Whitepaper

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The future is on-chain

Once upon a time a niche activity, on-chain trading is becoming more popular by the day. Everything is getting tokenized, from real world assets to meme-coins, culture coins, celebrity coins. Decentralized exchanges are unlocking a new kind of economy that allows the monetization of attention, and everyone wants to participate in it.

Today the amount of people who can read on-chain data is at an all time high. The average crypto trader is way more educated than last cycle, being able to use Etherscan and operating with telegram bots: tweaking gas parameters, bribing miners and employing MEV protection are an everyday activity.

What was once a mirage is turning into a reality and products that enable and facilitate the on-chain economy have the potential to reach mass adoption.
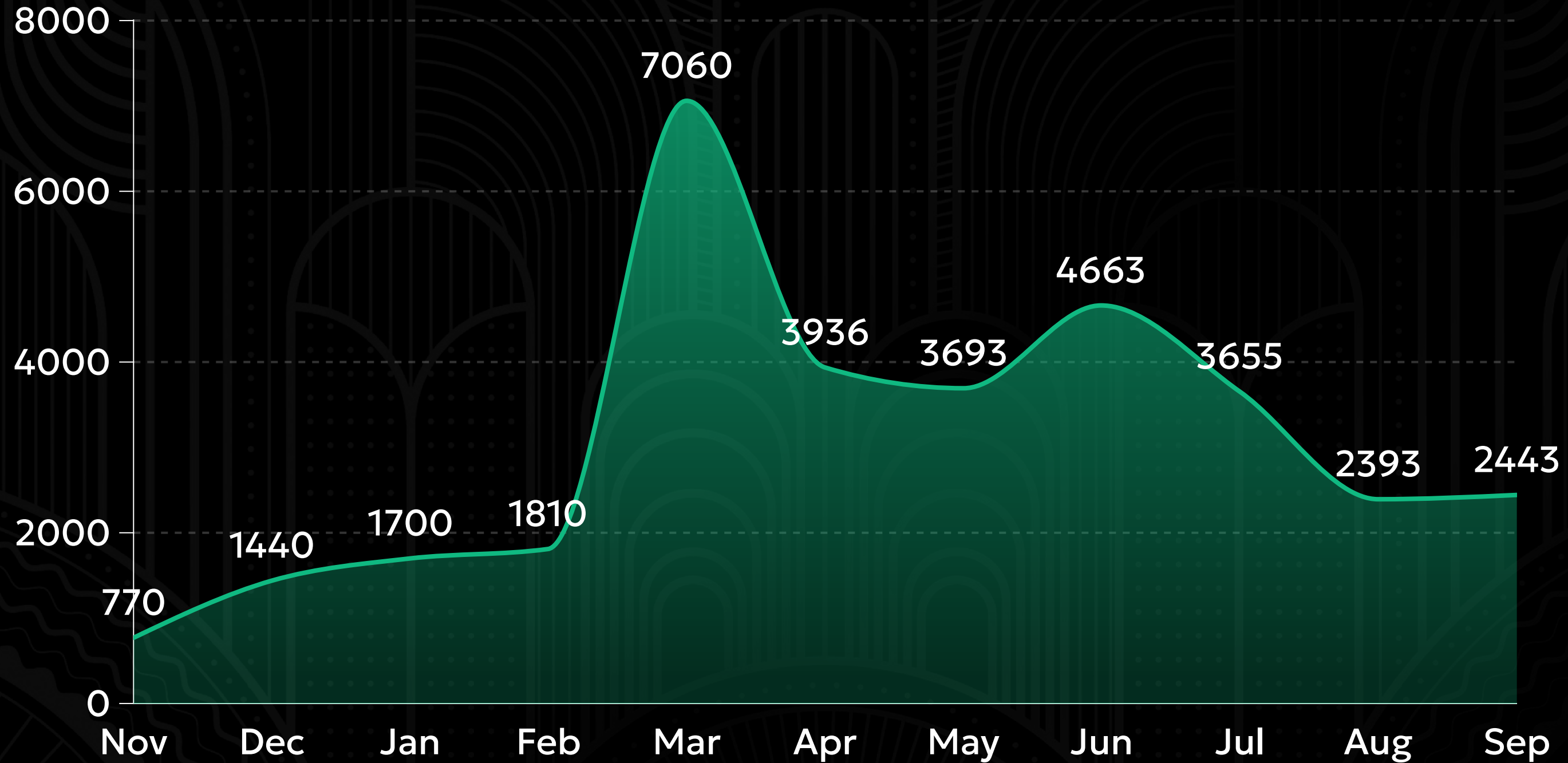
Arkham thesis

"The crypto intelligence economy will be $30B+ annually"

As tools become more powerful and crypto reaches global adoption, crypto intelligence tools will serve as a real-time map of the new financial system and a utility for serious participants and observers. The market for conventional financial data is **$30 billion annually**, led by companies such as Bloomberg and Palantir. Compared to traditional financial data, on-chain data allows for more useful analysis, especially when augmented by new AI-based analytics. These factors will make the market for crypto intelligence at least as large as its traditional predecessor.

Source: https://codex.arkhamintelligence.com/

Onchain trading bot volume (all bots, $m)

Data points:
- Nov: 770
- Dec: 1440
- Jan: 1700
- Feb: 1810
- Mar: 7060
- Apr: 3936
- May: 3693
- Jun: 4663
- Jul: 3655
- Aug: 2393
- Sep: 2443

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Source: https://dune.com/whale_hunter/dex-trading-bot-wars?Granularity_ed89a2=month

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The terminal for everything on-chain

Gatsby can be seen as an endpoint to read and interact with the blockchain. An all-in-one platform in the form of web app that allows you explore, gather insights and execute upon them.

In order to accomplish this, such a platform should allow:

1. Frictionless exploring capabilities
2. Querying capabilities
3. Execution tooling

These are achieved respectively through our explorer, query engine and trading tools. Although these can be seen as different products and each one will be released singularly, ultimately they will all integrate together to form an all powerful, complete terminal.

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Explorer

Etherscan offers complete data but lacks filtering/aggregating options. In addition, Etherscan data is in a raw state, lacking needed pre-processing that would make the information easily digestible and immediately useful. Having a specific use-case in mind, token trading, we can better present and organize the data and offer an explorer that is better suited for token traders.

Our AI tech and our experience in the field also allow us to label and categorize wallets, tokens, pairs so that traders don't have to.

The need for processing stands out even more when thinking about high throughput chains like Solana, which at the moment lacks a readable block explorer fit for the token trading use-case. The sheer amount of instructions and transactions make the current available options lackluster.

This product is strictly interconnected with the query engine: results from the queries will be viewable in app, without the need to redirect to Etherscan or other explorers.

Token information

Banana
$BANANA

11,254 Holder
$152M Market Ca

Launched:	3 years ago (0x1d1...4d
Deployer:	0x37a...66
Circulating supply:	28.39
24h activity:	Averag

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Early swaps

| First 10 | Block 0 | Block 1 |

401 traders
338 buys/111 sells

13.8
Supply boug

563.91 ETH
Volume

+17
Price chang

| 8% | 4% | 4% |
| Avg. roundtrip tax | Avg. buy tax | Avg. sell tax |

Wallet information

ExcitedMiller
0xde1...4b2

$1.9K holdings

Wallet created:	2 months ago (0x0f8...5c9)
Total trades:	23 (18 buys, 5 sells)
Total volume:	♦1.16 ETH
Net profits:	+1.4 ETH (538%)
Labels:	Profitable Gem finder

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Trading performance

Profitability
5.38:1
2.46:1 realized

Bought:	0.26 ETH
Sold:	0.9 ETH
Held:	0.76 ETH
Net total:	+1.4/+0.64 ETH

5 tokens traded
18 buys/5 sells

75%
Realized win rate

Average hold time:	7+ days
Highest ROI:	412%
Average volume/trade:	0.05 ETH ($125)
Trade frequency:	0.4 trades per day

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Query engine

Queries are Gatsby's spearhead, the feature that makes us unique.

Ask a question and get the results back and keep asking as many follow up questions as you'd like until you confirm your thesis or find a better one.

Available exploring tools today may offer complete data, but the explorer UI may not be suited to display effectively the information the user cares about. Every etherscan poweruser knows how many clicks and different tabs you need to open to find how much ETH was spent by block 0 buyers in a new launch, or to find the open trading transaction.

Querying the blockchain with natural language allows for a level of freedom never seen before, making way for a new kind of on-chain experience.
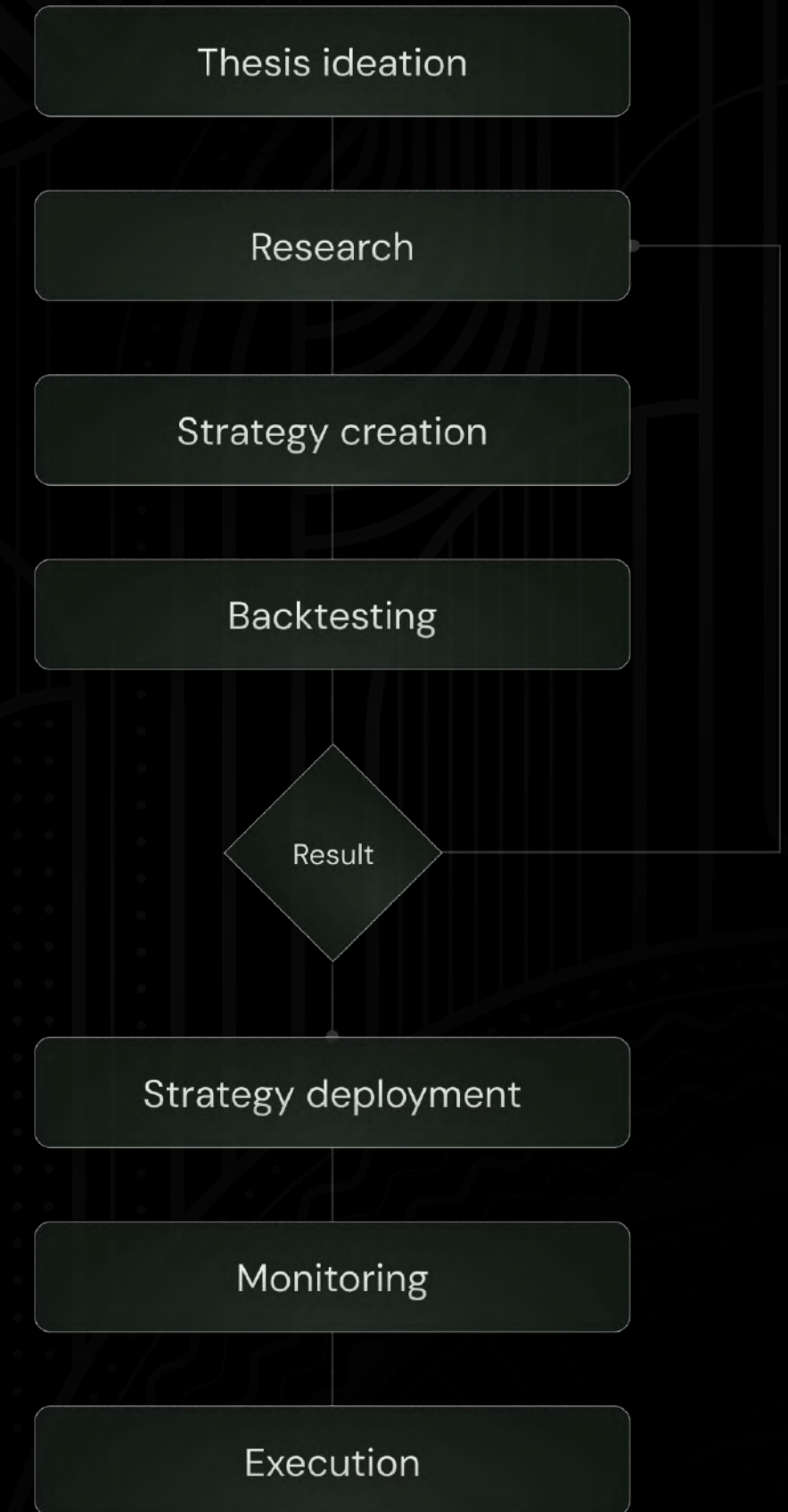
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Trading suite

Trading tools are the platform's icing on the cake.

We plan to reach feature parity with the tools available on the market today with the benefit of having an in-platform communication channel between the trading tool and on-chain data.

Existing trading bots allow you to trade/snipe but there is no way to have the bot communicate with a scanning/alpha generating tool. The intelligence & trading combo will take users' trading to the next level by allowing them to react to custom events/triggers and tweak their strategy.

The endgame with our trading suite is enabling users to formulate strategies via NLP: lacking technical skills won't be a limitation anymore. Backtesting features will allow traders to test strategies without risking capital, tracking performance and gauging their viability.

Thesis ideation

Research

Strategy creation

Backtesting

Result

Strategy deployment

Monitoring

Execution

Roadmap

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	Q4 2024	Q1 2025	Q2 2025	Q3 2025

● Explorer

- Public launch | | Chain expansion and long-term support
- | Core feature expansion | |

● Queries

- Beta | | Core feature expansion |
- | Public launch | | Transition to long-term support

● Trading

- | Trading tools | Backtesting, AI evaluators, automation expansion
- | Automated strategies | |

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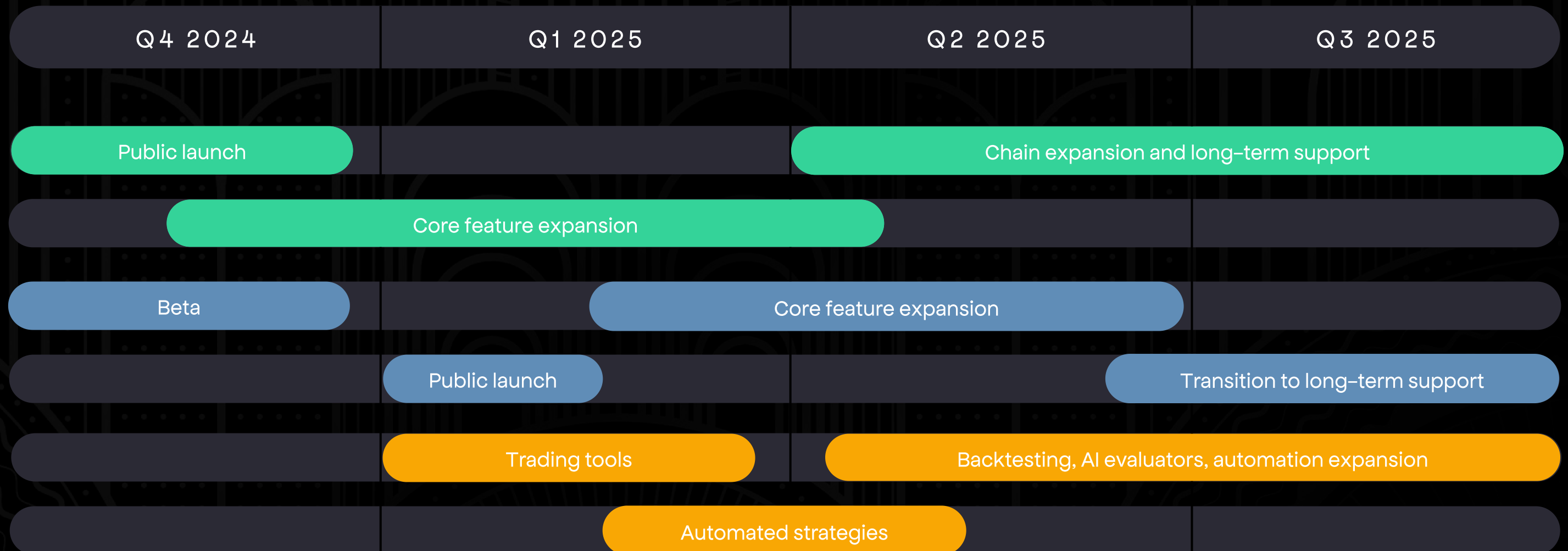
Releases

We have a tight release schedule and roadmap and we plan to roll out features in a specific order. This product is a complex one, composed of many moving parts and building it properly requires accurate planning

MVP - At the time of token launch, only the website MVP will be available. The MVP shows that querying the chain is possible and that the tech to do so exists, that our backend works with real data and that results are accurate.

Explorer - This will be the first product to be released to the public in full.

Query engine (BETA) - We plan to release an invite-only beta of our querying engine around 1 month after TGE. We will gradually onboard users from the waitlist as capacity allows.

Public launch - We plan to release our platform in full to the public around 4 months after TGE.

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Business model

While browsing and searching for blocks, tokens, transactions will be free to use and open to everyone (feature parity with existing block explorers) as well as accessing our categories and labels, running custom queries and deploying trading strategies will require a subscription.

Our revenue will be comprised of:

Subscriptions	API access	Trading fees
Querying the chain with natural language will be available only to subscribers. Different pricing tiers will be offered to accommodate power users.	The query engine will be accessible via a paid API for companies and funds that want to build on top of what the platform offers.	Fees on trades executed via the platform will mimic the Telegram bots revenue model. Executing trades and strategies will incur a per-use fee.

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Why Gatsby

AI Revolution thesis. AI tech is growing at an incredible pace and new applications are appearing every single day. Anyone who has used ChatGPT intuitively understands what a paradigm shift this new technology will bring about: we believe it's now only a matter of time before most, if not every, industry is deeply changed by this technology.

Young market participants thesis. As the average trader gets younger, database-like exploration tools such as Etherscan will not provide a UX that caters to the new demographics. They will not be interested in digging through pages of raw unfiltered data to understand blockchain activity, but rather prefer the UX to be of an interactive kind. This transformation has happened across every major industry to cater to new spenders, but not here.

Why Gatsby

On-chain market efficiency thesis. Sniping bots have changed the on-chain market as we know it by providing a tool that the average market participant actually wanted. The introduction of this product changed the dynamics: Buying early is not an edge anymore, knowing what to buy is what traders actually need today.

We consider the current environment to be the perfect storm for our product to succeed. The maturing on-chain market yearns for an analytics tool to pile on the on-chain trading tooling stack, AI technology is booming and the new generation is coming on-chain.

With our engineering expertise and talent, as well as our product design, marketing team and advisors, we believe we have everything it takes to make the Gatsby vision materialize.