

How Maple Finance is bringing DeFi to traditional clientele



Maple Finance is an institutional capital marketplace powered by blockchain technology. On a mission to redefine capital markets through digital assets, Maple expands the digital economy by providing undercollateralized lending for institutional borrowers and fixed-income opportunities for lenders. By building a decentralized capital market on the blockchain, Maple strives to harness global capital and apply it to the areas of greatest opportunity. Since its launch in May 2021, the Maple protocol has sourced over \$72M USDC in institutional credit liquidity and continues to scale, upsizing existing lending pools and establishing new pools for diversity.

“In 2021 the digital economy is too big to ignore. With this partnership, traditional institutions once sitting on the sidelines now have a bridge which is simple, safe and secure through Circle.”

—Sid Powell, CEO and Co-Founder, Maple Finance

THE OPPORTUNITY

How to create safety and security in a new industry

Maple Finance set out to create a crypto capital market infrastructure built for institutions to reliably and securely access yield from the world’s largest and fastest-growing crypto firms. As Maple began introducing clients to the platform, they recognized that traditional institutions faced friction when onboarding to crypto markets. Creating a wallet, buying tokens from exchanges, and understanding the DeFi ecosystem presented clients with a large barrier to participation. If Maple Finance wanted to create a space for traditional users to explore crypto opportunities, they needed to simplify the onboarding process.

THE SOLUTION

A streamlined user experience breaks down barriers to entry

As the decentralized financial system continues to evolve, institutional adoption of the space is becoming increasingly important. Circle has led the way in inspiring institutional confidence in the reliability and security of crypto markets. The Maple team has paired their white-glove service with the streamlined Circle Suite to provide a lending experience like no other. With Circle, clients have access to attractive yield opportunities, simple on-ramping from or off-ramping to fiat currencies, capital efficient access to funds, and more. Maple’s dedication to security and compliance via KYC and AML has been streamlined through the integration of Circle in their Customer Success process. “There is a natural path as Maple clients seek to get into lending and borrowing and then again to off-ramp from Maple, the simplest solution is to go through Circle,” said Daniel Kim, Head of Capital Markets at Maple Finance.



At Circle, we’re helping banks and financial firms make the move to digital dollars by removing the complexity, managing the risks, and accelerating the speed to market. For banks that want to join the “money movement” from traditional to digital, it’s the right time to get started.

Visit circle.com or contact us at hello@circle.com