



# BANKFI

Vaultpaper 2.1





# Disclaimer

This document provides an overview of the BankFi project, outlining current progress and future direction. The statements made within this document reflect the past and current developments of BankFi. BankFi may adjust strategies to reflect current market conditions.





# Introduction

## What is BankFi

BankFi is a Cardano-native project with a focus on delivering innovative and viable DeFi solutions for users and businesses.

The BankFi Platform is a community-driven, DAO operated, unified ecosystem for owning and earning from real, revenue-producing infrastructure. Combining the BankFi Market and BankFi Genesis, there are yield-generating opportunities to match everyone's preference. Participants are able to acquire ownership units in yield-bearing asset-backed verticals, collect our core \$BANK token and NFTs for diversified rewards, and be part of a growing, decentralized financial network. BankFi has assembled a diversified portfolio spanning on-chain DeFi infrastructure, node operations, BTC mining, and curated real-world assets. Our compounding portfolio is the source of BankFi's rewards and the foundation for long-term value accrual on the platform. The BankFi Platform is an integrated hub for discovery, purchase, and reward management across the entire ecosystem.

BankFi also operates Pillar, a long-standing premium development service on Cardano specializing in NFT minting, token sales, and staking. This in-house development team continues to provide high quality development solutions for businesses across Cardano while also allowing for consistent growth and improvement for products within the BankFi ecosystem. The solutions launched by Pillar increase BankFi's visibility and reputability through real partnerships with new and established projects alike.

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## Who is BankFi

Founded by brothers Andrew and Stephen Caldwell alongside Doug Kelly, BankFi is supported by more than 10 exceptionally skilled individuals with a shared vision of increasing financial opportunities available to everyone in Web3. The founders, product managers, marketing team, and in-house development team all share deep roots in Cardano and Web3 as a whole. We are committed to the long-term growth and support of publicly-available financial software across Cardano, Web3, and the entire BankFi ecosystem.





# Our Values

Our team and products stand strong on several core pillars that have guided us from the beginning.

## Transparency & Communication

We value the trust of our users and clients above all else. This trust has been established through years of reliable, honest, and comprehensive transparency and communication around every product and service that we provide. Whether it's related to finances, development, or anything else that we have knowledge on – all questions in our community receive an honest public response for everyone to benefit from.



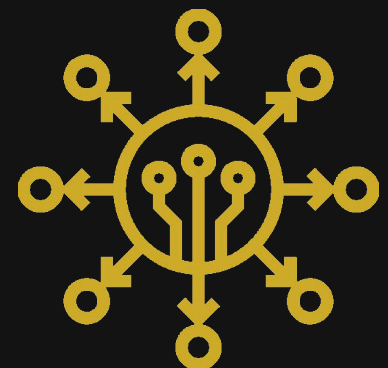
## Quality & Reliability

All of our products and services are developed by an experienced team of product designers, software engineers, and DevOps engineers, ensuring a secure and reliable experience for all users from start to finish. As representatives of the Cardano ecosystem, we pride ourselves on our quality and attention to detail. The users and business in the Cardano ecosystem deserve premium development and financial products, so that is what we aim to build each day.



## Innovation & Sustainability

It might sound like these two values contradict each other, with innovation involving fast-paced changes and sustainability being focused on long-term viability. When it comes to Web3, however, building sustainable protocols and solutions that open the door to new opportunities for users is innovation. All of our products are built with modern principles and technology in mind, using them to push the boundaries of what is possible in Web3. At the same time, we are building products intended to last long into the future. We ensure that the foundational components of our products, such as BankFi's compounding and reward structure, foster long-term sustainability for our users and clients.





# Our Team

## Andrew Caldwell - CEO

Andrew serves as the key decision maker and driver of business growth and development at BankFi. He ensures operating budgets are properly managed, timelines are met, and key business partnerships are formed. As the CEO of a major US insurance network he brings in a wealth of knowledge and experience of managing complex systems at scale.



X in  
@LilThunder

## Stephen Caldwell - COO

Stephen provides critical insights into the designs for the flow of funds and associated cybersecurity measures to ensure transparent, efficient, and safe deliverables for every project. With a career as the Director of Financial Analysis and Director of Information Security in the insurance industry, he has a unique skillset that lends itself perfectly to the protection of protocol users and funds in all of the applications we build.



in  
@Xtracrispy

## Jake Shearman - CTO

Jake leads the software and infrastructure development for all BankFi offerings. He has a comprehensive understanding of Cardano's protocols, with 5+ years of Cardano development and experience in smart contract development for other blockchains as well. His career began in traditional FinTech, delivering stock market data at scale. He dedicated his career to blockchain development once he saw the massive untapped potential for how it could benefit society.



in  
@Jshear

## Technical

- Nick Fekete
- Dom Monette

## Marketing

- CJ O'Heany
- CMDR07

## Community

- |             |           |      |
|-------------|-----------|------|
| DPD2        | Crash     | FA   |
| Doey        | Manik     | Tony |
| Inmate Zero | DK Boiler |      |



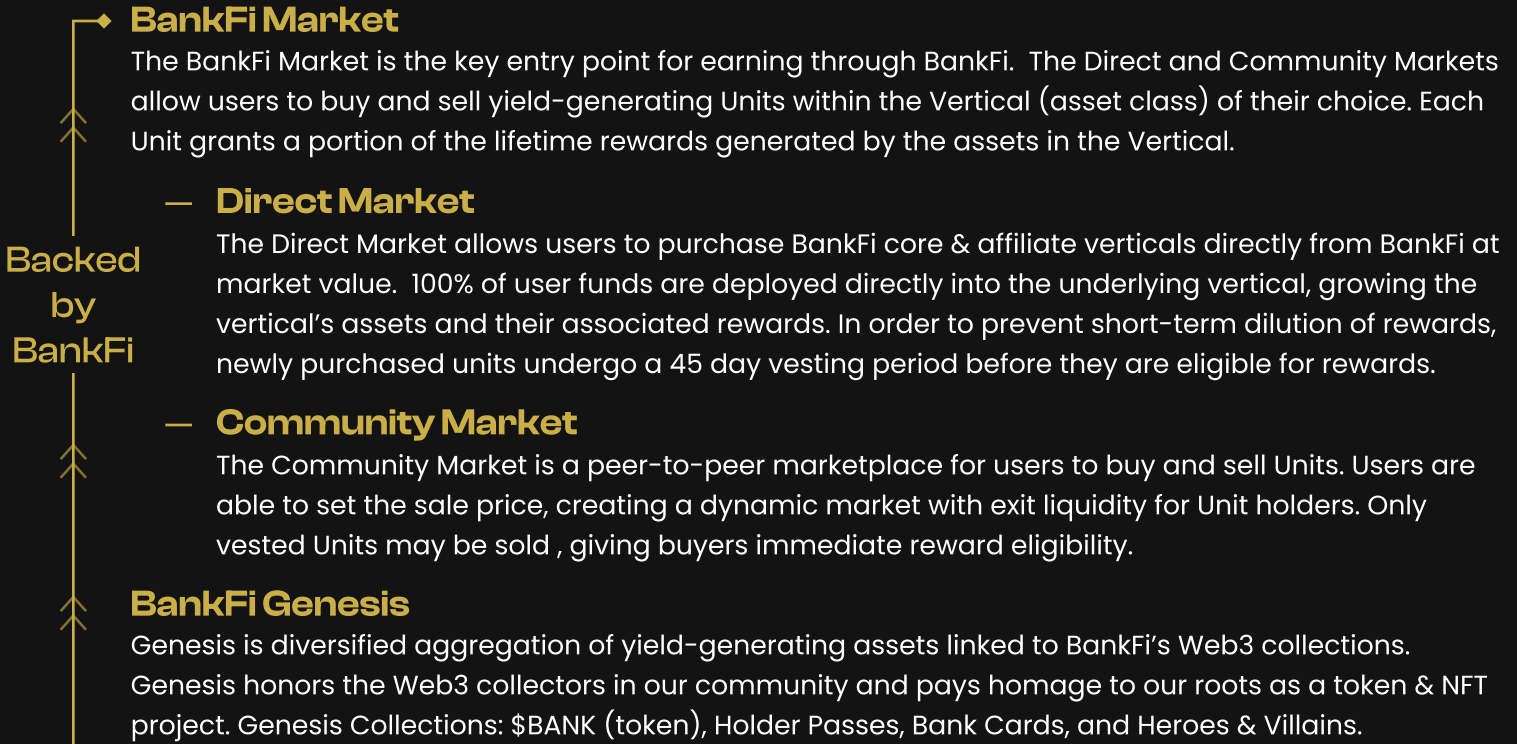


# Our Ecosystem

BankFi is a Cardano-native project with a focus on delivering innovative and viable DeFi solutions for users and businesses.

## Passive Yield

BankFi provides passive yield opportunities through a combination of real-world assets (RWAs) and Web3 infrastructure. Designed to be flexible & sustainable, BankFi holds a long-term perspective on portfolio growth.



## Pillar

Pillar is the in-house development team supporting the BankFi ecosystem. We offer white-label Cardano development solutions, specializing in NFT & token sales. Pillar enables the 'Backed by BankFi' sale model, allowing Cardano companies to allocate a portion of their sale into BankFi verticals in order to create long-term, sustainable revenue opportunities and maximize their potential.

## \$BANK Token

\$BANK is the central governance and reward layer of the BankFi ecosystem. \$BANK grants exposure to ecosystem-wide passive yield opportunities, earning from a diversified group of assets that scale with BankFi's operations. \$BANK is deflationary by design, with burn mechanisms also scaling with BankFi's growth.

## Holder Pass

The Holder Pass is BankFi's most exclusive NFT collection, designed to provide the most premium ecosystem exposure. Similar to \$BANK, Holder Pass owners earn rewards from across our ecosystem -- Genesis, BankFi Market Core Verticals, and DEX fees. These NFTs are at the core of BankFi's reward architecture.

## Governance

BankFi operates under a DAO-driven governance model where ownership determines influence. Holding \$BANK grants voting power over ecosystem-wide decisions, while Unit ownership provides voting rights on decisions specific to their associated Vertical. This structure enables aligned supporters to shape the BankFi ecosystem.





# BankFi Market

The BankFi Market is the primary place to discover, buy, and sell Core and Affiliate vertical units. It is where users can purchase a lifetime share of rewards from a diverse selection of revenue-generating opportunities. A vertical is a group or class of similar assets in a specific industry. A vertical is funded by the purchase of units, which grant the owners an equal share of all rewards generated by the vertical. Users are able to acquire unvested units directly from BankFi through the Direct Market. Because the BankFi Market is built entirely in-house and because no NFTs or tokens need to be minted, 100% of funds raised are able to be put towards growing the vertical.

The BankFi Market protocol – that is, the rules and processes that govern the verticals, units, and rewards – was designed to maximize sustainability, longevity, and flexibility. Governance-decided vertical compounding percentages, unit vesting periods, a unique reward structure, and royalties for unit sales are all components of the protocol that support these goals.

Users have full control over the verticals that they provide funds for, allowing them to build a risk-adjusted and diversified portfolio that fits their exact preferences and goals. The BankFi Market is open 24/7/365, removing all barriers for users that want to get involved. Automated reward compounding is available at the user level for growing their portfolio at an exponential rate while remaining completely passive. And together, the Direct Market and Community Market (details below) provide a full lifecycle from new purchases to secondary trading, enabling both long-term participation and flexible exits.

## Our Goals

There are several key goals that inspired BankFi:

- Provide options for everyone's unique financial goals
- Maximize rewards through the power of scale
- Target sustainable passive income for life via compounding and risk management
- Provide ultimate flexibility, allowing payments of any amount at any time
- Align the success of BankFi with the success of the community by avoiding fees and creating a reward structure with proper incentives





# Direct Market

The Direct Market is how BankFi seeds and grows each vertical. Funds from Direct Market purchases go directly to the vertical’s asset pool ensuring 100% of the purchase supports the expansion of that vertical’s revenue-generating infrastructure. This model eliminates minting commissions on the buyer side aligning BankFi’s economic incentives with the long-term success of Core Verticals. Direct Market purchases are subject to a 45-day vesting period prior to being eligible for reward distribution.

# Community Market

Once a unit has vested after the initial 45-day vesting period, the owner may list the unit for sale on the Community Market. The Community Market is a peer-to-peer exchange that enables immediate liquidity and price discovery for vested units. This market allows users to place buy and sell orders at specified ADA prices in an order-book format, fulfilling orders seamlessly and enabling flexible exit options directly into the ecosystem. As a buyer in the Community Market, the units you purchase are already vested and do not have a new vesting period. This means that you begin earning all applicable rewards for the units as soon as they are purchased.

All sales on the Community Market have a 10% royalty. Half of all royalties (5%) are used to provide additional funding to the vertical that the sold units belong to. This means that all unit holders for a specific vertical benefit from each Community Market sale in the form of greater vertical rewards going forward.

**Direct Market**

Unit Price  
100 USD = 281.13 ADA

You pay: 0 ADA  
You receive: 0 Units

Minimum units received: 0

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## Direct Market

Purchase unvested units directly from BankFi for ADA. Proceeds are funneled directly to funding the vertical.

**Community Market**  
Buy and sell vested vertical units in the peer-to-peer community marketplace

Mining | Direct Market Price: 281.1 ADA | Lowest Price: 218 ADA | Available for Purchase: 14.6 Units | Owned: --

Buy Units | Sell Units

You pay: 0 ADA  
You receive: 0 Units

Slippage: 0% | 5% | Unlimited

Order Summary

Average Unit Price	0 ADA
Minimum Units Received	0 Units
Slippage	0%
Total Cost	0 ADA

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Buy orders are only fulfilled if they can be completed in full. Sell orders can be partially filled. All trades have a 15 minute delay between trade completion and distribution of units and payment.

Unit Price A	Available Qty.
#218	1
#220	8.6
#235	5

## Community Market

Exchange vested units in a peer-to-peer market with other BankFi users. 10% of sales are allocated for sustainability.





# Units & Rewards

Every time a reward distribution is performed for a vertical, the rewards are split evenly between all vested units for that vertical. Units are priced based on the valuation of the underlying assets meaning that as a vertical's value changes, unit price is updated to keep rewards undiluted. For new units purchased through the Direct Market, units are not vested for the first 45-days. Once vested, the unit will earn its share of the vertical rewards for all future reward distributions, providing a lifetime of passive rewards.

Every vertical has the option, through DAO governance, to have a fixed compounding percentage that applies at the vertical level. This means that prior to every reward distribution, a percentage of rewards is reserved for additional funding towards vertical assets. After the governance-decided compounding percentage has been reserved, the remaining rewards are divided as follows:

## 80%

### Unit Holders

The majority of rewards are paid directly back to holders of unit holders for that vertical.

## 9%

### Project Growth

A portion of the rewards are allocated to reinvestment and supporting the growth of the BankFi project.

## 7%

### Token Holders

Holders of \$BANK token will receive a cut from all Core vertical revenue allocated based on the quantity of \$BANK in their wallet, paid directly in ADA.

## 4%

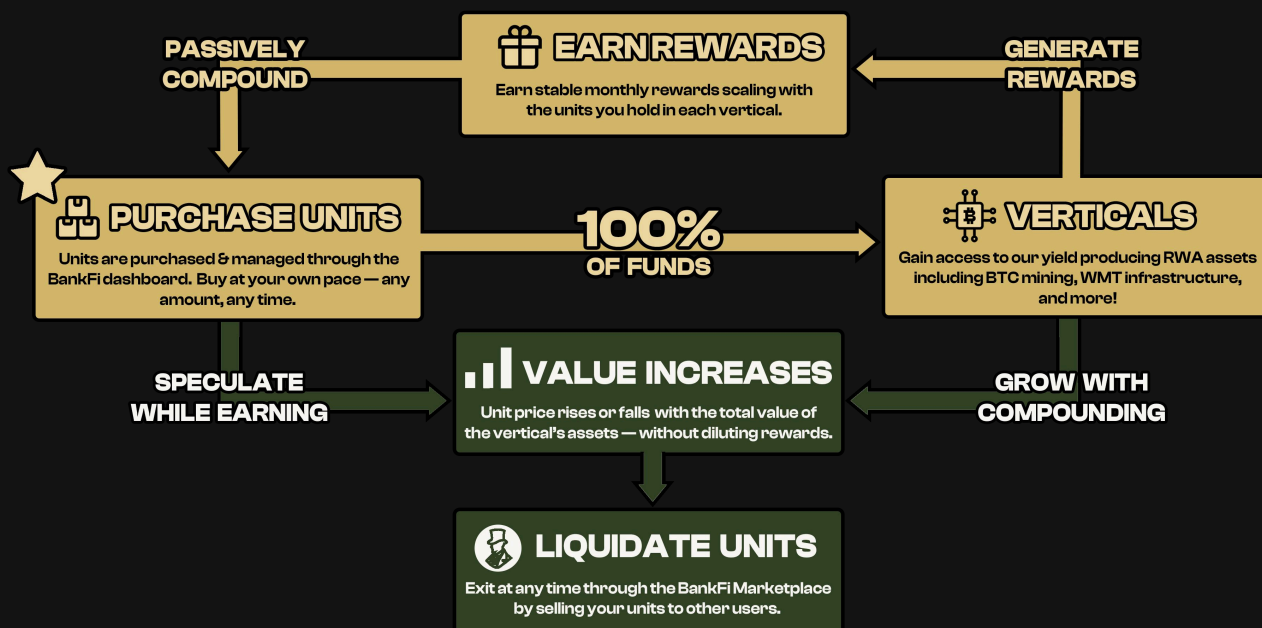
### Holder Pass

Holders of the Holder Pass earn a cut of BankFi rewards paid directly in ADA



# Core Verticals

Core Verticals are assets and operations run directly by the BankFi team. Examples include BankFi's Mining Vertical and World Mobile Vertical. Core verticals are managed, audited, and operated by BankFi. Investors in Core Verticals receive direct exposure to BankFi-operated revenue streams and the security of direct operational oversight.



# Affiliate Verticals

Affiliate Verticals are third-party projects leveraging BankFi's marketplace and infrastructure to raise funds and distribute rewards to their communities. These verticals are run by external partners. Despite this, they are subject to all the same security protocols that govern Core Verticals, but do not adhere to the same reward structures as BankFi verticals.

## How do I apply to add an Affiliate Vertical?

BankFi is an ideal platform for projects wishing to distribute rewards to their community consistently and long-term. BankFi allows projects to raise funds without many of the fees traditionally associated with NFT and token launches, allowing them to maximize the funding put towards reward-generating mechanisms. If you think you might be a good fit for a BankFi vertical, reach out to the BankFi team on Discord or X.





# \$BANK Token

\$BANK is the ecosystem utility token tying the BankFi network together. \$BANK primarily operates as a governance and reward layer, granting holders access to DAO voting and other platform privileges. \$BANK is designed to scale with the expansion of the BankFi ecosystem, verticals, integrations, and new features. The \$BANK reward and burn mechanics are designed to balance utility, scarcity, and long-term alignment.



## Rewards & Perks

\$BANK earns rewards from various aspects of the BankFi ecosystem, with the primary on being BankFi Core Verticals. As TVL across BankFi increases – whether it is through new verticals, new purchases and compounding investments for existing verticals, or Community Market royalties – so do rewards for \$BANK holders. Assuming the verticals maintain a consistent rate of return, this results in a situation where \$BANK rewards are perpetually increasing. The price of the \$BANK token is therefore likely to be driven not only by current rewards, but also by the speculation of vertical growth in the BankFi Market driving an increase in rewards over time. As an additional perk, holders of \$BANK are able to contribute directly to the BankFi DAO, determining the direction of the BankFi ecosystem.

**7%**

of all Core Vertical Rewards

**25%**

of all Genesis Rewards

**15%**

of all DEX trading fees

## Burn & Lock Mechanisms

\$BANK is designed to be deflationary. In addition to burning, more than 10% of the total \$BANK supply has been permanently locked in a smart contract by the BankFi founders. This \$BANK is eligible for BankFi rewards, but it can never be sold.

The burn mechanisms include:

**30%**

of all DEX trading fees

**50%**

of all Bank Card & Heroes & Villains NFT royalties

**4.8%**

of all rewards generated by Genesis

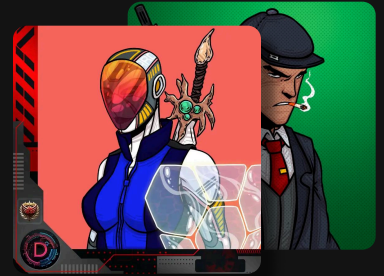


# How else can I earn \$BANK?

Beyond direct \$BANK purchases, users can earn \$BANK through our two main partner programs.

## Partner NFT Staking

By holding NFTs from any of our partner projects, you are eligible to earn \$BANK monthly through the BankFi Platform. Visit the Genesis tab on the BankFi Platform to learn more.



## Discord Drip

Through our partnerships with other projects on Cardano, we exchange Cardano tokens with our partners so that our community can earn their token while their community can earn \$BANK. This mutual token faucet, aka “Drip”, supports our partners while increasing awareness of \$BANK. We also include \$BANK in our own faucet. The amount you are able to earn from the faucet is based on your BankFi Tier.



# Governance

BankFi operates as a community-driven, DAO-governed ecosystem designed to balance broad platform stewardship with localized, asset-specific decision making. Governance within BankFi is intentionally split across two complementary voting layers: ecosystem-wide governance through the \$BANK token, and vertical-specific governance through Unit ownership.

Voting power within the BankFi DAO is directly weighted by the quantity of governance assets held. For ecosystem-wide proposals, each \$BANK token equals one vote, meaning governance influence scales linearly with the amount of \$BANK held in a connected wallet at the time of voting. For vertical-specific proposals, each vested Unit equals one vote within its respective vertical, with no cross-vertical voting rights.





# Genesis

## What is Genesis

BankFi Genesis consists of all reward-generating assets launched prior to the BankFi Platform in April 2025. This suite of products was funded by the combination of the \$BANK token sale, NFT sales, and seed funding from the BankFi team. Genesis is designed to honor the commitment to holders of assets that helped fund this initiative. Genesis rewards eligible holders with revenue generated by a diverse collection of real-world assets, including from cryptocurrency miners, World Mobile nodes, and more.

## Rewards

Prior to calculating any rewards, 20% of all rewards are reserved for compounding to sustain and grow Genesis without requiring additional funding. Then, all remaining funds are split across the following percentages.

**51.2%**

**BankFi NFTs**  
(Genesis Units)

A majority of the rewards are distributed to holders of the various Genesis NFT collections. These include the Holder Passes, Bank Cards, and Heroes & Villains collections. Each asset has a unit value that determines the asset's weight in comparison to the total.

**25%**

**\$BANK Token**

Holders of the \$BANK token earn a weighted amount based on your minimum \$BANK balance over the prior 30 days. The more \$BANK you hold compared to the total, the more rewards you earn.

**18.6%**

**BankFi  
Founders**

This allocation is meant to repay the seed investments from the BankFi team that helped self-fund the Genesis initiative.

**4.8%**

**\$BANK Burn**

A portion of the Genesis rewards are allocated to purchasing and burning \$BANK token, creating an intrinsically deflationary product.

**0.4%**

**Partner  
Staking**

Our partnerships with various other Cardano projects allows you to stake eligible partner NFT collections to earn this allocation of rewards.



# Genesis Units

Genesis includes a suite of NFT collections created prior to the BankFi Platform. Each Genesis NFT has distinct utility levels and reward entitlements based on its metadata, collection type, and rarity.

## Holder Pass

### 134 Genesis Units

BankFi Holder Passes are the first and most exclusive BankFi NFT collection. With only 150 in existence, they receive unparalleled rewards via DEX Fees, Genesis, and BankFi Core Verticals. Holder Passes, alongside \$BANK token, are central to BankFi's long-term incentive structure.



## Bank Cards

### 12 Units / Staking Factor

#### +120 Units for DeFi Cards

#### +80 Units for Gopher Cards

#### +50 Units for Bankopoly Cards



Bank Cards, the second NFT collection released by BankFi, are a tiered collection honoring our original mission of passive rewards and community building. They showcase our commitment to the Cardano community and our partners while also serving as one of the core contributors and earners for Genesis rewards. Bank Cards may also have Staking Factors inscribed into their metadata, increasing their associated Genesis units!

## Heroes & Villains

### 10 Units / Staking Factor

#### +80 Units for 5% Badge

#### +50 Units for any other Badge



Heroes & Villains – the third NFT collection released by BankFi and the only PFP collection in the BankFi ecosystem – is a fun, diverse collection allowing users to embrace NFT art and gamification while earning passive rewards through Genesis. Heroes & Villains NFTs may also have Staking Factors and Badges inscribed into their metadata, increasing their Genesis associated Genesis units!





# PILLAR



## What is Pillar?

Pillar is the development, launch, and promotional arm of BankFi. Previously named *Yepple*, Pillar provides Cardano projects with the highest quality and most reliable development solutions available. To date, we've launched more than 300 development solutions for more than 150 unique clients, minted several hundred thousand NFTs, facilitated 200k+ on-chain Cardano transactions, and processed over 30 million ADA for projects launching through us.

<b>₳30M+</b> ADA processed	<b>200k+</b> On-chain transactions	<b>150+</b> Clients	<b>300+</b> Development Solutions
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Pillar meets the broader demand within the Cardano ecosystem by delivering best-in-class services tailored specifically to each project's unique goals. Pillar understands that not every project can fit into a one-size-fits-all launchpad, and helps support each project with infrastructure, guidance, mechanics, and custom marketing tailored to their brand. Our sales and staking platforms are fully branded to the client, providing a unique experience for each client's community. This approach allows Pillar to help launch a wide range of projects all with the same high-quality level of professionalism and expertise you would expect, all while avoiding the feeling of a "cookie-cutter" experience.

Pillar has been operational since 2021 (as *Yepple*) and rebranded to Pillar in 2026 to become more deeply ingrained in the BankFi ecosystem. Pillar now serves as a bridge between external projects and BankFi. Through Pillar, projects have the option to get direct access to asset-backed passive revenue through allocating a percentage of the mint funds to BankFi's Core verticals, creating long-lasting and consistent revenue and alignment for all parties.

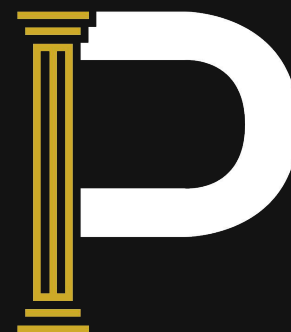
If you have an idea for a Cardano project that wants to launch, email us at [pillar@bankerlabs.io](mailto:pillar@bankerlabs.io) or join our discord: [discord.gg/YYSbDdTYKt](https://discord.gg/YYSbDdTYKt)





# Our Services

Pillar's flagship product is token & NFT sale platforms, but our expertise extends to all corners of Cardano. In addition to sales, we also support staking solutions, stake pool hosting, custom dApps, and any other Cardano development projects. We provide end-to-end support for all of our services, ensuring that the client does not need any technical knowledge (though we are always eager to educate when asked!). Everything is covered when working with us, from technical development to launch execution and post-mint support. Our services are flexible and structured to the needs of the project rather than forcing teams into predefined templates.



Pillar specializes in all forms of Cardano assets, both NFTs and tokens. We are always open to additional services and customization to existing services, so never hesitate to reach out or inquire about your ideas.

## Backed by BankFi

Pillar is devoted to the ongoing and continued success of projects we work with. In our effort to support this, we offer the ability for projects to delegate a percentage of their minting funds (between 50% - 100%) towards BankFi's established Core Verticals in exchange for a significantly discounted service cost. This allows more funds to go to the project instead of Pillar while also providing projects with consistent revenue in order to keep builders funded, communities protected, and the ecosystem thriving long-term.

Pillar (and BankFi as a whole) will help signal-boost your project using the established X account, provide promotional content and marketing guidance, and host X spaces for you to share your project. We provide all of the support we can in a tailored fashion leading up to the sale, throughout the sale, and beyond!

Projects have complete control of the BankFi units that are generated as part of their sale. They get to choose the exact allocation percentages for each Core Vertical to fit the risk profile and long-term goals of the project. Once vested, the units become liquid via the Community Market.





# Frequently Asked Questions





## What makes the BankFi Market different from other DeFi protocols?

BankFi is a unified ecosystem for owning and earning from real, revenue-generating infrastructure. BankFi distributes rewards generated from tangible on-chain and real-world assets such as Bitcoin mining operations, node infrastructure, and affiliate verticals. This structure aligns with participant rewards directly with productive activity and long-term asset growth.

There are several key goals that inspired BankFi:

- Provide options for everyone's unique financial goals
- Maximize rewards through the power of scale
- Target sustainable passive income for life via compounding and risk management
- Provide ultimate flexibility, allowing payments of any amount at any time
- Align the success of BankFi with the success of the community by avoiding fees and creating a reward structure with proper incentives

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## What is a 'Unit' on the BankFi Market?

BankFi Core and Affiliate Units represent a proportional share of rewards generated by a specific vertical. When you hold a Unit, you are entitled to an equal share of that vertical's reward pool. Units are not NFTs or tokens themselves, but rather BankFi-specific representations of ownership. Units can be sold on BankFi's Community Marketplace once they have vested.

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## Why do new Units have a 45-day vesting period?

The vesting period exists to protect long-term participants and discourage short-term extraction. Funds from the Direct Market purchases are immediately deployed into growing the vertical's assets, but rewards only begin after vesting. This ensures that reward distributions are backed by deployed capital and aligned with sustained participation rather than rapid entry and exit. With this vesting mechanism, even large unit purchases do not dilute the rewards of other unit holders because the newly purchased units do not earn rewards until the purchase funds are generating additional rewards.





## What is the difference between the Direct Market and Community Market?

The Direct Market allows users to purchase new, unvested units directly from BankFi at base market value, with 100% of funds going toward expanding the vertical's infrastructure. By contrast, the Community Market is a peer-to-peer marketplace where users can buy and sell already vested Units, providing immediate liquidity and access to rewards without waiting through the vesting period.

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## What are Core Verticals versus Affiliate Verticals?

Core Verticals are owned, operated, and managed directly by BankFi. These include infrastructure such as BTC mining and World Mobile node operations, and follow standardized reward structures.

Affiliate Verticals are operated by third-party projects using BankFi's marketplace and infrastructure to raise funds and distribute rewards. While they follow the same security standards as any other Unit, their reward structures and operations are defined by the partner project.

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## How are rewards distributed across the ecosystem?

For BankFi Core Verticals, revenue is distributed as follows:

- 80% to Unit holders of that vertical
- 9% to project growth and reinvestment
- 7% to \$BANK token holders
- 4% to Holders Pass NFT holders

This structure ensures that the majority of value flows back to participants while still supporting ecosystem growth and sustainability.

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## What is the role of the \$BANK token?

\$BANK is a central asset in the BankFi ecosystem, providing governance rights and acting as a rewards mechanism. It grants holders DAO voting rights, a share of ecosystem revenues, and access to platform perks. As BankFi expands into new verticals and integrations, \$BANK scales alongside the ecosystem, tying long-term governance and rewards to overall platform success.





## How is \$BANK deflationary?

\$BANK incorporates multiple burn mechanisms that permanently reduce supply, including a portion of DEX trading fees, NFT royalties, and Genesis rewards. These burns are designed to balance ecosystem growth with long-term scarcity.

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## What is BankFi Genesis?

Genesis represents the original suite of assets and NFT collections that built the foundation of the BankFi platform prior to the launch of the dashboard in April 2025. Genesis continues to generate rewards from mining operations and node infrastructure, serving as a foundational pillar of the ecosystem and continuing to honor early supporters with compounding value. Genesis incorporates the various NFT collections, including Heroes & Villains, Bank Card, and Holders Pass NFTs. This, alongside the amount of \$BANK token you hold, represents your earnings from Genesis.

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## What are Holder Passes and how do they work?

BankFi Holder Passes are the first and most exclusive BankFi NFT collection. With only 150 in existence, they receive unparalleled rewards via DEX Fees, Genesis, and BankFi Core Verticals. Holder Passes, alongside \$BANK token, are central to BankFi's long-term incentive structure.

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## Is BankFi centralized or decentralized?

BankFi products are operated by the BankFi team, but governed by the community through the \$BANK DAO. Operational execution, asset management, and development is handled by our experienced core team, while strategic decisions, and long-term direction are influenced by \$BANK holder governance.

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## What does 'Backed by BankFi' mean for projects launching through Pillar?

Projects that choose to be 'Backed by BankFi' allocate a portion of their mint funds into BankFi Core Verticals. In return, they gain access to consistent, passive revenue, ecosystem alignment, and marketing support. Projects retain ownership of their allocated Units, directly benefiting from vertical growth over time.





## What is Pillar and what does it have to do with BankFi?

Pillar (formerly Yepple), is the development, launch, and marketing arm of BankFi. As Pillar, we help external projects launch NFT and token projects with custom infrastructure, tailored mechanics, and professional execution. By integrating projects into BankFi's asset-backed verticals, Pillar creates long-term alignment between builders, communities, and the BankFi ecosystem.

If you have an idea for a Cardano project that needs best-in-class development services, feel free to reach out for a free consultation by email at [pillar@bankerlabs.io](mailto:pillar@bankerlabs.io) or through our discord at: [discord.gg/YYsbDdTYKt](https://discord.gg/YYsbDdTYKt)

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## How can projects apply to become an Affiliate Vertical or launch with Pillar?

Projects interested in launching through Pillar or becoming an Affiliate Vertical can reach out directly to the BankFi team via Discord or X. Each application is reviewed individually to ensure alignment with BankFi's standards, security requirements, and long-term ecosystem goals.

The \$BANK of Cardano. Grow your portfolio with confidence. Earn passive rewards. It pays to \$BANK with us. Founded May 2023. For Cardano development: [@BankFiPillar](https://twitter.com/BankFiPillar)

