
Heim Trade

Creating one Unified market: CEXs + DEXs together

Centralized execution with decentralized settlement. The best of both worlds built on Heim Protocol.

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Problem – The Great Divide

Off-Chain Liquidity vs. On-Chain Sovereignty

Centralized Exchanges (CEXs)

Offer deep liquidity, high-speed execution, and a familiar user experience.

However, they require users to deposit funds, creating custodial risk and sacrificing self-sovereignty.

Decentralized Exchanges (DEXs)

Provide full self-custody and trustless on-chain settlement, giving users complete control over their assets.

However, they often suffer from lower liquidity, slower execution, and higher transaction costs.

This division forces a compromise, excluding millions of DEX-native traders and institutions from optimal trading environments.

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The Solution

HeimTrade: Unifying CEX Execution with On-Chain Settlement

HeimTrade introduces a unified model:

- 👉 **CEXs handle execution**

→ preserving speed, liquidity, and UX.

- 📁 **Settlement happens on-chain**

→ users trade directly from their wallets, no deposits or custody.



This gives CEXs **direct access to millions of DEX-native traders and self-custodial institutions** — opening a completely new market segment with minimum change in existing infrastructure.

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Product – How It Works & Roadmap

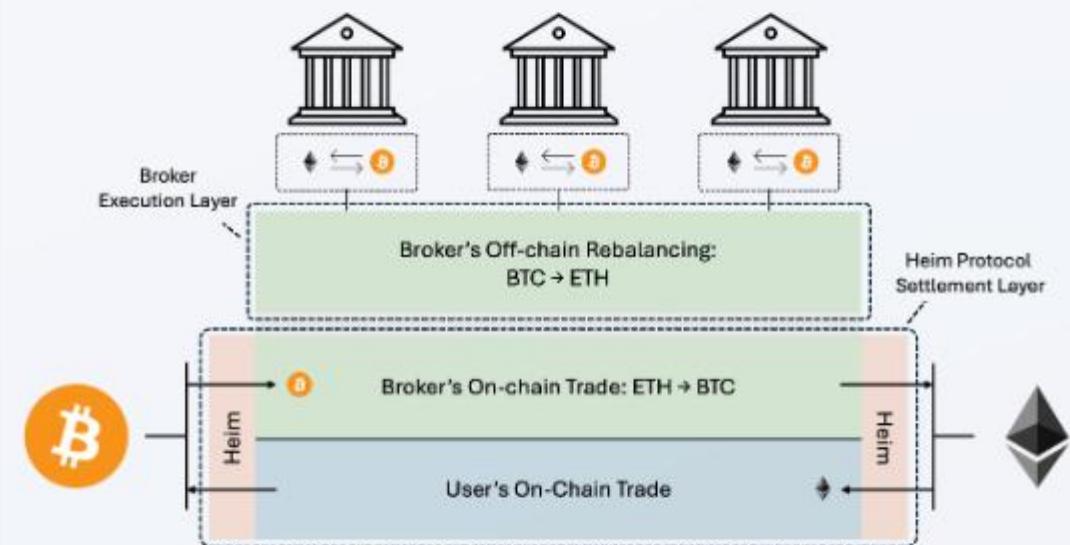
A user signs a trade intention, and Heim locks funds in their wallet. The broker executes instantly off-chain, and settlement is finalized on-chain.

Integration is simple, requiring minimal adjustments to existing broker systems.

Roadmap:

Cross-chain support, institutional flows, and eventually retail payments.

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The Timing is Perfect



Demand for Self-Custody

Recent **Catastrophic Events** have accelerated the flight to safety and user-controlled assets.



Institutional Need

Institutions increasingly want both compliance (from CEXs) and sovereignty (self-custody).



Fragmented Solutions

The rise of stopgap models like **custodians, OTC, and OES** proves demand, but they are costly and not true self-custody.

Market Size – How Big This Can Get

A New Growth Channel for CEXs

20M+

Monthly active DEX users, unlocking a new market.

\$1T+

In annual trading volume flowing through DEXs.

Urgent Institutional Demand

~90% of institutional investors identify **counterparty risk** as a major concern.

Custody concerns are the foremost barrier to institutional crypto adoption.

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Competition: Trading Model Comparison

CEXs/Brokers	DEXs	Heim Hybrid Model
<ul style="list-style-type: none">Execution: High-speed and liquid off-chainRegulatory Clarity: Established frameworks apply to CEXSettlement: Centralized and non-atomicCustody: Third-party control of fundsCounterparty Risk: Vulnerable to CEX failure & insolvencyUser Control: Limited, no self-custody	<ul style="list-style-type: none">Execution: Slow and often illiquid on-chainRegulatory Clarity: Limited and uncertainSettlement: On-chain and atomicCustody: Full user self-custodyCounterparty Risk: EliminatedUser Control: Full, sovereign control	<ul style="list-style-type: none">Execution: High-speed and liquid off-chainRegulatory Clarity: Established broker frameworks applySettlement: Trustless and guaranteed on-chain settlementCustody: Full user self-custodyCounterparty Risk: Eliminated with Network Security FundUser Control: Full, sovereign control

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Business Model – Revenue Engine

How we make money



Security Fee

Heim sustains a security fund where excess fees are timely burnt.



CEX Partnership

CEXs retain their existing trading fees.