

Feature Title

Display DeFi Positions

Objective/Value Prop

The key problem we're trying to solve for our users and the users we're trying to acquire

As a user, I want to be able to see a comprehensive view of my portfolio. Currently users have to connect to multiple interfaces to see their DeFi positions on EVMs, their bitcoin balance, their THORChain deposits, and their staked cosmos assets. If a user wants to calculate the value of their total holdings, they need a calculator.

If we can do as good of a job displaying DeFi positions on EVMs and also include users balances from non EVM chains, we can give users the most comprehensive view of their portfolio.

How does this align with the DAO vision

This aligns strongly with the DAO's vision to be the best interface to DeFi. While this feature doesn't directly generate revenues, it helps us acquire and retain users. Further, if users connect their wallet to ShapeShift to check their balances, they're more likely to use our other revenue-generating features.

Differentiation/Uniqueness

How does this feature set us apart from the competition, or if others are already doing this, why do we think we can do it better/be more successful?

Zapper and Zerion have proved how valuable this feature is for DeFi users on EVMs. However, they lack support for UTXOs and Cosmos zones. Using Zerion's DeFi SDK, not only can we display the same DeFi positions that a user would see if they connected their wallet to Zerion, but we can also reflect balances from other chains we support. This alone would be the most comprehensive portfolio view and the best way to check your crypto portfolio.

Estimated Timelines for Completion

1. Research and product spec
 - a. 2 days
2. UX/UI
 - a. 3 days (we've started on this)
3. Engineering
 - a.
4. Testing
 - a. A day
5. Marketing

Potential Revenue and/or user acquisition

How many total users in the addressable market? Avg value we can bring per user.

There are over 4 million DeFi users. If we estimate that at least 50% of those users also self-custody a non-EVM asset such as Bitcoin, Doge, or Cosmos, there are at least 2,000,000 users we could attract by providing the best way for them to view their portfolio.