

RAREPUBLIC

SHAPING VISIONS, BUILDING LEGACIES



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Cargo Protocol

Cargo is non-custodial infrastructure enabling creative & stable DeFi strategies.

- Cargo is deployed on the Celo network, the leading public blockchain for real world assets.
- Has secured a partnership worth \$10 with Changeblock to liquidate assets.
- Was successful in completing 2 UK accelerator programs at both Barclays and Natwest
- Were declared 1st Prize Winners of Novel Hack in Eth Global, Nov 2021

Cargo & Rarepublic

Having successfully completed a variety of intricate UI/UX projects to help kickstart Cargo and to refine the company's value proposition, we have been formally boarded on as partners to help grow not only their brand presence but to help strengthen their investment case.

Engagement Objectives

- Business Strategy
- Brand development
- Investor case
- Product enhancement and UI/UX design



The Core Problem

Cargo is a revolutionary tool and it will fundamentally change the way we invest our money. However, as history has shown us, new innovation is often met with friction that can only be overcome with trust, consistency and clear communication.

Having interviewed many investors we came to the understanding that technical concepts detailing decentralised finance and Blockchain technology, needed to be broken down further to help demystify industry protocols.

Our role as a partner was to not only help Cargo develop a strong foundation for growth, but to position it correctly to the market so that users, investors and collaborative networks, understand the value that Cargo is bringing to the sector.



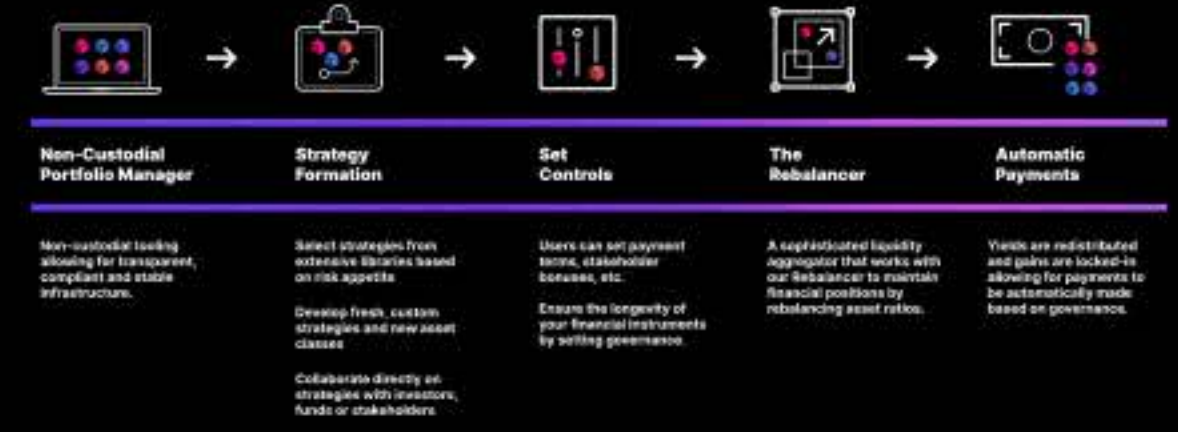
The Investor Assets

We spent time and care segmenting our audiences, to truly understand their pain points to unravel the areas in which Cargo provided value.

We helped shape different business models, feature sets, investor documents and prototypes to help present Cargo as an attractive and compelling investment opportunity.

Cargo has been able to secure strategic partnerships worth \$10 million USD and are already engaged with key investors for their funding raise.

How Cargo Works



Cargo is **non-custodial** infrastructure enabling creative & stable DeFi strategies

Market Problems

With disruptive technology such as blockchain, there is no reason for friction in both the trading and management of assets.

- Translucent:** real world assets not previously tradable are becoming tradable and liquid
- On-chain derivatives:** real-time settlement of complex but essential asset exchange is becoming accessible
- Mobile:** more assets, liquidity and trade volume are now in the hands of 100 million and soon billions of users
- Markets:** fragmentation is bringing greater diversity and more investment opportunities

Why Non-Custodial Tooling?
Transparency of liquidity and debt obligations can help identify and remove "unsalable assets" from the marketplace and greater access for service providers can provide a more competitive and stable financial system.

Benefits of Non-Custodial Tooling

- Liquidity network-effects
- Reduced counterparty-risk
- New assets / asset classes
- Trade efficiencies

Cargo Features

Users are granted greater flexibility, control and access to a diverse range of digital assets following custom trade strategies.

- Self-custody Solutions:** Bring smart contract-driven means you keep complete privacy and control over your assets.
- Library of Strategies:** Utilize a library of different strategies to optimize returns for investments no matter the risk appetite.
- Yield Management:** Streamlined redistribution of yield is customizable to fit certain end-user profiles or structured products.
- Programmable Rebalancer:** Our programmable rebalancer enables different approaches to be taken to market making.
- Capital Efficiency:** Transactions are aggregated to reduce trade inefficiency and gas consumption on public chains.
- Reactive User Interface:** A fluid design enables flawless user experiences across different devices fit for different audiences.

Cargo Audiences

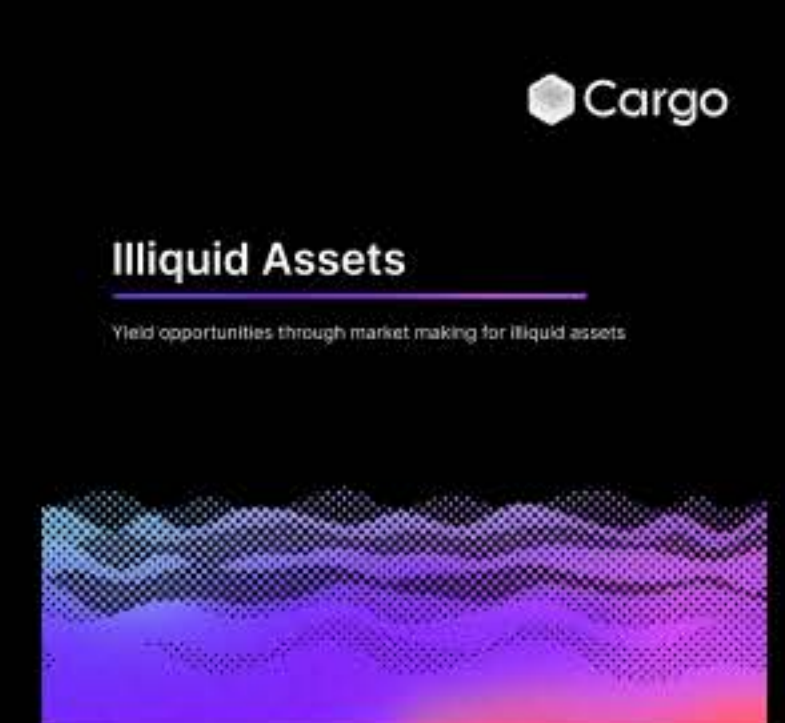
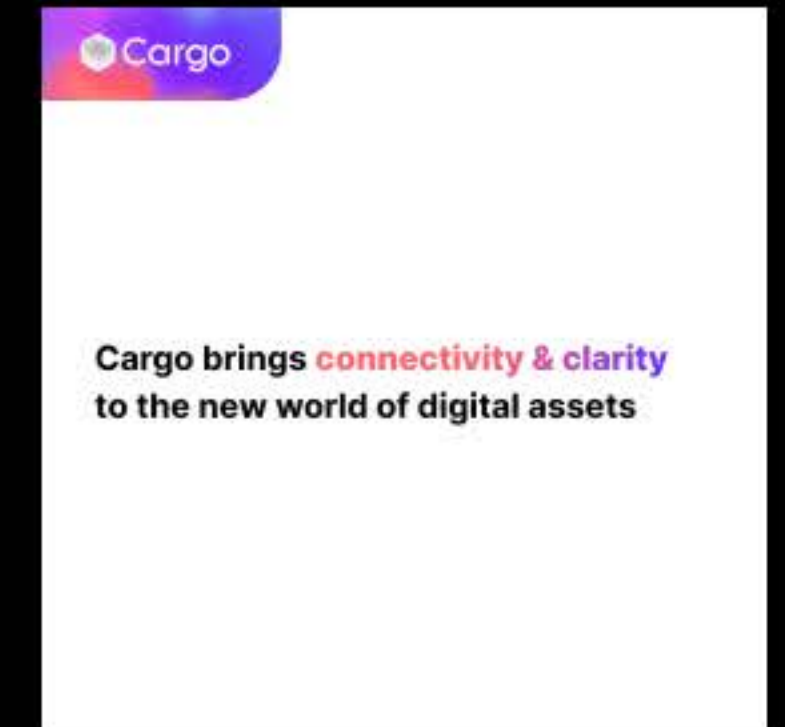
Funds	Wealth Managers	Family Offices
Diverse risk management	New investment opportunities	Personalize control over assets
Facilitate market making	Participate in market making	Streamlined decision making
Automate risk mitigation processes	Streamline investment goals	Protect asset social information
Alternative trading strategies	Trade efficiency	Improve investor alignment

Create and access new assets, asset classes and financial primitives to bring greater control over wealth generation and preservation

Brand Development Frameworks

We worked closely with the organisation to put together design frameworks and guidelines to create advertising assets that boosted brand performance. From brochures to content, we aligned Cargo's content to the interest of its audience.

We ran workshops, consolidation meetings and training sessions to help the team create their own, in-house process. Cargo is set to execute on its digital strategy in June 2023.



Final Thoughts

We're excited with the direction Cargo is headed and the opportunities that will come our way. We love working with progressive innovation and technology and Cargo is definitely a careful blend of the two. The opportunity to not only grow the brand but to develop the product for new markets are challenges that the team at Rarepublic are extremely looking forward to.

Enquiries

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Press & Media

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Opening Hours

Monday – Friday (9am-6pm)

Saturday (Closed)

Sunday (Closed)