



Zaap.exchange

Allowing your Grandmother to
Trade On-Chain Without Knowing It



Get Started





What are we addressing?

Menu

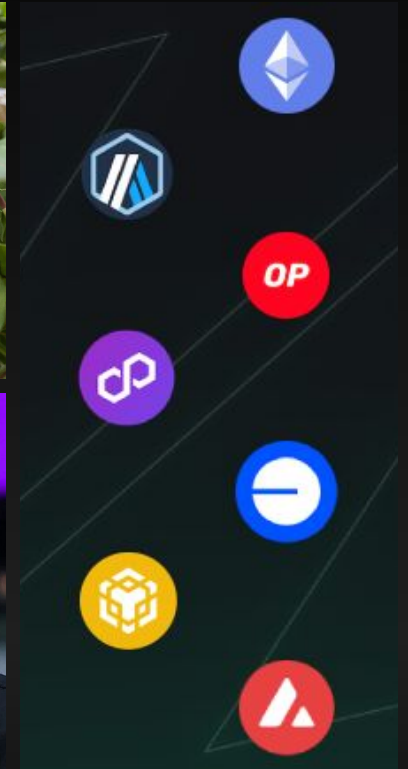


Users Wants To Be On-Chain because of

- **Opportunity Cost on CEXs**
 - The most lucrative opportunities, such as early access to new tokens, qualifying for airdrops, and direct yield earning, are on-chain.
- **Counterparty Risks**
 - The collapse of platforms like FTX and Celsius has heightened awareness of third-party risks, driving users towards non-custodial options.

Users Are Not On-Chain because of

- **Self-Custody Barrier**
 - The psychological hurdle of managing a seed phrase and downloading a wallet.
- **One dApp per Service**
 - Users must navigate and understand the UI of each new dApp.
- **Fear of Scams**
 - Users must verify a dApp's legitimacy to avoid scams.
- **Multiple Chains and Wallets**
 - Using multiple blockchains means managing various networks and wallets, which complicates the user experience.





Introducing aap

Menu



Your **Non-Custodial, Retail-Focused, Cross-Chain** Gateway.

Onboarding Users

- Retail-Focused Interface
- Seamless Self-Custody Onboarding

Retaining Users

- Unified Asset Tracking Dashboard
- Invest or Trade Across a Wide Variety of Tokens
- On-Chain Dollar-Cost Averaging
- Multi-Protocol and Cross-Chain Yield
- Fiat On/Off-Ramp

Zaap Enablers

- Starknet
- Argent
- Storage Proofs





One-Stop Platform

1

Seamless Self-Custody Onboarding

Simple Web2-like email-based sign-up for non-custodial access, alongside options for “advanced” users to connect using a classic Web3 wallet.

Deep integration of Argent into Zaap.

2

Unified Asset Tracking Dashboard

Track all your tokens and DeFi positions in one clear dashboard, including real-time + historical portfolio value, advanced transaction labeling, and more. This is Zaap’s core feature.

3

Invest Across a Wide Variety of Tokens

By leveraging Storage Proofs, we’ll bring a vast array of tokens from other chains to Starknet in a trustless manner. These “native equivalents” tokens (zBTC, zETH, zATOM, zARB, etc) will be tradable on Zaap.

4

On-Chain Dollar-Cost Averaging

The go-to strategy for retail investors, now accessible on-chain from and to any token.

This is Zaap’s flagship offering.

5

Multi-Protocol and Cross-Chain Yield

Access diverse yield opportunities through a unified interface.

6

Fiat On/Off-Ramp

Easy crypto buying and selling with diverse fiat options.





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\$ZAAP Appchain (L3)

A Layer 3 built with **Madara** using **Celestia** as Data Availability (DA) solution, offering Zaap users **lightning fast — ultra-low cost transactions** and engaging them through **economic incentives**.



MADARA



CELESTIA

- \$ZAAP Native Gas Token
- Ultra-Low Transaction Cost (~0.05\$)
- Native MEV Protection
- Instant Soft Confirmation
- Tiered Platform Fee Reductions
(for \$ZAAP Stakers)
- Staking Rewards Without Inflation
(Revenue Sharing from Sequencer)
- Convenient Crypto On-Ramp
- Gas Price Reliability



Zaap vs. The Competition

Menu



	Zaap	OKX Web3	Metamask Portfolio	Rhino.fi	CoinStats
Retail-Focused Interface	✓	✓	✓	✗	✓
Seamless Self-Custody Onboarding	✓	✗	✗	✗	✗
Native Equivalent Assets	EVM, Starknet, Cosmos & Bitcoin	EVM, Starknet, Cosmos & Bitcoin	EVM	EVM & Starknet	EVM
Unified Asset Tracking Dashboard	✓	✓	EVM	EVM & Starknet	✓
Multi-Protocol and Cross-Chain Yield (DeFi)	✓	✓	EVM	EVM	EVM
On-Chain DCA	✓	✗	✗	✗	✗



zaap

Roadmap

Q1

- Fundraising
- Starknet Integration
- Team Expansion (x2)

Q2

- Unified Asset Tracking Dashboard
- On-Chain DCA
- Token Legal Ruling

Q3

- Seamless Self-Custody Onboarding
- \$ZAAP Token
- Fiat On/Off-Ramp

Q4

- Cross-Chain Native Equivalent Tokens
- Multi-Protocol and Cross-Chain Yield
- \$ZAAP Appchain (L3)