

# Peg*Hub*

## Peg Hub Strategy



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# TABLE OF CONTENTS

## 01 Peg Hub Ecosystem Strategy 2022

## 02 Executive summary

02 • Team

03 • Market Positioning and Development - how we'll expand our investor base

03 • Marketing & Communications - how we'll build brand awareness and loyalty

04 • Revenue Generation and Ecosystem Sustainability

04 • Keeping Our Investors' Funds Safe and Secure

04 • How We Will Measure Success

05 • Our Roadmap

06 • Our Approach To Shaping the Strategy

## 07 The thinking behind our strategy

07 • SWOT Analysis - used to determine potential focus areas

08 • Market Segments & Positioning - used to determine segments we want to serve

09 • Product and Market Expansion Approach - used to determine our approach to entering new markets and deepening penetration in existing markets

10 • Key Execution and Operational Risks - used to determine areas that require careful monitoring as we execute the strategy

10 • Value and Sizing Approach - used to determine roadmap priorities

## 11 Our objectives and key results

# PegHub

# Peg Hub Ecosystem Strategy 2022

This document outlines the Peg Hub Ecosystem strategy developed in July 2022. Its primary purpose is to provide a clear view of our strategic objectives and how we'll execute against them to achieve our mission.

## Mission:

We provide the simplest way to earn high yields on blue chip crypto. Our mission is to become the largest and safest crypto staking platform by 2025.



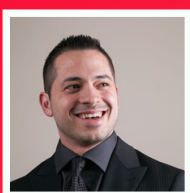
# Executive summary

Peg Hub is a Decentralized Finance (DeFi) ecosystem designed to provide great returns for investors of all crypto experience levels. Led by our doxxed Founder & CEO Aaron Shames, we pride ourselves on our transparency and commitment to safely building wealth for investors. Peg Hub currently encompasses CZShares and bitBOMB for advanced DeFi users, as well as the newly launched **PegHub.com** that provides a simple way for investors to grow their crypto via its autovaults. **PegHub.com** is a key step towards expanding our target market to less experienced DeFi users. Our strategy builds on this with a major focus on entering Traditional Finance (TradFi) and Centralized Exchange investor segments. Our roadmap will deliver additional value for our loyal community, while also targeting these new segments. Along with delivering a range of exciting innovations to benefit investors, our roadmap will increase revenue generation across the ecosystem, supporting overall health and resilience.

We will differentiate from our competitors through leading the way in transparency & trust, providing an optimal user experience, and providing high yet sustainable returns. **Our strategic objectives are;**

- 1** Provide innovative solutions to create wealth for our investors
- 2** Provide a simple user experience, removing barriers to entry for new investors
- 3** Instil trust in our investors through robust protocol security and being regarded as leading experts in DeFi.

## Our Doxxed Executive Leadership Team



**Aaron Shames**  
**FOUNDER & CEO**

As a serial entrepreneur, Aaron has operated numerous successful businesses. A passion for DeFi has led to our active & growing ecosystem.



**Rob**  
**CHIEF OPERATING OFFICER**

Rob is responsible for driving the execution of our strategy, along with overseeing day-to-day operations. Previously a senior manager at a large bank, he brings a wealth of experience in programme management, regulatory compliance, HR and systems implementation. Rob will join PegHub full time in September.



*"We set out to create the most comprehensive strategy in DeFi, with a roadmap to deliver value for our existing investors while expanding into new segments. We hope you enjoy learning more about our strategy. Our mission to become the largest and safest staking platform by 2025 is certainly a huge goal, but we believe we have the expertise and commitment to make this a reality. If you have any feedback on our strategy please do get in touch."*

**Aaron, Rob and the PegHub team**





## Market Positioning & Development - how we'll expand our investor base

To expand into investor segments that currently lack the knowledge, confidence or motivation to enter DeFi, we'll develop intuitive protocols that rival the experiences TradFi and Centralized Exchange firms offer. Our objective will be to minimize the amount of guidance required through simplicity of design. We'll also provide tools & support to build investor knowledge, including improving our live chat functionality.

Our roadmap includes launching on four new chains in 2022, expanding our reach and offering investors more choice in tokens they can earn great returns on – these will primarily cater to DeFi natives but also benefit less experienced DeFi investors through broadening the range of cryptos available to farm in the **PegHub.com** autovaults. In Q3 2022 we'll also launch new NFTs with a Tarot Fork to follow in Q1 2023, allowing leveraged yield farming - these will again enable us to expand our DeFi market share.

The final critical milestone on our roadmap is to launch a decentralized, fully transparent single staking service across multiple blue chip cryptos by the end of Q3 2023 – this will be the most significant enabler to expand in to TradFi and CEX segments through providing a user friendly platform with unparalleled yields.



## Marketing & Communications - how we'll build brand awareness and loyalty

Our strategy will be underpinned by a robust, multi-channel marketing plan. It will encompass typical DeFi channels like AMAs, Twitter, partnerships with DeFi influencers, and banner ads on crypto sites to deepen market penetration with DeFi natives. However, we'll also focus on marketing channels to engage CEX and TradFi communities. Launching educational content for investors new to crypto and DeFi will also present an opportunity to build strong brand awareness and loyalty. We plan to launch this in Q4.



## **Revenue Generation and Ecosystem Sustainability**

Through improvements to our existing protocols, our new innovations, and strong marketing approach we expect to significantly increase TVL and revenue generation across the ecosystem. This will support our underlying peg tokens, and therefore drive our share tokens to appreciate in value. This increases the value of protocol allocations, enabling us to increase & diversify our treasury holdings. Increased revenue will also lead to additional buy backs of PHUB - our limited supply, revenue-sharing token. This will contribute to further price stability and growth.



## **Keeping Our Investors' Funds Safe and Secure**

We will invest in additional audits through the most reputable blockchain security firms throughout 2022. Additionally, we'll implement multi-sig and time-locking to our primary contracts, further minimizing the risk of exploits. Our doxxed CEO and COO will continue to engage openly with our community on a twice-weekly basis through Twitter and YouTube AMAs.



## **How We Will Measure Success**

Community feedback will continue to be a key measure of our success, along with our performance against the metrics shown on page 13. This includes a \$10,000 PHUB token target price, significantly building our treasury holdings, and our Total Value Locked (TVL) reaching \$10 billion.

We believe we have all the ingredients to become the biggest and safest crypto staking platform in the world by 2025, making our goals more than achievable.

## Our Roadmap





## Our approach to shaping the strategy

We set out to build the most comprehensive strategy in DeFi. To do this, we utilized the SOSTAC framework, created by globally renowned product & marketing expert PR Smith.

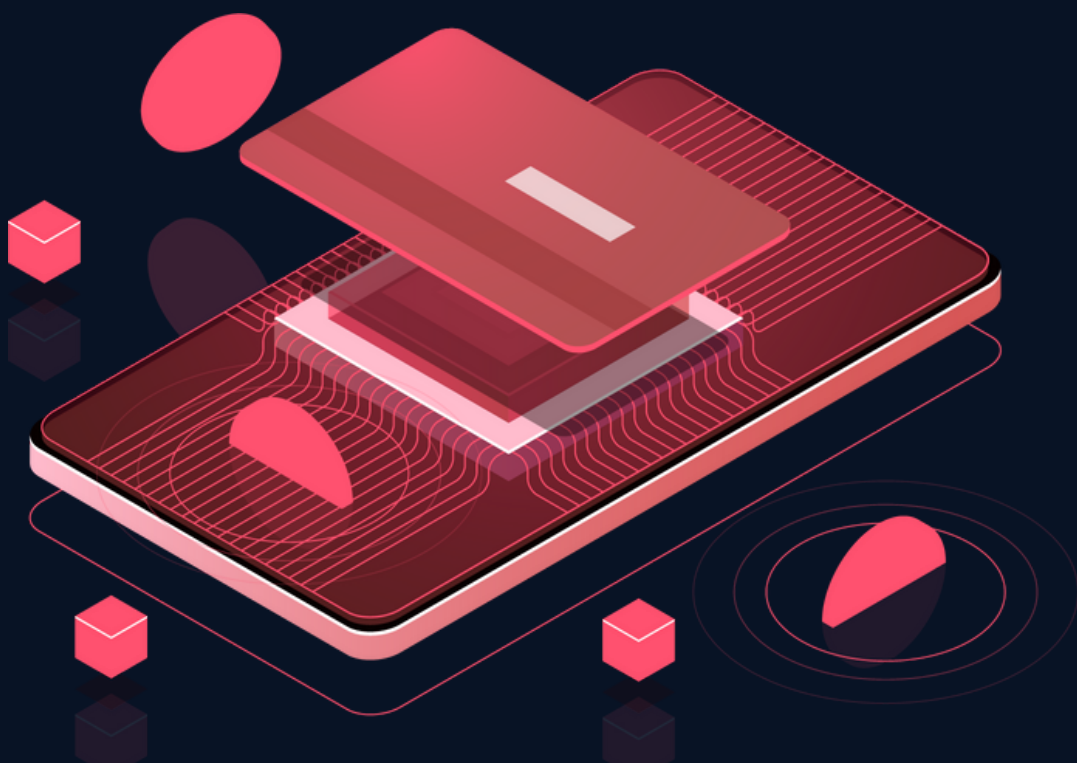
We performed a detailed situation analysis - assessing our strengths, weaknesses, opportunities and threats giving careful consideration to the political, economic, social, technological and environmental factors impacting our current and future markets.

We then considered the key segments we should target and typical investor characteristics.

This was then used to define opportunities to expand into new target markets and deepen penetration within existing markets. We then considered our product and market development approach using an Ansoff matrix.

We then consolidated all potential opportunities and assessed the value they'd deliver for our investors, along with resources required to deliver these. This was used to assign a weighted value score. High-value, low-effort items were prioritized for delivery, with large scale, more resource intensive items naturally falling later in our roadmap.

If you're interested in more of the detail behind our thinking, you'll find this below.





# The Thinking Behind Our Strategy

## SWOT Analysis - used to determine potential focus areas

- Brand awareness & recognition
- We were the first Tomb Fork - the fact we're still here demonstrates commitment and resilience
- We have a doxxed CEO and COO, supporting transparency and trust
- We've made good progress in simplifying the user experience (more to be done though!)
- Strong team, particularly following recent hires
- Great APR on blue chip cryptos
- Strong/large community built
- Have an offering that is in great demand
- Agile to deploy new projects quickly
- A lot of great ideas for future growth & innovation

### Strengths (internal)

- UI and guidance needs to be improved with more obvious paths for those new to crypto
- Community and user guidance needs to be improved
- Sometimes pace of execution means there's less time to build and sustain hype with the community and prospective investors
- Understaffed in some areas leading to limited capacity, particularly in terms of community moderators and design experts.
- Community management and live chat approach needs to be strengthened to ensure investors receive accurate information, in a timely manner. Also need to take a firmer approach in managing unconstructive or inaccurate contributions
- Benefits of the PHUB token haven't been well communicated yet

### Weaknesses (internal)

### Threats (external)

- Potential for extended bear market, reducing overall interest in crypto. We'll combat this through strong differentiation from the competition in our product offering, marketing and our transparency.
- Additionally, there's now a negative perception around Tomb Forks.
- Increasing regulation could hamper innovation - we'll explore opportunities for incorporation in crypto friendly jurisdictions
- FUD from investors who have lost money (largely from the general market performance) could adversely impact our reputation.

### Opportunities (external)

- DeFi is still an emerging market with huge opportunity for growth
- CEO and COO will further leverage doxxed status to build trust and credibility through regular investor engagements, blog posts, content etc. We will promote our staying power, telling the story of our protocols and the actions Aaron's taken during difficult times.
- We'll become a trusted source for crypto information
- Expand BOMBBTC.com to support all cryptos from their native chains. This can tie in with PegHub custodial type accounts
- Customer support/live chat to be strengthened to enhance UX
- Crypto Insurance to provide investors with further comfort their funds are safe to be explored
- Provide NFTs with utility
- Expand in to new markets through diversified product offering
- CZpeg & Bitbomb to be updated with new features - not a top priority but will be explored as we build the team out
- Attend and present at Blockchain events to build reputation and visibility
- Explore grants for developing on new L1 chains
- Explore incorporating in a crypto friendly jurisdiction to mitigate the risk of innovation being hampered
- Expand marketing to more traditional channels including mailing, billboards, email etc



## Market Segments and Positioning - used to determine segments we want to serve

Segment	Characteristics and subsegments	Opportunities and market positioning
<b>Degens and DeFi natives</b>	<ul style="list-style-type: none"> <li>Well versed in navigating DeFi with a medium-high level of investment sophistication.</li> <li>Actively monitor the market and opportunities, often actively engaged in protocol communities.</li> <li>Willing to accept a medium to high level of risk in the pursuit of returns.</li> <li>Higher propensity to move between projects to maximise returns</li> </ul>	<ul style="list-style-type: none"> <li>We'll continue to cater to this market through our seigniorage protocols and a new Tarot fork (leveraged yield farming platform).</li> <li>We'll continue to build loyalty through a strong community – this supports us maximise “share of wallet” for this segment.</li> </ul>
<b>Active CEX users</b>	<ul style="list-style-type: none"> <li>Users who hold crypto but often haven't interacted with DeFi.</li> <li>Seeking higher returns than TradFi but may be sceptical of very high returns.</li> <li>There'll be a sub-segment willing to progress to more advanced strategies in DeFi but are unaware of the benefits or how to do this.</li> </ul>	<ul style="list-style-type: none"> <li>Initial focus in 2022 will be to promote the simplicity and great returns of PegHub on Social Media pages and communities these users frequent.</li> <li>Focus on this segment will increase in 2023 as we move towards our decentralised single staking platform. This platform will offer yields that are high enough to appeal to these users, but not so high they cause investors to doubt their sustainability. This will be coupled with clear guidance on how we can offer such high returns.</li> </ul>
<b>TradFi investors</b>	<ul style="list-style-type: none"> <li>Varying degrees of sophistication and risk tolerances – further segment analysis will be performed to shape our marketing approach.</li> </ul>	<ul style="list-style-type: none"> <li>Customers with challenger banks will be a focus given they're showing signs of wanting to escape traditional banks and therefore more likely to be open to crypto.</li> <li>TradFi segments will become an increased focus as we move towards launching our expanded single staking platform in 2023.</li> <li>Opportunities to engage these segments through educational resources will be explored.</li> </ul>

## Product and Market Expansion Approach - used to determine our approach to entering new markets and deepening penetration in existing markets



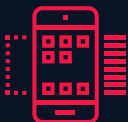
### Existing Market Penetration – how we'll deepen trust and increase investment from our existing investors

- Large scale initiatives in this space will be limited. This is because we believe market development and diversification provide the largest opportunities and in doing this, we'll increase trust and investment from our existing investors. New investment will increase overall protocol health which we know is important to our community.



### Market Development – how we'll enter new markets with our existing protocols

- Expanding to other chains will naturally build our profile with new markets, benefiting our existing protocols through the increased visibility.



### Existing Product Development – how we'll develop our existing protocols

- We'll continually iterate on the design of our existing protocols, particularly **PegHub.com** as our gateway to the ecosystem
- We'll focus on simplifying the onboarding experience, breaking down barriers to entry for those with little to no experience in DeFi.



### Product Diversification - how we'll enter new markets with new protocols

- We will launch on to 4 new Chains in 2022, allowing us to target new investor segments with who may use chains other than BSC.
- Our Tarot fork will provide additional value for existing investors while attracting new investors looking for leveraged yield farming opportunities.
- The launch of PegHub NFTs in Q3 will enable us to tap in to the large markets that exist on other chains.
- Our single staking platform launch in 2023 will be critical to penetrating CEX and TradFi segments.
- Launching educational content for investors new to crypto and DeFi will also present an opportunity to build strong brand awareness and loyalty. We plan to launch this in Q4 2022.

## Key execution and operational risks - used to determine areas that require careful monitoring as we execute the strategy

ID	Risk	Inherent		Mitigation	Residual	
		Impact	Probability		Impact	Probability
1	Extended bear market – there's a risk adverse market conditions persist in to Q4 2022 and beyond	H	M	<ul style="list-style-type: none"> <li>Strong product differentiation and marketing</li> </ul>	M	M
2	Increasing regulation – there's a risk that emerging regulation will hamper our ability to innovate	H	M	<ul style="list-style-type: none"> <li>Explore incorporation in crypto friendly jurisdictions</li> </ul>	M	L
3	Increasing sophistication of bad actors – there's a risk of attempted security attacks	H	M	<ul style="list-style-type: none"> <li>Continue to invest in high quality audits</li> <li>Continue to use battle tested code</li> <li>Introduce multi-sig &amp; timelock on key contracts</li> </ul>	M	L

## Value and Sizing approach - used to determine roadmap priorities

Roadmap prioritised by weighted value.

Weighted value = Value/Job Size

Job Size	Job Size Score	Duration
XS	0.5	Less than a week
S	1	1-4 weeks
M	3	4-8 weeks
L	5	8-12 weeks
XL	8	12 weeks+

Value	Reference	Score
Low	Lo	1
Medium	M	3
High	H	5
Very High	VH	8

## Our Objectives and Key Results

Category	OKR summary	Target
Commercial	Total Value Locked across all protocols	\$10 billion
Commercial	Treasury holdings	\$1 billion
Commercial	PHUB price	\$10,000
Marketing	Daily site visitors	10,000
Marketing	Visitor conversion rate	2%

