PerpDesk.xyz

Go-To-Market Strategy

A dual-path approach to capturing value from the $93T+ perpetual futures market through trader-layer intelligence and licensable AI agent infrastructure.

Contact
Rush
dev.scalptur@gmail.com

Dual-Path Strategic Advantage

Path 1: B2B Licensing

The "Intel Inside" of Perpetual DEX Trading

License PerpDesk's AI agent infrastructure, risk orchestration, and modern execution tools to platforms with billions in volume.

- Capture existing volume without acquisition costs
- Revenue on infrastructure we didn't build
- Non-competing: improves their trader experience
- Ready-to-integrate agent team + execution tools

Path 2: Direct B2C

The Destination for Traders

Build PerpDesk as the AI-native trading desk where traders run coordinated agent teams. Direct relationships enable growth.

- Product-led growth via shareable agent setups
- Category-defining brand and execution excellence
- Community-driven liquidity flywheel
- Functional PerpDEX already live on Orderly Network

Paths Reinforce Each Other

Path 2 validates product and creates proof points for Path 1. Path 1 generates revenue that funds Path 2 and sets standards.

Market Entry: Dual-Path Advantage

PerpDesk's architecture enables both B2B and B2C simultaneously

Dimension	Path 1: White-Label	Path 2: Direct-to-Market
Customer	Perpetual DEX / CEX platforms	Individual & team traders
Sales Cycle	Longer, relationship-driven	Immediate, product-led
Revenue / Customer	High (platform-level licensing)	Lower (per-trader subs)
Volume Acquisition	Inherit existing volume	Build organically via agents
Brand Visibility	Behind the scenes	Direct brand: PerpDesk
AI Agent Model	Licensed agent infrastructure	Native coordinated AI desk
Key Value Prop	Grow and retain traders	Personal AI trading team

PerpDesk becomes the trader-layer standard across the perpetual DEX ecosystem

Not another DEX. The intelligence layer that every DEX needs.

White-Label & Licensing Strategy

The "Intel Inside" of perpetual DEX trading

Market Opportunity

Top 10 DEXs:	**$6.7T+**
Hyperliquid:	**~$3.0T**
Aster:	**~$1.2T**
Others:	**~$2.5T+**

Why Platforms License

- Immediate access vs 18-month build
- Infra DNA, not AI/UX specialists
- Battle-tested agents, no dev risk
- Non-competing: grows their volume
- Zero brand risk if removed

Licensing Models

A: Usage-Based
3-8% of fees from PerpDesk tools

B: Flat-Rate
$25K-$150K+ monthly by tier

C: Hybrid (Rec.)
Base + usage + perf kicker

Why Incumbents Should License, Not Build

Incumbents risk diverting engineering resources and funds to build an agentic desk -- an 18+ month cycle with uncertain outcomes.
With PerpDesk licensing, platforms integrate immediately. If traders don't respond, they simply remove it -- no damaged brand,
no wasted capital, no engineering debt. Licensing is the lowest-risk, highest-upside path.

What Gets Licensed

- Full AI Agent Team (8 coordinated agents)
- Cross-agent communication & orchestration
- Coordinated risk enforcement engine
- Human-in-the-loop control framework

- Execution tools (Grid, Range, Elastic, Duration)
- Shortcut Widget & Multipoint Indicator
- Team Trading with role-based permissions
- Catch-up reports & messaging integration

10%
Target volume capture

$600B+
Annual addressable

$4.5M
ARR with 5 licenses

Direct-to-Market Strategy

Building the destination for traders with AI agent teams

Target Segments

Perp Scalpers & Momentum Traders
5-20+ trades/day, need AI execution support

System & Indicator-Based Traders
Rules-based, multi-source, automation preference

Emerging Traders
Mentor agent guides learning, paper trading, growth

Trading Teams
24/7 desk coverage, shared positions, handovers

The PerpDesk Difference

Current Reality

- x 3-7 min per setup
- x 5-8 fragmented platforms
- x High cognitive load
- x Emotional execution

With PerpDesk

- > 15-45s with agents
- > 1 unified platform
- > Agents handle complexity
- > Structured, disciplined

PerpDesk takes the Solo Trader to the Head of Their Own Desk

Primary Channels

Twitter / X   Core community, agent demo clips

Discord   Hub, agent setup sharing, AMAs

YouTube   Walkthroughs, coordination demos

Communities   Reddit, Telegram, authentic presence

Growth Approach

- Minimal paid acquisition - organic PLG
- Shareable agent configs drive viral loops
- Agent performance proof cards on social
- Template marketplace for agent setups
- Earned referral: 10% fee share
- Team Trading across time zones

How The Paths Reinforce Each Other

Strategic optionality that de-risks execution

Direct B2C (Path 2)

Feeds Path 1

> Validates product-market fit with real traders

> Creates proof points & performance case studies

> Builds brand recognition for licensing conversations

> Enables rapid iteration on agent coordination

> Demonstrates agent ROI with live trading data

> A/B testing on features -- hard and risky for incumbents, but fast and low-cost for us

B2B Licensing (Path 1)

Feeds Path 2

> Generates revenue at platform scale

> Funds Path 2 growth and engineering

> Establishes PerpDesk as category standard

> Zero user acquisition costs on licensed volume

> Cross-platform agent performance benchmarks

If Path 2 Scales Faster

Category-defining AI trading brand with direct trader relationships and viral agent sharing

If Path 1 Scales Faster

Essential infrastructure for the ecosystem with predictable licensing revenue

If Both Scale

Value capture across the entire perpetual DEX market -- trader layer dominance

The $93T+ Perpetual Futures Market

Massive volume with zero trader-layer innovation

~$92.9T
Global Perpetual
Futures Market

~$6.7T
Perpetual DEX
Volume (2025)

~$600B+
Addressable with
10% Capture

Top Platform Breakdown

Hyperliquid — ~$3.0T
Order matching, HyperCore

Aster — ~$1.2T
Scaling, incentive systems

Lighter — ~$800B
Throughput, settlement

Jupiter Perps — ~$500B
Solana integration, routing

Others (6+) — ~$1.2T
Various infra focuses

Key Insight

Growth and retention of users does not come from faster execution or more markets.

It requires new tools and new ways of trading.

PerpDesk offers exactly that.

Platforms with $6T+ volume have zero differentiation at the trader-experience layer.

* 2025 Annual Crypto Industry Report - CoinGecko (Updated January 2026)

Network Effects & Viral Growth

Compounding distribution without paid acquisition

A **AI Desk Performance**

Agent setups prove ROI > traders share configs > new users adopt > more data > better agents

B **Agent Config Sharing**

Create setup > share on CT/Discord > import > trade > iterate > share improved version

C **Catch-Up Report Virality**

Morning report > share on social > demonstrates always-on value > drives sign-ups

D **Earned Referral System**

Active traders earn 10% fee share from referred traders > organic growth incentive

E **Team Trading Expansion**

Teams form > 24/7 coverage > recruit > shared agent desks > collaborative growth

F **Mentor Onboarding**

Learn via Mentor agent > create first setup > share progress > advocate > bring friends

Target Viral Coefficient: 1.2+ by Month 6 -- Each user brings 1.2+ new users organically

From Awareness to Advocacy

Structured funnel with clear conversion goals

01 Awareness & Discovery

Target: 50K visits/mo

Traders discover PerpDesk via social content, agent demo clips, and community referrals.

02 Consideration & Trial

Target: 60% to 1st desk

Users explore platform, configure their first AI desk, test agent coordination in paper mode.

03 Conversion & Adoption

Target: 46% create config

Traders commit to PerpDesk as primary desk. Agents begin learning their trading patterns.

04 Retention & Advocacy

Target: 70% monthly retention

Power users share agent setups, refer traders, expand to team accounts.

Contingency Planning

Proactive risk management & mitigation strategies

Acquisition Risks

Risk: Channel Dependency
Mitigation: Diversify across 5+ channels

Risk: Low Conversion
Mitigation: A/B test, AI desk onboarding

Risk: High Churn
Mitigation: Agent perf proof, referral loops

Retention Risks

Risk: Poor PMF
Mitigation: Tight feedback, rapid agent iteration

Risk: Competition
Mitigation: Network effects, agent coord. moat

Risk: Technical Issues
Mitigation: Robust infra, SLA guarantees

Revenue Risks

Risk: Market Downturn
Mitigation: Dual revenue streams (B2B + B2C)

Risk: Fee Compression
Mitigation: Value pricing, premium tiers

Risk: Regulatory
Mitigation: Geo diversification, legal counsel

Built-In Risk Mitigation

2 Dual Paths
Non-competing revenue streams

$0 Zero CAC
Organic product-led growth

AI Agent Moat
Coordinated multi-agent system

Multi-Channel Strategy

Product-led growth powered by AI agent demonstrations

Twitter / X

Core channel - crypto trading community

- Daily agent performance threads
- Feature demos & AI desk clips
- Real-time market commentary
- Agent config sharing & proof cards

Discord

Community hub for support & engagement

- Real-time support & troubleshooting
- Agent setup sharing channels
- AMAs with founders
- Template marketplace community

YouTube

Visual demonstrations & tutorials

- Agent coordination walkthroughs
- Before/after trading comparisons
- User case studies & desk reviews
- Mentor agent education series

Trading Communities

Authentic participation & partnerships

- Reddit & Telegram groups
- Trading forum discussions
- Community partnerships
- Influencer desk showcases

Why Invest in PerpDesk?

Ownership in a cash-generating AI trading platform with multiple routes to market dominance

Strategic Optionality

Not a single-bet startup. Two non-competing paths:

- Path 1 scales > Essential infrastructure
- Path 2 scales > Category-defining AI brand
- Both scale > Market dominance

Massive Untapped Market

$93T+   global perpetual futures market

$6.7T   top 10 DEX annual volume

$600B+   addressable with 10% capture

0   trader-layer innovation from incumbents

The Trader Layer Will Be Built

The only question is who builds it.

Contact
Rush | dev.scalptur@gmail.com

Platform
perpdesk.xyz