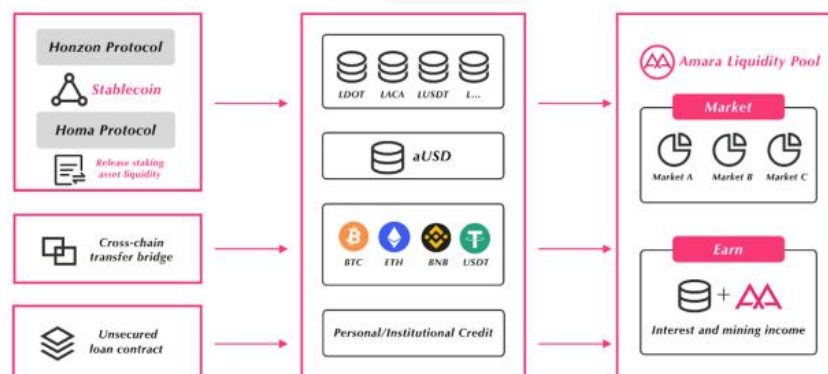# DEC.ventures

CRYPTO ANALYSIS

AMARA

ABOUT THE PROJECT

Amara is a Polkadot ecosystem multi-chain assets loan service provider committed to seamlessly connecting popular cryptocurrency assets in the market, capturing high-quality long-tail assets, releasing liquidity of second-tier qualified assets and expanding DeFi to new borders. They will be a a cross-chain financial aggregator for DeFi 3.0 aiming to be the DeFi collaboration center to bridge Polkadot and the off-DOT world.

Amara has multi-faceted competitive advantages. One topic is the above mentioned unique cross-chain protocol AmaraLink enabling introduction of more assets into the Polkadot ecosystem. The AmaraLend module is based on long-tail asset lending, releasing liquidty of high-quality second-tier blue-chip assets. Amara is also exploring extensive financial derivatives including NFTs, credit lending and. variable interest rates.

A complete cross-chain solution includes data cross-chain, asset cross-chain and interoperability. Currently, the Polkadot parachains are expected to be interconnected through relay chains, which can not only transfer assets conveniently, but also achieve interoperability via smart contracts. Amara is a one stop application developed on the Moonbeam testnet network. Amara has proposed "two types of assets and one protocol". Two assets are mainstream assets and long tail assets (premium minor crypto assets) with Mara-Link assets cross chain protocol. Based on the Moonbase Alpha, the Amara lending protocol supports assets including staking liquidity release assets **LDOT, LKSM**, multi-collateralized stablecoins backed by cross-chain assets (aUSD), etc. In addition, Amara will also support cross-chain assets such as **BTC, ETH, DAI, USDT** and **USDC** through cross-chain bridges.
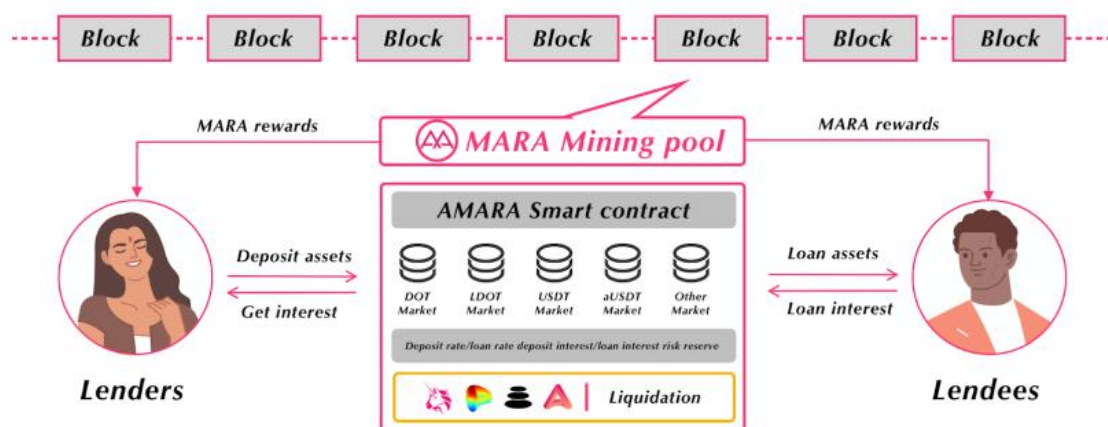
The scale of the loan market has a strong positive correlation with the scale of assets on the chain. Besides servicing current Polkadot ecosystem assets, Amara focuses on introducing more premium cryptos into the ecosystem. This will happen via Mara-link. This means Amara will not only develop its products, but also co-create the underlying infrastructure of Polkadot. AmaraLink has been deployed in Moonriver and will greet the users after audit. At the beginning, they will integrate Polygon network with Moonriver netowork.To increase product value **Amara** developers have implemented the following features:

• ***Supports*** *long-tail asset loan as well as **mainstream assets***

• ***Fast*** *and **low-cost** cross chain transactions*

• ***Interest rate model.*** *Interest rate bomb function introduced to avoid risk under extreme market fluctuation*

• ***NFT.*** *Possiblity to mortgage top NFTs*

• ***Risk management.*** *Mainstream assets are separated from long-tail assets in terms of loan limits, staking insurance and deposits*

• ***Acceleration pool***. *Users are encouraged to hold MARA by sharing profit and accelerating mining*

Amara uses the following model to ensure the stability of the entire ecosystem and its funding flows. There are four roles included in the mortgage-loan process: lenders, borrowers, liquidity pool, clearing party.

The loan business model consists of several processes. Firstly, the lenders deposit their cryptocurrencies into liqudity pool, by which they accrue interest and MARA tokens as additional rewards. The borrowers need to provide collateral to get a loan. The borrowers' interest rate will be calculated per interest cycle. Both parties do not need any intermediary to forge an agreement. The bridge between them is the liquity pool and its lend-borrow contract. The clearing party will clear contracts and get profit. All assets deposited through Amara smart contract will be divided into different money markets corresponding to the underlying architecture of the liquidity pool, e.g. DOT market, KSM market etc..

One more way to earn AMARA tokens is participating in defi yield farming, which allows you to generate interest in two ways:

• **Staking**. By depositing MARA and Polkadot network tokens , anyone can participate in Amara farming.

• **Liquidity provision**. When providing liquidity for MARA/DOT, MARA/KSM, MARA/MOVR , MARA/USDT transactions, one can accrue transactions fees and participate in Amara farming.

In order to systematize the previously mentioned information here are the three core products of the Amara. They are interdependent and constitute an integral part of the entire ecosystem.

AmaraLend - Concentrating on second-tier blue-chip assets and fully releasing liquidity. It selects quality long-tail assets and creates a distinctive innovation lending market. With mainstream market assets remaining segregated from the assets of innovation market and the safeguard of multiple overloss liquidation mechanisms AmaraLend ensures the safety of its assets. AmaraLend has currently been deployed on Moonbeam testnet with other networks planned for the future. Firstly they are going to be active on the Moonriver. After the launch of the AmaraLend beta, the Amara technical team immediately started the development of the AmaraLend v1 version. The new version will optimize the interest rate and liquidation models. Beta participants will be eligible to recieve an airdrop in the future. **AmaraLend v1 is expected to hit the market in Q1 2022**

[Amaralend DEMO](#)

[Link to the BETA](#)

AmaraLink - realizes seamless cross-chain value flow of Polkadot assets to other top public chains. Assets on different chains can be converted swiftly, safely and efficiently without intermediaries. AmaraLink is currently deployed on Moonriver but will bridge popular public chains such as Ethereum, Polygon, Solana, BSC. It is not a public chain, but built on the decentralized Gossip Network. Its key features are sub-key generation processes, trusted computing, signatures and signature verification. AmaraLink supports cross-chain transfers of four test assets: BTC, DOT, USDT, and KSM. Currently the product is in alpha stage and will be launched after audits are concluded. As a first order of business AmaraLink wil connect Moonriver and Polygon (recived grant).

[BRIDGE Moonbase Alpha / Polygon Testnet](#)

The team has recived a grant for their product. AmaraLink won two honors at the "Digital World 2077" Wangxiang Blockchain Hackathon.
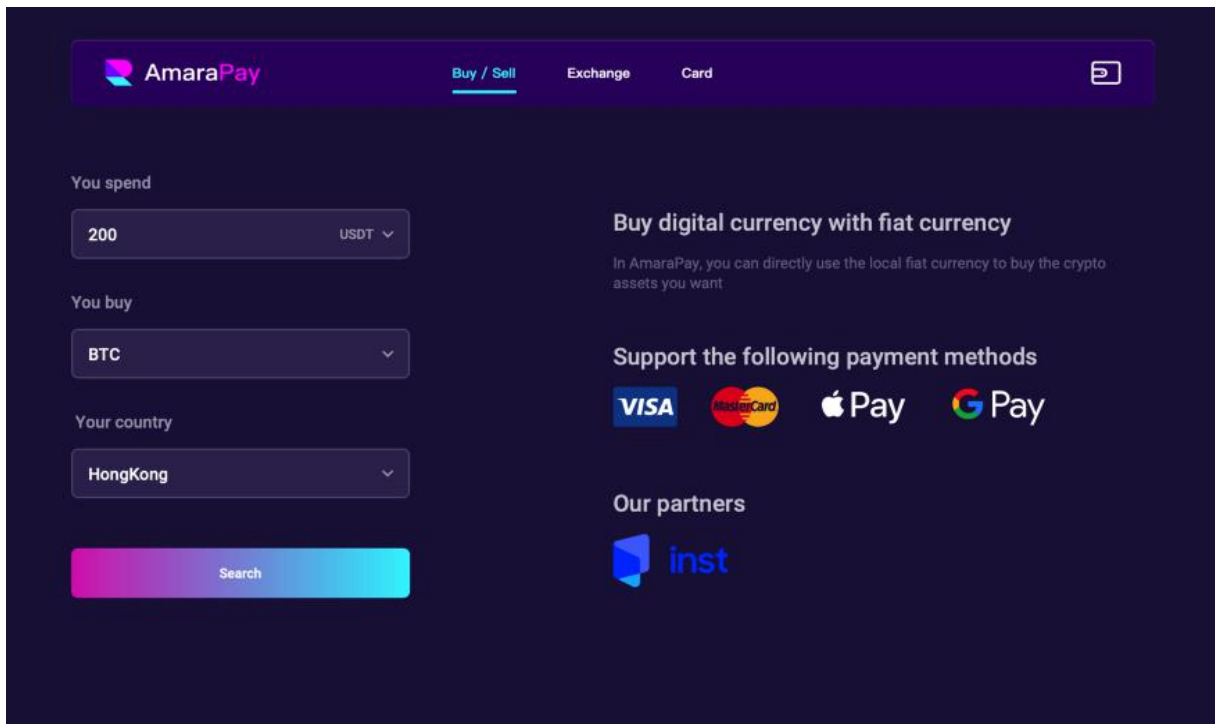
[SOURCE](#)

-Amara Gained Third Place in Wanxiang Hackathon for 2021.

-Amara Recognized As Most Potential Developer by Moonbeam.

AmaraPay - spans traditional finance and crypto, expanding payment boundaries with one click. It enables purchase of crypto assets with fiat currency in an easy and compliant manner and exeuction of offline payment by the crypto real-time price payment channel. AmaraPay integrates a variety of universal cards such as Mastercard and VISA and supports over 60 countries and regions around the world.

AmaraPay enables conversion of fiat currencies and digital assets in compliance with local legal systems and applying for various physical or electronic debit cards.

AmaraPay is the third core product launched by Amara. Its design will be completeed shortly and the product will be launched in the near future as part of the Amara 3.0 website.

ROADMAP

21' Mar

Core team of Amara set up The offcial launch of Amara Finance

21' Apr

The offcial launch of Amara White Paper v0.9,

Complete test Demo in Ethereum to demonstrate product logic and lay foundation for future R&D,

Complete seed round financing with 10 VCs and Institutions

21' May

Official launch of Amara website 1.0

21' Jun

Strategic partnership with Phala Network,

Global outreaching and airdrop campaign starts; join Solana Season Heckaton

21' Jul-Aug

AmaraLend Beta released

21' Sep

Upgrade lending algorithm with "interest rate bomb",

Mara-Link Beta Starts,

New vesrsion of Amara white paper on economic models

21' Oct - Dec

Mara-link code open source; Cross-chain premium assets on Solana and Matic

Features release: debt pool limit, acceleration pool, staking insurance, security mechanisms, Long tail assets innovation zone released, Amara pay R&D

Amaralink V1 launch

Future milestones:

Q1 2022: AmaraPay and AmaraLend v1.0 launch

Q2 2022: Implementation of AmaraLend v2.0, Long tail asset innovation market open to public. Amara is the most popular lending protocol within Polkadot ecosystem. DEFI 3.0 Financial Aggregation Realization, DAO Governance Model release and implement

Q3 2023: Financial derivatives such as NFT options lossless lottery set up. Multi-chain deployment realized.

Amara outreach numbers:

Global Community Members

100,000+

Testnet participants

40,000+

On-chain Interactions

1,000,000+

Countries and Regions

80+

Global Ambassadors

300+

TOKENOMICS

Ticker: $MARA

Token type: Polkadot

Seed round: $0.09, 5% at TGE, 6,5% linear vesting from month 2. Daily claim.

Private round: $0.23, 10% at TGE. 7.5% linear vesting from month 2. Daily claim

Public sale: $0.40, 20% at TGE, 20% linear vesting from month 2. Daily claim

Treasury: 30 days cliff, then 5% linear vesting from month 2. Dails claim

Marketing: 7 days cliff, 10% linear monthly vesting from week 2. Daily claim

Team: 180 days cliff, then 15% linear quartely vesting

Ecosystem: 30 days cliff, 10% linear quarterly vesting

Marketcap at TGE (**excluding liquidity**): $828k

Marketcap at TGE (**including liquidity**): $1,428k

TOKEN UTILITIES

Community governance: Eligible MARA holders can submit proposals and possess corresponding voting rights. Amara establishes a dynamic incentive mechanism to improve user governance efficiency

Debt pool quota: The long-tail asset loan section has a special deposit and loan quota, users can stake MARA to increase that.

Insurance Staking: MARA deposited in insurance staking is used as a risk margin in certain emergency situations.

Asset gain: Users' mining process introduces the "popular mining acceleration pool", the more MARA they hold, the higher mining profit they achieve.

Risk deposit: The Amara platform revenue will be used to purchase high-quality stable assets as platform risk deposit, such as BTC/DOT/ETH/KSM etc. The platform can mortgage these assets, and under the premise of asset security, borrow assets from other loan platforms to secure user assets.

Asset withdrawal: When withdrawing assets, the repurchase and destruction of vToken requires a certain amount of MARA as the destruction cost.

INVESTORS

PARTNERS

SOCIAL LINKS

WEBSITE

DISCORD

TELEGRAM

TWITTER

MEDIUM