VISION

White Paper

Rubicon aims to build the World's Last Financial Exchange—a decentralized, non-custodial trading platform that democratizes access to global markets. Our mission is to accelerate the advent of an open, efficient, and transparent financial system for humanity, governed and operated by its users.

There are a few problem areas that necessitate the rise of Rubicon. Gatekeepers and middlemen dominate traditional financial markets. The GameStop crisis revealed that even platforms like Robinhood limit users' access to real markets, serving them liquidity from permissioned market makers. After the people pushed against the establishment, they turned the game off. This is the plight of the lucky minority with access to these markets.

In crypto, centralization persists, as seen with the FTX collapse, where an opaque exchange caused massive fallout. Centralized exchanges custody user funds and must be trusted to act in good faith. The rules of exchange and trading are private, often times favoring privileged insiders over the general public.

Rubicon offers the ultimate solution. We are developing a decentralized, non-custodial spot trading platform. All trades are public, verifiable, and settled onchain. Users retain full control of their assets at all times. Rubicon is governed by a diverse global network, ensuring censorship resistance and transparency. Unlike traditional markets with backroom deals and dark pools, Rubicon's system is open and democratized by design.

$RUBI serves as the foundation for decentralized governance and liquidity incentives, ensuring Rubicon becomes the backbone of the global onchain

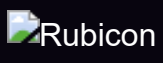
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economy over the long term. As the world's assets become increasingly tokenized, all roads lead to Rubicon.

Launch

Ad Victoriam.

$RUBI is a decentralized utility governance token. Use Rubicon or $RUBI at your own risk. Please review our Terms of Use. Total loss of funds is possible.



Secure, non-custodial markets for traders, market makers, and projects

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