



One Click
Labs

Making Web3 Accessible In One Click

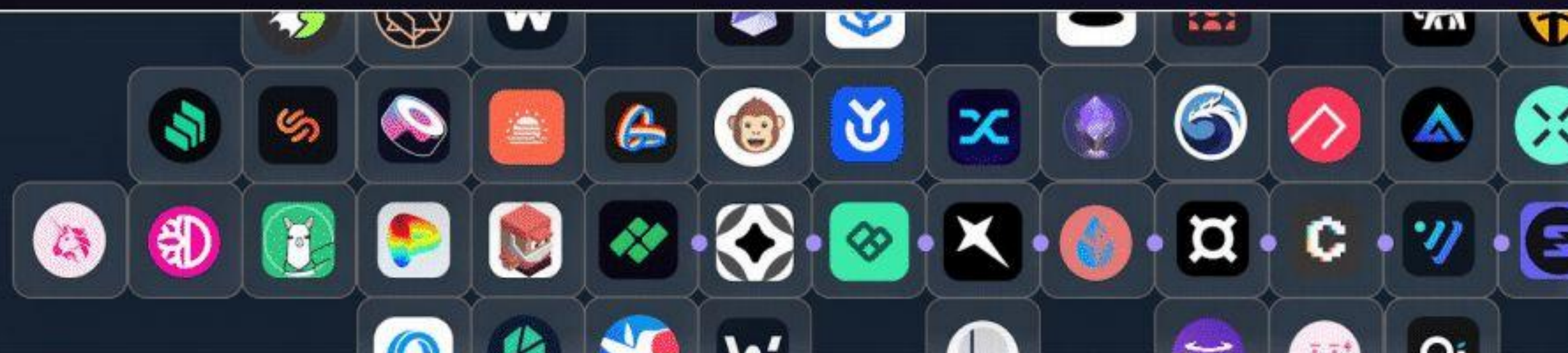
The omnichain UX layer to facilitate seamless, transparent, and reliable access to DeFi primitives.



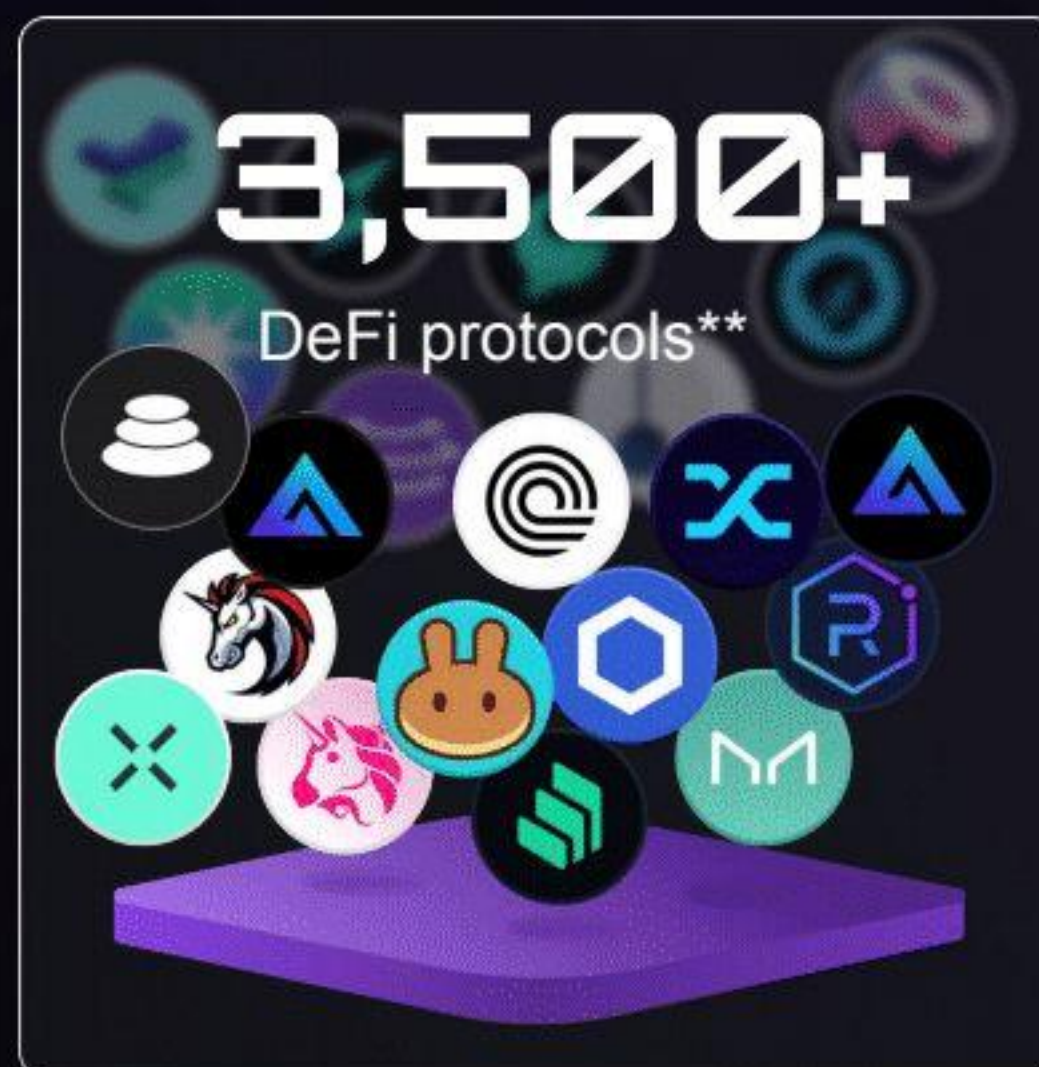
38



New DeFi protocols and L1/L2 chains are launched every week*



As of today, there are at least



...as a result

For Web3 Users

- ▶ Cognitive overload
- ▶ Fragmented data
- ▶ Bad UX/UI

For Web3 Projects

- ▶ Constant fight for users
- ▶ Inability to add value
- ▶ Inability to monetize

... as measured by DefiLlama

In reality, there are much more untracked DeFi projects. We estimate that DefiLlama has only $\pm 20\%$ DeFi coverage and there are at least 40,000+ DeFi pools available on blockchain.

*at least as seen on DefiLlama, average data as of last 6 months

**as seen on DefiLlama as of Feb 2024, pools only with \$10k+ TVL



Read more info in One Click Whitepaper

Problems: Explained



Web3 Projects (B2B)

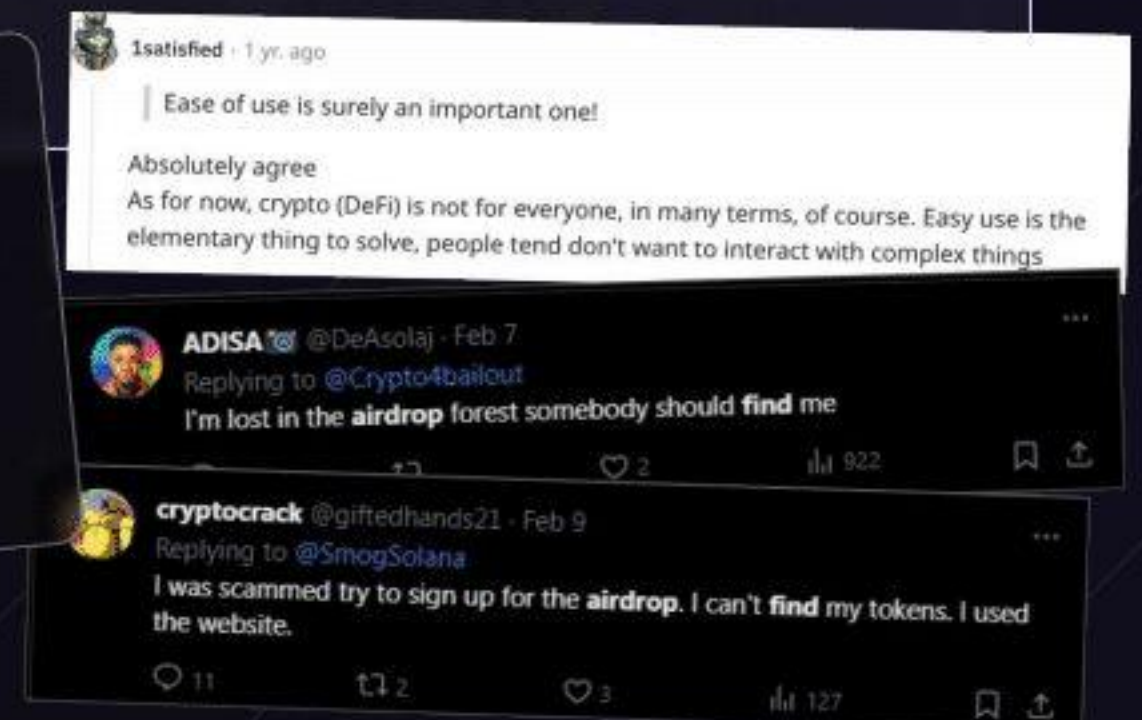
- ▶ New web3 projects: Struggling to acquire new users
- ▶ Existing web3 projects: Have users but don't know how to properly monetize them
- ▶ Lack of REAL users and metrics to show investors
- ▶ None of them built revenue models
- ▶ Fighting for the same resources without an ability to add value



Web3 Users (B2C)

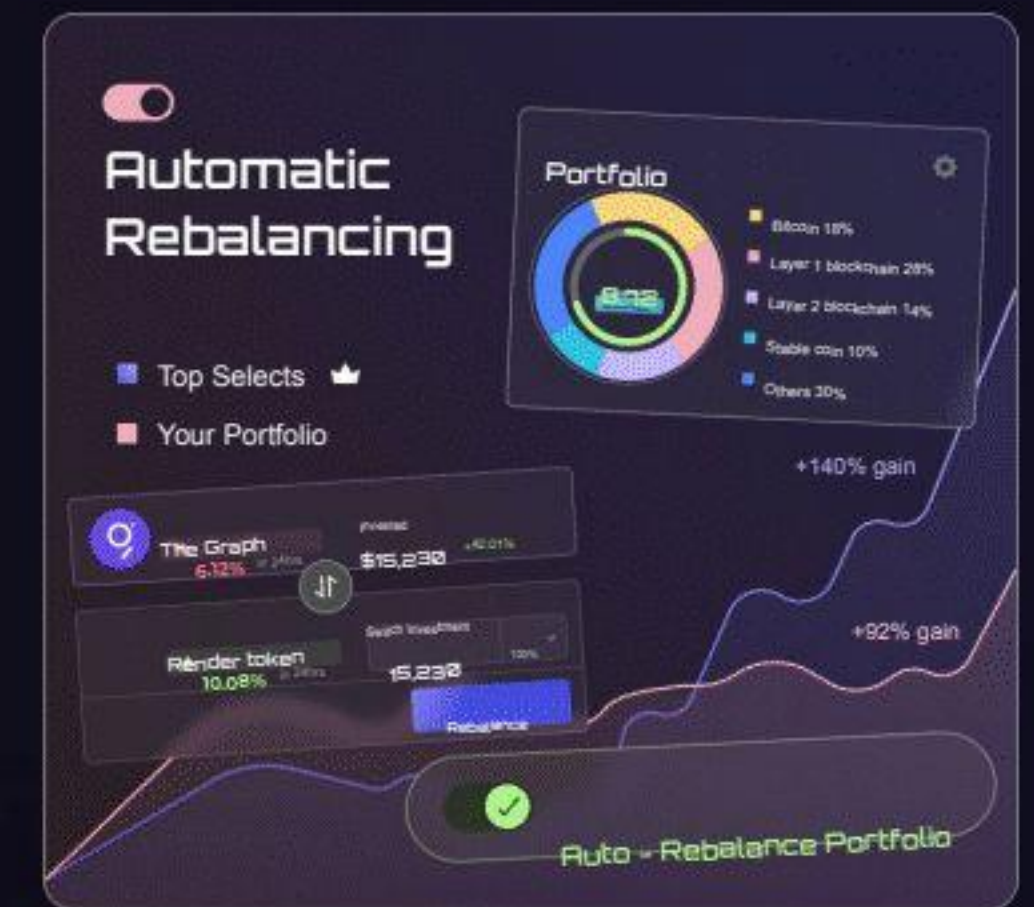
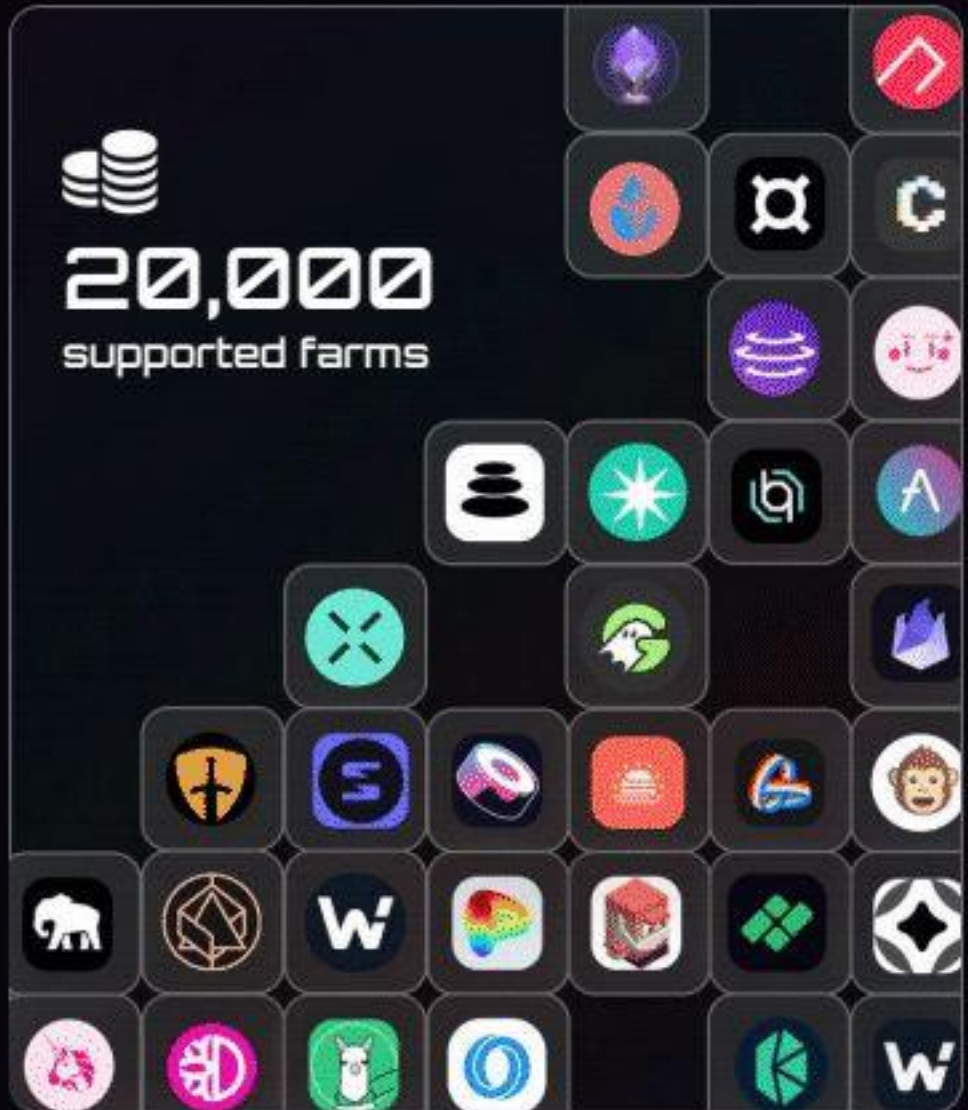
- ▶ Ease of use in DeFi: doesn't exist. Dapps fail "The Grandma Test"
- ▶ Cognitive overload: Overwhelming and disconnected information
- ▶ Too many chains: Data fragmentation and cross-chain friction
- ▶ Barriers to use, codes, one way bridges, gamification and intentionally complex (BAD UX/UI)
- ▶ NO ONE KNOWS HOW TO USE DEFI ANYMORE not even the advanced users

Cumulative Lost & Recovered Funds
\$79,385,328,814



Our Solutions

People don't know how to use DeFi. We're here to solve this



For Web3 User

One Click is the easy button.



⚡ One Click



Best Yield
Farms



Extra Rewards
and Points

coming soon ⚡

Staking, Lending,
Wallet, NFTs, RWA,
Launchpad, L2,
Digital Identity,
Analytics, Gaming



Best
Airdrops



One-Stop
Management

For Web3 Project

One Click is the way to grow and monetize an audience.



⚡ One Click



Exposure to active
audience of web3 users



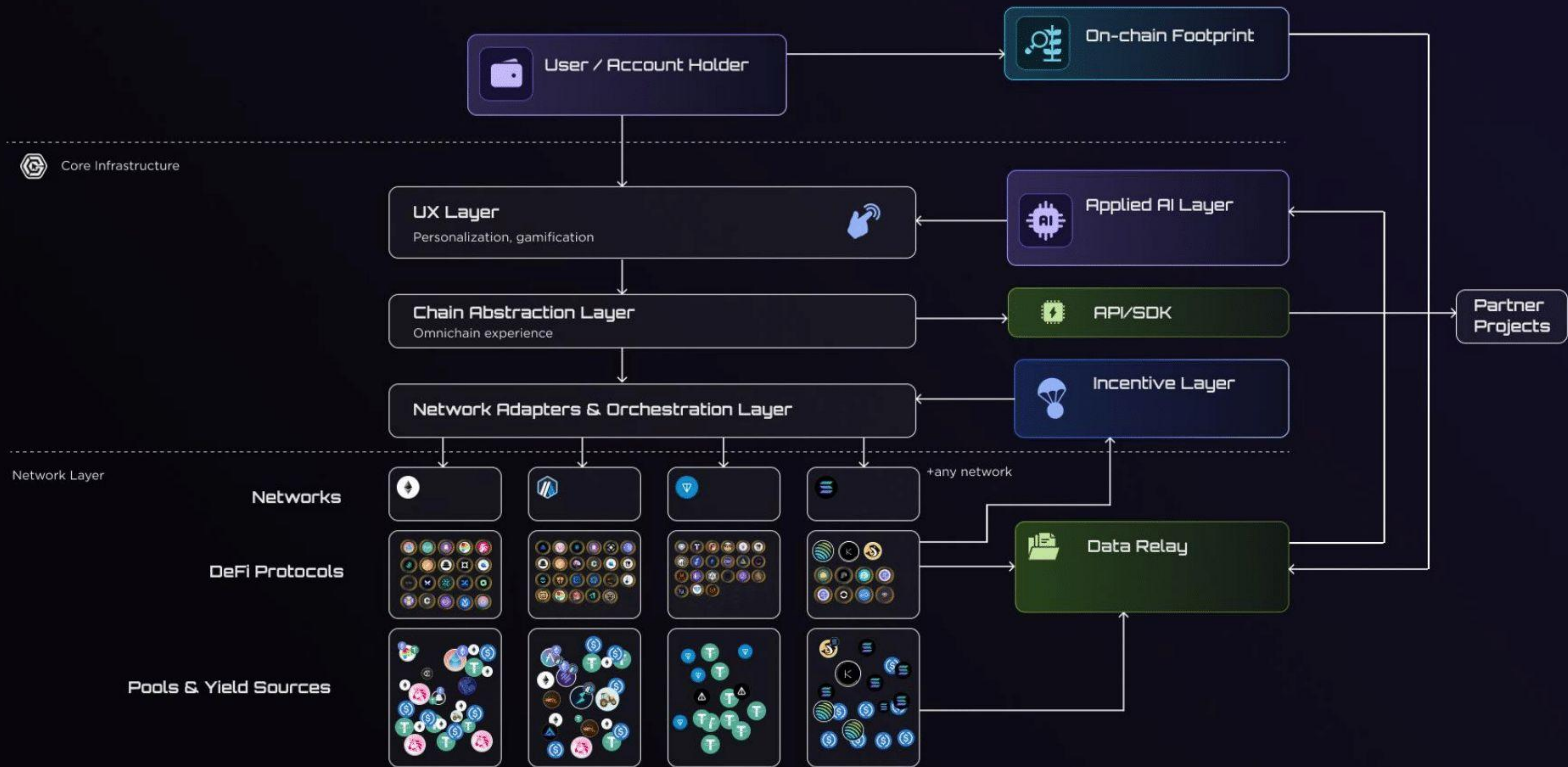
New monetization
streams



Infrastructure to create
and execute incentive
campaigns



Architecture



Solution Overview

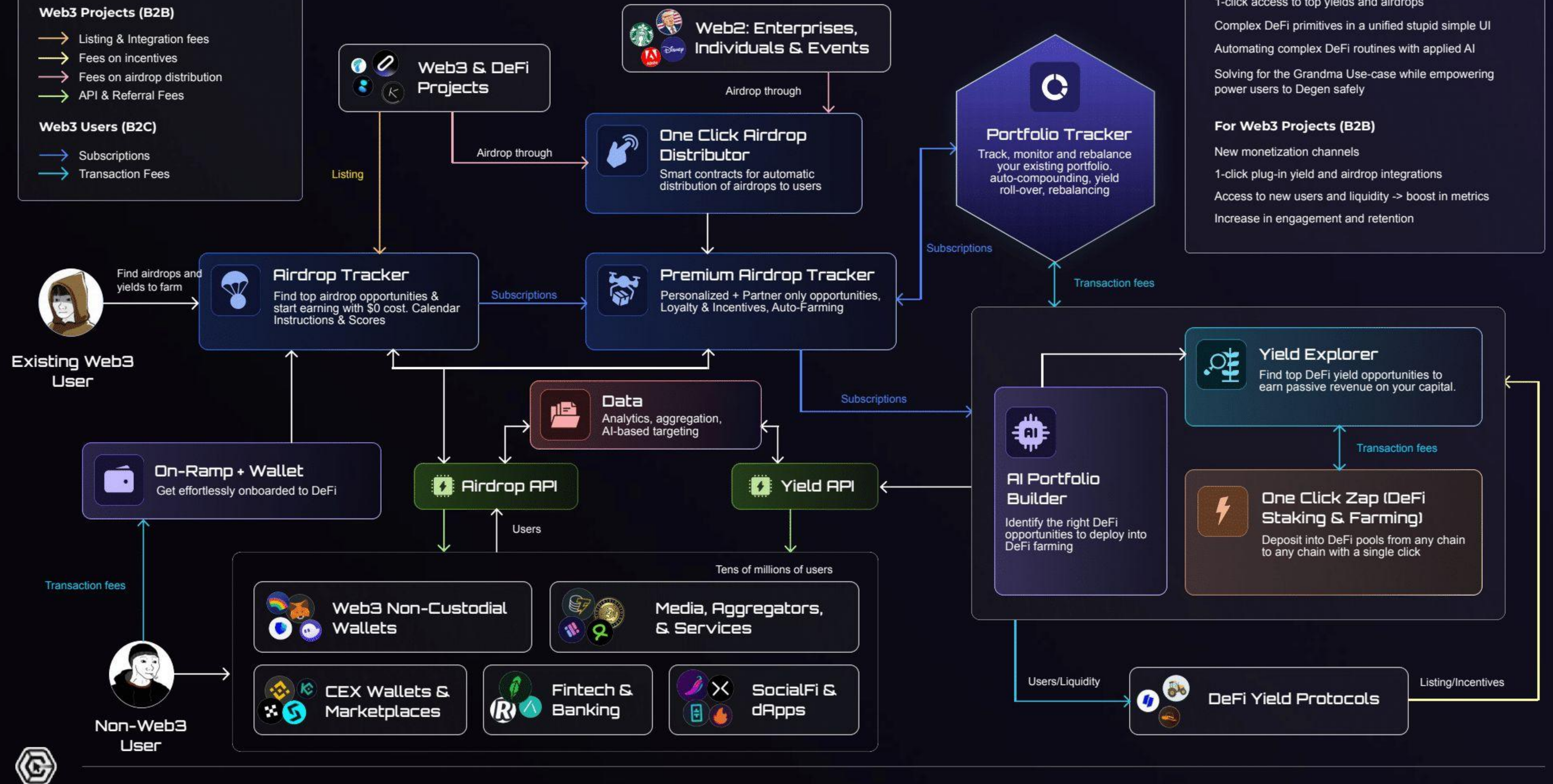
Business Model

Web3 Projects (B2B)

- Listing & Integration fees
- Fees on incentives
- Fees on airdrop distribution
- API & Referral Fees

Web3 Users (B2C)

- Subscriptions
- Transaction Fees



Core Team



Amro Shihadah

COO & Founder



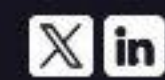
15 yrs in tech and AI, 8 yrs in web3

EMBA Kellogg, 4x founder, Twitter KoL



Max Yamp

CEO & Founder



10 yrs in tech, 6 yrs in web3

Built crypto trading firm with \$12.4m AUM, #1 ranked tokenomics writer



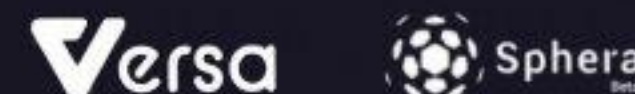
Jesse Jarvis

Product Lead



10 yrs in tech, 5 yrs in web3

Head of Product @ Sphera, CIO @ Versa Blockchain



Nehal Khushal

Ecosystem Growth



20 yrs in finance, 5 yrs in web3

Ex-IOHK (Cardano), Ex-MELD, Ex-NatWest Group



Krishna K.

Web3 Tech Lead



Ex-Polygon and a senior engineer of a shadow dev team behind Polygon, Starknet, Layer0, Portal and Blast.



Hector Ivan Velez

Legal Counsel



25 yrs in finance law, 5 yrs in web3 law
Ex- Senior Counsel at HSBC Securities, Wells Fargo, Coinbase, Nillion



Ben Gervais

Head of AI



15 yrs in tech, 7 yrs in AI
ex-CTO at SelfKey, KeyFi. Expert in applied AI & LLMs, author of 3 papers



James Li

Head of Research



Ex-TradFi, 5 years in crypto
Twitter DeFi KoL, farmed 200+ airdrops



+ 6 full-time members in engineering, marketing, and research teams



Latest Traction

Awards

 PRODUCT HUNT
#1 Product of the Day

 PRODUCT HUNT
#2 Product of the Week

 #1 PRODUCT OF THE MONTH
Web3

Top-5 Web3
Startup of 2024



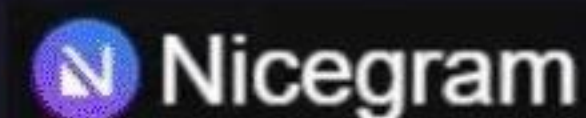
Grants



13k
Community



B2B Projects Integrating One Click API/SDK:



SocialFi, 3M MAU, 32M downloads



Wallet, 700k+ MAU



Wallet, 300k+ MAU



Infrastructure, 1.4m+ MAU, 10k Discord servers



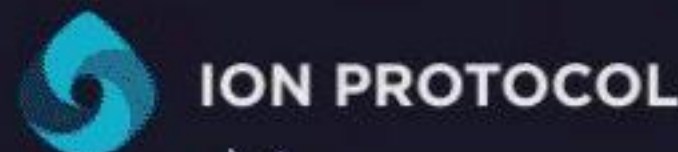
SocialFi, 1.2M MAU, 12M downloads



Infrastructure, 1B+ wallets, 300+ dApps

 **MELD**  **ARMOR**  **Meteor** +4 more including banking under NDA

Mainnet Incentives & Integrations Secured From:




Funding Stage



Current Funding Round

\$2M

Confirmed

 \$500k allocation on a Swiss-regulated private launchpad Staria



Backed By



Grants From



\$CLICK Token

Governance

Ecosystem access

Yield indexation
& accrual



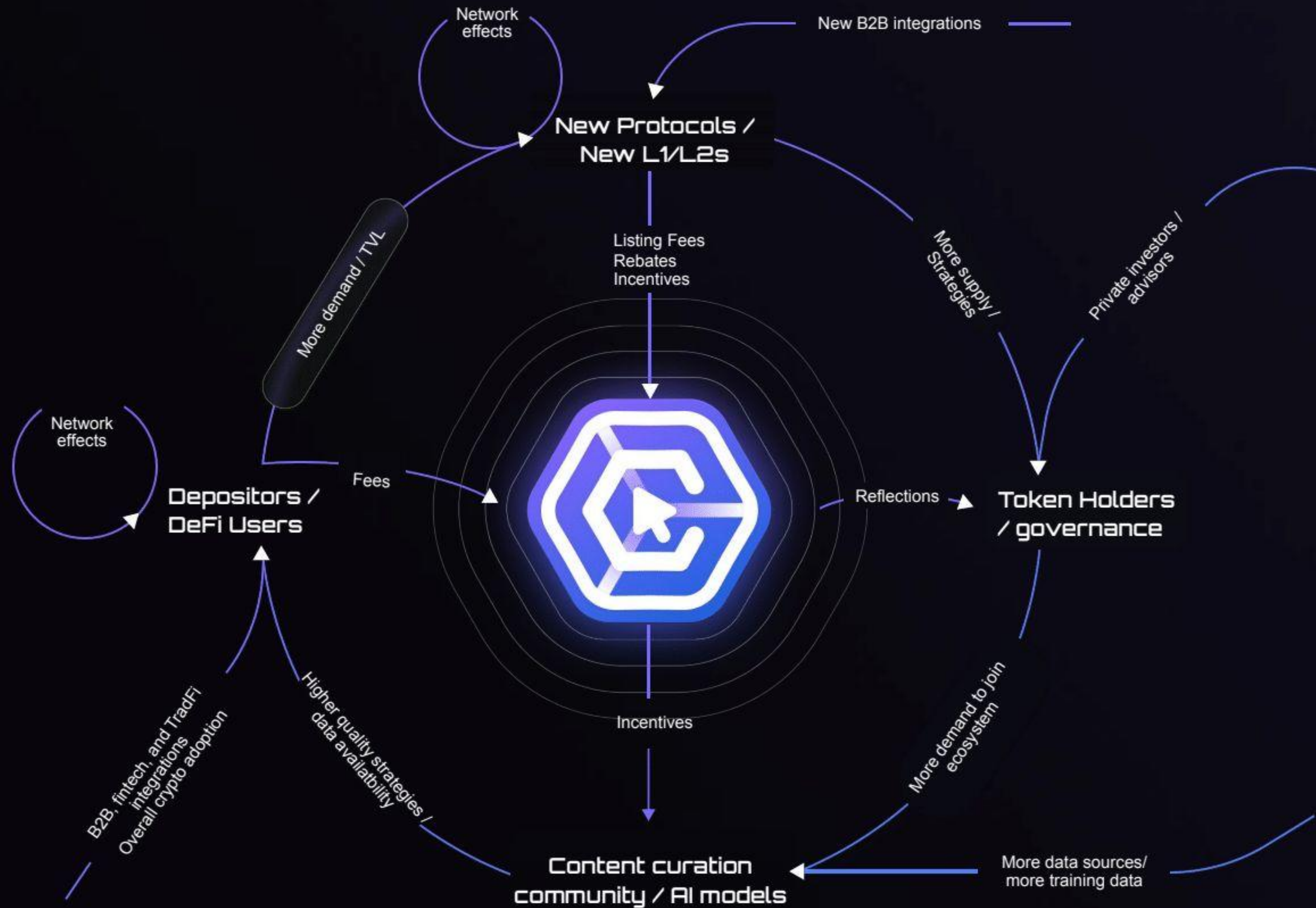
All the airdrop
rewards



All the yield farming
rewards



Economic Flywheel



One Click platform is poised to achieve significant network effects as ecosystem grows.

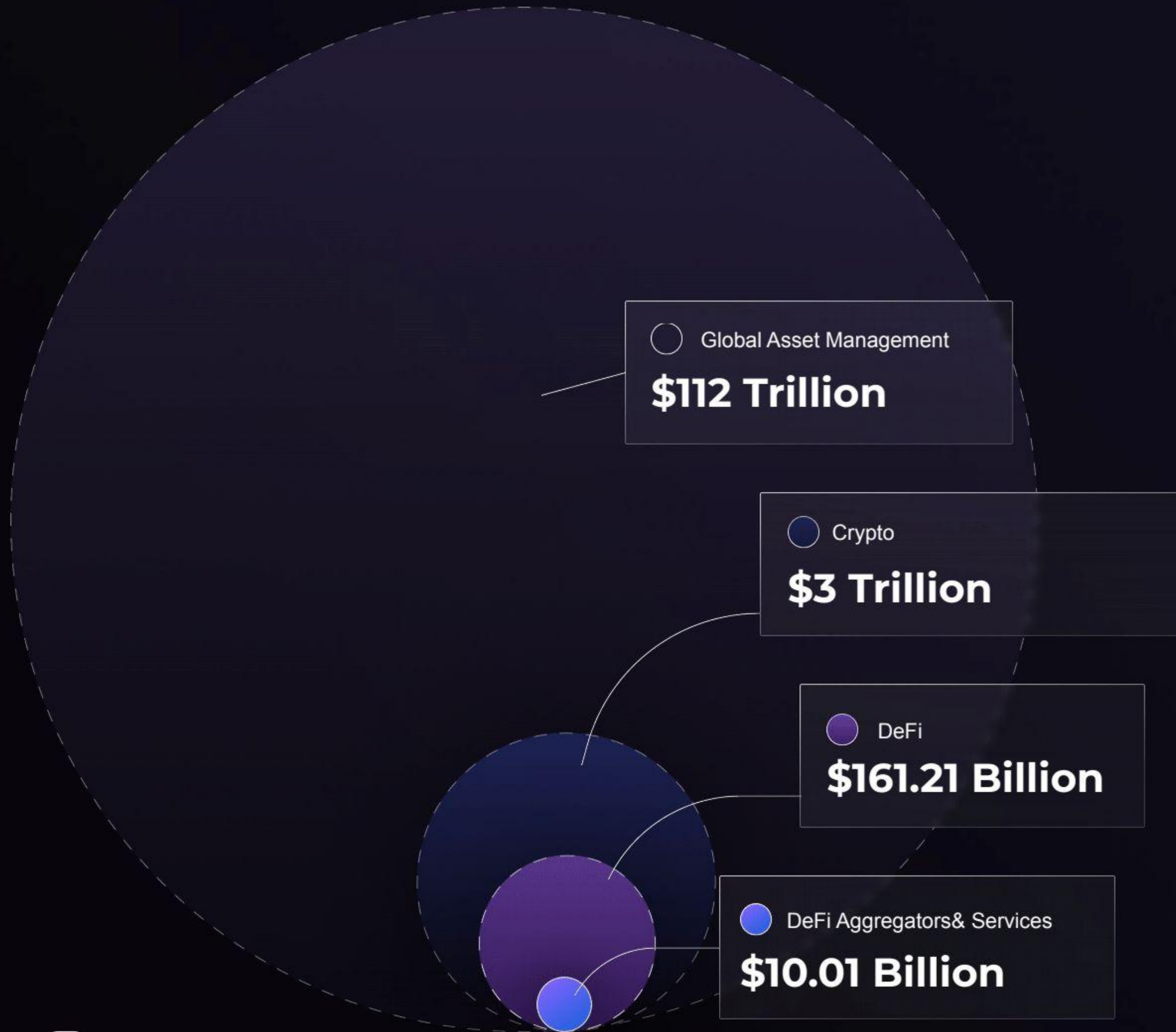
- **Token-TVL flywheel:**
More deposits -> Higher TVL -> More revenue -> More revenue-share for holders -> Long-term staking -> More demand -> Higher price -> More interest -> more users -> more deposits
- **Governance flywheel:**
Better governance -> higher quality list of strategies -> higher reflections/rewards -> more incentives -> better governance
- **Data crowdsourcing flywheel:**
Higher-quality opportunity data -> more users -> higher rewards for content curators -> higher-quality opportunity data
- **Same-side network effects:**
More satisfied users -> more satisfied users. More satisfied protocols -> more integrated protocols



\$100+ Trillion Market Opportunity

All assets are moving on-chain

- ▶ Our thesis is that in 5-10 years, all types of assets will get tokenized.
- ▶ We are not limited to DeFi-native protocols.
- ▶ This will result in many high-quality real yield-generating instruments becoming available in web3.
- ▶ This, in turn, will create a massive influx of capital on-chain.
- ▶ Every new web3 user will flock into platforms like One Click to help them navigate this space.



Feedback Wall

We will definitely use the app



Olaf

Head of Partnerships @
1Inch



This product is awesome, i'll
be using it myself



Alex Lee

Founder @ Wombat
Exchange



Very slick product, like everything
you are producing it seems. Very
clear and intuitive.



Trading Alpinist

Member of Deus ex DAO



This is by far the best execution
of simple UX for DeFi we at
Stellar ever seen.



Omar Hamwi

Head of Ecosystem @
Stellar Foundation



It's a game changer.



Nader Ghazvini

Head of Governance @ Frax



I'm personally really excited
about One Click. We reviewed it
with Venly Ventures and all
signals green.



Tim Dierckxsens

CEO & Founder of Venly



One Click is helping to save
hundreds of hours hunting yield
strategies. I love it!



Vincent Le

Web3 & Fintech

OC is a polished gem!



Borko Tesic

Founder @ CRT Smart
Chain

The clean user interface, the
access to AI functionalities and
the cross-chain mechanisms will
truly shift yield generating
industry. We will clearly use this
for our funds.



Arjan ten Buuren

Partner @ Blockstart
Investments



I rate this app a solid 5 out of 5.
It's a great product.



Julia Prisyazhniuk

Network VC



It's definitely the tool to use,
whether you are a seasoned
investor or new to DeFi.



Antonio Arts

Founder at 100kin



A pure DeFi play that offers very
good opportunities for web3
users/investors



Yehor Havrylenko

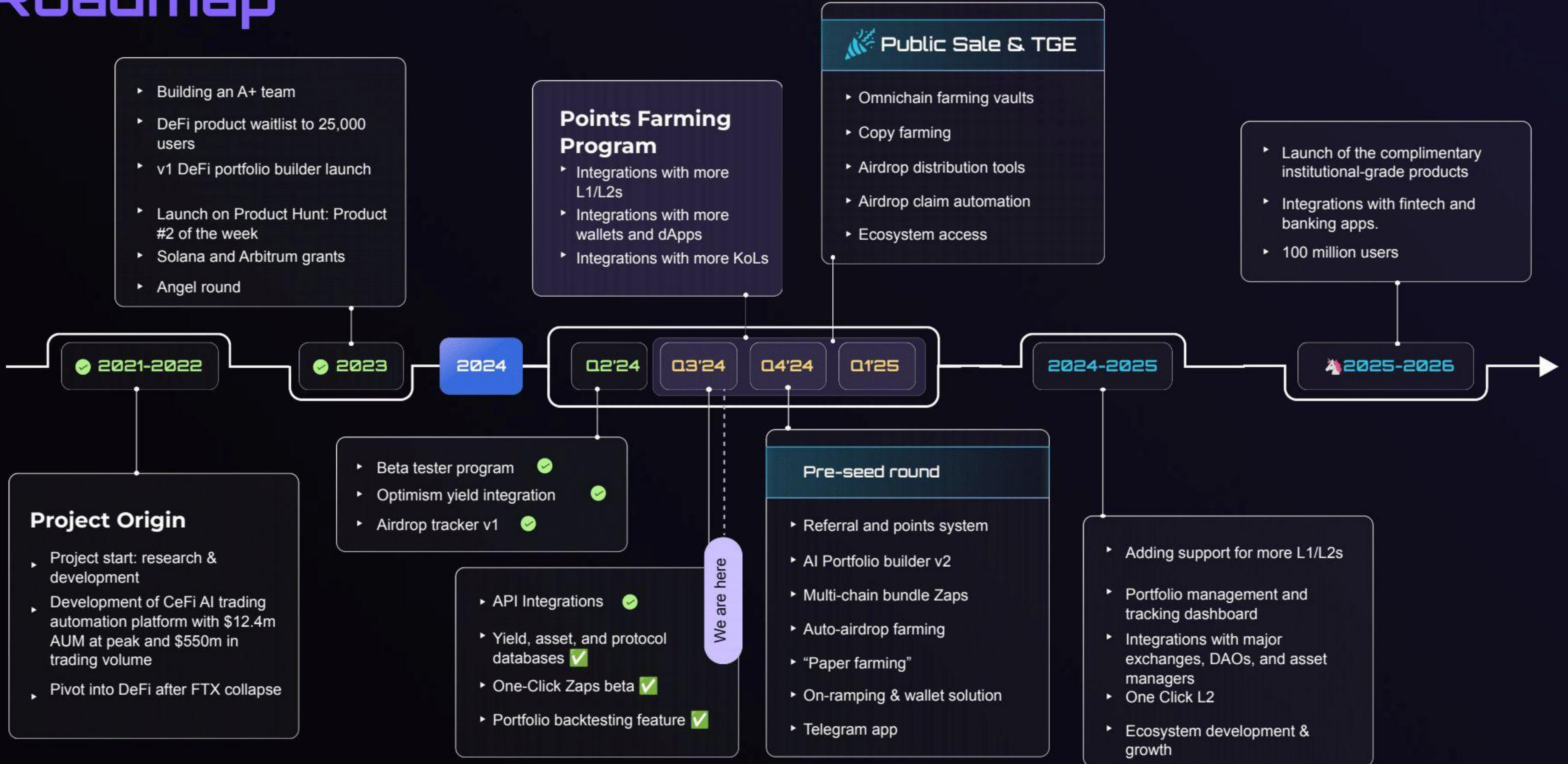
Founder at EvaCodes, Angel
Investor



...and many more →



Roadmap





Changing web3,
one click at a time

Contact Us

ir@oneclick.fi

