Why ADAX Will Survive & Thrive During These Trying Times

After the surge by a majority of tokens in the last couple of years, the entire crypto market has seen declining token prices and trading volumes lately.

For instance, Bitcoin's value crumbled in the first half of the year, falling under $20,000 in June. That's even below its value of about $23,000 in December 2020. Ethereum has also been declining in price rapidly, collapsing from an all-time high of around $4,800 to $1,050 in June. Overall, by June 2022, the entire crypto market had lost $2 trillion in value — about 70% of the total market cap.

It's been quite a fall. To make matters worse, events such as the crash of the Terra Luna and withdrawal freezes at Celsius and Babel have called into question the legitimacy of the entire market.

- *Concerned about getting through the bear market? Check out our bear market investment guides: Part 1 and Part 2*

For ADAX investors, traders, and community members, there may be concerns about the current situation. Today, we're here to reassure you that ADAX not only will survive these trying times but will also thrive in this bear market.

At ADAX, we know we have the potential to institute lots of positive changes in the crypto space as one of Cardano's leading DEX and CEX exchanges. Plus, ADAX focuses on solving market problems and providing real-world solutions — which are key to staying around long-term.

Here, we'll cover how we'll come out of this bear market even stronger than before.

1. ADAX has a strong team with a long-term vision

The focus of the team is primarily on the long-term sustainability, growth, and success of the entire ADAX project and Cardano ecosystem. That way, ADAX will become the go-to trading platform within the Cardano ecosystem, introducing a trustless protocol that facilitates token swaps, non-fungible token (NFT) trading, liquidity staking, and broader reorientation of the crypto world.

The team aims to develop a stable protocol for crypto traders to utilize and overcome the effects of bear markets while making potential trading decisions that will result in gains. With such determination from our team, it's clear that ADAX is here to stay.

2. We're one of Cardano's leading DEX and CEX exchanges

Unlike other exchanges, ADAX is a completely different type of DEX and CEX exchange. We use an automated liquidity protocol and have features in place to ensure sustainable, continuous trading. ADAX is also built on Cardano, which is a third-generation blockchain with an admirable long-term vision. Cardano is one of the most eco-friendly layer 1 blockchains, and we're confident that building within this ecosystem is a good choice for the long term.

Not only does Cardano bring scalability to ADAX, but it also reduces the fee at which transactions can be processed. Cardano is widely anticipated to become the new crypto standard-setter. And without a doubt, investors already recognize the network's potential within the world of crypto.

3. ADAX will maintain liquidity, no matter what market

Understandably, the liquidity crisis at cryptocurrency lending firm Celsius and other exchanges has investors worried about a broader effect that could bring down other major exchanges. However, don't be concerned about this with ADAX. We're as strong as ever!

Why?

Well, other liquidity providers try to provide liquidity to low-volume assets by offering higher staking rewards. This can be risky and unsustainable, especially when factoring in issues such as impermanent loss (which is high with low-volume assets). This method has also led to liquidity crunches when lots of staking participants attempt to liquidate at a similar time.

However, ADAX works on a different model to maintain liquidity. We solve the issue with the current liquidity pools by using an automated market maker model that takes into account dynamically changing price ratios to limit impermanent loss. Plus, all exchange fees go directly to liquidity pools, which further support liquidity.

4. We solve real market problems

ADAX is determined to solve real market problems, notably liquidity problems (mentioned above), cross-chain token migration, and platform fees.

For example, our Cardano ERC20 Converter gives token issuers and their users a seamless way to migrate their ERC20 tokens to the Cardano network. Users can achieve this with only a few clicks and their tokens can be moved into a native token on Cardano with the same value.

Even when they need to move their token back to the source network, ADAX allows them to burn them on Cardano. With just a little swap fee distribution of 0.3%, any user can achieve this. And guess what? All fees go straight to liquidity pools; there are no platform fees!

5. We're strengthening and expanding our ecosystem

The crypto market may be entering a tough spot. In times like these, it's projects like ADAX that offer real value that will come out stronger.

Coming soon, we'll implement our ERC20 Bridge and an NFT swap feature. And going forward, we'll continue to improve and expand our ecosystem. This way, we'll continue to succeed, even in the face of crypto winter. ADAX is positioned for long-term success!

Towards a better future

ADAX is trying to get everything right. We listen, learn, and work together with the community to continuously improve.

We've grown to where we are today because of this long-term thinking and the support of our traders, investors, and community. Throughout this bear market and beyond, we'll continue to drive ADAX towards becoming and staying Cardano's top exchange ecosystem.

About ADAX

ADAX is an automated liquidity protocol that facilitates trades within the Cardano ecosystem in a completely decentralized and non-custodial way. ADAX has no order book — to eliminate all intermediaries, complexity, and cumbersome procedures from the equation, offering users untrammeled freedom to trade without censorship or loss of control over their assets.

Website | Twitter | Telegram | Discord