

# Flurbo: DeFi Crypto Investing for Non-Crypto Minds

**In Tweet Length:** If you prefer *Google Flights* vs checking each airline's site, you know the value of an aggregator. With countless DeFi markets and exchanges, Flurbo has created an aggregator to optimize trades and simplify crypto trading powered by the burgeoning ecosystem of DeFi applications.

So, you've heard of decentralized finance ("DeFi")... but you don't necessarily know what it means. Here is an overview of DeFi and why it has grown to a USD \$50 billion investment category as of February 2021:

Consumers have had enough of the rigid, stodgy attributes of legacy financial services.

To unlock new opportunities, many enterprising blockchain developers have started availing "a la carte" functionality (e.g., KYC/AML, clearing house, etc.) as standalone offerings which can be adapted into a wide variety of applications

The DeFi ecosystem has enabled brand new financial products to emerge through unique combinations of a vast selection of these offerings, which are referred to as "**Financial Lego**" due to their modular nature.



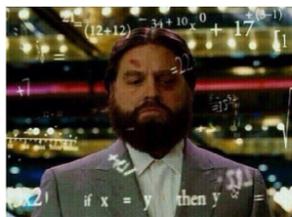
The persisting obstacle to mainstream adoption of cryptocurrencies as an investment is the sheer complexity of transacting crypto assets compared to traditional asset types. For novice investors who choose to attempt trading by themselves, unfamiliarity with markets and exchanges can be costly... particularly if the investor does not have the patience to explore the full range of options before making a trade. While assistance from a broker or intermediary could mitigate this hazard, such services can incur expensive fees or commissions.

Flurbo has created a DeFi aggregator engine which determines the optimal path of a DeFi token trade using an artificial intelligence mechanism. Users enter their desired goal (e.g., borrow 100 Example Token) into a user interface similar to that of *Google Flights*, and Flurbo will identify the ideal route to make the transaction efficiently in terms of both time and cost. As a non-custodial service, clients retain control over their crypto at all times, and will have the option to link Flurbo's smart contracts to their wallet to complete trades.



Client Specifies Goal

**Example:** Sell Crypto A for Crypto Z



Flurbo Algorithm Gets to Work

Crypto A cannot be traded in exchange for Crypto Z directly. However...

- (i) Crypto A can be exchanged for Crypto B
- (ii) Crypto B can be exchanged for Crypto C
- (iii) Crypto C can be exchanged for Crypto Z



Optimal Route Determined

After mapping possible journeys to trade Crypto A for Crypto Z, Flurbo will list the optimal routes for the client to meet their objective in the most cost-effective and simplest way.



Client May Proceed Voluntarily

If an optimal route suits the client's goals and/or risk tolerance, they will have the option to place the trade using Flurbo's user interface, which can interact with smart contracts directly through the client's own wallet.

Flurbo is owned and developed by [Nifty Technologies Inc.](https://nifty.tech). For more information, please contact: [info@nifty.tech](mailto:info@nifty.tech)