



Marketplace for Tokenised Index Strategies

Bridging Index Providers with Investors
seeking exposure to Crypto and RWAs

About **EntryPoint**

EntryPoint is a

- **marketplace for investors to access passive crypto and RWA** indexes, and a secure and cost-effective solution for index providers to offer strategies to an international audience.
- **sovereign, application-specific Cosmos SDK blockchain with custom-built modules** to facilitate seamless automated trading and broad-market indexes **without the need for deep technical knowledge, time-consuming research, or a central authority to allocate assets, rebalance or implement redemptions.**

- **Permissioned (KYC/AML) and Permissionless Indexes**
- **Custodial and Self-Custodial Asset Management**
- **Fully Collateralised, Trustless and On-Chain**

The problem(s) for investors

Investors want exposure to tokenised markets but face multiple hurdles



Lack of regulatory-compliant, decentralised access to DeFi



Fragmented user experience; with multiple wallets, apps and ecosystems to acquire a diverse set of tokens



Portfolio management remains **highly technical, operationally burdensome and research intense**



Shortage of secure, user-friendly onboarding apps offering easy direct access to diversified token portfolios



Few if any institutional solutions for closed, KYC-permissioned vaults

Index investing solves the fragmented and technical user experience of DeFi, but current solutions fall short on a number of fronts:

- **TradFi solutions** lack near-instant settlement, composability and asset multi-functionality, with worse capital efficiency, greater human dependence and risk of error
- **Centralised DeFi index providers** pose counterparty risks, as exemplified by the FTX saga
- **Decentralised DeFi index providers** have limited ability to offer secure and diversified indexes as they are tied to single ecosystems/DEXs; not compliance and regulatory friendly; and tend to have amateur risk management and operational processes

A regulated marketplace for institutional-grade DeFi indexes

From cryptocurrencies, to traditional equities, commodities, and bonds

Regulated On-Chain Financial Service

EntryPoint aims to be regulatory compliant and offer permissioned indexes for institutional investors and their clients.

Non-Custodial Investing

Secure asset ownership with minimal counterparty risk.

Transparent On-chain Governance

Full visibility into any on-chain activity on EntryPoint.

Cross-Chain Diversification

With IBC, access diversified, broad-market portfolios in a single transaction, eliminating technical complexities and (time-)costly active management.

Fully-Collateralised Index Tokens

Diversified indexes with Index Tokens serving as pristine collateral that can be leveraged in DeFi.

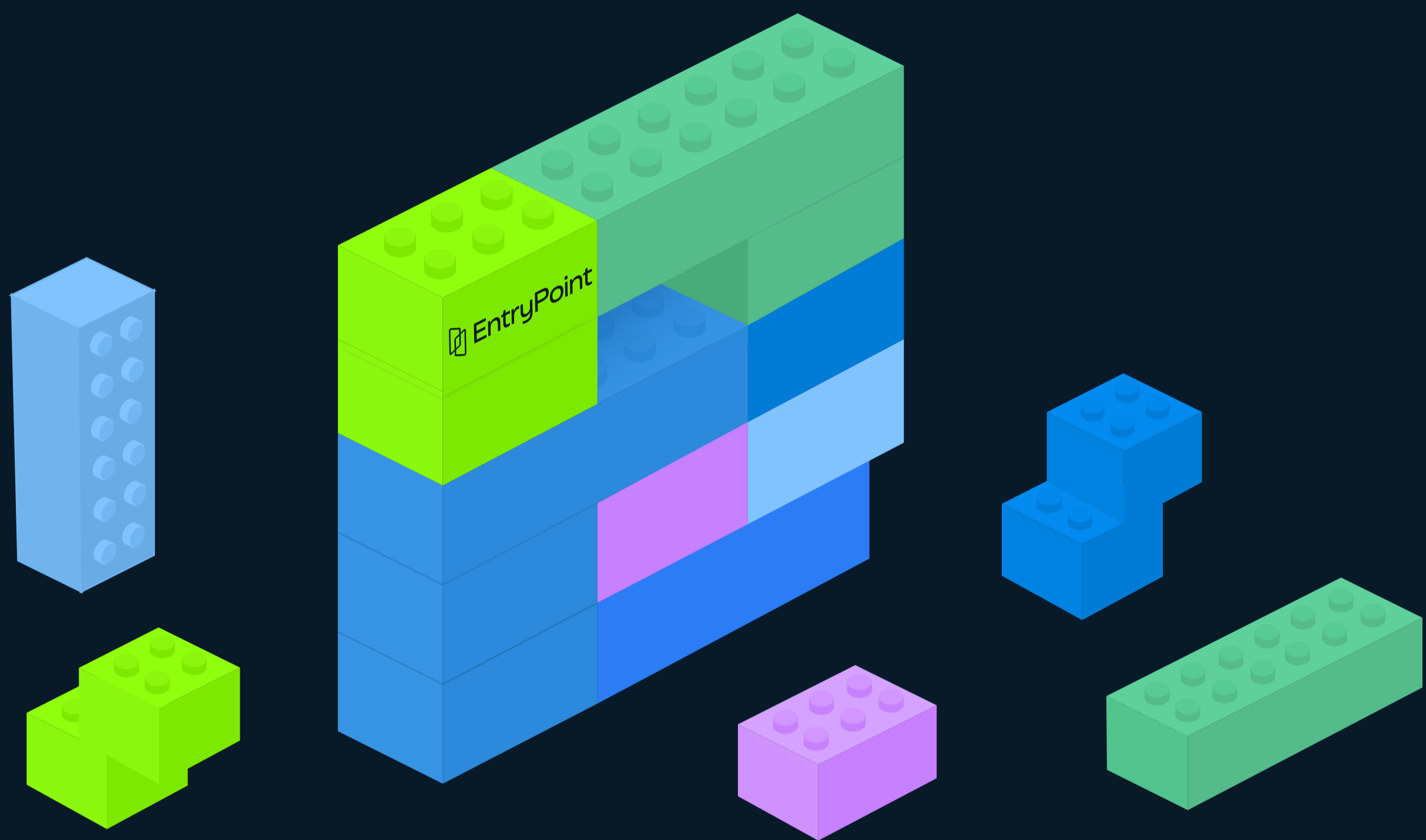
DeFi Integration

Deploy Index Tokens across DeFi for yield generation, lending collateral, and more, amplifying your investment potential.



Integrating **EntryPoint** into your services

As an institutional partner, you're not just accessing diversified index investing in DeFi — **you're unlocking transparent and direct revenue streams on-chain.**



Direct integration to your backend infrastructure:

- **Zero upfront cost**
- High-quality DeFi indexes for your clients
- **Layer your own fees on top**
- Construct your own indexes
- **Automated revenue distribution**
- On-demand support
- **Bespoke solutions available⁵**

5. While this might necessitate further research, our commitment is to ensure a frictionless experience for you.

Frequently Asked Questions

To learn more about EntryPoint, please visit the [documentation](#) page.

What are on-chain indexes?

An index is a transparent on-chain repository which secures a curated set of tokens following a specific strategy and methodology, allowing users non-custodial access to a diversified index without requiring a central authority to allocate assets, rebalance or implement redemptions.

What are index tokens?

An index token is a representation of one's share in an underlying index, which users receive when they deposit into an index vault. The quantity received depends on deposit size and real-time market data, as index tokens remain fully collateralised by the assets held in the vault. This allows users to further utilise their vault positions in other DeFi protocols while still benefiting from a broad and diversified token portfolio.

Who controls the assets?

EntryPoint allows for non-custodial investments, meaning users remain in full control of their assets via fully-collateralised index tokens, redeemable around the clock and without third-party involvement. By transparently storing tokens on a cryptographically secured blockchain managed by decentralised governance, users can rest easy knowing that no centralised custodian can access their assets.

What are the fees on EntryPoint?

Each index has a different fee structure based on their specific level of complexity, due diligence and maintenance requirements. Typically, indexes will have a streaming fee, possibly deposit/redemption and performance fees.

How is EntryPoint governed?

The EntryPoint chain and its permissionless offerings are governed by ENTRY token holders using a one token, one vote system of proposal-making and voting, and a number of semi-autonomous working groups to manage day-to-day activity. For regulatory purposes, EntryPoint's permissioned offerings are managed by a separate, autonomous body ensuring adherence to financial regulations.

Can users create their own Indexes?

No. Proposals for new indexes are made by professional third-party strategists. It is the job of EntryPoint governance to vet these and ensure that only high-quality indexes make it onto the platform. This process involves both auditing and whitelisting the proposed composition tokens, to ensure proper due diligence and risk management.

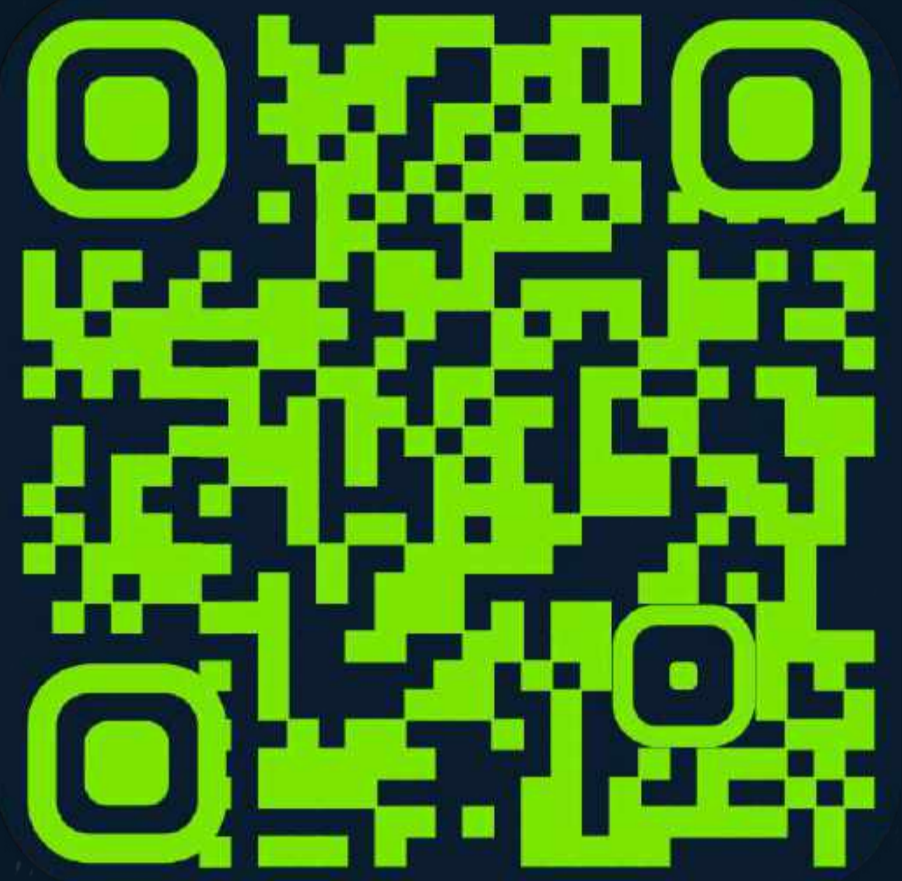
“Look, we're in a world where people are moving more and more towards passive investing, and when you look at the growth of ETFs, that is the ultimate expression of passive investing...

So, I think ETFs will become more and more important, but they're going to change... and they're going to be more integrated with technology...

The next generation for markets and securities will be tokenisation”

Larry Fink, CEO of Blackrock at the 2022 Dealbook Summit ([link](#))

We are bringing
simplified, diversified
access to the token
economy for all.



Landing page and dApp:

<https://entrypoint.zone/>

Follow our journey on [X](#) and the EntryPoint [blog](#)