Cell Protocol

Smart Automated Market Making

Cell Protocol, or Smart AMM, aims to become the liquidity gateway to CLOBs via simplified automated LP strategies

Cell Protocol democratizes liquidity provision on orderbook DEXs on Solana and beyond. **Liquidity providers** can seamlessly create or copy grid LP strategies like pro market makers, and capture high APY from price fluctuation. **Crypto projects** can easily incentivize community LPs with native tokens. **CLOBs** can enjoy lower slippage and better depth. All empowered by our simplified tools.

Core Thesis - TL'DR

CLOB
Flexibility of CLOBs decides its superiority over AMM. But providing liquidity on CLOBs has high barrier, and results in less trading pairs so far

SAMM
Empower individuals to provide liquidity on CLOBs like pros; Empower projects to permissionlessly incentivize LPs
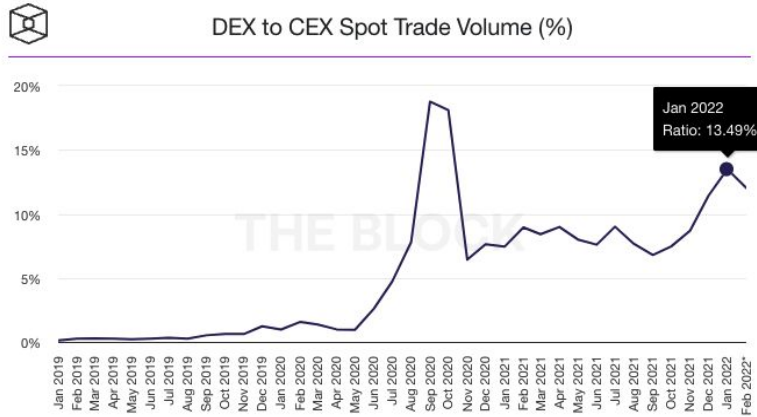
Volatility
Captures high APY from price fluctuations; Offers superior return vs yield farming or grid MM in CEXs

Expansion
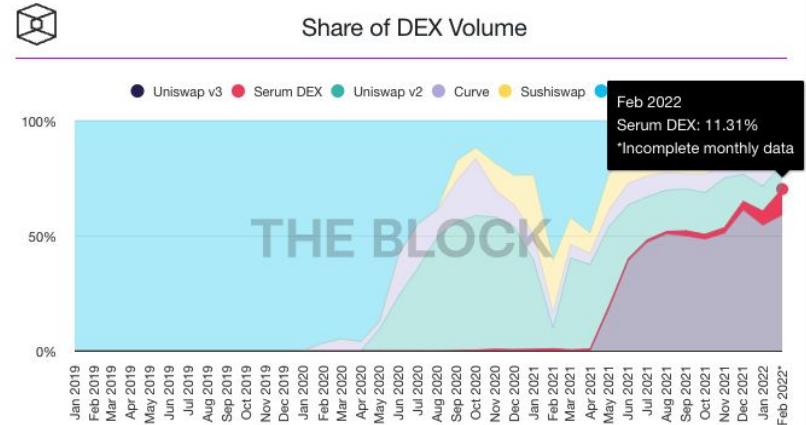Multichains, cross-margin, launchpad, copy-trade, DEX

hance

1 DEX outperformed CEX over the past 2 years

DEX to CEX Spot Trade Volume (%)

Jan 2022
Ratio: 13.49%

https://www.theblockcrypto.com/data/decentralized-finance/dex-non-custodial

DEX trading volume percentage has grown from **less than 1%** to **over 10%** when comparing to CEXs, which is roughly a **13x** Growth in percentage over the last 2 years.

2 CLOBs are on the rise compared to AMMs

Share of DEX Volume

● Uniswap v3 ● Serum DEX ● Uniswap v2 ● Curve ● Sushiswap ●

Feb 2022
Serum DEX: 11.31%
*Incomplete monthly data

https://www.theblockcrypto.com/data/decentralized-finance/dex-non-custodial
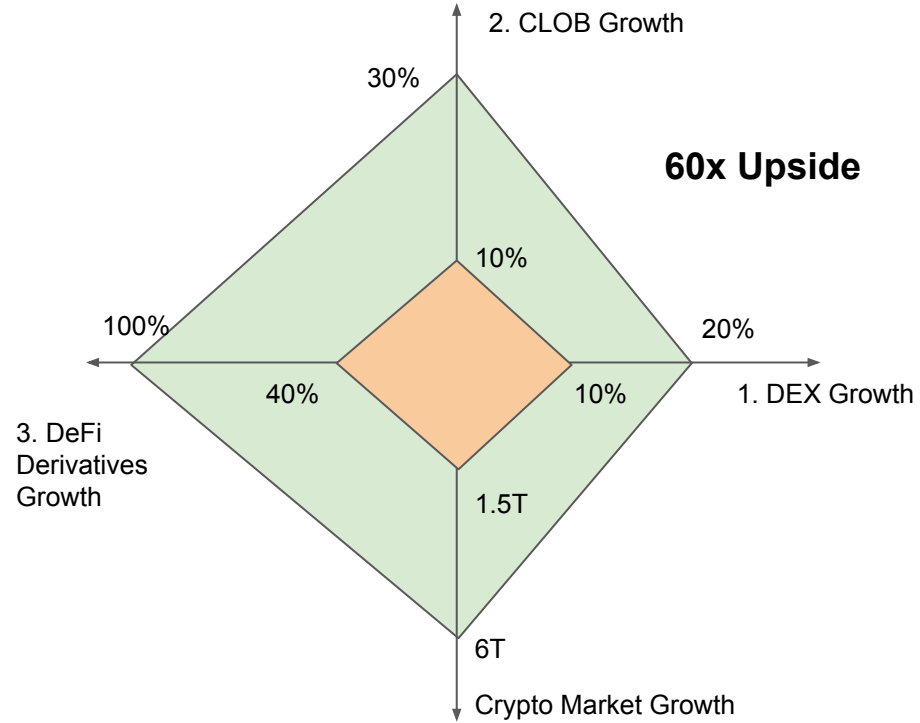
Serum DEX currently contributes to **11.3%** of the entire DEX volume since its 2020 Q3 launch. CLOB DEXs on other networks have also started to emerge.

Huge Potential in DeFi Derivatives

③

CeFi Futures/Spot %	DeFi Futures/Spot %		Growth Potential
300%	40%	=	7x
Feb. 2022	Feb. 2022		

Source: https://www.theblockcrypto.com/data/decentralized-finance/derivatives
https://ftx.com/volume-monitor

60x Upside

2. CLOB Growth
30%
10%

100%
40%
10%
20%
1. DEX Growth

3. DeFi Derivatives Growth

1.5T

6T

Crypto Market Growth

Conservative projection of the market growth in 4 years across all four dimensions will drive substantial adoption of Cell Protocol

Challenges of Liquidity Provision

High Barriers of Entry

Market making in TradFi and CeFi are usually done by professional Market Makers with complex algorithms and large capital requirement, leaving the masses out of the equation.

Missing Tools

There are limited options that allow users to easily provide liquidity on top of CLOBs, which makes liquidity provision for existing markets and liquidity bootstrapping for new markets very challenging. (See Appx. 2 for an example)

Illiquid Long-Tail Assets

It's hard to incentivise liquidity provision on CLOBs for long-tail assets, which result in untradable market with very high spread and volatility. AMMs solve the problem by LP incentives.

High Fees in CEX

CEXs have discriminative commission tiers for normal users and market makers. Even with grid bot, most users are not profitable. There are misalignments between the platform and the investors. Platform earns regardless of investors' performance.

ellution - Introducing SAMM

SAMM is an automated trading strategy that is constantly "**buy low and sell high**". It generate high yield by capturing profits from crypto price fluctuations. SAMM can be implemented on both CLOB and AMM DEXs with limit orders.

ellution - Case Study (AMM vs. SAMM)

The main goal for SAMM is to enable normal users to provide liquidity on CLOBs and help projects to easily incentivize their LPs. We believe SAMM is superior to AMM in terms of strategy flexibility and capital efficiency. SAMM incurs less trading fees vs Uniswap v3 when rebalancing portfolio / adjusting LP price range.

	AMM	Uniswap V3	SAMM
LP	+ Low Barrier	+ Low Barrier	+ Low Barrier
	- Low Capital Efficiency	+ High Capital Efficiency	+ High Capital Efficiency
	- No Flexibility	+ Some Flexibility	+ High Flexibility
Protocol	+ Incentivize Liquidity for Long-tail Assets	+ Incentivize Liquidity for Long-tail Assets	+ Incentivize Liquidity for Long-tail Assets
	+ Extra Boosts in Farm	- No Extra Boosts	+ Extra Boosts in Farm
	+ Some Composability	+ Some Composability	+ High Composability

ellution - Core Products

Social Trading Farm

AI Bots: A list of best preset strategies that are back-tested against real data in the last 7 days

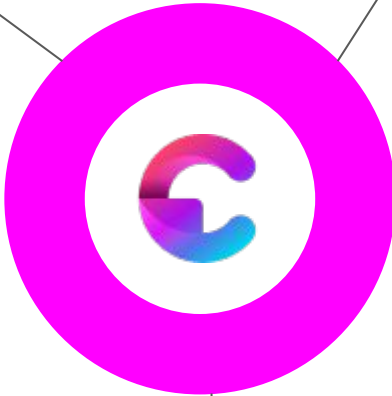Community Bots: A list of high-yield strategies run by the community

Automated Trading with Bots

Spot Grid:
    Make passive income by
    "Buying Low" and "Selling High"

Futures Grid:
    In addition to the functionalities
    provided by the Spot Grid, users can
    1) apply Long, Short or Neutral strategy,
        which is useful in both trending and
        sideway markets
    2) apply leverages in trades

Project Boosted Farms

Curated / factory pools for long-tail assets to bootstrap and incentivize LPs with customized incentives

Cross-margin Collateral

Users can utilize asset A as collateral to provide liquidity for asset B, as long as it maintains sufficient health ratio

ellution - Who Are Our Stakeholders?

Liquidity Providers

Active and Professional LPs make directional (long/short/neutral) bet while harvesting volatility via Customized LP Bots

Passive and Mass LPs add liquidity via copy-trade LP Farms

Projects

Long-tail Assets that Need to Bootstrap and Incentivize liquidity using Boosted Farms

Collaborating Projects that want to build on top of the Cell infrastructure using our SDK

CLOBs

Partner with Cell to enjoy lower slippage and deeper liquidity

ellution - Highlights

Aligned Interests

Cell Protocol only charges performance fees when users are actually profitable compared to traditional bots that charges admin fees regardlessly.

Combined CeFi & DeFi Experience

Built upon highly scalable networks, like Solana, to provide web2 user experiences, while maintaining intuitive and easy-to-use DeFi look and feel.

Composability & Flexibility

AMMs (Uniswap), Active Liquidity Management Tools (Gamma), Interest-bearing Collateral Protocol (Abracadabra), and much more can be built on top of Cell.

Multichain

The one-stop shop for users to provide liquidity on CLOBs across multiple networks in a single place.

Rich-strategy Farms

A slew of custom and preset strategies that meet needs of both advanced traders as well as beginners.

Unparalleled Yields

3 sources of profits compared to trading bots built upon CEXs, including zero trading fees, market making rewards, as well as LP rewards.

ellution - Product Fits

Binance, Kucoin, 3Commas

+ High APY
+ Easy to Use
- High Fees
- Misaligned Interest

Cell Protocol

+ High APY
+ Easy to Use
+ No Fees
+ Aligned Interest

Simple to use by normal users

Curated market

Permissionless

Complex system

Jump Trading on Binance

+ Deal w/ Project
- Not Scalable

Not Profitable
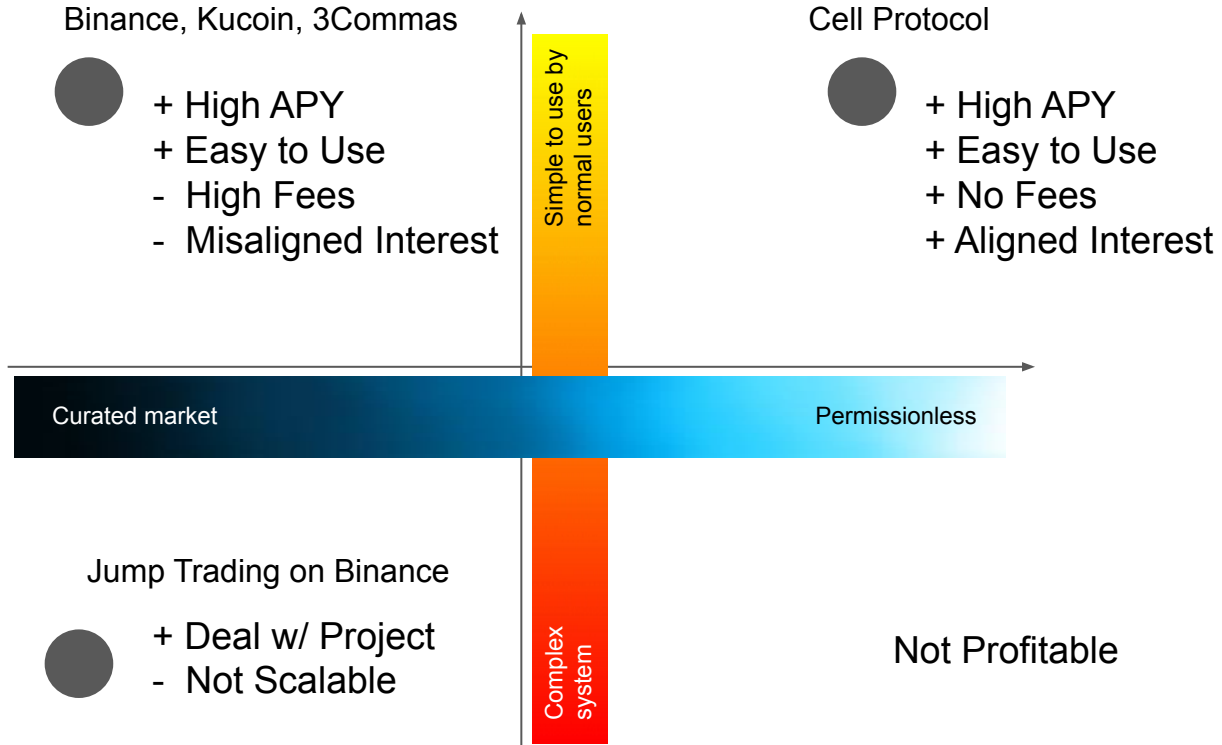
Competitor Landscape

	Model	Fees
3rd Party Trading Tools — **3Commas** — 220K Users, 22.5B MTV		$0/29/99 Annual Subscription + Trading Fees
BitUniverse — 600K Users, 1.5B MTV		$0/20 Annual Subscription + Trading Fees
CEX Trading Tools — **BINANCE**		No Subscription + 0.1% Trading Fees
KUCOIN		No Subscription + 0.1% Trading Fees
Pionex		No Subscription + 0.05% Trading Fees
DEX Trading Tools — **Cell Protocol**		No Subscription + **0%** Trading Fees 0.04% MM Rewards On average 4x APY

ELnomics

veCEL(3, 3)

veCEL, or vote-escrowed CEL, is a non-transferable token to encourage long term staking of CEL and improve overall community involvements.

Treasury

5% Performance Fee earned from trading strategies will be deposited into the DAO Treasury.

ELnomics - Distribution

- IDO 2%
- Team 20%
- Advisor 3%
- Future Strategic Round 17%
- Seed 8%
- Investors 25%
- Treasury 20%
- Ecosystem 52%
- Growth 30%
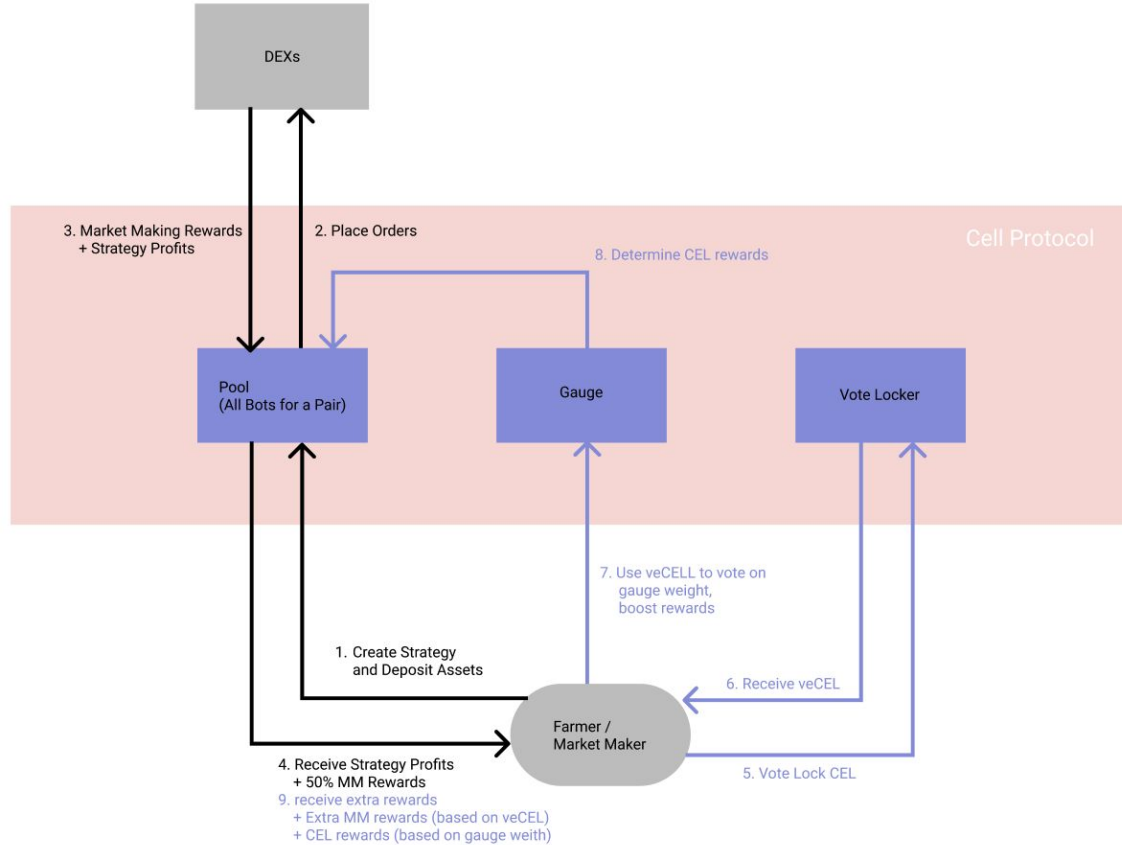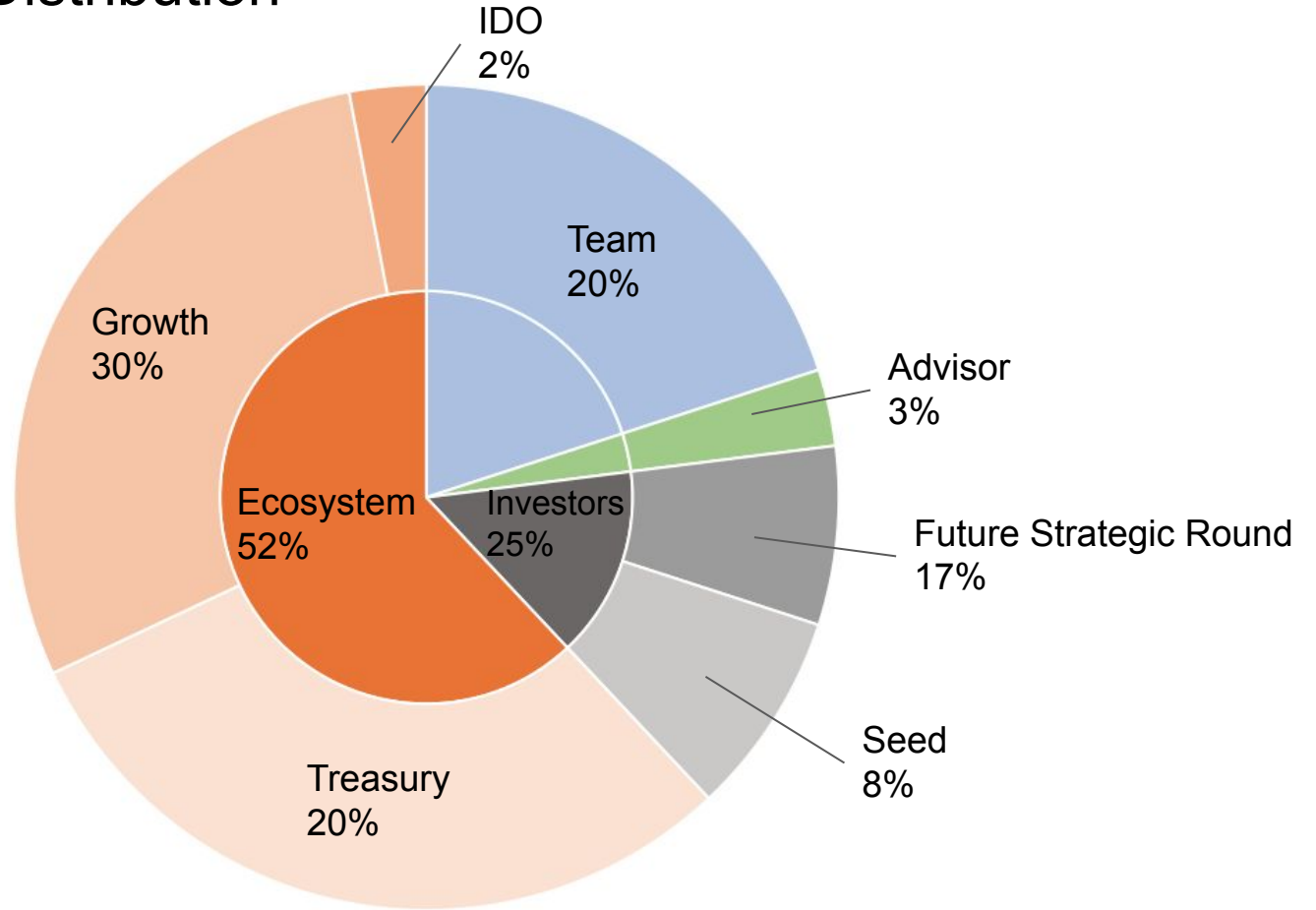
ELnomics - Vesting Schedule

Current Roadmap

2021 Q4 — Team Formation — Cell Prototype — **2022 Q1** — Complete PoC — Frontend Refresh — Website Release

TVL Growth — Beta Launch — Cross-margin Collateral — **2022 Q3** — Open source & Audit — Seed Round — Alpha Launch — **2022 Q2**

2022 Q4 — Governance & Dao — Public Sale & TGE — Boosted Pool — **2023 Q1&Q2** — Strategic Round — DEX & Multichain — **2023 Q3** — Listing & More!
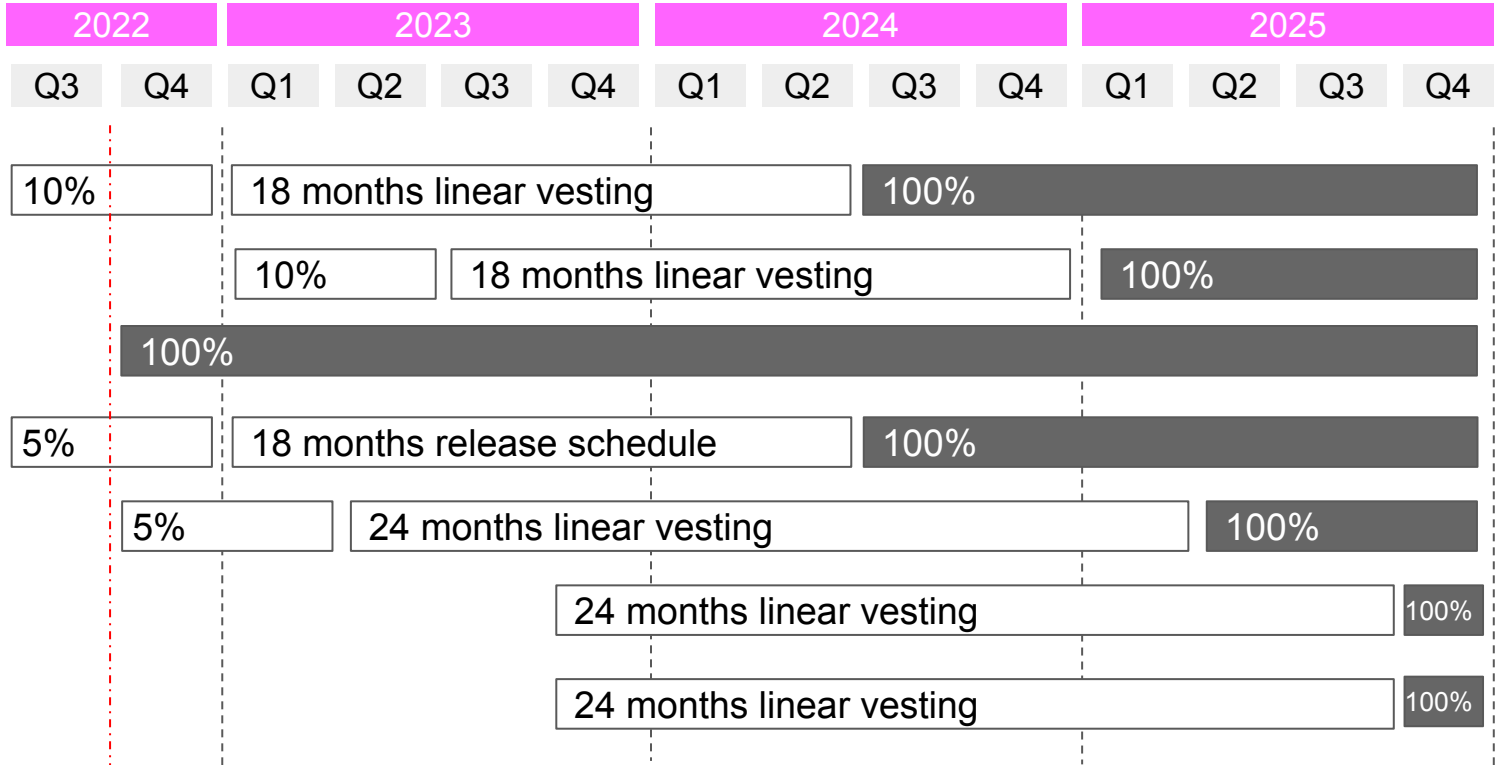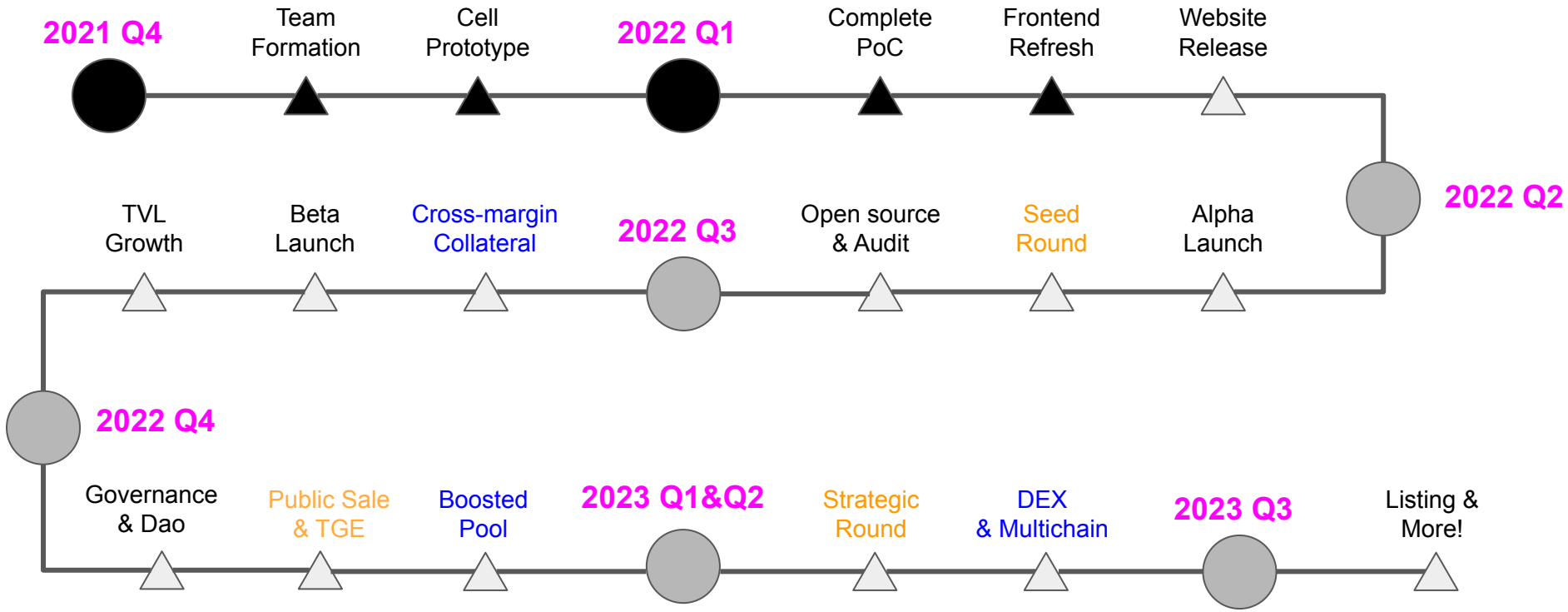
New Feature/Product
Fundraising

ore Team

Team

0xHipo
Founder
—

Previously CTO
@ Series B Hardware Company
Defi Market Maker

Solana BUIDLer

Appendix

1. Vocabulary

AMM | Automated Market Making (DEX)

CLOB | Central Limit Order Book (DEX)

CEX | Centralized Exchange

CeFi | Centralized Finance

DEX | Decentralized Exchange

DeFi | Decentralized Finance

LP | Liquidity Provider

TradFi | Traditional Finance

3.1 Product Showcase - Pools

3.2 Product Showcase - Create Bot

Step 1

Step 2

3.3 Product Showcase - Farms
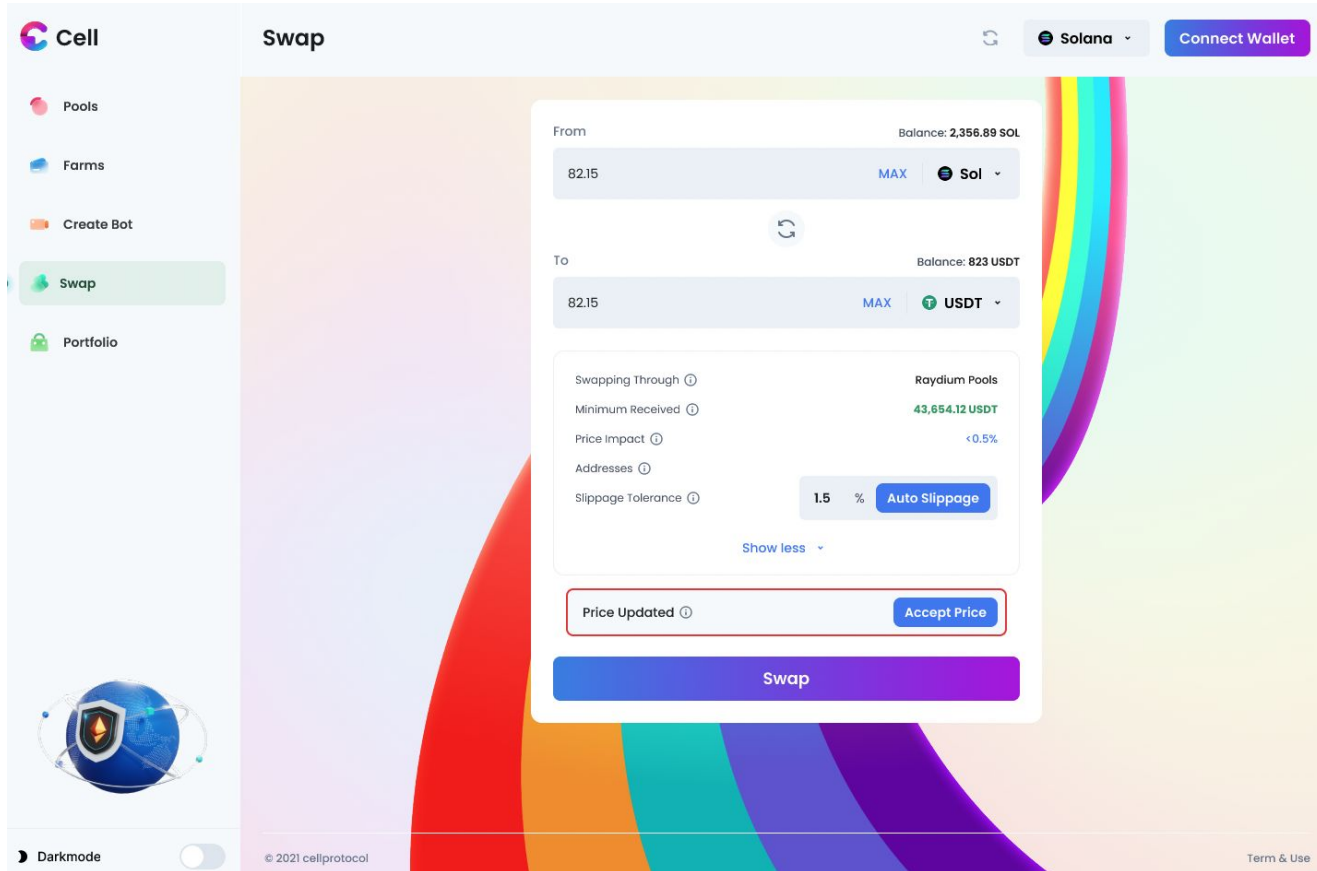
3.4 Product Showcase - Swap

3.5 Product Showcase - Portfolio

Cellution - Case Study (AMM vs. SAMM)

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DEX	+ No KYC & Self Custody	+ No KYC & Self Custody	+ No KYC & Self Custody
	- High Fees & Slippage	- High Fees & Slippage	+ Low Fees & Deep Liquidity
Protocol	+ Incentivize Liquidity for Long-tail Assets	+ Incentivize Liquidity for Long-tail Assets	+ Incentivize Liquidity for Long-tail Assets
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Cellution - Product Fits

Simple to use by normal users ↑

Complex system ↓

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Cell Protocol

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