



SMAAT FINANCE

2022

# From DeFi Concept

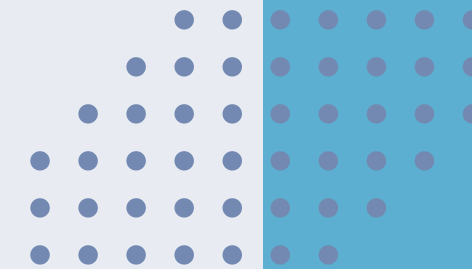
Achieving \$1 Million Market Cap

## PRESENTED TO

Stakeholders and  
Investors

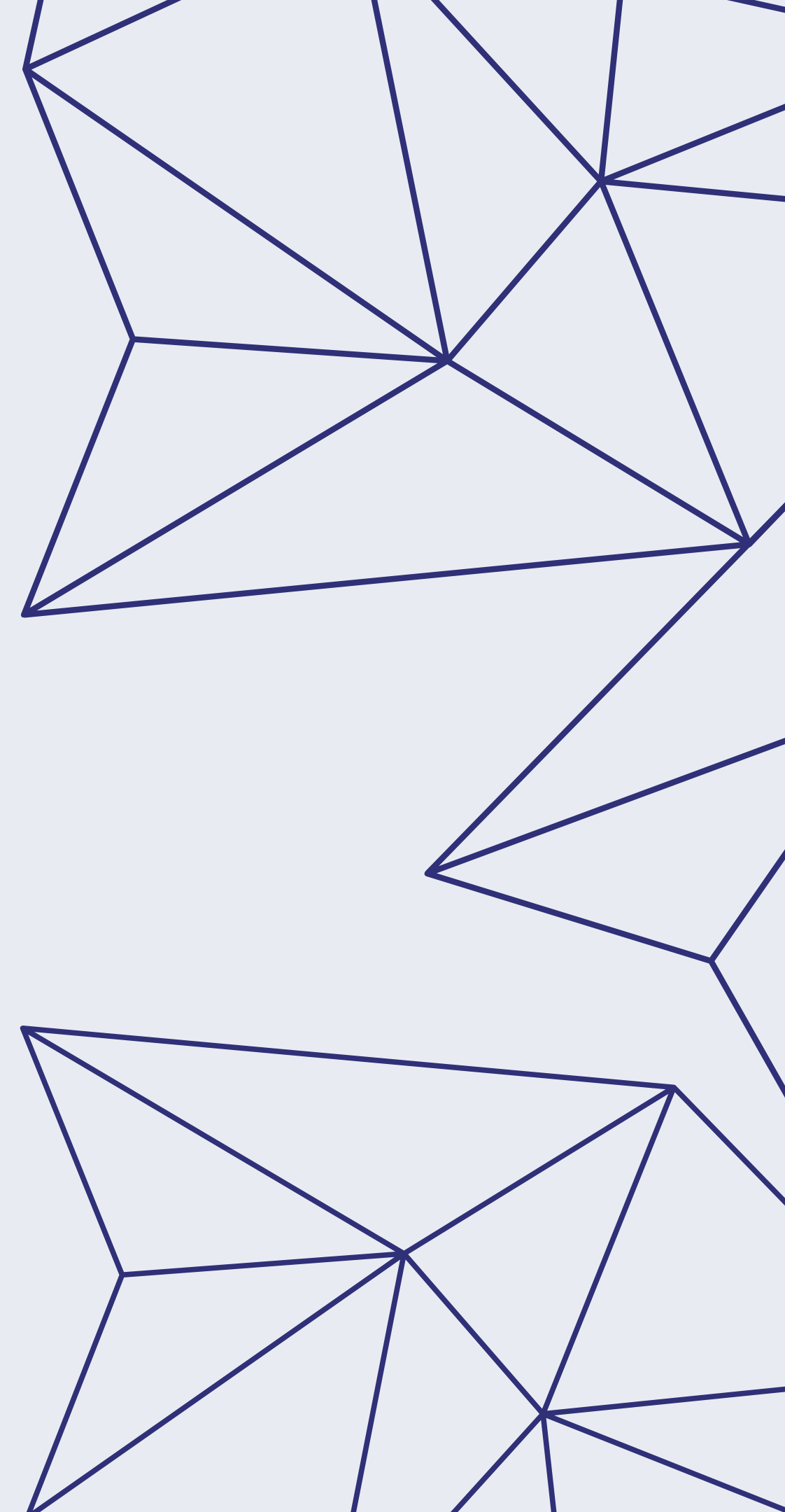
## PRESENTED BY

Digisperts Technology  
Company Limited



# EXECUTIVE SUMMARY

SMAAT Finance, a visionary startup in the Decentralized Finance (DeFi) sector, aimed to disrupt the complex world of crypto payments. They had a powerful idea but faced immense hurdles in building market trust, executing a successful token launch, and acquiring a critical mass of users. Digisperts Technology Company was engaged to architect and execute a full-funnel launch and growth strategy. We transformed their vision into a tangible product, culminating in a sold-out presale that raised \$50,000 in 72 hours and propelled the SMAAT Token to a \$1 million market capitalization within one month. More importantly, we established a thriving ecosystem and a robust technology platform that onboarded over 5,000 active users, positioning SMAAT Finance as a formidable new player in the DeFi space.



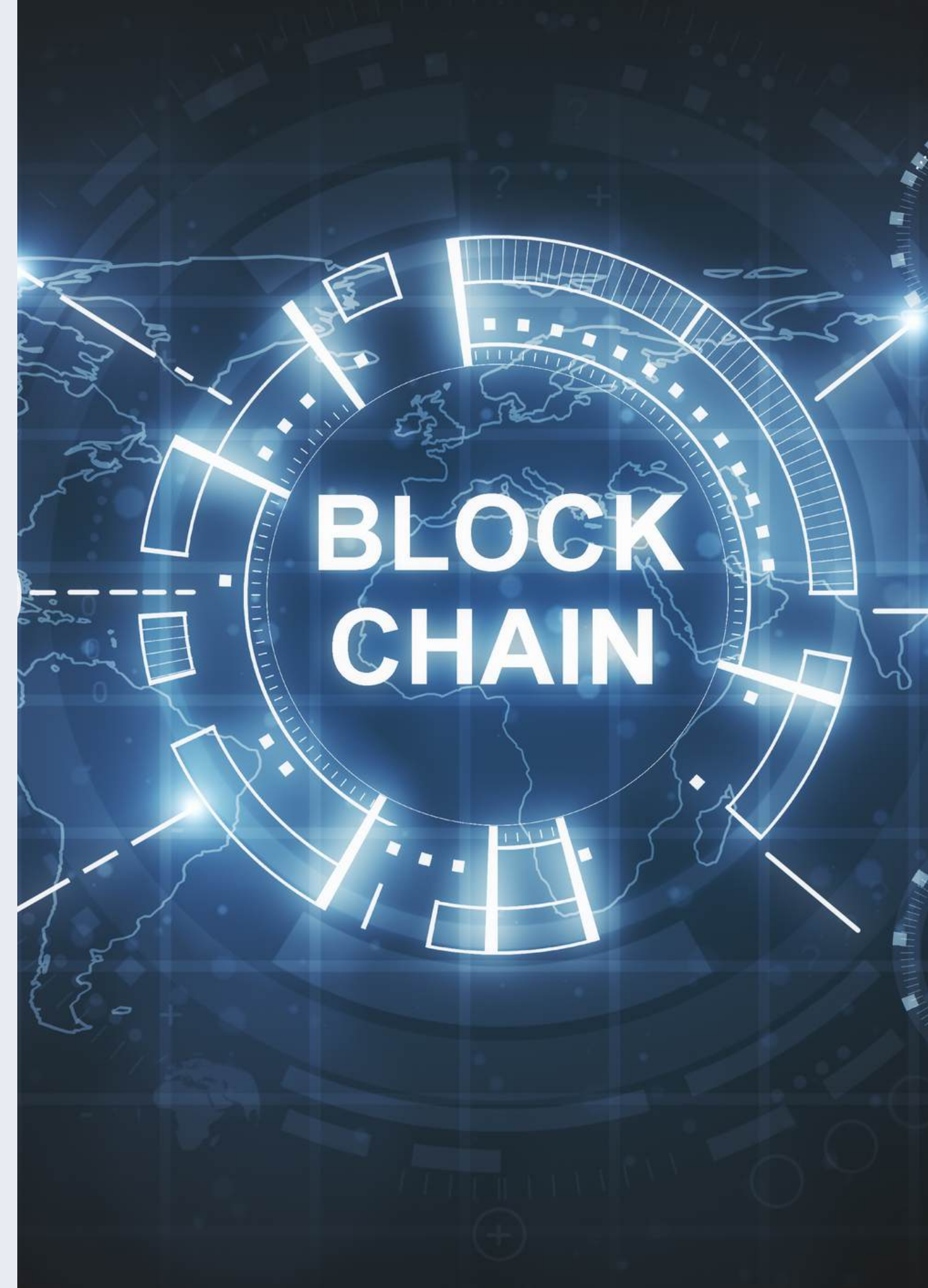
# The Client & The Challenge

## Client Profile

SMAAT Finance, an innovative FinTech startup poised to make crypto payments seamless, affordable, and accessible for a global audience through a real-time DeFi banking solution on the blockchain.

## Market Position

While the DeFi market was expanding rapidly, it was also saturated with projects vying for user attention. SMAAT needed to cut through the noise with a clear value proposition and a flawless technical execution.





# The Core Challenge

01

## **Building Credibility & Trust**

In a market wary of scams and unfulfilled promises, establishing legitimacy from day one was paramount

02

## **Driving Rapid User Adoption**

A crypto project's value is tied to its community. SMAAT needed to quickly attract a large and engaged user base to ensure liquidity and network effect.

03

## **Navigating a Complex Launch**

The technical and marketing complexities of a token launch, from smart contract deployment to exchange listing, required expert execution to avoid costly errors.





# Our Strategic Solution: The Launch & Scale Blueprint



[How it Works](#) [About](#) [Token](#) [Road Map](#)

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[OUR APP](#)

# Smaat Finance

**Making Crypto payment seamless,  
easy, cheap and accessible.**

We aims to disrupt the financial system by providing real-time banking (DEFI) solution on the blockchain.

[WHITEPAPER →](#)

[BUY TOKEN NOW →](#)





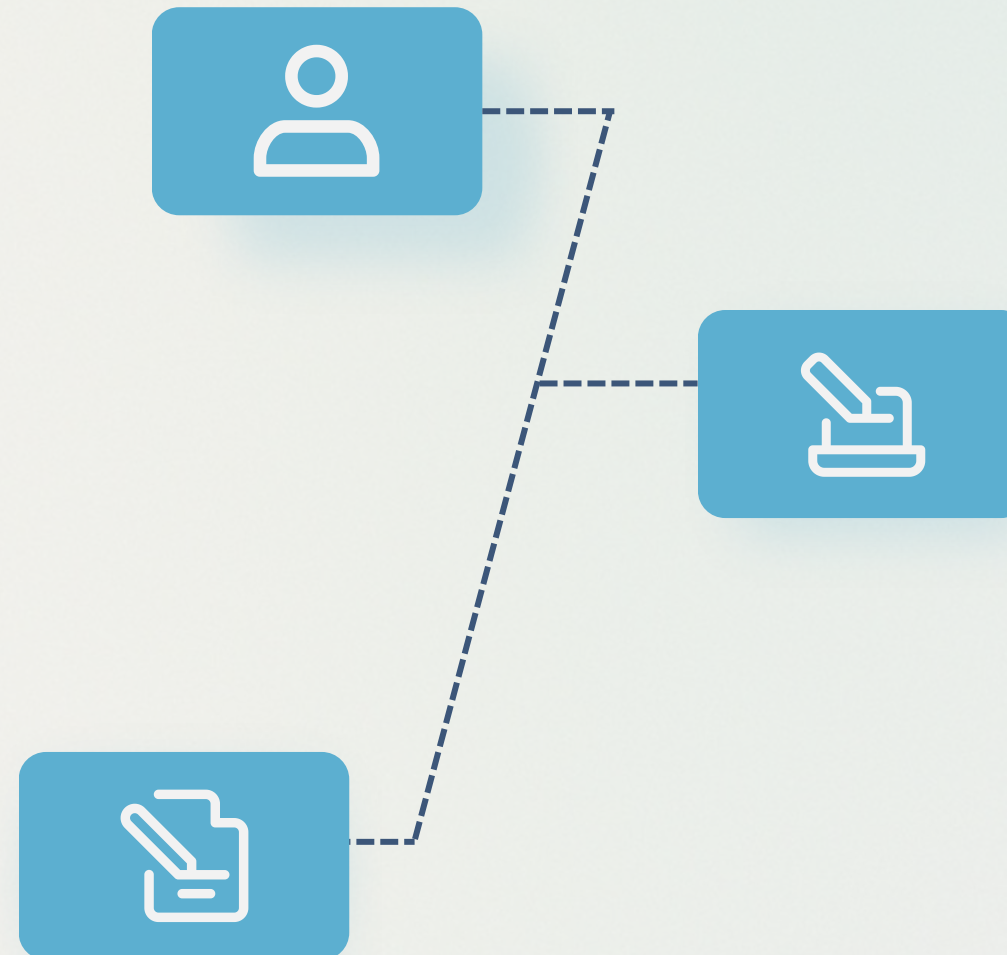
# WE DEVELOPED A COMPREHENSIVE GO-TO-MARKET STRATEGY DESIGNED TO BUILD MOMENTUM, DRIVE ADOPTION, AND CREATE SUSTAINABLE, LONG-TERM VALUE. OUR APPROACH WAS CENTERED ON THREE STRATEGIC PILLARS

## Foundational Technology & Brand Narrative

We built the bedrock of the project. This included deploying a secure BEP-20 smart contract for the SMAAT Token, developing a professional and intuitive website to serve as their central hub, and crafting a compelling whitepaper that clearly articulated their vision, tokenomics, and roadmap.

## High-Impact Go-To-Market Campaign

To generate massive buzz and ensure a successful launch, we orchestrated a multi-channel marketing blitz. This included a strategic presale event to secure early funding and an aggressive airdrop campaign that rewarded early supporters. We drove viral marketing through targeted social media campaigns and secured a coveted listing on CoinGecko, placing SMAAT Finance in front of millions of active crypto traders on day one.



## Long-Term Ecosystem & Community Growth

We understood that a successful launch was just the beginning. We implemented the infrastructure for long-term growth by launching yield farming and staking pools, which incentivized users to hold the SMAAT token and provide liquidity. This strategy was designed to reduce selling pressure and foster a loyal community of investors and users who were deeply integrated into the SMAAT ecosystem.



# Measurable Outcomes & Return on Investment (ROI)

# Our data-driven strategy delivered exceptional and quantifiable results at every stage

## Immediate Impact (First 30 Days)



### Record-Breaking Presale

The presale event sold out, raising \$50,000 in just 72 hours, exceeding the initial target by 150%.



### Explosive Market Cap Growth

Upon listing on PancakeSwap, the SMAAT token achieved a \$1 Million market capitalization within the first 30 days.



### Massive User Acquisition

The airdrop and viral marketing campaigns resulted in over 1,000 unique wallet addresses joining the community before the public launch.

# Key Metrics

Understanding the client and the challenges faced.

**\$50,000**

## Presale

Reflects growth in investor confidence.

**\$1,000,000**

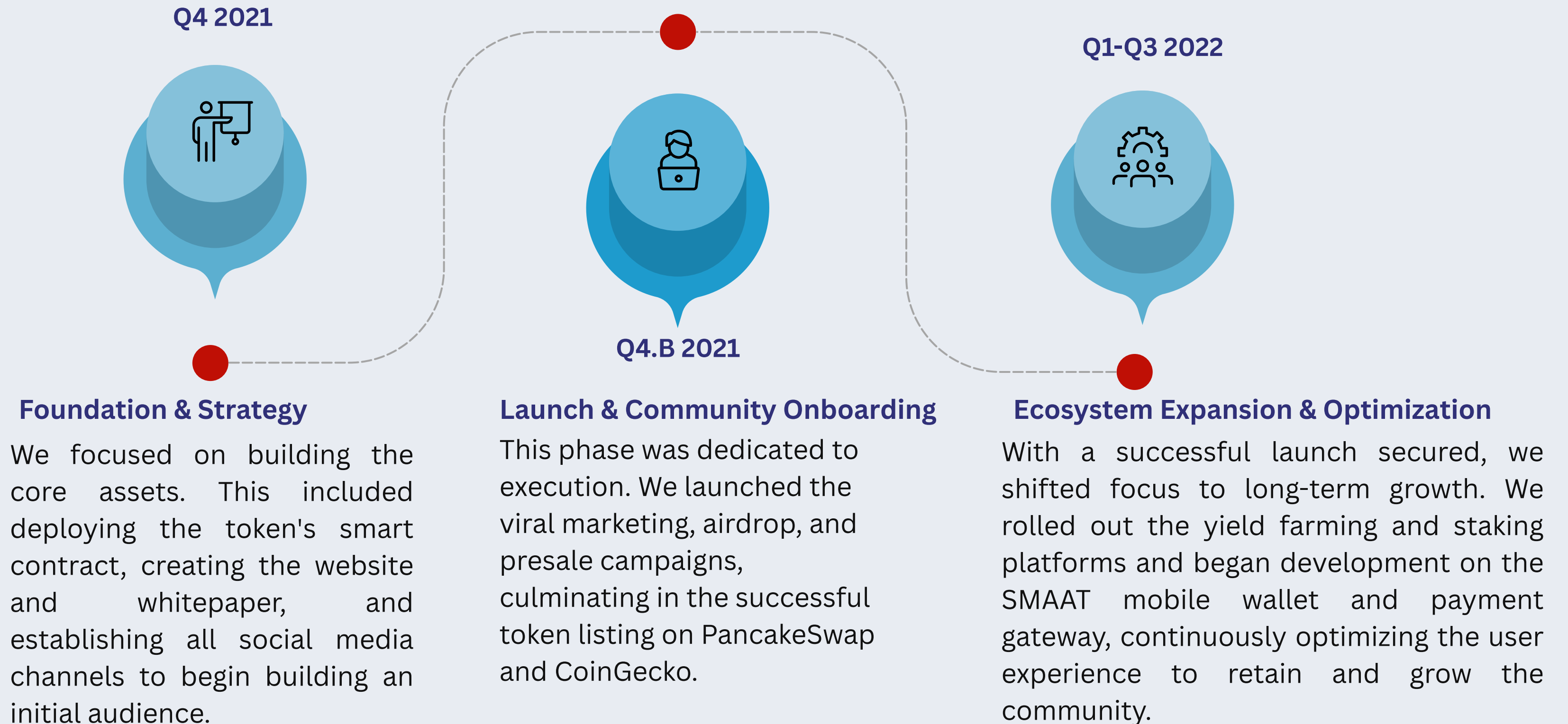
## Market Cap Achieved

Demonstrates success of the strategy employed.



# Implementation Roadmap

Our partnership was structured in clear, strategic phases, aligning with the client's ambitious roadmap.



# Reach out to us for any questions.

Email  
[info@digisperts.com](mailto:info@digisperts.com)

Instagram  
[@digisperts](https://www.instagram.com/digisperts)

Website  
<https://www.digisperts.com>