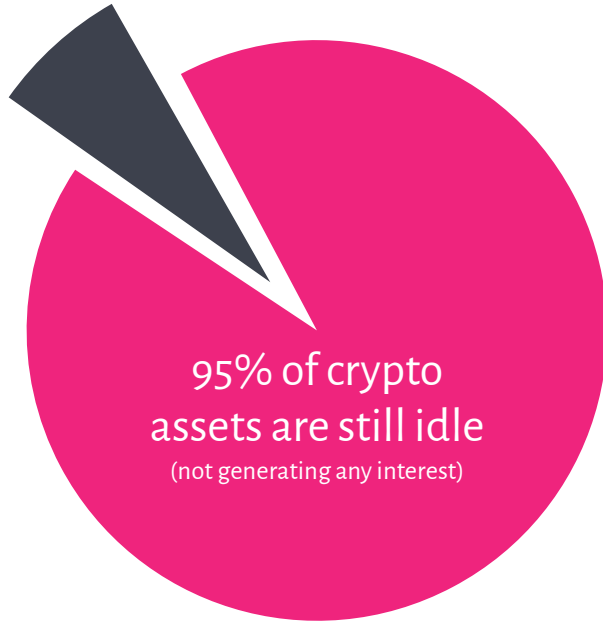
# Light Paper

The easiest gateway to DeFi space

*< As simple as Robinhood, for DeFi >*

*Legal disclaimer: This light paper does not imply any elements of a contractual relationship. The content of this deck is not binding for keyTango and is subject to change in line with the ongoing development of the keyTango platform. Any legal relationship between a token purchaser / investor of the \$TANGO token and keyTango is not established by this document but solely based on separate individual agreements and conditions, in which the rights and obligations of a token purchaser and keyTango are ruled. In case of any ambiguities or contradictions the regulations of the individual agreement take precedence over the information contained in this dock.*

# The Opportunity



DeFi products could generate significant returns on idle crypto assets. It is not uncommon for professional DeFi traders to generate hundreds of percentage returns yearly, utilising the most attractive opportunities in DeFi.

However, DeFi has a huge UX problem. For retail clients, attractive DeFi strategies are often:



**01. Too hard to discover**



**02. complicated to invest in**

The fact that the average borrow position on Compound is \$18,000 serves as an evidence that DeFi is dominated by professionals.

**Only 3.85% of ETH & 0.18% of BTC is locked in DeFi**

# Our Solution

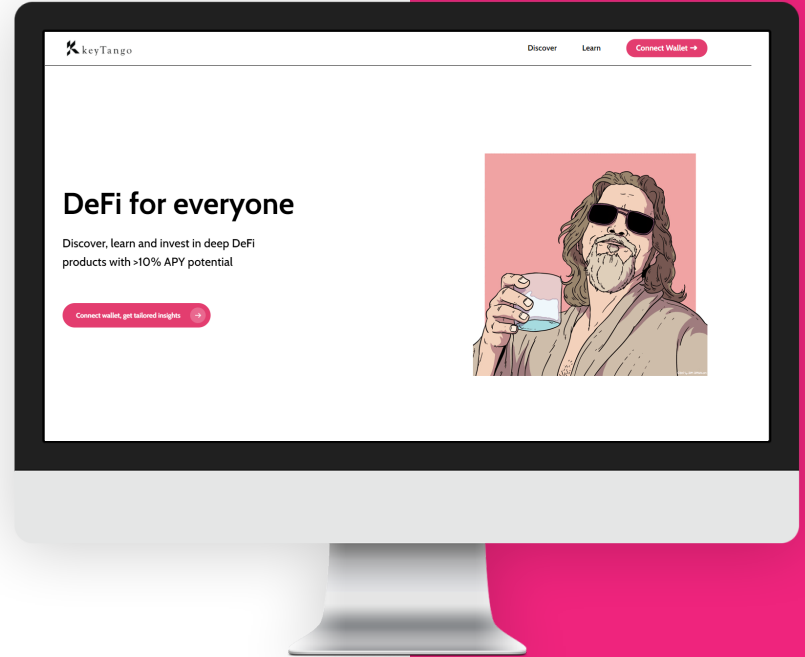
Our Web3 application is made for DeFi newbies and acts as a frictionless gateway to popular DeFi products and services ready to be unraveled within a couple of clicks. Unlike YFI which takes some familiarity with deep DeFi as granted, we offer an intuitive UI/UX, coupled with rich and concise content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

## 01/ Tailored onboarding

Connect your wallet and get tailored recommendations

## 02/ Catalyst program

Invest in attractive post-IDO reward programs by vetted projects



# Our Users

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## 01

The DeFi market is exploding with growth from \$700k in TLV (total locked value) to \$60B in > 1 year (April 2020 - April 2021).

## 02

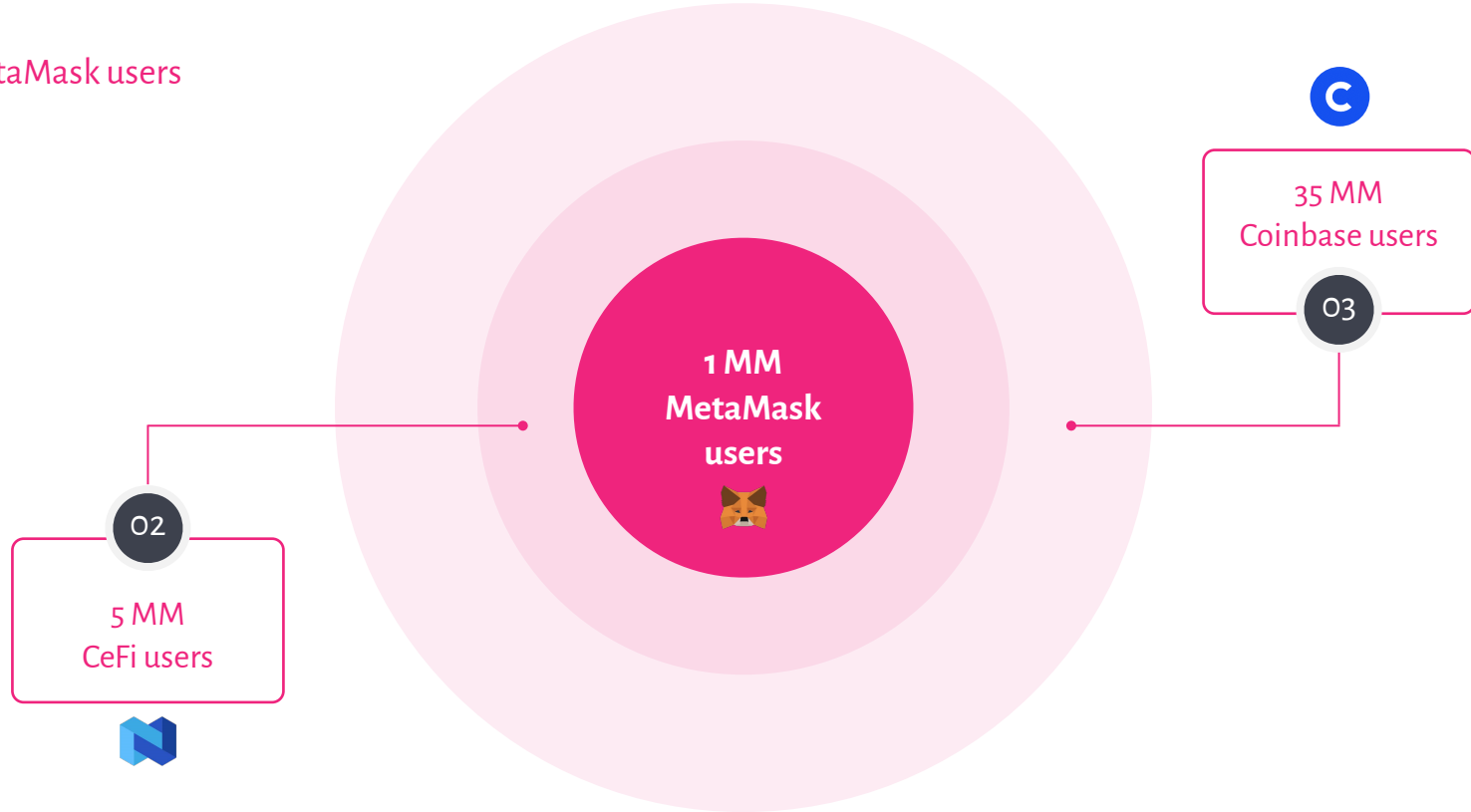
Our Beachhead market are the 1M active metamask users who still don't understand concepts like AMM. These are retail investors who are currently excluded from using DeFi products due to their complex UX/UI

## 03

Our closets 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

# Go-to-Market

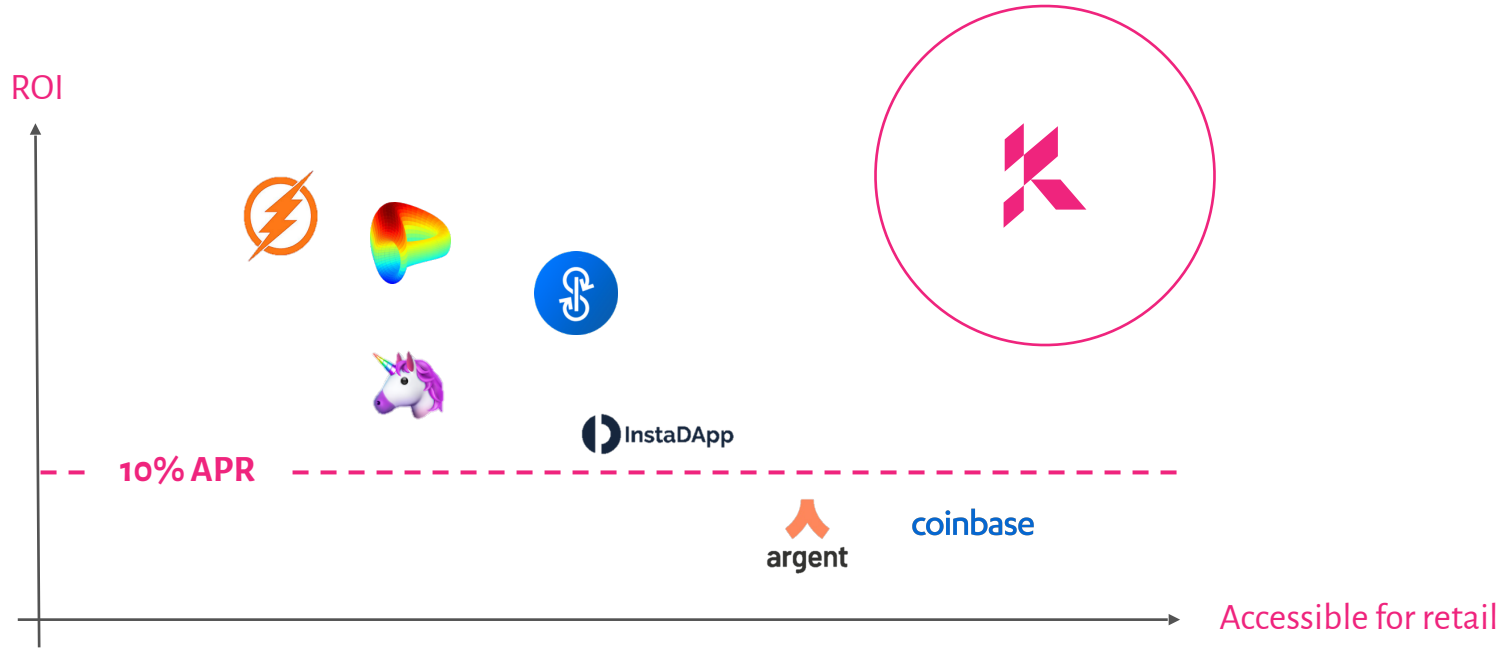
1 MM MetaMask users



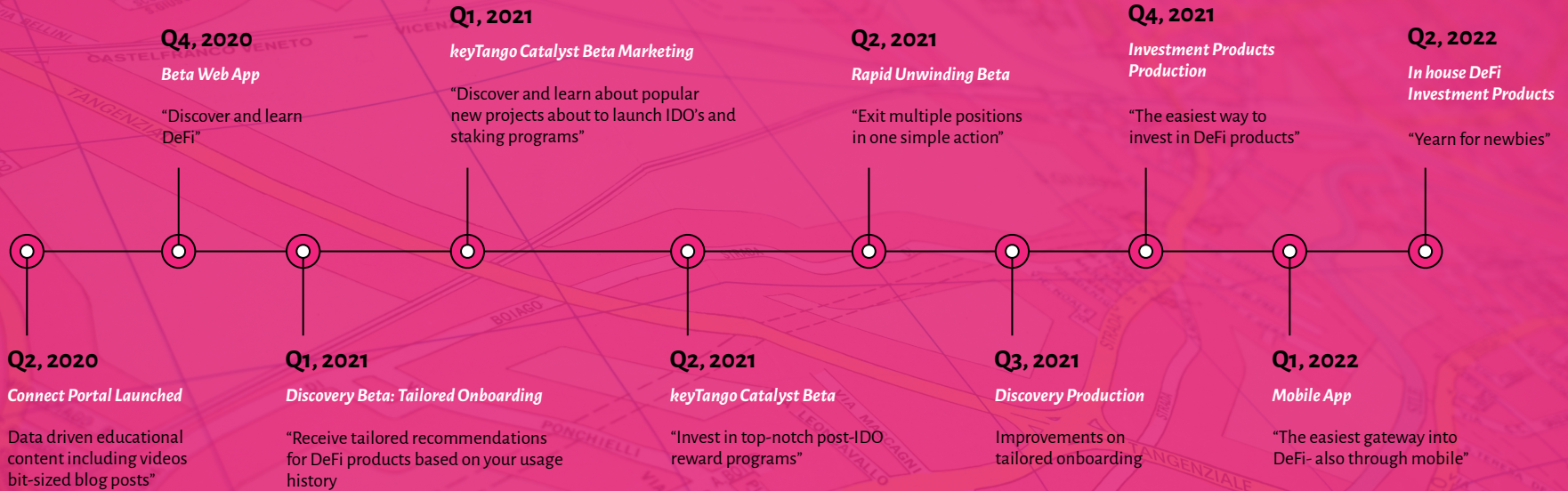
# Competitive Analysis



Beyond basic products with fiat-like returns (APR < 10%), discovery and usability are too complex for retail investors



# Roadmap



# The Team

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**Dan Danay** | CEO

MIT & Ycombinator alum



**Amit Kendler** | VP R&D

Israeli NSA alum



**Ido Rab** | VP Marketing & BizDev

Technion - Israel Institute of  
Technology alum



**Quan Tran Hoang** |  
Smart Contracts Dev



**Mina Pham** |  
Frontend Dev



**Hugo Marshall** |  
Marketing



**Keith Chichon** |  
Compliance



# Advisors, Investors, Partners



## Advisors



**Guy Zyskind,**  
Adviser & investor

MIT, CEO at Enigma  
(\$45MM ICO)



**Can Kisagun,**  
Adviser

MIT, Enigma and  
McKinsey

## Leading Investors



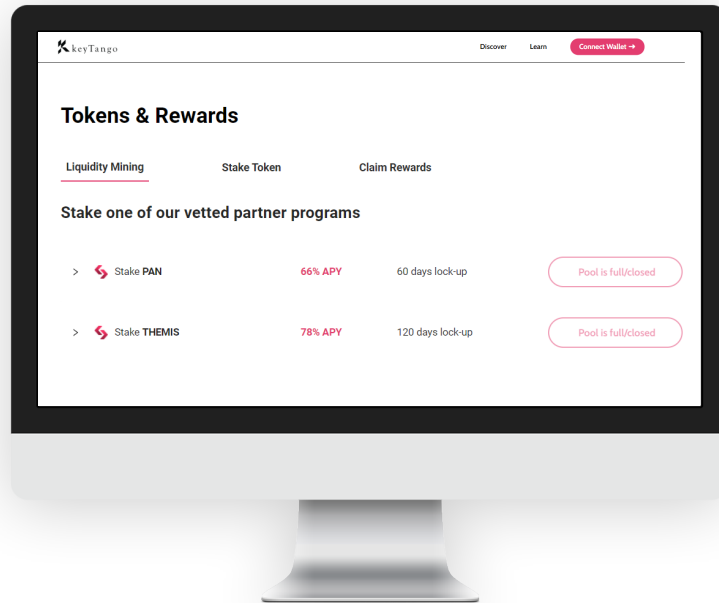
## Partners



# The Token Utility

The \$TANGO token is a governance token that allows its holders to participate in governing over our smart contracts.

In addition, \$TANGO holders get access to high yield products, and special perks while using the platform. These include but not limited to higher APY on 3rd party products.



# The Token Economics



## Summary

Token name -----	\$TANGO
Total supply -----	50M
Initial circulating supply -----	4.68%
Estimated public sale date -----	Feb-2021

## Sale Rounds

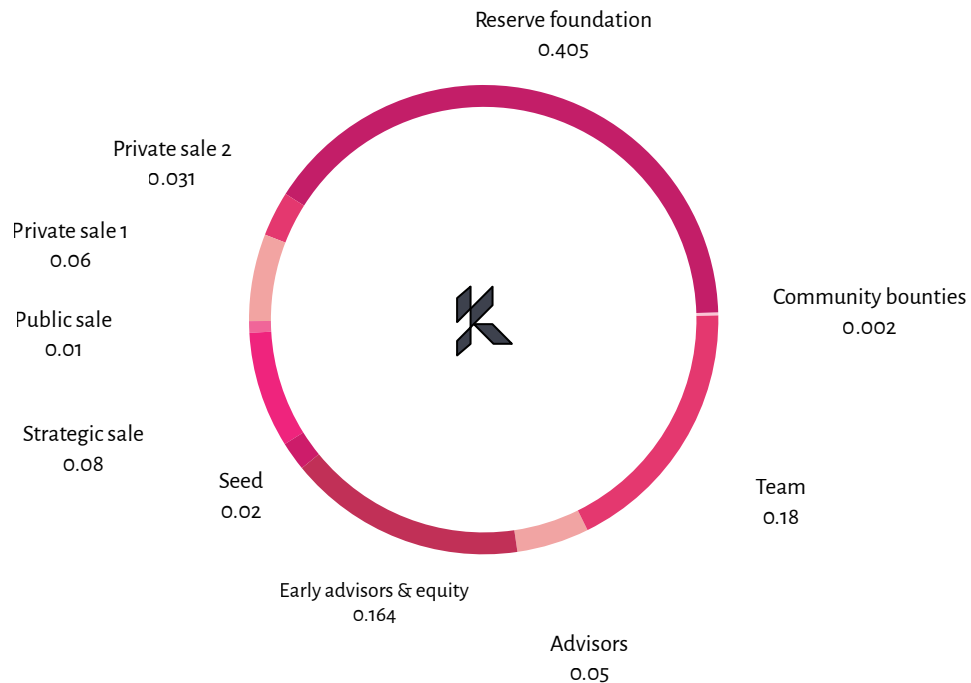
Stage	Raise cap	Token price
Strategic sale	\$1,300,000	\$0.32500
Private sale 1	\$1,072,500	\$0.35750
Private sale 2	\$609,538	\$0.39325
Public sale	\$200,000	\$0.50000

## Visiting Schedule

Group	# of Months	Lock-up	Unlocked at TGE
Early advisors & equity	18	6	0.00%
Seed	9	NA	11.11%
Strategic sale	8	NA	14.00%
Private sale 1	7	NA	16.00%
Private sale 2	6	NA	22.00%
Public sale	1	NA	100.00%
Community bounties	1	NA	100.00%
Reserve foundation	84	NA	1.20%
Advisors	18	NA	5.88%
Team	48	9	0.00%

# Token Allocation

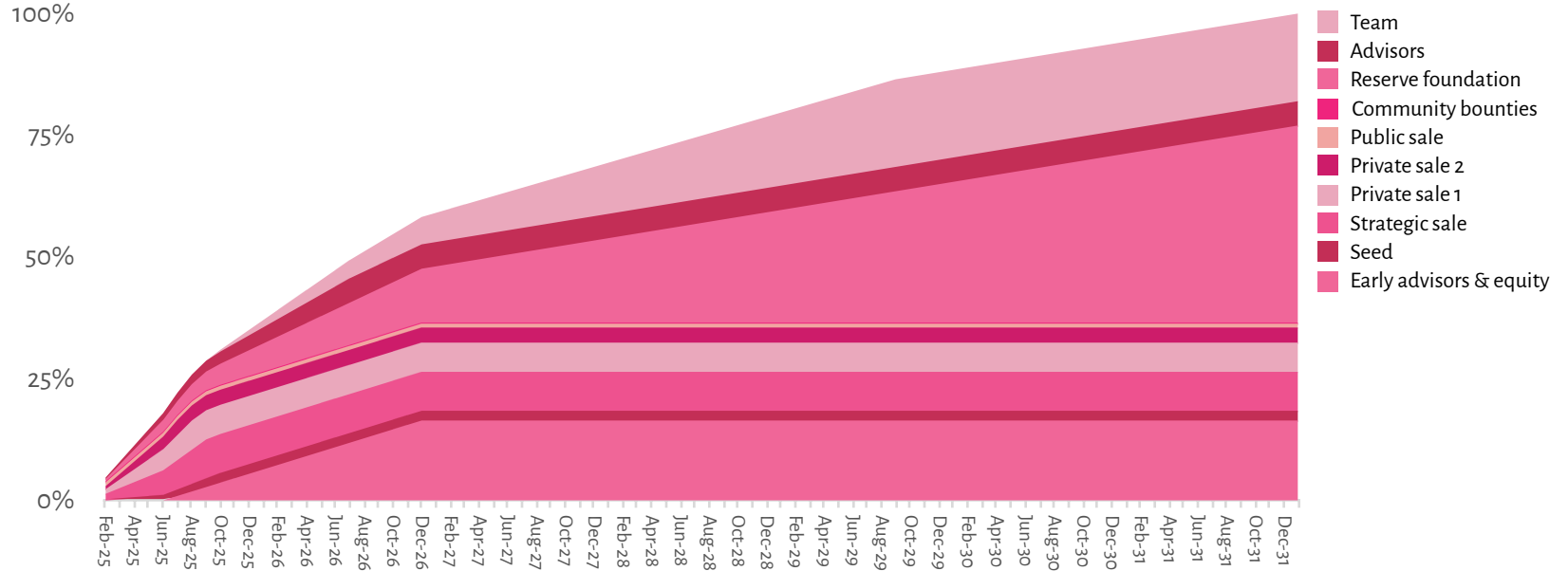
% of total supply

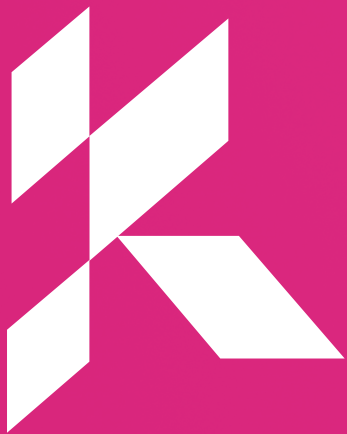


# The Token Economics



## Circulating supply





# Thank You

With your support there is no stopping us!

*Email: [info@keytango.io](mailto:info@keytango.io)*