



The backbone of the hook economy.

Before Chainlink, Oracles Were Chaos. Before Rex, Hooks Are Chaos Too.

WHAT ?

What is Rex Hook and what problem does it solve?



One Pool Manager. Too Many Hooks. Zero Standards.

Uniswap V4 made every pool programmable — but with no registry, no certification, and no way to tell safe hooks from dangerous ones.

5,000+

hooks deployed, zero verification

- Developers rebuild the same logic from scratch
- Creators deploy with no safety net
- Traders can't distinguish audited from malicious
- DeFi's biggest upgrade — no infrastructure layer

That's the gap. **RexHook fills it.**



THE PROBLEM

Four critical gaps. Zero infrastructure.

01

The Death Spiral

48–60% of token launches fail within 24 hours. Fee mechanisms designed to generate revenue crash the token instead.

02

No Verification

5,000+ hooks deployed with zero onchain registry, no certification, and no safety scanners. The gap is live and growing.

03

Dev Redundancy

Every team rebuilds the same logic from scratch — dynamic fees, anti-snipe, MEV protection. No reuse, no marketplace.

04

No Trust Layer

No on-chain registry, no certification system, no standard for verification. The trust layer is missing entirely.

PAIN POINTS

Five stakeholders. One broken system.



Token Creators

370+ tokens/day. Tax model = death spiral with no sustainable revenue.

NEED

Hooks that extract fees in ETH



Hook Developers

411 graduates built 341+ hooks with zero usage. No marketplace or discoverability.

NEED

Platform to publish, certify, and reach creators



Traders & LPs

Cork lost \$11M, Bunni LPs lost \$8.4M trusting unverified hooks. No way to verify safety.

NEED

Certification and transparency before depositing

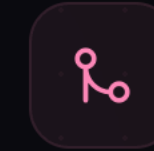


MEV Attacks

\$129M extracted via sandwich attacks in Q2 2025. No on-chain protection layer exists.

NEED

MEV protection through verified hooks



Routers

1inch, CowSwap, Paraswap route billions through V4. No API to query hook safety.

NEED

Programmatic way to check hook certification

**Ethereum**

\$80–116B monthly DEX · No unified terminal

**BNB Chain**

\$60–100B monthly DEX · Four.meme exploited

**Arbitrum**

\$19B monthly DEX · Fragmented tools

**Base**

\$35B monthly DEX · Limited options

VALIDATION

The model is already proven.

Clanker

Base

ACQUIRED BY FARCASTER

\$50M+ fees generated

\$3.1B
Swap volume

200K+
Tokens created

324K+
Traders

Flaunch

Base

FIRST WEEK RESULTS

\$75M volume in week one

2,135
Tokens launched

51 ETH
Returned to creators

100%
Fees to creators



What this proves

Hooks + launchpad = real protocol revenue. Creators want ETH fee extraction. The demand is massive and growing.



What's missing

No open marketplace for third-party hooks. No certification layer. No infrastructure for the next 100 Clankers to build on.

WHY ?

Why now? Why this market? Why us?

PROBLEM / SOLUTION

V4 is live. The infrastructure **isn't**.

THE PROBLEM

V4 shipped with no infrastructure layer for token creators






Every launchpad uses different function names, events, and data structures

Great hooks exist but have no distribution. Creators don't know which to trust.

Routers can't query hook safety. No way to verify certification programmatically.

Trading tools must integrate each launchpad separately. No unified UX.

THE SOLUTION

-  **Token Launchpad**
Deploy with default hooks or choose from marketplace. Fair launch, no bonding curve.
-  **Hook Registry**
Translation layer mapping every launchpad to a standard schema.
-  **Hook Marketplace**
Open platform where developers publish hooks and creators discover them.
-  **V4 Explorer**
All hooks, all pools, all data. Envio-indexed in real-time.
-  **Trading Terminal**
Charts, buy/sell, Privy wallets. Complete trading UX.

MARKET SIZE

Massive market. No leader.

EVM chains generate the largest on-chain trading volume — and no one owns the infrastructure layer.

\$3–4T

annual DEX volume across EVM chains

67.5%

of Uniswap volume is on L2s

12+

EVM chains with active V4 pools

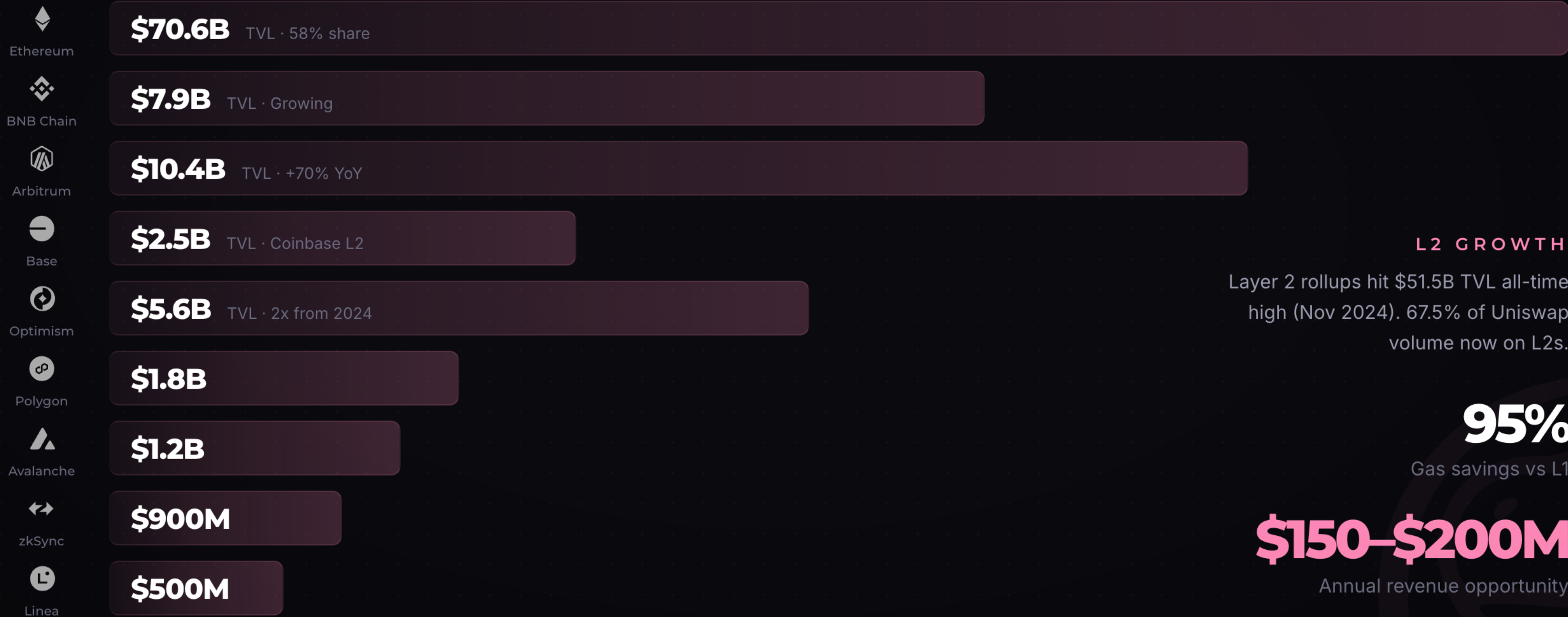
The market is live. The infrastructure isn't.

V4 Stats — Uniswap Foundation, Sept 2025



OPPORTUNITY

Hook Deployment Opportunity



L2 GROWTH

Layer 2 rollups hit \$51.5B TVL all-time high (Nov 2024). 67.5% of Uniswap volume now on L2s.

95%

Gas savings vs L1

\$150–\$200M

Annual revenue opportunity

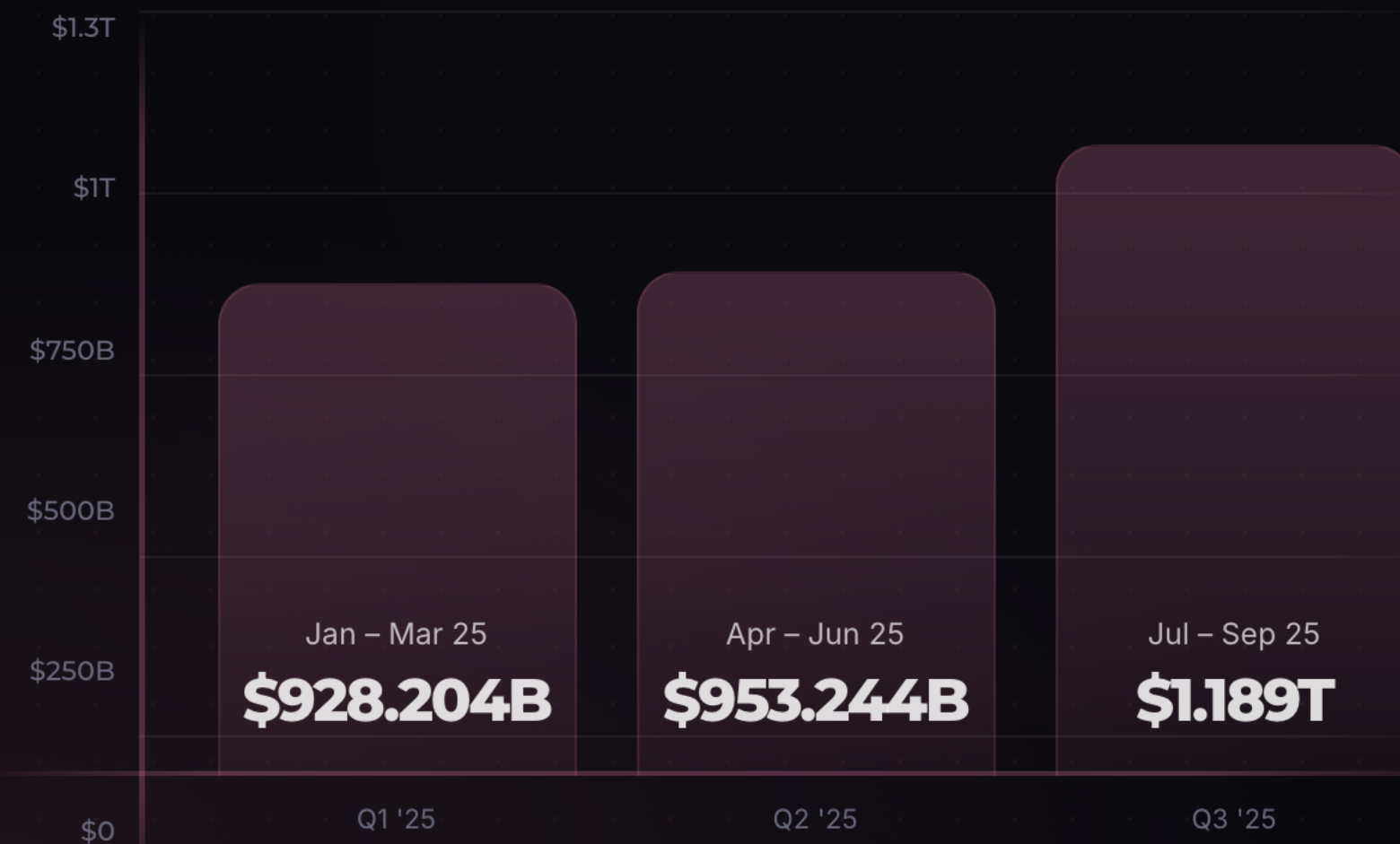
MARKET DATA

DEX Volume Grew 2025

Smaller EVM chains and DEX cannot compete due to lack of protocol access and infrastructure for their ecosystems

\$3.07T

COMBINED DEX VOLUME



Exchanges (DEX) TRADING VOLUME

PROJECTS

● PancakeSwap	\$1.3T	● Camelot	\$26.5B
● Uniswap	\$1.0T	● Blackhole	\$22.1B
● Raydium	\$714.6B	● Uniswap Labs	\$21.2B
● Orca	\$257.3B	● DODO	\$19.5B
● Aerodrome	\$235.9B	● Thena	\$19.5B
● Meteora	\$190.4B	● Pharaoh	\$17.5B
● Fluid DEX	\$168.6B	● QuickSwap	\$16.2B
● Curve	\$96.7B	● Velodrome	\$15.1B
● Hyperliquid Spot	\$88.0B	● Balancer	\$13.3B
● pump.fun	\$59.7B	● Shadow	\$12.5B
● LFJ	\$38.0B	● SushiSwap	\$9.3B
● Axiom Trade	\$28.2B		

OPPORTUNITY

The Trading Terminal Playbook Works, No Market Leader

Proven model, larger market, first-mover advantage — no market leader.

Market Share Growth

4% → 57%

in 6 months

YC Record

129 Days

to \$100M revenue

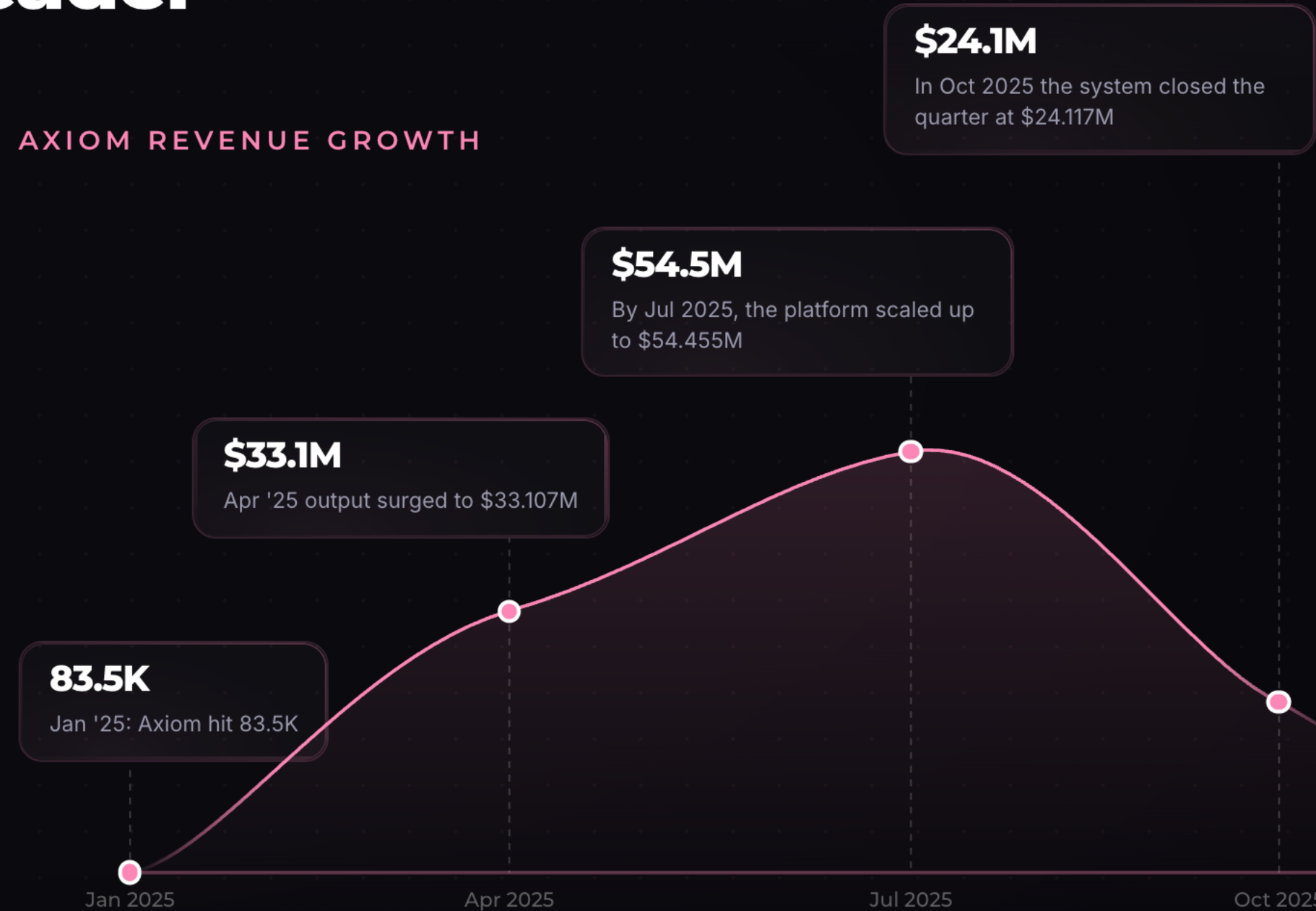
REX OPPORTUNITY



2-3X Larger

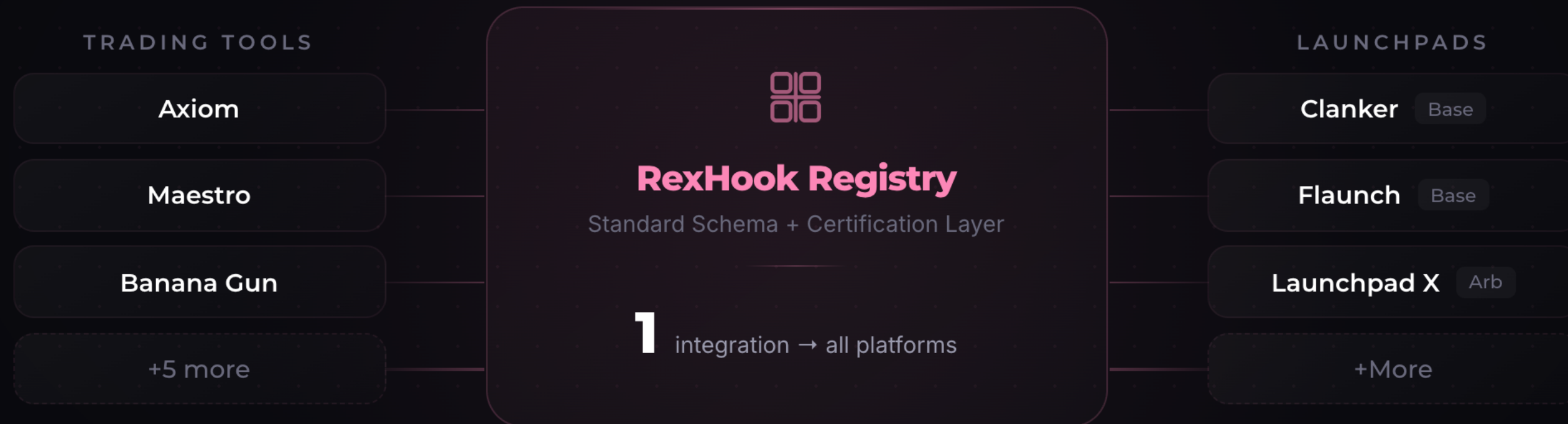
EVM vs Solana

AXIOM REVENUE GROWTH



INFRASTRUCTURE

RexHook is infrastructure, not competition.



NETWORK EFFECT

Every new launchpad makes every integrated tool more valuable. Growth compounds on both sides.

REVENUE

Certification fees from launchpads, protocol fees from our own launchpad, API access tiers.

OUTCOME

Registry becomes the default standard. Once embedded, switching costs make the moat permanent.

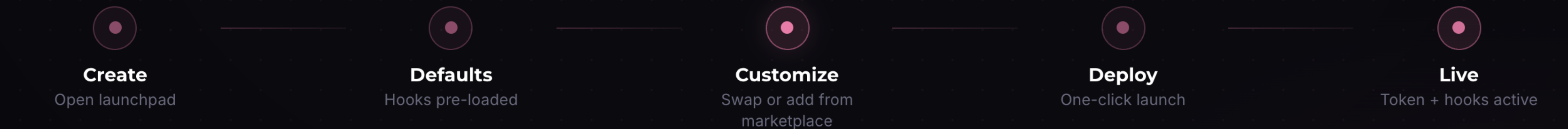
PRODUCT

Launchpad: Sensible Defaults + Open Choice

DEFAULT PROTECTION STACK — included with every launch



LAUNCH FLOW



OPEN MARKETPLACE FLYWHEEL

Developers publish better hooks → get certified → appear in marketplace → creators adopt them → **we earn either way**

COMPETITIVE EDGE

Why We Win

No competitor offers what RexHook delivers. Full-stack coverage across every layer.

FEATURE	REXPAD	CLANKER	FLAUNCH	PUMP.FUN	GENERIC V4
Token Launchpad	✓	✓	✓	✓	✗
Hook Marketplace	✓	✗	✗	✗	✗
On-chain Certification	✓	✗	✗	✗	✗
Translation Layer (API)	✓	✗	✗	✗	✗
Multi-chain (5+)	✓	✗	✓	✗	✗
Third-party hook support	✓	✗	✗	✗	✗

INTEGRATION LAYER

One Integration, Every Launchpad

The Graph for V4 hooks meets Chainlink trust layer — in one protocol.

CURRENT STATE

Fragmented

Axiom	× 4 integrations
DexScreener	× 4 integrations
Maestro	× 4 integrations
1inch	× 4 integrations

16 individual builds required

Why launchpads register

Instant compatibility with all trading tools. Certification badge for trust. Skip 10+ individual negotiations.

WITH REXHOOK

Unified

Axiom	✓ 1 integration
DexScreener	✓ 1 integration
Maestro	✓ 1 integration
1inch	✓ 1 integration

4 integrations total

Why tools integrate

One integration covers the entire V4 ecosystem. Standardized data format with certification included.

HOW ?

How does it work? How do we win?

THE REXHOOK EFFECT

Months of Pain Into **One Click**

 **Creators**

BEFORE

- Hire a hook developer
- Pay \$10K+ for audit
- Configure manually, hope it works
- Tools flag your token
- Launch fails

AFTER

- Browse certified hooks
- Deploy in one click
- Instant tool support everywhere
- Revenue in ETH

 **Trading Tools**

BEFORE

- Build integration for each launchpad
- Every pad has a different API
- Rebuild when new pads launch
- Maintain all of them forever
- New launchpad? Start over

AFTER

- Single RexHook API
- All launchpads, one integration
- Standardized data format
- Certification data included

 **Developers**

BEFORE

- Build hook with no distribution
- No marketplace to list it
- No users find it
- Zero revenue
- No incentive to keep building

AFTER

- Publish to marketplace
- Get certified (Bronze to Platinum)
- Creators discover your hooks
- Earn 70% royalties

With RexHook, it's three steps

Choose hooks — **Deploy** — Live & supported everywhere.

HOOK MARKETPLACE

Open Platform

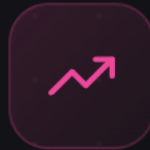
Any developer can publish. Any creator can use.

\$542M+

Total Volume

\$12M+

Revenue Generated



Dynamic Fees

Popular

Intelligent fee tiers based on market cap. Capture ETH revenue without sell pressure.

\$4.2M

Revenue

\$142.8M

Volume

847

Deploys

A+

Trail of Bits

Deploy Hook

One click. No lock-in. 70% revenue to you.

2,847

Deployments

8

Hooks Available



MEV Shield **\$2.8M**



Revenue Split **\$1.9M**



Launch Guard **\$890K**



Auto Liquidity **\$620K**

INFRASTRUCTURE

The Translation Layer

One integration. Every V4 launchpad.



Trading Tools

Axiom, DexScreener, Maestro

Integrate once — all launchpads covered

Launchpads

Clanker, Flaunch, new builders

Register and get instant tool compatibility

Routers

1inch, CowSwap, Paraswap

Standard data and safety certs included

INFRASTRUCTURE

V4 Network Explorer

All hooks. All pools. All data.



Total Pools

10,755,698

Active



Total Swaps

331,286,364

Tracked



Total Fees

\$39.88B

Captured

Hook Marketplace

by FEES

8 hooks · 6 categories

Dynamic Fees

POPULAR

REVENUE

\$15.40B · \$1.84B vol · 419.9K dep

A+ Trail of Bits

MEV Shield

FEATURED

PROTECTION

\$11.69B · \$1.39B vol · 16 dep

A OpenZeppelin

Revenue Split

REVENUE

\$7.22B · \$861M vol · 2 dep

A Consensys

Launch Guard

LAUNCH

\$806M · \$96M vol · 120K dep

A Halborn

Limit Orders

POPULAR

TRADING

\$680M · \$81M vol · 90.6K dep

A+ Trail of Bits

TWAMM

TRADING

\$420M · \$52M vol · 45K dep

A OpenZeppelin

Oracle Integration

ENTERPRISE

\$310M · \$38M vol · 22K dep

A Consensys

Auto Liquidity

LIQUIDITY

\$195M · \$24M vol · 12K dep

A Halborn

Traders verify before trading

LPs check before depositing

Routers discover certified hooks

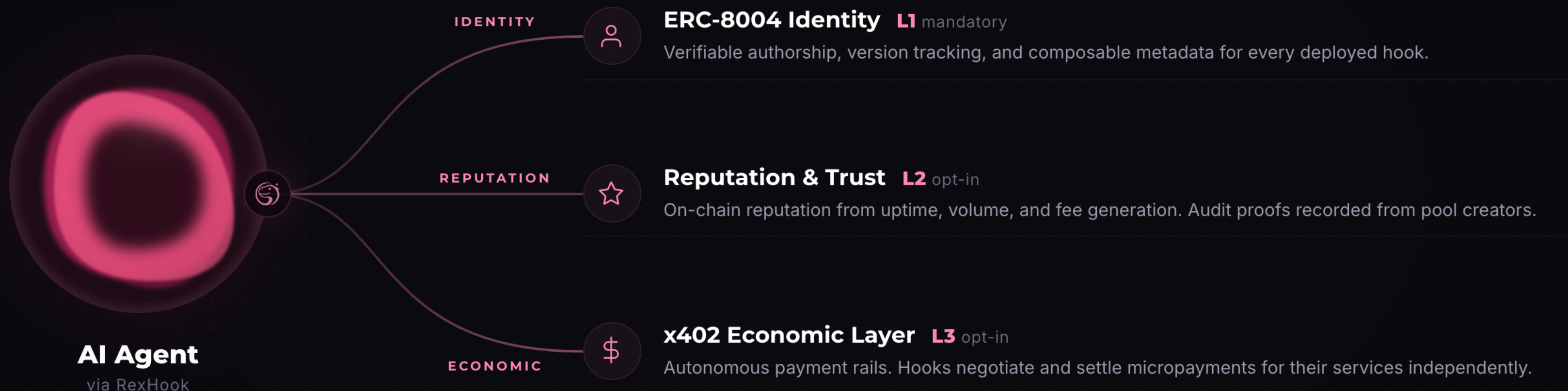
<> Devs see what's popular

Indexed by **Envio** — real-time, multi-chain

REXHOOK + ERC-8004

Hooks That Think for Themselves

RexHook turns every V4 hook into an autonomous agent through ERC-8004.



L4 Autonomous Execution opt-in

- || Hooks on RexHook optimize fees autonomously
- ✓ Autonomous routing via reputation data
- ⚡ Real-time execution with x402 settlement

L1 Identity is mandatory • L2 & L3 are opt-in | Backed by MetaMask, Ethereum Foundation, Google, Coinbase

Vertical Alignment Stack






Projection & Oppportunity

Revenue and growth projections for Rex Protocol



TARGET AUDIENCE

Who We **Serve**

	Token Creator	Utility hooks, ready to use	Launchpad + marketplace
	Hook Developer	Distribution + passive income	Marketplace + certification
	Service Providers	Safety + fast trading economy	Registry API + certification data
	AI Agents	Programmatic trust signals	ERC-8004 integration
	Traders / LPs	Transparency in hook safety	Explorer + full tools data

TARGET PERSONAS

Built For Every Player



EVM Projects

Professional native platform to launch tokens and take them all the way to CEX/DEX listings.



Market Makers

Discover legitimate projects that achieve key milestones and are ready for market-making services.



CEX / DEX

Exchanges seeking legitimate, pre-qualified projects ready for the next step toward listings.



Retail Traders

Secured, transparent DeFi that provides a level playing field against whales.

BUSINESS MODEL

What We Deliver

Retail Users

01

No virtual curve

75% gas reduction

Multi-chain access

Instant Tx's / 0% failed tx loss

Anti-rug order books

Multi order book options with TradingView

On-chart yield creator

Market Makers

02

Institutional-grade API

Faster than GraphQL indexers

Live position tracking through chart

Compliance tools

Custom integration support

Project Creators

03

Professional launch tools

Anti-rug mechanics

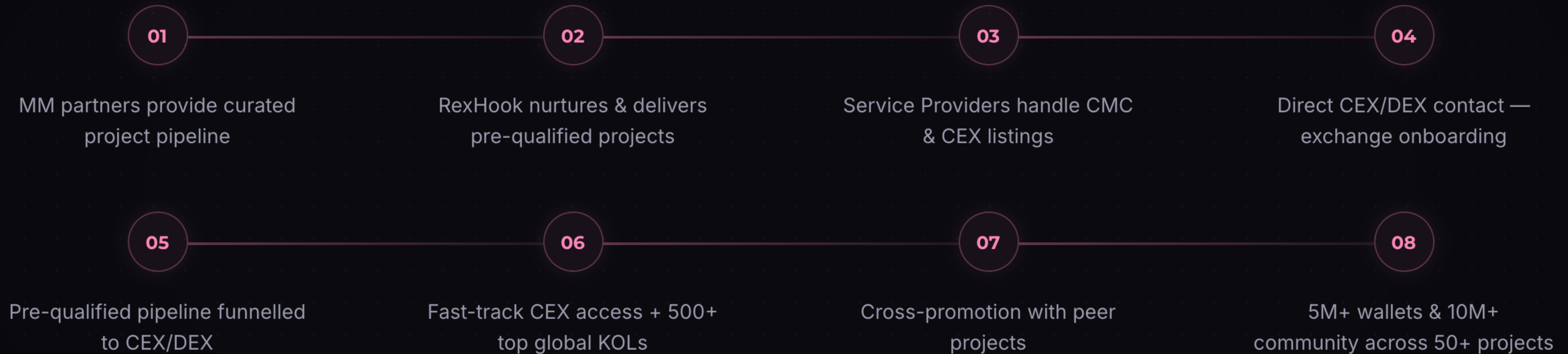
Marketing support

Analytics dashboard

Treasury from RexHook + own token

GO-TO-MARKET

Growth Strategy



Proven GTM playbook from a team with experience across multiple blockchain projects and well-known tech companies — including documented record-setting campaigns.

500+
GLOBAL KOLS

5M+
WALLETS

50+
PEER PROJECTS

FINANCIAL PROJECTIONS

24-Month Outlook



\$3.8M PROJECTED REVENUE	70% GROSS MARGIN	200K TARGET WALLETS
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GROWTH DRIVERS

- CAC \$50 → \$25 in 6 months
- Branding spend -10% per quarter
- Continuous bad actor removal
- Reduce churn through product quality

30% COGS	\$50 → \$25 CAC TARGET	120K Y2 HOLDERS
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REVENUE MODEL

How We Monetize

REVENUE STREAMS

01

Launch Fees

Onboarding, due-diligence & ecosystem activation

02

Listing & Integration

Shared fees with partner CEXs & liquidity venues

03

MM Coordination

MM agency partnerships + spread optimization

04

Trading Volume

% share from exchanges based on user activity

05

Liquidity Programs

Pool management & stabilization programs

06

Marketing Packages

Promotional campaigns, KOL pushes & community activation

07

Ecosystem Services

Strategic support, scaling & market health management

REVENUE SHARE MODEL

**CEX Partners**

- % share of generated trading volume
- Listing/onboarding fees from routed projects
- Joint co-marketed campaign revenue

**MM Agencies**

- Shared coordination fees per project
- Revenue split from recurring liquidity
- Mutual pipeline access for new clients

**Projects**

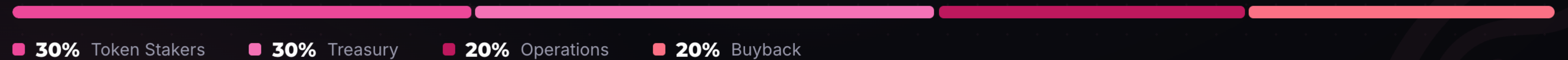
- Transparent fee structure (launch + listing)
- Performance-based incentives tied to volume

TOKEN ECONOMICS


\$REX Token




REVENUE ALLOCATION

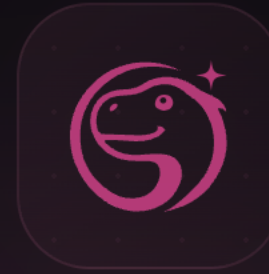


Contact Information & Final Call to Action

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Thank You

Redefining DeFi Trust, One Hook at a Time

www.rexhook.com

BY THE REX TEAM