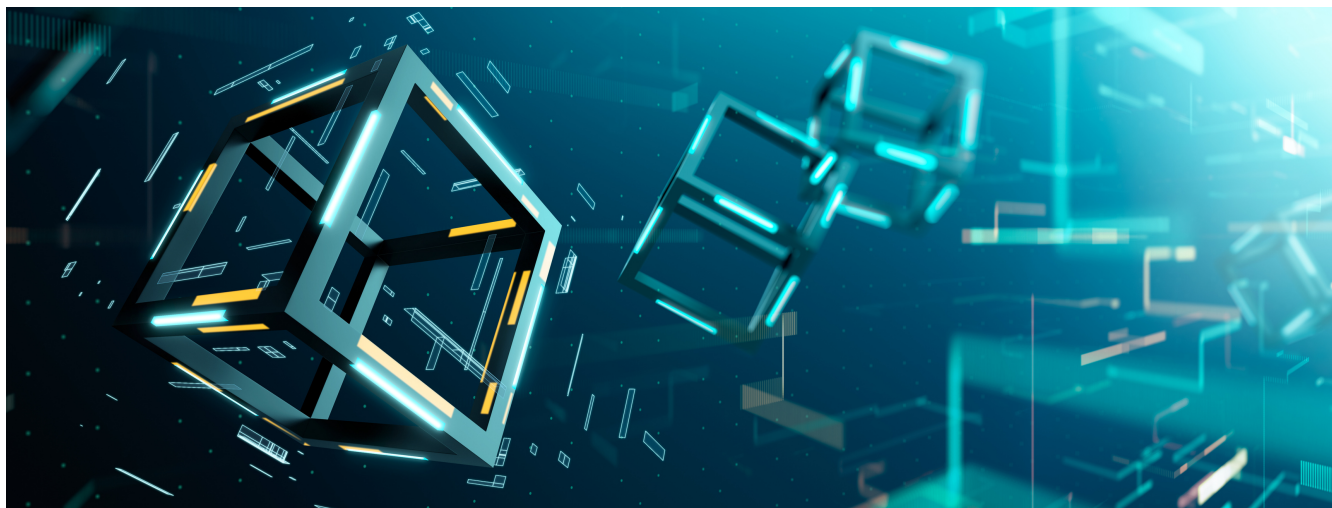# DEXTOOLS MANIFESTO

THINKING FORWARD

In your mind we would like you to picture a time in the not so distant future. A time in which navigating the mire of decentralized crypto currency has become more intuitive, more secure, and more predictable. Imagine being a new entrant into the space, wanting to experience all that crypto trading has to offer. A space where you could access incredible amounts of data, utilize analysis and insight tools to tell you anything you would want to know about a project. Envision being able to access an incredible wealth of knowledge and education which helps protect you from haphazard or uninformed decisions. From here, see yourself joining a community so powerful and supportive that there are no questions that would go unanswered. Feel the confidence you would have in an ecosystem that is intuitively built to help you make your trading decisions in a way that is wholly unrivaled.

Now imagine the potential to have all of your trading executions, regardless of platform or blockchain, analyzed and executed in one place with incredible ease. Think of the multitudes of project attributes, wallet applications, staking platforms, farming yields, and beyond accessed, assessed and monitored in one place.

This future, my friends, is the DEXTools Standard.

"Man is only truly great when he acts from the passions; never irresistible but when he appeals to the imagination."

-- Benjamin Disraeli

THE BETA DAYS

The question that is often asked in the technology sector, and even more so in the crypto space, is... "What's next?"

In an industry so commonly defined by incredibly unique and niche functionality, many people look to the next "feature" as the definition of what is to come. We envision a future for DEXTools not defined by the functionality it brings, but by the experiences it will shape. To help you understand where DEXTools is truly headed, let's take a quick look at where the project humbly began.

Our app, as is normal in technology development, was launched as a beta product open to the public.

This avenue allowed us to release functionality to a limited audience while simultaneously testing it in the field.

Due to the powerful solutions that "IDEXTools" brought to the market, our project experienced unbelievably rapid validation. What had started as a small scale project to help the efficacy of our fellow traders was clearly what the market at-large required.

It had become clear that we were on to something, yet we had no idea what the road ahead would look like. While we were developing our beta, our vision of what was possible began to expand. We added to our team, attracted advisors that we only previously had been reading about, started to be asked to speak at incredible symposiums, and were being approached by fascinating projects for partnerships of all sorts.
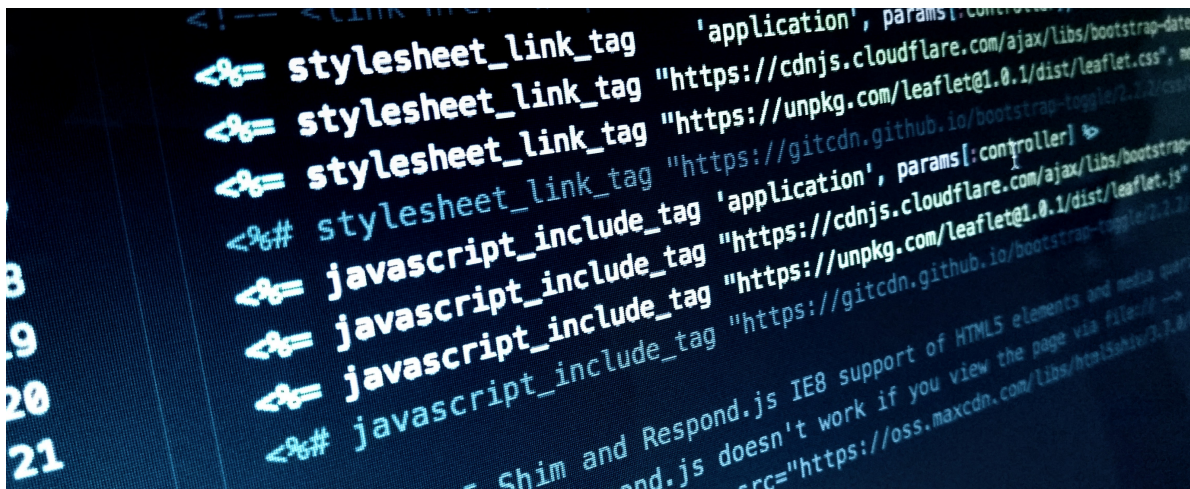
Technologically, we left behind the "IDEXTools" name and staked our own existence in the marketplace. Our ambitions grew beyond one exchange in the DeFi realm.

They emerged to encompass the entirety of decentralized trading. As our vision developed, so did our adaptability. We expanded into Uniswap, constructed a novel API for robust data feeds, and formatted an attractive front end to facilitate advantageous trading. Our server system more than quadrupled it's capacity while we were being pressed by outside forces who tried to crush our budding project. We persevered; however, and from this unrelenting tenacity sprang forth the project as we know it today: DEXTools.

> **We envision a future for DEXTools not defined by the functionality it brings, but by the experiences it will shape.**

THE CENTRAL HUB OF DEFI TRADING AND ANALYSIS

As we mentioned previously, the incredible resilience we see in the DEXTools ecosystem lies within its powerful aggregation. Not only the ability to aggregate, scale, and deliver data, but its ability to blend and collaborate with some of the best projects and technologies available in the crypto space.

The future of DEXTools not only relies on our ability to create the most effective and forward thinking tools to support our users trading on decentralized (and in some cases centralized) platforms, but also on our ability to turn the introductory story into a reality.

The definition of success for so many projects is binary, yes or no, one feature or another being a success. Our definition of success, from here on out, is to provide our users with an experience so comprehensive, so powerful, and so intuitive, that their impression of decentralized trading will no longer be a challenge, rather, an opportunity available to everyone.

So what does this mean?

The handful of modern companies which have stark parallels to what DEXTools will become are Salesforce, Shopify, and Amazon. These are the hub, the infrastructure, the intuitive platforms that their customers and industries depend on. As is the case with these organizations, their users and communities are at the core of their companies.

To be a hub in any industry requires many things.

For DEXTools it means that we have created and will continue to evolve a powerful data infrastructure on which to build an ecosystem that will encompass everything you can imagine in the future of DeFi trading and analysis.

We see being the leader in data integrity, security, accessibility and intuitive operability a solemn responsibility. As with many of the notable organizations listed above, DEXTools aims to create many of the native requirements for our platform as the space evolves. Yet we are, in a sense, agnostic to the source of the technology. Our aim is to provide and maintain the Standard for all things decentralized trading. As is the case with Salesforce and Amazon, that may mean internal and native applications, or it may mean implementing the most cutting edge technologies through partnerships.

> " Our definition of success, from here on out, is to provide our users with an experience so comprehensive, so powerful, and so intuitive, that their impression of decentralized trading will no longer be a challenge, rather, an opportunity available to everyone. "

Whichever route is pursued, the end goal will always remain the same: To be the standard for insights, trading capabilities, cross platform interoperability, consumer protection, and crypto education.

Our success will never hinge on a short term feature implementation, or the next "hot" topic of conversation in the space. We would rather base our success on becoming the trusted infrastructure which is the culmination of the best and most advanced technologies available for our users.

Our work in establishing partnerships to help us achieve this goal has only just begun. As we continue to develop tools that we feel are the most reliable and useful for our users, our aim is also to only present only the most secure and powerful resources available to our community and users. Some of the many partnerships that we have already established in this regard will begin to paint a much more clear picture of what the future for DEXTools looks like.

This truly has only begun to scratch the surface of our collaborative interests, and we are being approached daily with new partners and ideas for how we can help construct this DEXTools Standard.
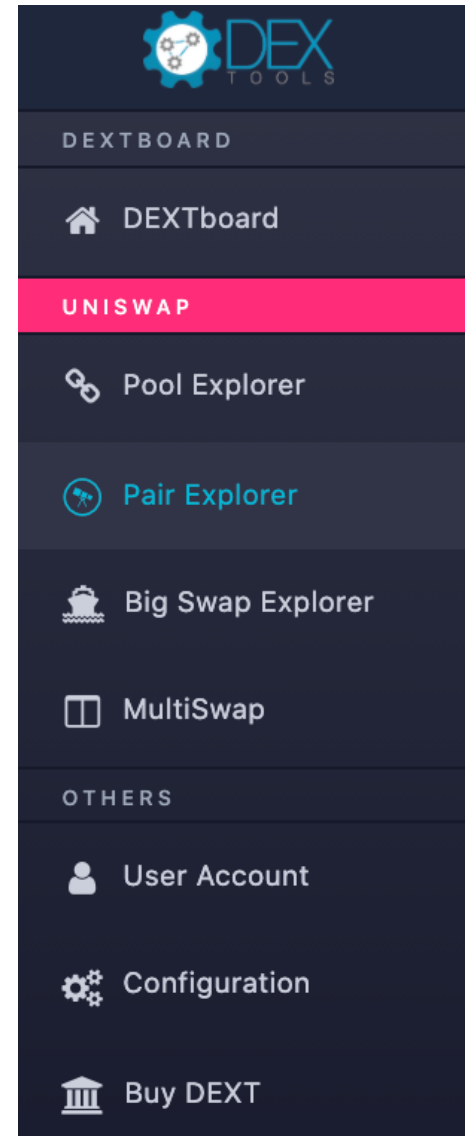
THE DEXTOOLS STANDARD

While it would be nice to some day provide a "crystal ball" tool in our application, nobody truly knows what the future holds for crypto. Yet DEXTools will adapt and incorporate all of the measures required to provide the most powerful and intuitive infrastructure for our users. As the hub of DeFi, DEXTools will become the standard in regards to both functionality as well as integrity. The former case will be defined by strong, quality tools accessible to multiple users across any level of crypto familiarity. This position is not well maintained; however, unless the standard is also able to provide a safe, reliable area in which users can make confident financial decisions.

DEXTools will do for DeFi what cryptographic blockchains did for value and information transmission. Examples of DEXTools dedication to an integrous standard are evident in the famous DEXT Score and front-running bot notifications. In the social sphere, you can see how DEXTools partners with projects which supply trust and safety solutions for everyday traders.

These are only a handful of tools and relationships which underlie our commitment to a honest and equitable DeFi community.

In addition to the standard of honesty, we will also prioritize the transparency of DEXTools to all of our investors as well as the broader community. Regular communications regarding upgrades, partnerships, and DeFi developments will be matched with a dynamically structured timeline for feature implementation. In order to build trust in DEXTools we understand that you must know where the project is going and how we will get there.

Our commitment to improving your DeFi experience is growing everyday. In mirroring this project's development from a basic trading assistant into the feature-rich project it has become, DEXTools is now embarking upon the next step in its journey. We will embrace new developments and constructive partnerships within crypto. We will set the standard for trust and integrity across the community. We will become the hub for DeFi development and, in doing so, redefine the entirety of your trading experience.

> **DEXTools will do for DeFi what cryptographic blockchains did for value and information transmission.**