Unstoppable. Litepaper

An Introduction to Unstoppable:DeFi

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MORE THAN A DEX SAFER THAN CEX

The core idea of Unstoppable has always been to democratize access to crypto and DeFi and to offer the best risk/reward financial products in the space.

With the collapse of FTX during the final months of 2022 we started to ask ourselves one core question - Why did so many people, including decentralization maxis like ourselves and our friends, still have an account at a centralized exchange?

And we realized we had been thinking too small with Unstoppable before.

Blockchains have given us the technical capabilities of self-custody. So why is it that there were and still are so many centralized financial services in play and why haven't they been replaced with their decentralized counterpart yet?

For us it came down to a few key points:

- Better UX
- Easy access
- Direct fiat integration

And while these key points are very challenging to get right, there is no technical reason why a decentralized exchange shouldn't at the very least offer the same *if not better* accessibility, UX and fiat integrations.

And so the Unstoppable:DEX was born.

AND WITH IT OUR MISSION TO MAKE CEXS OBSOLETE.

A fully decentralized, self-custodial CEX replacement, bringing actually good UX to crypto & DeFi and making the space accessible to anybody with a smartphone through the Unstoppable:Wallet integration.

What we are NOT:

- We're not just building another spot swap DEX (like Uniswap)
- And we're not just building yet another perp/futures/margin DEX (like GMX)

What we ARE building is a complete replacement for centralized exchanges:

- Spot trading
- Margin trading
- Integrated borrowing/lending
- Trading on your phone
- Simple signups & account abstraction
- LPing without impermanent loss
- A fully integrated Fiat on-/off-ramp

And to complete the vision:

- A user friendly, intuitive wallet for beginners and crypto natives alike
- And a Fiat-to-Crypto bridge and on-chain FX platform

UNSTOPPABLE:DEX

The Unstoppable:DEX is the core product of the Unstoppable ecosystem. With self-custody, decentralization and beautiful UI/UX at its core, our Unstoppable:DEX will be more than just a DEX and safer than CEX.

Our users will be able to use our beautiful UI & UX as well as our easy access wallet and our infrastructure for advanced order types like Limit and Stop Orders for all their Spot trading needs.

And since we build on top of existing DeFi liquidity and integrate seamlessly into aggregators and liquidity on Uniswap, Sushiswap, GMX and others, when you swap through us, you will always get the best prices available in all of DeFi.

But Spot trading is just one feature of a full exchange. With leverage being one of the most important tools for traders, we decided to focus on and roll out our margin trading first.

This is also where we're able to provide some rather unique solutions.

Since we build on existing DeFi liquidity all our trades are backed 1:1 by the underlying. You are trading the actual asset (and helping its price discovery) and not a synthetic perp or futures contract.

In fact, our traders can access a form of safe, undercollateralized borrowing to lever up their positions.

This undercollateralized borrowing is made possible by our LPs providing single sided liquidity - without ever being exposed to impermanent loss or taking on the other side of our traders.
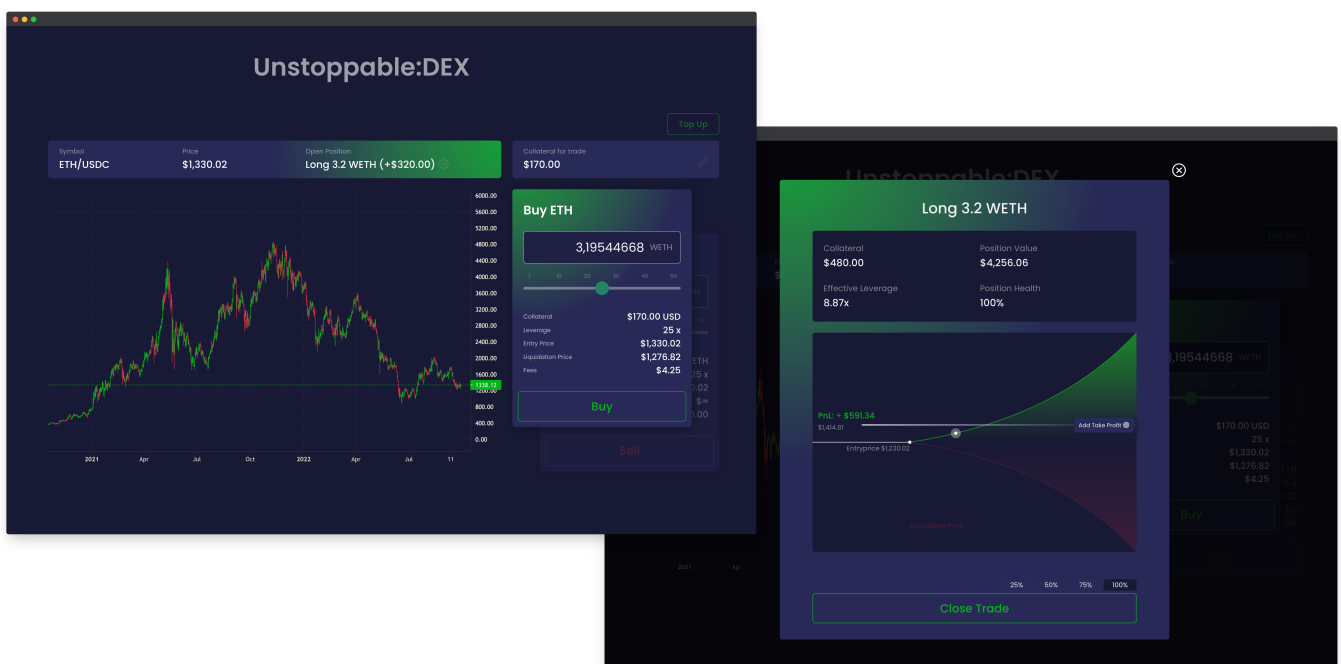
The only risk for LPs is that liquidations need to be performed correctly and in a timely manner - which is why this is one of the core focus points of our engineering efforts.

On top there will be an opt-in LP tranche that - in exchange for higher yields - will protect the lower risk tranches in case of a shortfall event. Unstoppable will seed this higher risk tranche with Protocol Owned Liquidity and guarantee a minimum TVL in this tranche.

So Spot and Margin trading, built in borrowing & lending through single sided LPing, all supported by a strong focus on beautiful and intuitive UI & UX as well as simple access from any smartphone through account abstraction and a fully integrated Fiat on-/off-ramp.

In short a fully decentralized, complete replacement for centralized exchanges.

An Unstoppable:DEX

live screenshots from our beta dApp

UNSTOPPABLE:WALLET

The key goal of the Unstoppable:Wallet is to provide a safe and secure, user-friendly, self-custodial wallet with advanced features.

A wallet not only crypto natives like ourselves like to use as our primary wallet, but one that also lowers the barrier of entry significantly for newcomers and crypto curious people alike.

If you're able to manage an email account or open a Facebook account, you will be comfortable setting up your own crypto wallet with the Unstoppable:Wallet.

Once again, a strong focus on intuitive UI & UX, as well as supporting familiar web2-like flows will be the foundation to offer an actually good user experience and easy access to crypto and DeFi for experts and novices alike.

On the technical side the Unstoppable:Wallet focuses on two core principles, account abstraction & delegation backed by an advanced smart contract wallet with sophisticated features.

The initial version will focus on the account abstraction in connection with the Unstoppable:DEX to provide easy and simple access from your phone to the exchange features.

The full Unstoppable:Wallet will come in a later iteration and will introduce the application independent smart contract wallet with advanced features such as:

- Multiple Recovery Options
- Multi-Sig confirmation based on custom limits
- Time-locks & notifications on sensitive actions
- Contract verifications / trusted contract list
- Account inheritance
- Notifications / messaging
- Portfolio management / tax export
- and more...

UNSTOPPABLE:BRIDGE
UNSTOPPABLE:FX

The Unstoppable:Bridge will be the foundation of the crypto-to-fiat rails and instant fiat on- and off-ramp.

We are partnering with fully regulated banks and will set up an infrastructure that allows minting a 1:1 backed stablecoin directly from your personal or corporate bank account - and redeem it 1:1 back to your bank account as well of course.

While this may sound very complicated, our team has already built a commercially viable version of a similar bridge before. With this experience and knowing what worked well and where things can be improved, we're in a prime position to deliver the tech side for the Unstoppable:Bridge rather quickly.

Initial conversations with potential regulated partner banks have also shown a lot of interest from their side to be able to offer their clients a seamless way in and out of crypto.

Getting into crypto is of course only the first step, the immediate question after is what to do there.

This question is why building on top of the Unstoppable:Bridge we are tackling a far neglected area: multi-currency stablecoins and on-chain FX.

We aim to become the "go-to" place on-chain that provides 24/7, 1:1 backed FX swaps as well as FX leveraged trading facilities based on the same tech we are already developing for the Unstoppable:DEX.

The exact details of the Bridge and stablecoins will depend heavily on the final agreement with a banking partner - we will update this as soon as we have more definitive information.
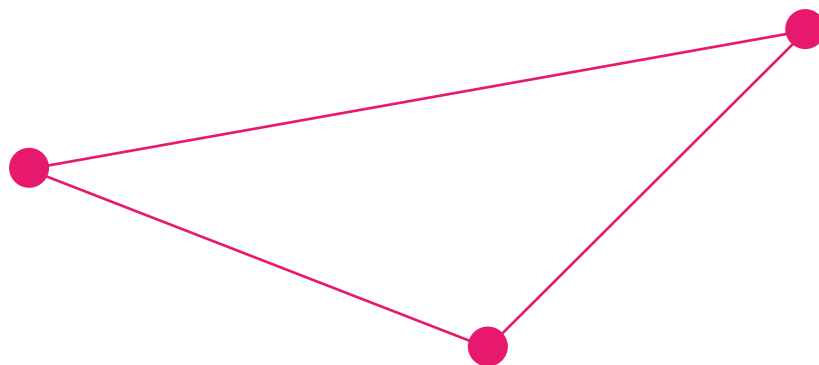
THREE PILLARS

While each pillar and product can work on its own, the true strength of the Unstoppable ecosystem comes from the symbiotic relationship of the three pillars among each other - making the whole larger than the sum of its parts.

The DEX is not just a complete replacement for a crypto native's trading needs, but it also provides the infrastructure in the form of spot swaps and single sided LPing for simplified savings and investment products that will be accessible to anybody through the Wallet.

The Bridge and FX will not just provide the infrastructure to capture a part of the 7 trillion per day off-chain FX market and bring volume to the DEX, but also provide the fiat to crypto rails for users of the DEX and Wallet.

And the Wallet does not only provide easy access for anybody with a smartphone to DeFi and crypto, but it's deep integrations into the DEX and FX make those markets accessible to a whole new user group and enable growing the overall market significantly.

Note: to isolate regulatory risks on the elements interacting with TradFi, we will most likely set up separate legal entities for the Bridge and Wallet, while UND and the eventual DAO control the DEX and all on-chain elements.

MARKET

Spot Volume

    CEXs: **$5.5T**

    DEXs: **$600B**

Derivatives Volume

    CEXs: **$18T**

    DEXs: **$275B**

In-Wallet Swaps

    MetaMask: **$3.6B**

CeDeFi Yield

    TVL (before collapse): ???

Stablecoins

    Total Market Cap: **$150B**

    Mint/Redeem Volume: ???

FX Retail Volume

    Total Volume: **$100T**

[interactive data sheet to explore the numbers ↗](#)

All values extrapolated to yearly based on latest available data
from theblockresearch.com, tokenterminal.com, defillama.com and dune.com

THE $UND TOKEN

The native token of the Unstoppable ecosystem is the $UND token. A utility token based on a dual token model.

Our goal with the tokenomics and token distribution is to make sure we have the best possible setup with a strong focus on aligned incentives and positive sum outcomes.

All participants in the Unstoppable ecosystem that contribute value to the project should be rewarded for their contributions!

Predatory VCs, Airdrop farmers or mercenary LPs who are looking only to farm&dump on the other hand shall be excluded as much as possible.

Only the public sale tokens and initial market liquidity will therefore be distributed in the form of the unlocked token $UND.

Everything else, from bonuses to team allocation to incentives to strategic partnerships will exist in the form of an escrowed token $eUND.

These $eUND tokens can therefore not be dumped on the community. They are fully transferable though and can be transferred/sold OTC or on secondary, user generated markets if their holders wish to do so.

$eUND can also be staked in the ecosystem like native $UND or can slowly be vested over 12 months into the unlocked $UND token.

$UND
- has Uniswap liquidity
- can be staked

$eUND
- has NO Uniswap liquity
- can be staked OR vested into $UND

$UND UTILITY

Staking in the Ecosystem

Staking the $UND (or $eUND) token in the Unstoppable ecosystem will allow tokenholders to lock their tokens in return for a share of the protocol fees & revenue.

Evolving Governance

Unstoppable is following a path of progressive decentralization. During the initial phases the team will guide decisions in order to move fast and agile.

Over time on-chain governance will be implemented and progressively turned over to a DAO model lead by token holders and community.

Future Use Cases

We already see potential further use cases and utility for the $UND token and will add them as they evolve.

From reduced fees in the Unstoppable ecosystem, to potential collateral in a Masternode system to decentralize the backend infrastructure, the $UND token will continue to play a central role in the Unstoppable Universe and its products.

TOKENOMICS

The tokenomics and token distribution reflect our believes in a fair, decentralized project that values community over VCs and ensures that incentives are aligned and that those who provide value to the project and ecosystem are rewarded accordingly.

This is why the majority of tokens will be distributed to the community: Public Sale, DEX Liquidity, Growth Fund - **57% owned by the community**.

The Sustainability Fund secures the long term viability of the project while allocations for core contributors ensures incentives are aligned to add maximum long term value to the project.

Public Sale – 20%

No private rounds, no VC rounds, only one public sale to our core community. Through this sale we are raising the initial runway required to deliver all features of the Unstoppable:DEX and get to the point of sustainable revenue.
Exclusively the community starts with their tokens unlocked as $UND and immediately tradable!

DEX Liquidity – 10%

Provides liquidity on a public DEX to make $UND liquid and encourage further distribution.

Growth Fund – 27%

Supports incentives to bootstrap early liquidity and users, initial marketing efforts and community contributions. It is targeted to be released over 3-4 years.
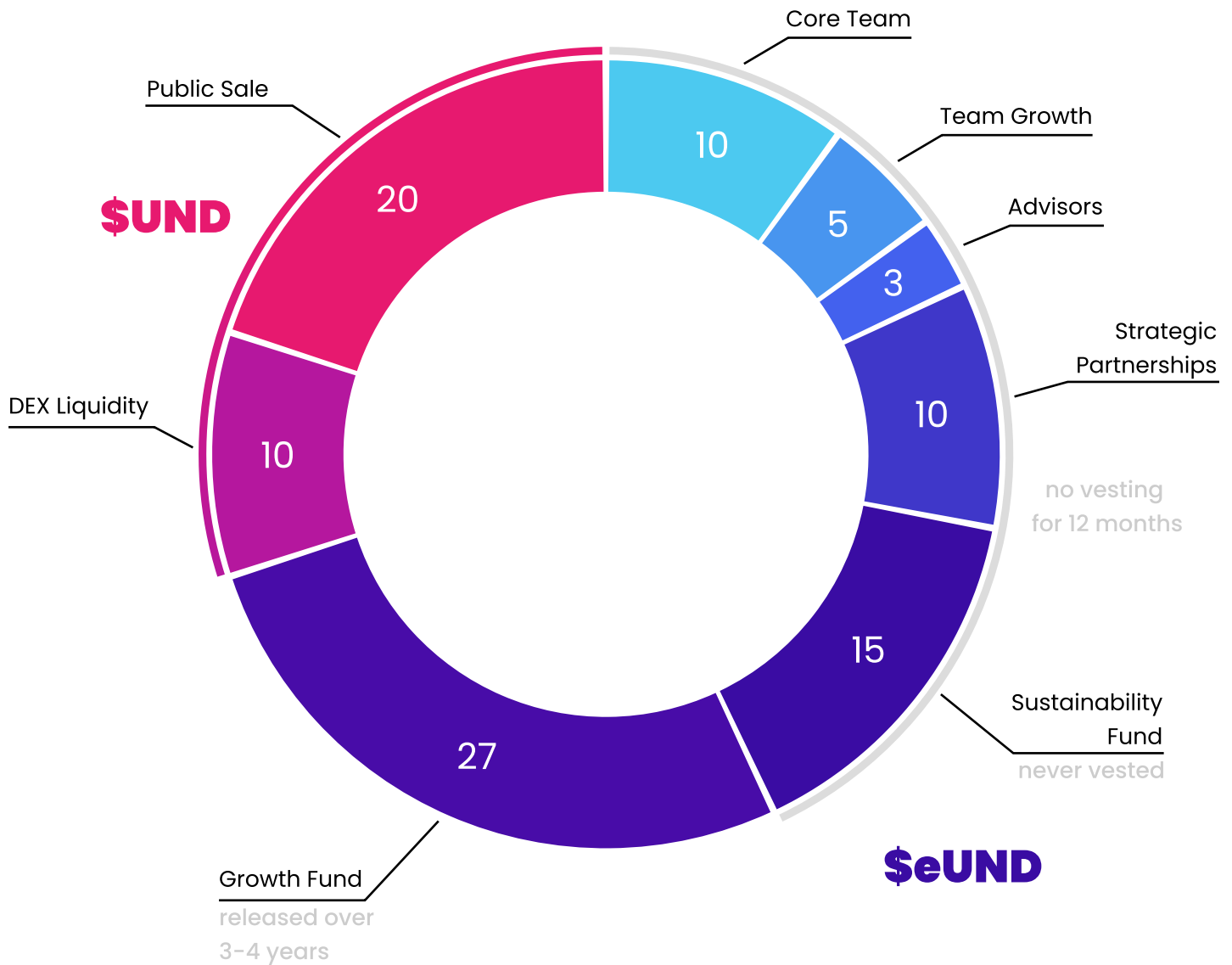
Sustainability Fund – 15%

Staked in the ecosystem to generate sustainable runway and cover expenses for development, marketing, incentives and buy backs long term. These tokens are never vested.

Strategic Partnerships – 10%

Reserved for treasury swaps or OTC deals that add significant value to the Unstoppable ecosystem.
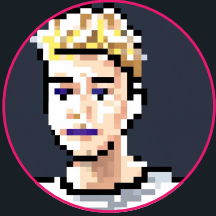
TOKENOMICS

Public Sale — 20

$UND

DEX Liquidity — 10

Growth Fund — 27
released over
3-4 years

Core Team — 10

Team Growth — 5

Advisors — 3

Strategic Partnerships — 10
no vesting
for 12 months

Sustainability Fund — 15
never vested

$eUND

Only Public Sale tokens and initial DEX Liquidity will circulate immediately as $UND, everything else will start as $eUND.

Team, Advisor and Partnership tokens will not vest for at least 12 months.

AN UNSTOPPABLE TEAM

Nic
Founder & Tech Lead - more than 15 years full stack dev and software architecture experience. Launched multiple web2 products with StartUps and Corporates; started building in web3 about three years ago.

Andi
Data Lead & Dev - more than 15 years experience in backend development and as CTO. Built teams and products in several Web2 Startups and Corporates as well as experienced in web3 automation.

Elsa
Marketing & Community Lead - vast experience in growing web3 projects from scratch and getting projects backed by VCs and communities.

Felix
BizDev Lead - more than 15 years experience in building and growing products and companies in a tech environment with more than 3 years in building web3 products.

Our experienced core team is supported by expert freelancers and external contributors as needed, especially in the areas of smart contract audits, design & animations, UI development and research.

We believe a small but elite team is the most efficient to deliver at high velocities and we already have 2 additional contributors and 2 more exceptional devs lined up waiting to join the team.

DIVE DEEPER AND LEARN MORE.

Our Website   **https://unstoppable.ooo**

**Come chat
with the team**   **https://unstoppable.ooo/discord**

**Follow our socials
to stay up to date**

https://linktr.ee/unstoppabledefi

Come join us and be Unstoppable.