FluidFi™

Based in Switzerland 🇨🇭

The better banking model
for a better world

MANIFESTO

We are building a better banking model, for a better world.

Manifesto
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TL;DR

- Bank alternative, based in Switzerland, share capital in ETH.[1]
- First firm to merge centralized finance (CeFi) and decentralized finance (DeFi).
- Designed for mass adoption.
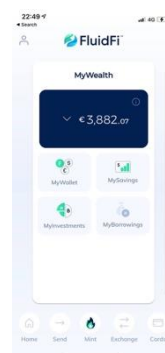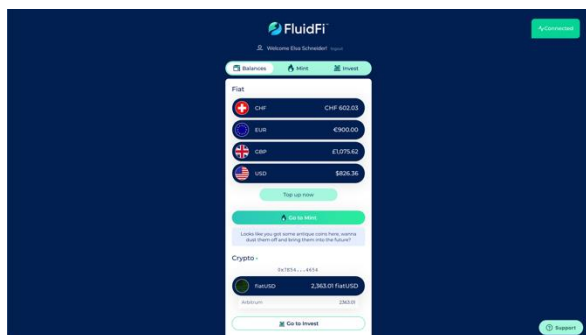- Community-driven, where users become owners.
- 10% of profits to charity.[2]

FluidFi is built by a community who are passionate about helping people make their money work harder for them.

FluidFi is built for you.

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[1] First bank alternative anywhere in the world to be capitalised in ETH.
[2] Charities chosen by the community.

Our products

Web app	Mobile app
Status	**Status**
Testing (invited users, FluidFi community)	Testing (core team)
Live Launch	**Live launch**
Late November	End December
Target audience	**Target audience**
DeFi users DeFi converts	Everyone
Unique selling points	**Unique selling points**
Go directly from your bank account into DeFi and back. Native Stablecoin 2.0, verifiable on-chain All users become owners.	Crypto benefits (yield, investments, efficiency) available in a normal bank account, without users having to manage private keys. All users become owners.
Total addressable market	**Total addressable market**
N/A (we are going to create this market)[3]	Global deposit banking market $71.7 trillion[4]
Get the app*	**Get the app***
How to test?*	**How to test?**
Invite code in Telegram and Discord	Invite codes to selected people from late-November.

* Get the app for web: webapp-beta.fluidfi.ch
  Invite code in Telegram: t.me/fluid_fi
  Invite code in Discord: fluidfi.ch/discord

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[3] Incidentally, we may disrupt the crypto exchange market and the legacy stablecoin market.
[4] Bank for International Settlements, March 2021.

FluidFi offers the four core functions of a traditional bank:

Function	Available at launch	Short term	Planned
Accounts	CHF, EUR, USD, GBP	CHF, EUR, USD, GBP	32 currencies[5]
Savings	3% insured 6% low-risk 30% high-risk	3% insured 6% low-risk 30% high-risk	Fixed and floating rate products. Different risk levels. Different time horizons.
Investments	ETH	DeFi products	DeFi + CeFi products[6]
Borrowing	N/A	N/A	Borrow against your holdings
Core countries[7]	EU, UK	CH, US	Singapore, HK, Australia, Japan, India

Our competitive position

	FluidFi	coinbase	tether	Banks	simplex
Crypto Exchange - fees+margin	<0.5%*	1-5%	1-5%	n/a	5-7.5%
Bank account included?	✓	✗	✗	✓	✗
User is the mint?	✓	✗	✗	n/a	✗
You get a share of ownership with each use?	✓	✗	✗	😂	✗
Yield on your accounts?	✓	✗	✗	✓	✗
100% cash backed?	✓	✗	✗	n/a	n/a
Transparent?	✓	✗	😂	n/a	n/a
Decentralized?	Working on it	✗	✗	✗	✗
Best described as:	Owned by you	Big corporate	Shady	Dinosaur	A rip-off

*$FLUID tokenholders pay 0.1%

Our beliefs

At FluidFi we work with our community of users to take the best of traditional banking and combine it with DeFi technology.

Together, we're on a mission to create a new banking model.
One that is fairer for you and better for the world.

Here are some things that we believe in:

We believe that the current banking model is at breaking point.
How often does the finance industry have to throw the world into crisis before we recognise that it needs to change?
The problem is that fractional reserve banking (developed hundreds of years ago), is not only opaque but it is inherently dishonest - making it bad for both the economy and society. It's time for change.

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[5] We have the ability to provide these now, but have started with 4 currencies.
[6] Stocks, bonds, commodities, derivatives, funds, etc. Both on-chain and via bank accounts.
[7] In addition to these countries, we are also open to selected users globally.

**We believe that your money should work harder for you.
Not for your bank.**
Let's face it – banks are just middlemen who take a cut on almost everything you do with your money.
That's just wrong.
By using DeFi technology we're able to cut out many of the costs of a traditional bank and give those savings straight back to our users.

We believe in listening to our users.
We want our users to help us build and develop FluidFi.
After all, it's your money so you should have a say in how it is used.
For that reason, many parts of our operations are run via community governance, called the DeFi Bridge DAO.

We believe in rewarding our users.
The more you engage with FluidFi the more you are rewarded with governance tokens in the DeFi Bridge DAO.
That means you get a bigger say in how we do things.
In effect, you become a user-owner.

We believe in radical transparency.
The key to working with our community is being open with our community.
That's why many of our management meetings are held via zoom and are open to anyone.
Product development is done in our Forum.
Our roadmap is interactive.
It's why we think of FluidFi as being more like a people's movement than a company.

We believe in our regulators.
We chose to base ourselves in Switzerland because they have the toughest banking regulations in the world.
They even have clear laws about crypto.
Sure, they are strict and they make us jump through hoops - but we're happy to do it because we want you to feel safe when you are with FluidFi.

We believe in fighting financial crime.
Evil exists and bad actors, from individuals to large corporations will always try to launder money. That's why we conduct KYC checks on all our users via sophisticated identification software.
The simple sign-up process takes less than a minute, but it means you and your money are always secure.

We believe in charity.
We give 10% of our profits to charities – and of course those charities are chosen by our community.
Employees can spend 1 of every 5 days working on charity projects they are passionate about. It's about time the finance industry did more for society.

Finally...we believe in you.
Everything we do is driven by our community.
FluidFi is built for people who want their money to work harder for them.
For people who want to take back control over their financial life.

Our vision is of a better world, enabled by technology and powered by a global community of user-owners. Learn more about us here: fluidfi.ch/our-story.

Our model

FluidFi is how a bank would look if it were designed by users.

We are essentially a combination of a Fintech + DeFi.[8] Our goal is to tap into the emerging power of DeFi and make its benefits available to traditional finance users. We believe that the rise of DeFi technology will have a similar impact on the financial system as the internet had on information.

Here is our model, in simple terms.
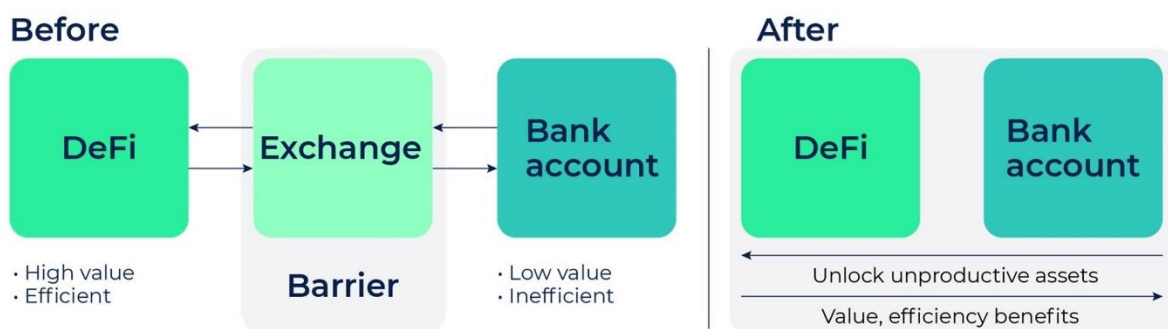

Here is our model, in more detail.

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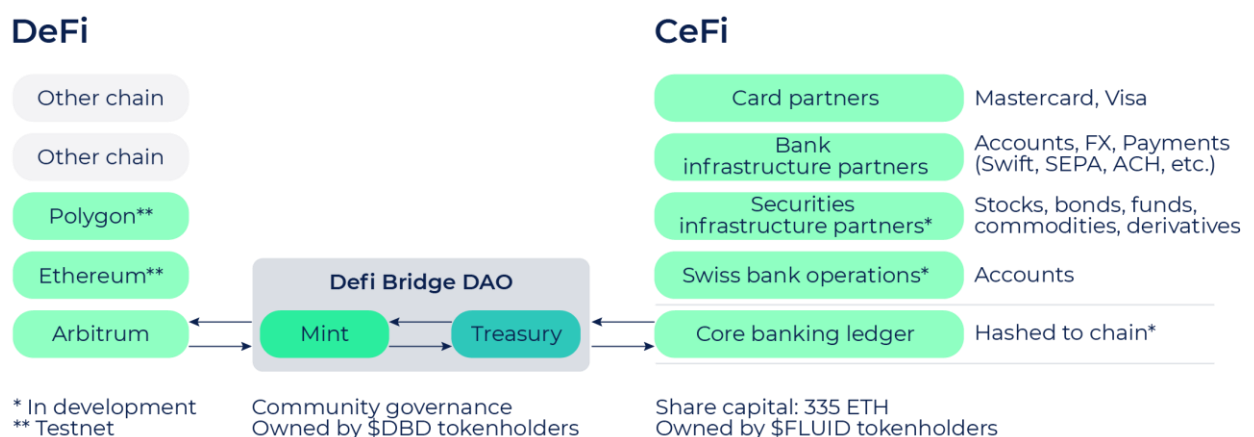
[8] A Fintech is a financial technology company. Essentially, we offer banking-type services together with technology and banking partners in different jurisdictions.

Our technology

Our technology stack is set out below. FluidFi is the only company that seamlessly integrates traditional and crypto architecture.

Tech Architecture
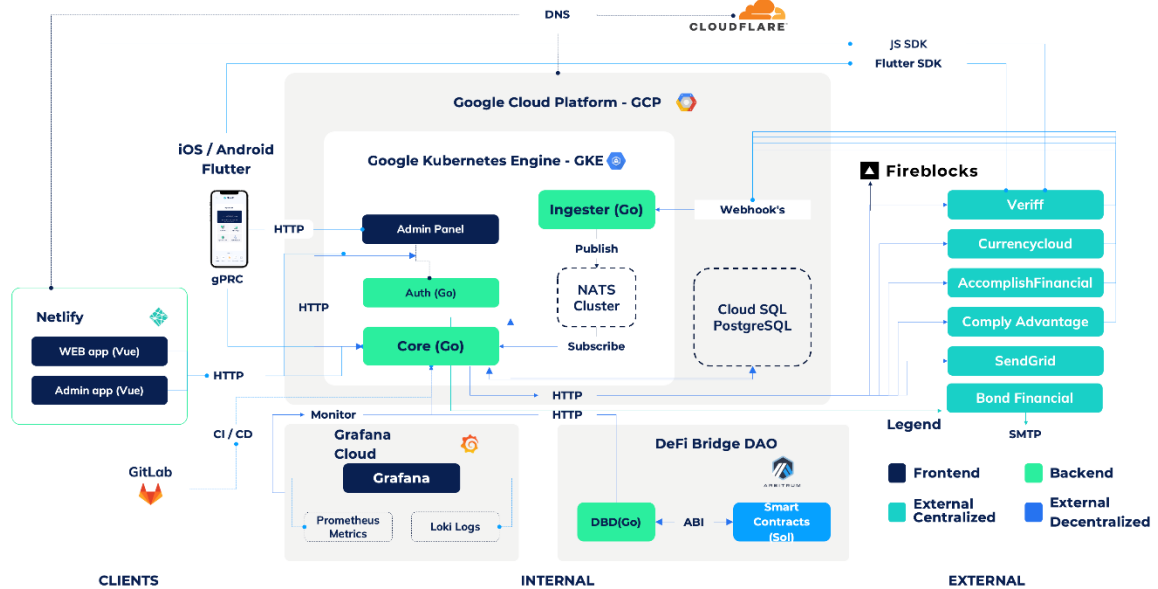
Some important points:

- We are the first financial company building our core banking ledger on-chain.

- Integration with Fireblocks provides us with the ability to create custodial crypto accounts for all users, as well as access the Fireblocks user network. This custodial solution is important for institutional clients and new users who don't want to manage their own keys.

- We intend to opensource as much of our software as possible, for transparency and so that DeFi protocols can integrate into what we are building.

Our stablecoin

fiatUSD: 100% verifiably backed by cash. Designed for DeFi.

We created a stablecoin by accident.

We were not trying to create a better stablecoin; we were trying to find a way for our users to go seamlessly from their bank account into DeFi and back. A pinch point, which impedes adoption, is the need to go through exchanges to get into crypto. After a frustrating experience exploring using centralized exchanges and OTC desks, we thought: why don't we just build the bridge ourselves? I mean, we are fully integrated into traditional banking infrastructure, why don't we just replicate a user's balance on the crypto side?

Then we realized, that we could just "mint" a user's balance to crypto. In 32 different currencies. That would be pretty cool, we thought.

And then we thought, well, if people could do that, then they wouldn't need to go through exchanges. We could give them a bank account and we could mint a 1:1 backed representation of what they held in their accounts directly into crypto.

And then we thought, we don't want people to trust us, so we created a smart contract that doesn't allow minting more on the crypto side than is held on the fiat side.

And then we thought, we don't want to be a centralized entity controlling the mint process, so we decided to move our treasury and mint function to community governance, which is the DeFi Bridge DAO.

And then we realized that we had created a stablecoin. A kick-ass stablecoin, perfect for DeFi, that could be used by degens and normies alike.
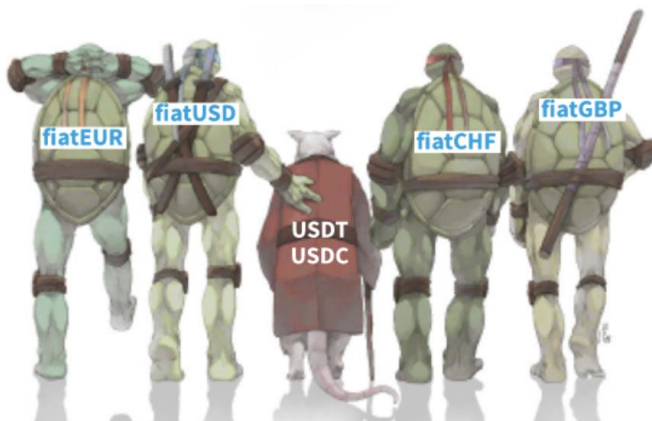
You can read about our stablecoin here:
medium.com/fluidfi/introducing-fiatusd-e6f0a538a464
and here: fiatusd.fluidfi.ch

Want to integrate our stablecoin into your DeFi protocol? It is fully ERC20 compliant and based on OpenZeppelin's ERC20 contracts.
Coming to Arbitrum Mainnet imminently!

You can check out our code and security audit at:
gitlab.com/fluidfinance/stablecoin2.0

Want to give your community preferential access to bank accounts or run a joint liquidity mining campaign with us? Contact us on Discord or Telegram.

Our plans for the future

Here are some things that we are working on:

1. Geographic expansion (US, Singapore, Hong Kong, Australia, Japan, India, etc).
2. Product expansion (e.g. yield products by risk and tenor; investment products, like tokenized, fractionalized TSLA shares).
3. Implementation of Chainlink oracles.[9]
4. Stablecoins on other chains[10]

Have an idea of something that the team can build? Ask them to build it in our Forum: forum.fluidfi.ch

Want to help us build? We are hiring, particularly Golang devs.
Connect to us on Discord or Telegram: fluidfi.ch/discord & t.me/fluid_fi

Our revenue model

FluidFi will make money in two main ways:

1. Fees (e.g. account fees, card fees, bridge fees, etc).
2. Margin (e.g. the spread between interest earned on a product and the interest paid to users, or the difference in the price of an investment sold to investors versus the cost to us).

Our model is designed for mass adoption. Like most technology companies, we expect our valuation to be tied to network effects of product use.

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[9] For our unique real time Proof-of-Reserves flow that guarantees every fiatUSD is always 1:1 backed by 1 USD in the treasury account, we are using custom oracles currently controlled by the DeFi Bridge DAO. To make it even more decentralized and trustless, we are working with Chainlink to have them provide a real time Proof-Of-Reserves and Cross-Chain-Total-Supply oracle in the future.
[10] So you can go from your bank account directly to other chains and back. Seamlessly.

Our team

We have one of the few multi-disciplinary teams in DeFi, with full-time employees covering: legal, compliance, insurance, accounting, tax, marketing and investor relations. Our vision is to function seamlessly in the traditional space and in crypto. The heart of the team is tech, of course. We have 15 developers coding in golang (backend), flutter (frontend) and solidity (crypto) and are hiring others.

See the team here: fluidfi.ch/our-story/

$FLUID tokens

The $FLUID tokens represent an equity stake in Fluid Finance SA, a Swiss company. These tokens are securities.[11]

We are going to create an ETH-$FLUID liquidity pool on SushiSwap on the Arbitrum network that will open for trading on 15 November 2021 at 1pm Swiss time.

Some reasons for holding $FLUID tokens:

- Expected price appreciation.
- Access to premium banking services, for free.
- Lower fees and higher returns on products.
- Exclusive offers of new investment products.
- Airdrops of $DBD tokens.

Our tokenomics article is coming soon.

$DBD tokens

The $DBD tokens represent governance rights in the DeFi Bridge DAO. These tokens are utility tokens and are not expected to be classified as securities.[12]

[11] We intend to register shares (and tokens) in Fluid Finance SA with the Securities and Exchange Commission in the United States and potentially other jurisdictions, including Singapore and Japan.
[12] It is possible that the DeFi Bridge DAO community may decide to make adjustments to the DBD token in the future that could render them as securities. If this happens, the DeFi Bridge DAO (assisted by Fluid Finance SA) may register the DBD tokens with securities regulators.

These DBD governance tokens will be able to vote on changes to the DAO, as well as on other RWAT's joining the DAO, such as fiatEUR/GBP/CHF, or 3rd party banks. They will also be able to share in accrued fees.

You can get airdropped DBD tokens by 3 different ways: holding $FLUID, using fiatUSD on the web-app, and referring people through the referral competition.

Security

Funds in the bank accounts (provided via our partners) are held in client safeguarded fund accounts with leading banks in the EU and UK. These funds are ringfenced from the banks funds and other client funds. In addition, these accounts are protected against theft and fraud with insurance at Lloyd's of London.

The crypto assets we hold are secured by Fireblocks.

The FLUID token contract can be seen here: gitlab.com/fluidfinance/fluid-token

The stablecoin contract has been audited by our in-house security expert and by Solidified. See the audit here: gitlab.com/fluidfinance/stablecoin2.0/-/tree/master/audits

Start of trading

We are going to create an ETH-$FLUID pool on SushiSwap on the Arbitrum chain that will open for trading on 15 November 2021 at 12 noon Swiss time. You will be able to see the pool here: app.sushi.com/swap

Join people like you

We need help. We believe in a revolutionary and inspirational idea. The chances of success are low. If you share our vision that a community-driven bank alternative would be better for the world than the current banking system, I hope you will consider joining us.

Robert Sharratt
Founder
Geneva, Switzerland

@res_fluidfi

Quick facts

Incorporation	Switzerland
Date of establsihment	8 October 2021
Adress	Quai Gustave-Ador 20 1207 Geneva Switzerland
Company number	CHE-323.697.011
Website	fluidfi.ch
Shares issued	100,000,000
Shares authorised	150,000,000
Shareholders' equity	335 ETH
Nominal value	CHF 1,000,000
Nominal value per share	CHF 0.01
Director	Robert Sharratt
$FLUID contract	0x876ec6be52486eeec06bc06434f3e629d695c6ba
Legal advisors	Poncet Turrettini DM Avocat
Accounting	Chartwell Partners
Auditor	SIG Fiduciaire
Tax	Gantey

Social media

See an interview with our Founder here:
https://www.youtube.com/watch?v=OWWV5uoDB1c

Join us on social media here:
Twitter - twitter.com/fluid_fi
Telegram - t.me/fluid_fi
Discord - fluidfi.ch/discord
YouTube - youtube.com/c/fluidfi
Medium - medium.com/fluidfi

Website - fluidfi.ch