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EN

Singapore
CrossAngle Pte. Ltd.

Profile Report

DeFi Money Market Foundation

(Country or jurisdiction of incorporation) (Entity Registration Number)

Greater Miami Area, East Coast, Southern US
(Address, including zip code, including area code, of principal executive offices)

This is an unverified project.
An official representative from the project has NOT verified the data for this project. The Xangle Research Team collected project information by prioritizing the data source in the following order: 1) Official website, 2) Official SNS channels, 3) Exchanges announcements publicly endorsed by the Project, 4) News by reputable media channels. We have made every attempt to ensure the accuracy of the information provided but cannot guarantee the completeness or correctness of the collected data. Project disclosures and announcements display either the source or submitter for users to assess data credibility.

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WHERE YOU CAN FIND MORE INFORMATION

Readers and others should note that the company announces material information to the public using the company website, press releases, public conference calls, and webcasts. They may also use the following social media channels as a means of disclosing information about the company, products, planned financial and other announcements and attendance at upcoming investor and industry conferences, and other matters.

Channels	Address
Company Website	https://defimoneymarket.com
Main communication channel	telegram
Twitter	https://twitter.com/dmmdao?lang=en
Company Blog	
Facebook	
Linkedin	https://www.linkedin.com/company/dmmfoundation/about/
Github	
Reddit	

Channels	Address
Telegram	
WeChat	
KaKaoTalk	
Custom Link	

The information posted through these social media channels may be deemed valid. Accordingly, the public should monitor these accounts and the blog, in addition to following company press releases, conference calls, and webcasts. This list may be updated from time to time and these channels may be updated without notice.

Company Representative (Report Data Submitter)

Name	Position	Office Phone Number	Telegram ID
DMM			

PART I. Corporate Profile

ITEM 1. Basic Corporate Profile

Official Company Name	DeFi Money Market Foundation
Establishment Date	15 Mar 2020
Jurisdiction of Incorporation	
Principal Office Location	Greater Miami Area, East Coast, Southern US
Address of Official Company Registration	Sheikh Zayed Road, Dubai, AE
Company Name for Website Display	DMM
Description of Company	The DMM Foundation helps run the DMM Ecosystem — a vibrant project that helps bridge off-chain assets to the crypto community. The DMM Ecosystem is a decentralized, transparent, and permissionless environment designed to empower all citizens to again earn interest on their currency backed by real-world assets represented on-chain.
Company Website	https://defimoneymarket.com
Whitepaper Link	https://defimoneymarket.com/DMM-Ecosystem.pdf
Mission and Vision	The Ethereum-based ecosystem allows the creation of DeFi Money Market Account's - a new DeFi native asset class that allows any holder of an Ethereum-based digital asset to earn interest and is backed by real-world assets represented on-chain.

ITEM 2. Team

2.1 Executives & Founders

The following sets forth certain information regarding the company's executive officers and founders, their details and positions as of 2020-09-16

Corey Caplan

Position Title	Co-Founder
Short Bio	Experienced entrepreneur with a demonstrated history of working in the software-as-a-service, consulting, and cryptocurrency industries. Skilled in project management & planning, Android development, distributed backend server development, dev-ops, smart contract development (Solidity), relational database design & implementation, and iOS Development. Strong business development professional graduated from Lehigh University with a dually-accredited degree in Computer Science and Business.
Experience	Dolomite / Co-Founder&President Caplan Innovations LLC / CEO
Education	Lehigh University / Computer Science & Business, Computer Science and Business
Company e-mail	
Social	in @https://www.linkedin.com/in/corey-caplan/

Gregory Keough

Position Title	CEO
Short Bio	CEO, Founder, Board Director currently building DMM Foundation the governing body of the DMM protocol a decentralized next generation DeFi protocol to re imagine the traditional financial system. Seasoned global executive and entrepreneur with 25+ years global experience and impressive track record of digital innovation in both large enterprises (MasterCard, Telefonica, and others) as well as startups. An international leader in the DeFi, Blockchain, Crypto, Banking, Lending, Payments, and

	mobile financial services arena in the US and internationally. Adept at building innovative global strategies and teams to create new digital financial services products that resonate with consumers and provide for rapid growth. Early DeFi and Blockchain leader pioneer. Experienced Digital Board Member with technology chops to provide insight on how digital can upend traditional business models.
Experience	Institute for Blockchain Innovation / Founder and Chairman Blockchain Credit Partners / Founder Mastercard / CEO MasterCard & Telefonica JV Global Mobile Payments
Education	Harvard Business School / Executive Education - Strategic Leadership in Inclusive Finance Syracuse University / Bachelor of Science, Broadcast Journalism
Company e-mail	
Social	in @https://www.linkedin.com/in/gregorykeough/

2.2 Engineering Team Leaders

The following sets forth certain information regarding the company's development and engineering leaders, their details and positions as of 2020-09-16

No data available

2.3 Advisory

The following sets forth certain information regarding the company's advisories, their details and positions as of 2020-09-16

No data available

2.4 Organization Structure

The following sets forth certain information regarding the structure of the company as of 2020-09-16

Name of Department/Group/Office/etc.	Number of Full-Time Staff	Number of Part-Time Staff	Head of Department (Maybe left blank)
No data available			
Total	0	0	

PART II. Business Information

ITEM 1. Industry Classification

Not Applicable

Sector	Financials
Industry	Financial Services
Sub-industry	Other Financial services
Categories	1. Cryptocurrency 2. DeFi

ITEM 2. Industry Description

2.1 Industry Overview

There is roughly $238 billion currently in cryptocurrencies with exponential growth predicted in the coming years. There is $90.4 trillion of physical money and money held in easily accessible accounts in the world which we believe will be rapidly converted in the next 10 years to some form of digital currency. The vast majority of the world's currencies (in digital or traditional form) are earning little, zero, or even negative interest.
For the last decade, negative interest rates and negative yielding debt (bonds that are actually worth less, not more, if held to maturity) have been growing rapidly, destroying potential returns for investors and turning the financial system, as we know it, on its head. There is currently $17 trillion of negative yielding debt globally, which is more than 25% of global investment grade debt.

These two trends (growth of digital currencies and limited ways to earn interest) have massive implications for the crypto ecosystem, global citizens, those living on a pension, investors, governments, and more. In this centralized fiat-based upside-down world, savers are penalized, and borrowers get paid to borrow money.

2.2 Recent Trends

(1) DeFi Money Market Ecosystem

The DeFi Money Market Ecosystem (DMME) is building a vibrant global community to provide a decentralized, transparent, and permissionless environment to empower all citizens to again earn interest on their currency backed by real-world assets represented on-chain. The DMME is an Ethereum-based and decentralized protocol that allows the creation of DeFi Money Market Account's (DMMA) - a new DeFi native asset class that allows any holder of an Ethereum-based digital asset to earn interest and is backed by real-world assets represented on-chain.

2.3 Target Market Size

2.4 Target Customers

2.5 Competitors

2.5.1 Existing Industry Competitors

The following sets forth certain information regarding the company's conventional competitors already established within the industry as of 2020-09-16:

No data available

2.5.2 Token Project Competitors

The following sets forth certain information regarding the company's competitors that have implemented Token economics as of 2020-09-16:

No data available

ITEM 3. Project's Business Model

3.1 Business Description

3.1.1 Revenue Model

3.1.2 Platform or Application Overview

General platform description

DMM is created by applying the DeFi Money Market Wrapper (DMMW) - an ERC20 smart contract wrapper that can be placed on any Ethereum token to generate income and provide additional diversification and security through backing by real-world assets represented on-chain. Access to the token is borderless, making it accessible everywhere, and also provides total transparency to the ecosystem's collateralization.

Functions of the solution

The DMME looks to provide consistent and stable returns at a rate many times superior to traditional alternatives (our two initial products mUSDC and m DAI both carry an APY of 6.25%). We believe and hope the DMME will be the beginning of a multi-trillion-dollar opportunity and shift to the return of earned interest to the global monetary landscape.

User pain points

Current traditional Money Market Accounts provide for very low-interest rates globally (Europe: -0.46%, UK: -0.67%, US: 1.5%, Japan: 0%).

3.1.3 Product/Service Line Description

No data available

3.1.4 Competitive Advantage

No Input

3.1.5 Intellectual Property

No Input

3.2 Partnerships

▸ **Chainlink**

Counterparty Website	https://chain.link
Counterparty Description	Chainlink is a blockchain technology created by a fintech company called SmartContract Chainlink Limited SEZC.
Applicable Dates	
Does this partnership has an expiration date?	No
Revenue Generation	No
Expected Revenue (USD)	N/A
Partnership Description	Chainlink's role in this system is to reliably and securely take information on the assets that back the DMM Ecosystem, and publicize them on-chain. This includes the flow of funds that underpin the system, as well as the valuations of these loans. Between the two

prior bits of information, Chainlink will be able to accurately and transparently portray the health and collateralization of the DMM ecosystem as well as inject the necessary information for ecosystem participants to know how their crypto is being allocated to generate interest.

Expected Benefits to Project Team	
Expected Benefits to Counterparty	

3.3 Project Progress

History

No Input

Project Status

Operational

Development of the platform and business operations have been or will be funded through the following sources

No Input

Plan or Strategy to expand platform or token

・A next DeFi Money Market Account will be for Ethereum (ETH), allowing the roughly $20+ billion of ETH to earn consistent interest backed by real-world assets represented on-chain. When mETH is released, it will provide the same yield, have the same level of diversification, and, of course, its yield will be backed by real-world, income-producing assets.

・we look to collaborate with others in the Ethereum community to create additional DMMA's for the many different digital assets that currently exist and believe DMM will provide for the ability of any Ethereum digital asset to earn interest providing greater diversification and stability in interest rates.

3.4 Milestones

Title	Target Date	Status	Description

3.5 Use Case

(1) USDC

Date	
Type	Technology: Implementation and integration
Name of main counter-party	
Involved companies or organizations	
Category	stable_coins
Main Participant	
List of others involved	
Description of blockchain application	The Maker/Dai community is familiar with the concept of collateralization, complex financial instruments, and has a deep love for transparency and DeFi. We see this as a first step to the many ways we can work with the Dai community, further adding value to the DeFi ecosystem.

(2) DAI

Date	
Type	Technology: Implementation and integration
Name of main counter-party	
Involved companies or organizations	

Category	stable_coins
Main Participant	
List of others involved	
Description of blockchain application	The Maker/Dai community is familiar with the concept of collateralization, complex financial instruments, and has a deep love for transparency and DeFi. We see this as a first step to the many ways we can work with the Dai community, further adding value to the DeFi ecosystem.

3.6 Legal Concerns

No data available

PART III. Financial Information

ITEM 1. Equity Shareholders

The following sets forth company cap table of equity shareholders of the organization with more than 5% stake as of 2020-09-16
Number of Shares Outstanding:

Shareholder Name	Title or Relations with Company	Percentage of Total Outstanding Shares	Number of Shares
No data available			

ITEM 2. Equity Funding History

2.1 Equity Funding Rounds

Transaction Name	Announced Date	Number of Investors	Money Raised (In USD)	Lead Investors
No data available				

2.2 Extraordinary Relations with Company

The following sets forth companies and organizations with extra-ordinary relations with company as of 2020-09-16

Company Name	Country of Incorporation	Start Date	End Date	Relationship Details
No data available				

ITEM 3. Financial Disclosures

The following are simplified and condensed financial statements submitted by the company for disclosure last updated on 2020-09-16:

3.1 Simplified Income Statement

○ Year ◉ Quarter

3.2 Simplified Balance Sheet

○ Year ◉ Quarter

3.3 Key Ratios

No data available

PART IV. Token Information

ITEM 1. Token Profile

Token Name	DMM:Governance
Symbol	DMG
Token Economy	
Token Usage	・DMG effectuates governance of the DMMEvia the DMM DAO, which will be given control over the Ethereum smart contracts and adjacent assets. ・DMG will be made available through a series of dutch auctions that will run on the DutchX trading protocol: an on-chain auction mechanism that is tamper-proof, front-running resistant, and fully transparent.
Short Token Description	The DeFi Money Market governance token, DMG, is the tool through which the community governs and grows the DMME
Token Contract Address	
Base Platform	
Mainnet Explorer Url	
Network	No Input
Project Type	Stablecoin
Tokens were initially available and currently obtainable in the following method(s)	
Additional Token issuance or minting conditions, including implemented natural inflation.	
Trading practices after the Token Sale by Company	
Method of allocating tokens during Token Sale	

Token allocation percentage based on Total Supply immediately after Token Generation Event

Token Holder Rights

a) Receive payments or other consideration under the following circumstances
No Input

b) Tokens give holders ownership or contractual interest or rights in the following circumstances
No Input

c) Token holders may vote on the following matters
No Input

d) Other information that may be relevant to the Tokens or their sale
No Input

ITEM 2. Token Sales

2.1 Token Sales details

No Input

Percentage of individual investors at initial offering

Terms and conditions for top backers

No Input

2.2 Initial Offering Rounds

No data available

*: Proposed calculation, but not necessarily mandatory, is based on USD equivalent of cryptocurrency received between the start and end date of the Token sale duration calculated by ((High+Low)/2) of market price

ITEM 3. Token Supply History

The following is a manual record Token supply history as of 2020-09-16. Corresponding transactions hashes have not been provided within this report.

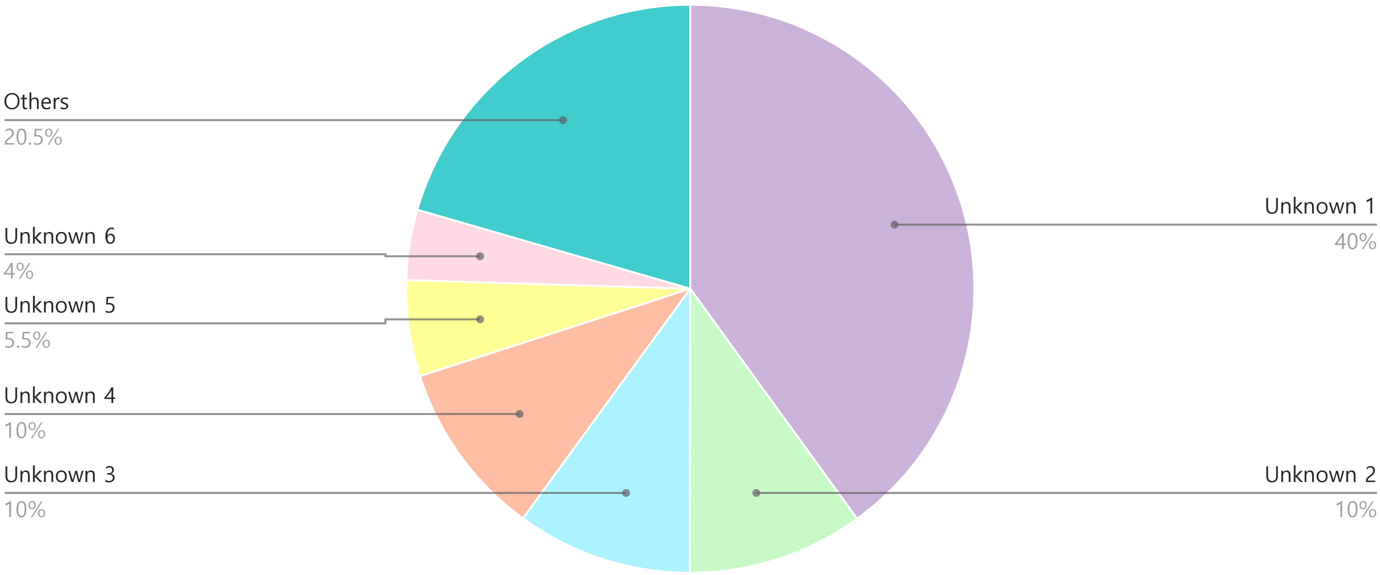
Purpose	Date	Amount	Value (USD)	Post Total Supply	Post Circulating Supply
No data available					

ITEM 4. Listed Exchanges

	Exchange	Pair	Price	Volume	Percentage
	Uniswap (V2)	DMG/WETH	-	$644,605	19.50%
	BiKi	DMG/USDT	-	$635,793	19.30%
	OKEx	DMG/USDT	-	$428,446	13.00%
	BitZ	DMG/USDT	-	$404,238	12.20%
	KuCoin	DMG/USDT	-	$248,920	7.50%
	MXC (MoCha)	DMG/ETH	-	$179,495	5.40%
	BKEX	DMG/USDT	-	$174,849	5.30%
	MXC (MoCha)	DMG/USDT	-	$172,334	5.20%
	BiKi	DMG/ETH	-	$140,166	4.20%
	Eterbase	DMG/USDT	$1	$59,333	1.80%

ITEM 5. Token Ownership

The following is an automatic query result of wallet addresses based on balance holdings with meta data application as of 2020-09-16.



Rank	Address	Balance	Percentage
1	0x3ED70f95C5A979572673558b2f1deEFdd46F1230 (Unknown 1)	100,000,000	40.01%
2	0x31254668Ffa05e93fac6D06ADE6706f644E14E8b (Unknown 2)	25,000,000	10.00%
3	0xaA96a7890097a63EfcdFaceAC9225E51c79AfF96 (Unknown 3)	25,000,000	10.00%
4	0x382c4fd48Fbac7b5E973504cca1458A66A84a94f (Unknown 4)	25,000,000	10.00%
5	0x704828d766181C906182C89CF1bC5A79bFf3a402 (Unknown 5)	13,655,033	5.46%
6	0xaD03468F0c23E7082Bc11cd835f317F967049b93 (Unknown 6)	10,000,000	4.00%
7	0x6cC5F688a315f3dC28A7781717a9A798a59fDA7b (Okex)	7,866,908	3.15%
8	0x519b70055af55A007110B4Ff99b0eA33071c720a (Unknown 7)	3,750,000	1.50%
9	0x39B7e9d93EF1C784adc3B94B9977d8a06d735783 (Unknown 8)	2,868,548	1.15%
10	0x689C56AEf474Df92D44A1B70850f808488F9769C (KuCoin)	2,600,012	1.04%
11	0xB152d446b4F66367DCC5976FBE765A993730Fb6C (Unknown 9)	2,007,652	0.80%
12	0x8175362afBeeE32AfB22d05adc0bbD08dE32F5Ae (Unknown 10)	1,347,466	0.54%
13	0x5cAAe7405a987114569930926525EB631142D111 (Unknown 11)	1,250,010	0.50%
14	0xeeb1Cf82dd8dD9ef34783235f92E783b8c44f589 (Unknown 12)	1,170,533	0.47%
15	0x39E0CC760ABb1E5C388f4a042eEeC8a5e90F1D5e (Unknown 13)	1,000,000	0.40%
16	0x502e90e092Cd08e6630e8E1cE426fC6d8ADb3975 (Unknown 14)	998,044	0.40%
17	0x75e89d5979E4f6Fba9F97c104c2F0AFB3F1dcB88 (Unknown 15)	967,221	0.39%
18	0x19e6C453211Ed0047c43FD9E2719c28516489564 (Unknown 16)	943,301	0.38%

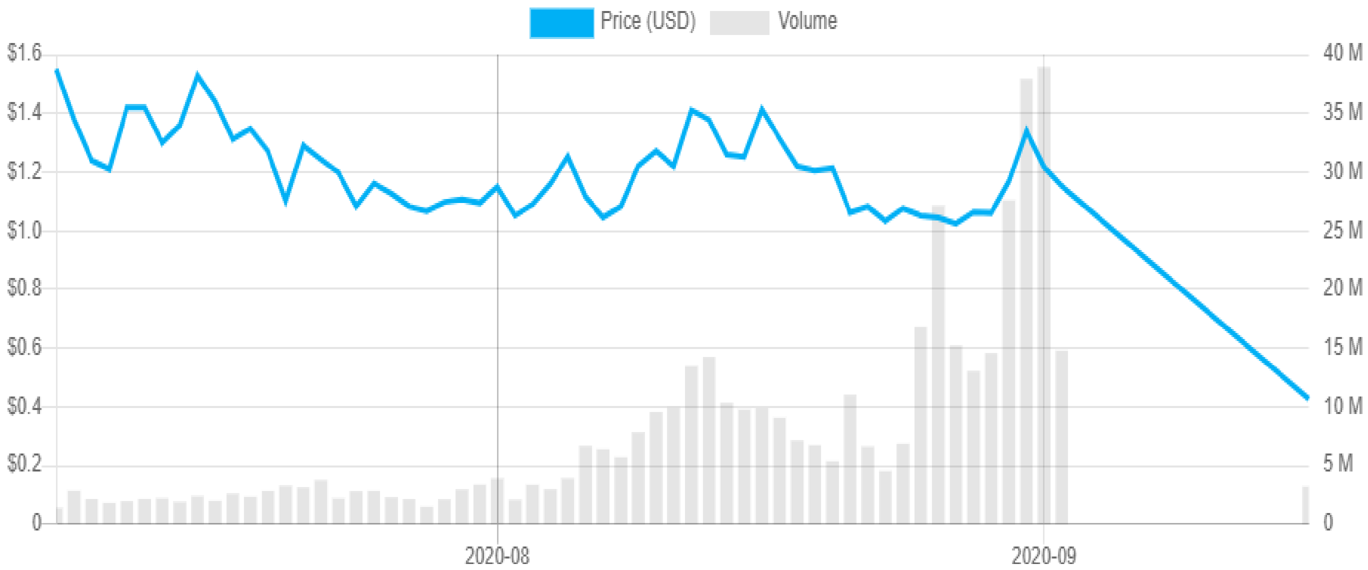
Rank	Address	Balance	Percentage
19	0x7049d7a11e31c87a656AD896d8dC2bA40f432aeB (Unknown 17)	890,010	0.36%
20	0x16512354746E85CD9e7EC188741E4Eb9F0Cff8AC (Unknown 18)	741,701	0.30%

ITEM 6. Token Price and Market Cap

The following are market data present as of 2020-09-16.

Market Cap Rank **346**

Price Performance



▸ **USD**

Current Price : $0.427996

Change (7d/24h/1h) : -21.1% | -11.7% | -0.8%

Market Cap : 19,610,799.20

Initial Offering Price : $-

Return since Initial Offering :

▸ **ETH**

Current Price : 0.001175 ETH

Change (7d/24h/1h) : -25.8% | -9.6% | -0.5%

Market Cap : 53,831.27

Initial Offering Price : - ETH

Return since Initial Offering :

▸ **BTC**

Current Price : 0.000039 BTC

Change (7d/24h/1h) : -26.4% | -13.2% | -0.7%

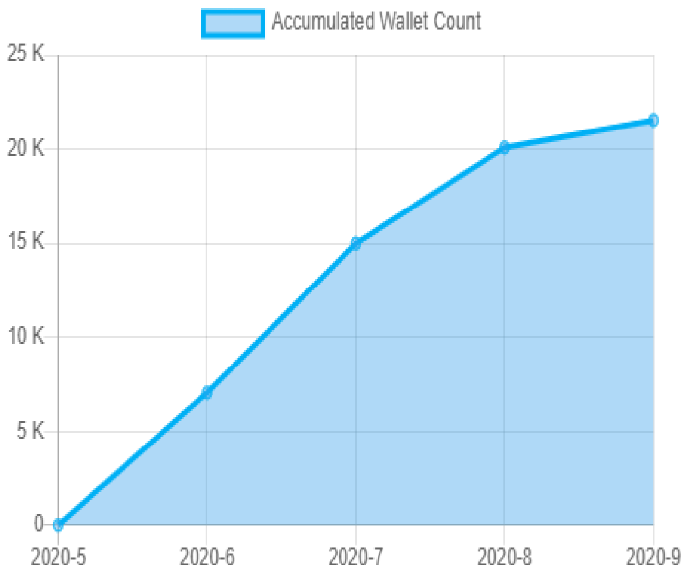
Market Cap : 1,799.79

Initial Offering Price : - BTC

Return since Initial Offering :

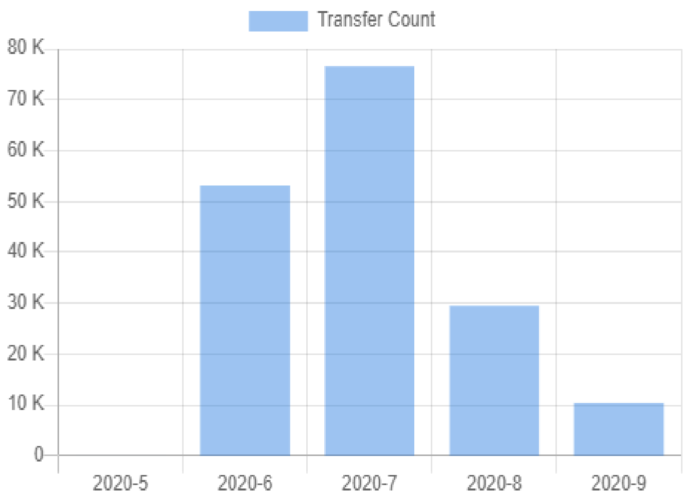
ITEM 7. On-chain Performance

Accumulated Wallet Count



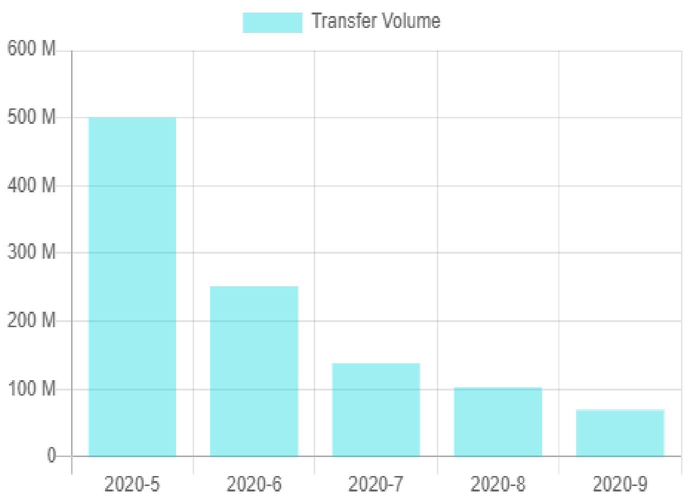
Date	Accumulated Wallet Count	New Wallet Count
2020-5	12	12
2020-6	7,049	7,037
2020-7	14,988	7,939
2020-8	20,089	5,101
2020-9	21,542	1,453

Transfer Count



Date	Token Transfer Count
2020-5	22
2020-6	53,088
2020-7	76,577
2020-8	29,481
2020-9	10,386

Transfer Volume



Date	Token Transfer Volume
2020-5	500,019,640.24
2020-6	251,857,140.241
2020-7	138,113,776.968
2020-8	102,591,794.81
2020-9	69,136,810.662

PART V. Compliance

ITEM 1. Legal

Legal Memorandums and Opinions

Date	Target Jurisdiction	Sender / Written by	File
	No data available		

Legal Compliance

Q: Can you ensure that your project is in compliance with all laws in the countries that you conduct business and the jurisdiction of where your company is incorporated? Please use the input field to describe your circumstances in case you cannot ensure compliance.
A:

Q: Can you ensure that there are no elements or features that potentially involve damaging public interests in certain countries due to the activities promoted by the project? (Gambling/drugs, etc.) Please use the input field to describe your circumstances in case you cannot ensure compliance.
A:

Q: Can you ensure that your token/coin project is not categorized as a security under any existing global capital market regulations? Please use the input field to describe your circumstances in case you cannot ensure compliance.
A:

ITEM 2. Technical

Technical audit results and other equivalents

File	Date	Document Title	Audited by / Reported by
	No data available		

Technical Compliance

Q: Can you ensure that your company has the technical capability to cooperate with exchanges? (Daemon/Wallet/Mainnet support/etc.) If your answer is yes, please use the input field to describe what necessary steps are required for the exchanges to engage in listing your project.
A: