

[Download Assets](#)

psifi

/soɪ'fɑɪ/

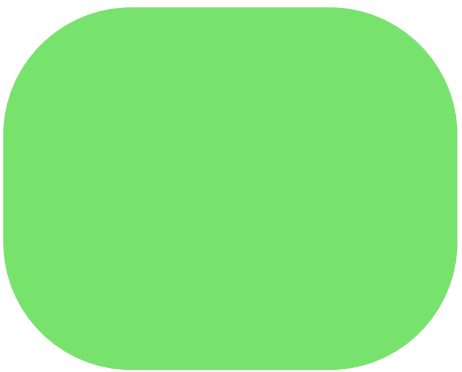


Versatylo + Comfortaa fonts

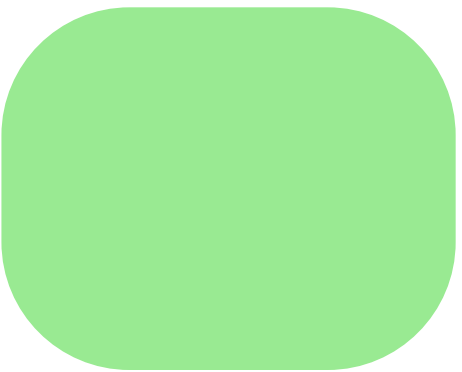
The Versatylo and Comfortaa fonts, serving as primary and secondary typefaces respectively in the app's design, offer a sleek, minimalist aesthetic. Their smooth curves and clean lines symbolize the app's focus on user-friendly interfaces and clear, accessible digital trading, enhancing ease of use for all users.



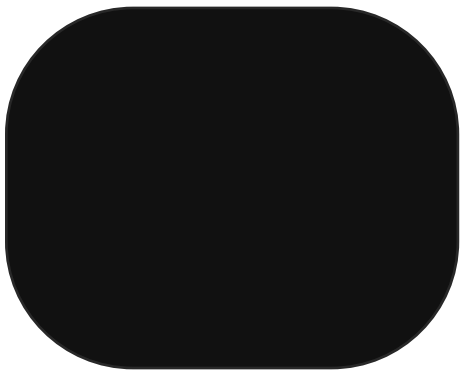
#54A44D



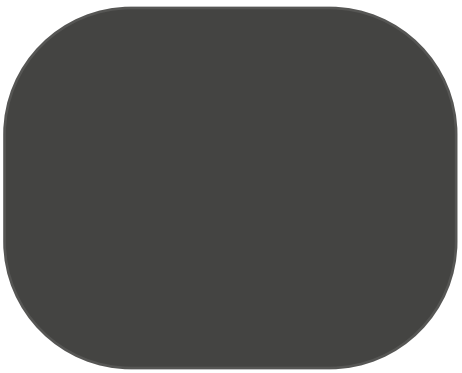
#77E36D



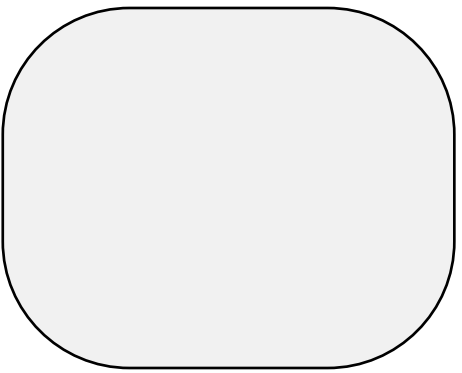
#99EA92



#111111



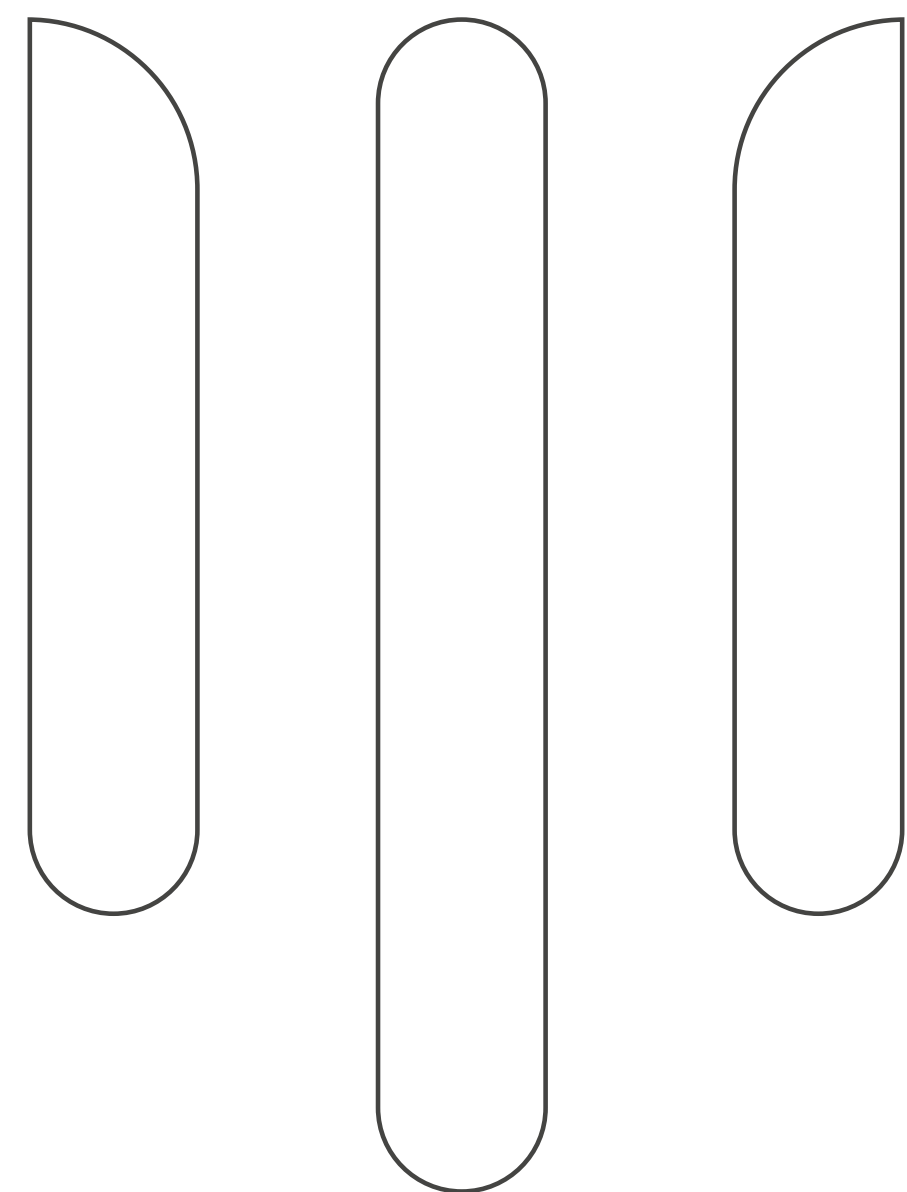
#444442



#F1F1F1

Colors

This color palette merges the confidence of finance with the vibrancy of technology. The solid green (#54A44D) conveys growth, the lively lime (#77E36D) suggests innovation, and the muted green (#99EA92) offers balance. Grounded by authoritative black (#111111), softened by cool gray (#444442), and highlighted by clean white (#F1F1F1), the scheme inspires trust and clarity in a user-centric platform.



Symbol

The trident shape of PsiFi's emblem conveys a sense of trust and strength, key tenets of a platform designed for secure transactions. Each sleek prong stands for guidance, protection, and progress, reflecting the company's commitment to a stable and reliable user experience. This symbol, rooted in mythological power, assures users of Psifi’s mastery in navigating the digital expanse.



psifi

psifi

psifi

psifi

psifi

psifi

psifi

psifi





||| psifi



Onboard safely to crypto.

We are the fastest, easiest and safest way to
buy and send crypto.

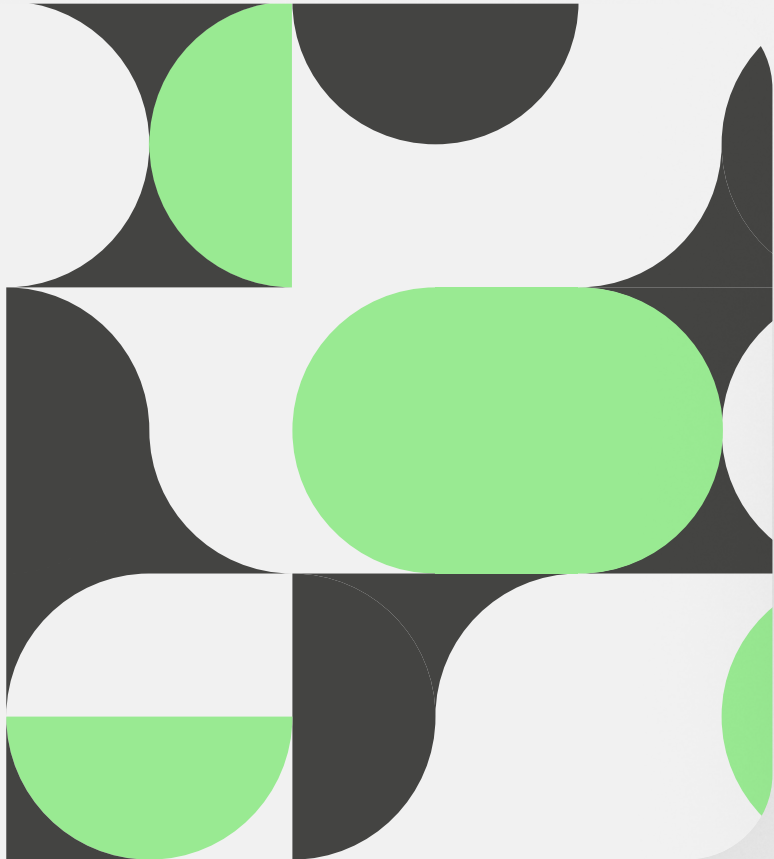
Enter your email to get early access

Subscribe



The fastest, easiest, & safest way to buy and send crypto. Period.

Onboard to crypto safely in less than 2 minutes.



The Problem.

The challenge with cryptocurrency lies in its **complexity**.

The current processes for buying and sending crypto remain daunting for many users. Crypto is the future. But it's hard to use. It needs to be easier.

Coinbase, e.g., is a fantastic product but it's still too difficult to use for non-crypto users.

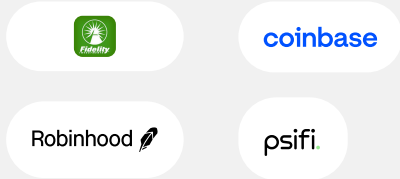
The ETF inflow demonstrates a clear appetite for exposure to crypto. But the route is too complicated. So people use the ETF. It shows demand for crypto.

That's unacceptable: Not everyone has a brokerage account.

! Crypto has not had its Robinhood moment yet.

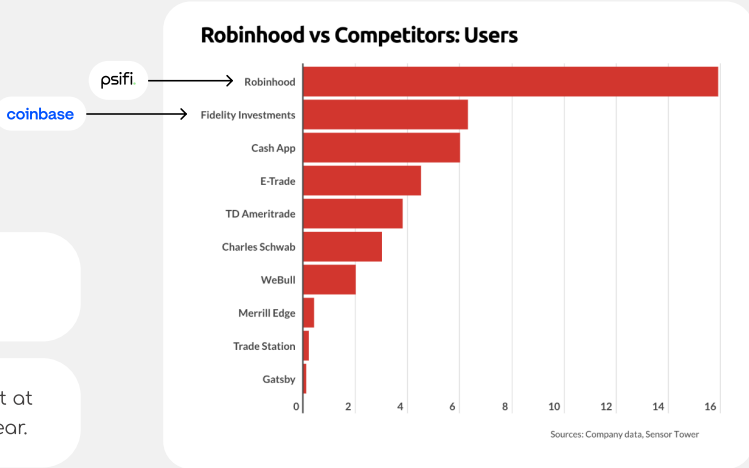
Enter PsiFi.

We are the Robinhood moment for crypto.



Robinhood made **\$1.35 billion** revenue in 2022, seeing increases in crypto trading during the year.

Robinhood had **\$89 billion** in assets under management at the mid-point of 2023, a 39% increase on the previous year.



Why now?

We're at a critical juncture in the industry's survival.

The recent victory in the long journey has shown the battle is in the hands of the user.

Winning hearts and minds.

The momentum is building, presenting a unique opportunity.

We want to ensure a smooth shift towards a more accessible future.

