

Deciphering Gate.io **Pilot** and Strategies for On-Chain Alpha Discovery



Gate Research: Deciphering Gate.io Pilot and Strategies for On-Chain Alpha Discovery

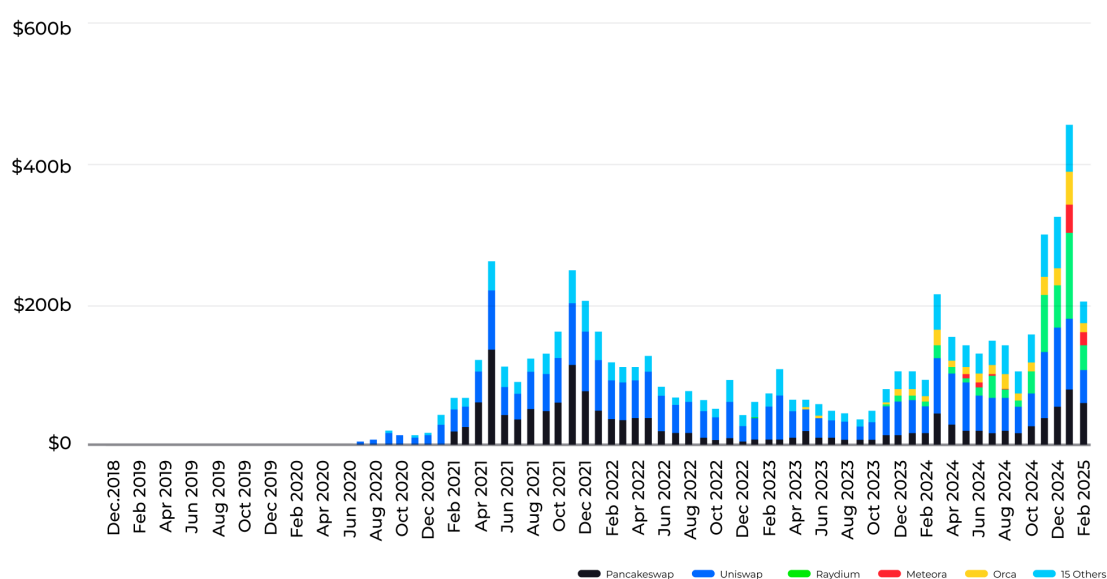
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1 Introduction: The Rise of DEXs and the Growing On-Chain Opportunities

In the November 2024 report published by Gate Research, titled Gate Research: The Evolution of Crypto: Trading Platform and Trading Volume, a key prediction was made: "As the industry continues to evolve, token concepts are emerging rapidly. Most tokens, such as BRC-20, SocialFi, and GameFi tokens, are issued on blockchain platforms, with DEXs often serving as the initial liquidity deployment platform... This gives DEXs a significant advantage in terms of timeliness and the variety of tokens available." Recent data confirms the accuracy of this prediction. According to THE BLOCK, as of February 19, 2025, the trading volume on on-chain DEXs and the ratio of DEX spot trading volume to CEX spot trading volume has reached an all-time high.

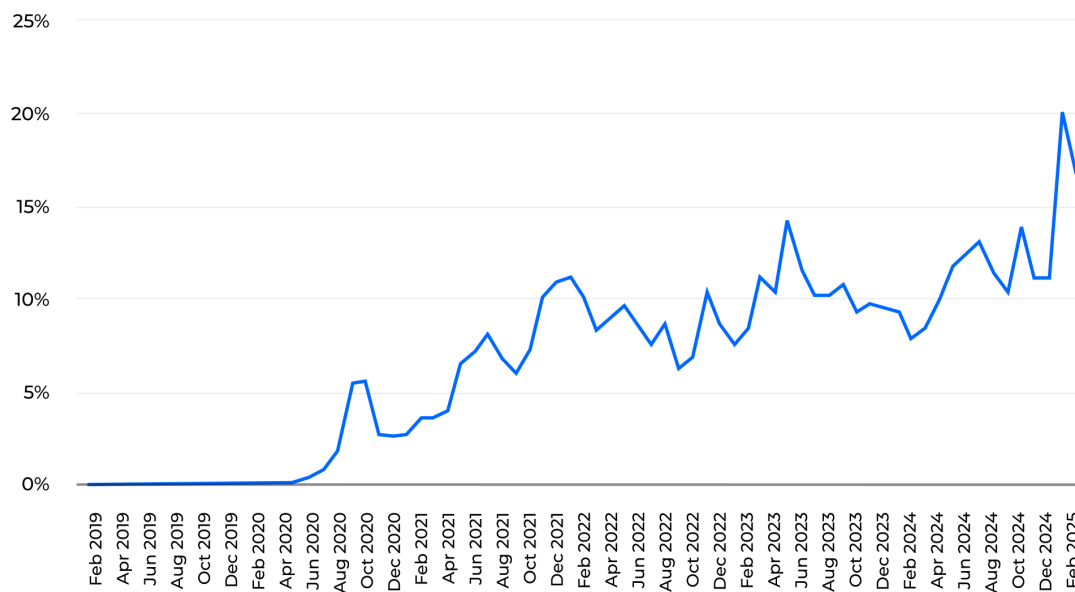
Figure 1: Changes in DEX Trading Volume [1]



Gate Research, Data from: THE BLOCK

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Figure 2: DEX to CEX Spot Trade Volume (



Gate Research, Data from: THE BLOCK

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Figure 1 shows that DEX trading volume in this cycle is significantly higher than during the previous DeFi Summer period. However, according to DeFiLlama data, while DeFi TVL and the trading volume of narrative-driven assets such as NFTs have rebounded significantly from the bear market, they have yet to recover to the peak levels of the last bull cycle, still leaving a noticeable gap. This suggests that the current growth in on-chain activity is more likely driven by new narratives and emerging trading opportunities rather than the resurgence of previous trends. As shown in Figures 3 and 4, blockchain ecosystems such as Solana, Base, and TON are becoming new hotspots, with Raydium, heavily influenced by Pump.fun's one-click token issuance, emerging as the top DEX in trading volume for this cycle.

Figure 3: DEX Trading Volume Share Over the Past 5 Years [3]

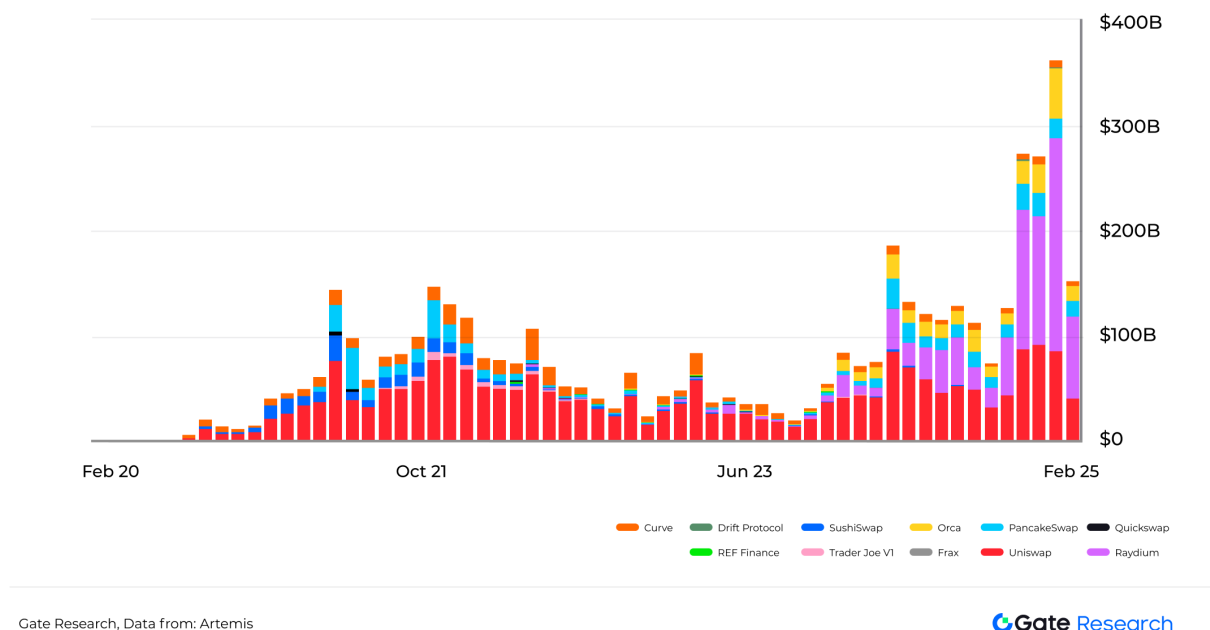
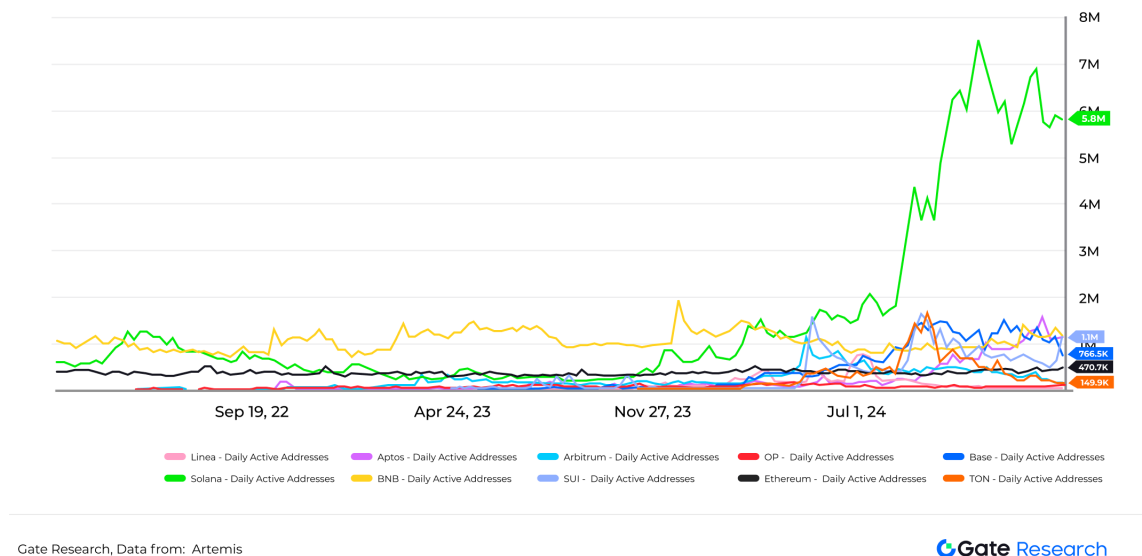


Figure 4: Public Blockchain Activity Trend Over the Past 3 Years [4]



In Figure 2, it is clear that centralized exchanges (CEXs) continue to dominate crypto trading. Their comprehensive product offerings, professional user experience design, and all-in-one trading ecosystem allow them to cater to a broad range of users, from beginners to institutional investors. However, CEXs, as centralized entities, face inherent limitations when it comes to capturing new narratives. Listing new tokens typically requires a dedicated token listing team to conduct thorough due diligence before scheduling a listing while also meeting regulatory re-

quirements. Recently, some leading exchanges have frequently listed high-valuation projects backed by major VCs. These projects often face massive sell-offs or limited demand post-listing, leaving users with few opportunities for outsized returns and a higher likelihood of holding devalued assets. Additionally, some exchanges impose strict token listing requirements, such as team token lock-up conditions in tokenomics, or even explicit or hidden listing fees. Token Generation Events (TGEs) become a significant cost burden for project teams, sometimes forcing them to sell off tokens to cover expenses, leading to further price declines and negatively impacting the community and long-term team interests.

As a result, the increasing number of on-chain opportunities has not only directly contributed to the rise of DEXs, but has also driven a profound shift in the market structure. While CEXs remain crucial due to their strong liquidity and user-friendly experience, their ability to adapt to emerging trends and early-stage projects is constrained. On the other hand, DEXs excel in flexibility and long-tail asset coverage, allowing them to thrive when new blockchain narratives emerge. In particular, DEXs have become the preferred platform for discovering early-stage high-potential projects and catering to high-risk investors, gradually addressing the shortcomings of CEXs. As a result, an increasing number of innovative assets are choosing on-chain issuance as their primary launch strategy, fueling the next wave of market growth.

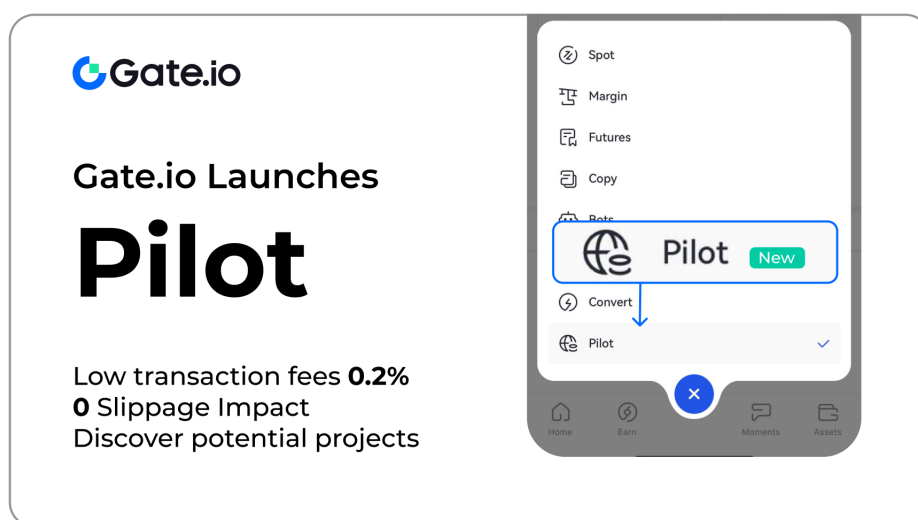
In this evolving market landscape, Gate.io Pilot has quickly gained traction as a trading segment that combines the advantages of on-chain trading with the convenience of a centralized exchange (CEX). By efficiently screening and rapidly listing trending projects, it not only provides low-barrier entry opportunities for investors but also offers greater market exposure for project teams. Take the previously highly popular celebrity memecoin TRUMP (OFFICIAL TRUMP) as an example. On the day of its Beijing Time issuance, Gate.io promptly listed the token in the Pilot Trading Section and quickly moved it to the spot market for trading after confirming that it met the spot trading criteria. Based on its recent peak price, the token saw a maximum increase of 4,509.44%. Another example is Swarms, a viral AI-powered enterprise-grade multi-agent collaboration framework. The project's token was launched on December 17, 2024, and in its first three days, its market cap remained below \$1 million. Gate.io became the first exchange to list the token globally on December 20, 2024, at a launch market cap of approximately \$20.78 million. Other major exchanges did not introduce spot and futures trading for the token until January 2025 or later. By the time later entrants listed the token, its market cap had surged to around \$500 million. Gate.io's ability to rapidly list trending assets is largely attributed to its newly launched Pilot trading section. This article will provide an overview of this product and an analysis of Gate.io's listing strategy to explore effective approaches for "on-chain alpha discovery."

2 Gate.io Pilot: A Curated On-Chain Trading Section Embedded Within a CEX

2.1 CEX Experience: Simplified Operations and Low-Cost Trading

The Gate.io Pilot is a newly launched independent trading section within the Gate.io platform, designed to support trending secondary market projects and provide users with opportunities to trade tokens from popular on-chain and community-driven innovation projects. Investors can easily access and use the Pilot trading section via the Gate.io website or mobile app, significantly reducing the complexity of on-chain trading. Unlike traditional decentralized trading, users do not need to register a Web3 wallet, remember seed phrases, or connect a wallet to a trading platform—a process that often acts as a barrier for many traders. As an independent trading section within Gate.io, the Pilot trading section allows traders to buy and sell assets with just a 0.2% transaction fee, eliminating the need to endure on-chain slippage, which can sometimes exceed 5% or more. The trading process is also highly user-friendly. Users simply need to enter the Pilot trading section, transfer USDT from their Spot/Unified account to the Pilot trading account, choose a project token of interest, and proceed with trading. The actual trading experience is very similar to traditional spot trading, supporting limit orders, which removes the need for constant market monitoring when executing sell orders.

Figure 5: Gate.io Pilot Trading Section - App Interface Location Map [5]



2.2 Data-Driven Decision Support: Comprehensive On-Chain Indicators

With the explosive growth of meme trading on-chain, various on-chain data analysis and trading platforms have emerged, enabling investors to assess projects based on data-driven insights. In response, Gate.io has updated its app to incorporate over 40 on-chain data indicators and references, enhancing user decision-making when selecting projects. These indicators are valuable not only for meme tokens but also for other on-chain assets. Some of the most relevant metrics include:

1. **Token Information:** Key indicators including Insider Front-Running ratio, sniper count, developer holdings, as well as Telegram group and X (formerly Twitter) follower counts, helping users quickly understand project fundamentals and community engagement.
2. **Capital Flows:** Provides detailed data, including 24-hour active buying/selling addresses, capital flow calendar statistics, proportion of small/medium/large orders, and net inflows, giving users comprehensive insight into capital movements.
3. **Liquidity Pool Data:** Displays pool details, including trading pair information, quantity/initial, price/pool size, and pool data calendar statistics, helping users understand project liquidity conditions in depth.
4. **Address Holdings:** Shows holding details (excluding burn and pool addresses), presenting data on Insider Front-Running, sniper trading, and DEV allocations, providing transparency into key players' holdings, along with estimated profit/loss and smart money tracking, providing users with deeper investment insights.
5. **Address Rankings:** Displays 7-day profit/loss rankings, top buyers/sellers rankings, floating profit/loss amounts and addresses, helping users identify active market players and trends.

Figure 6: Comparison of Gate.io Pilot Trading Section with Other Platform Products

Pilot Product Comparison

Gate.io Pilot	VS	Other Platforms
40+ On-Chain Data	Data Dimensions	Basic Data
Rat Trading Proportion, Sniper Count, DEV Proportion, X Followers, Telegram Group Members	Token Information	Ranking, Market Value, Release Time, Introduction...
Active Addresses In The Last 24 Hours, Buying Active Addresses, Selling Active Addresses, Capital Flow Statistical Calendar...	Capital Flow	Net Inflow, Net Outflow, Closing Price...
Pool Details, Trading Pairs, Quantity/ Initial Price/ Pool Size, Go To DEX Trading Pool Data Statistical Calendar...	Pool Data	Supply, Circulation, Circulation Rate...
Rat Trading, Sniper, DEV, Estimated P&L 3-Day Change, Smart Money, LP Contract	Wallet Addresses	/
7 Day Earners Ranking, 7 Day Losers Ranking, Top Buyers, Top Sellers, Floating Profit/ Loss...	Addresses Rankings	/

Gate Research, Data from: Gate.io

 Gate Research

2.3 Gate.io Select: Enhancing Investment Success Rate

Beyond the previously mentioned features, Gate.io Pilot has another key characteristic: not all tokens can be easily listed. As a hub for trending on-chain secondary market projects, the Pilot trading section has established strict listing standards to ensure quality control. Looking at past performance, Gate.io Pilot has demonstrated strong capabilities in both rapid listings and identifying high-return opportunities.

1. Rapid Listings: Capturing Trends Quickly and Incubating for Main Site Listing

Whether it's the cases of TRUMP and Swarms mentioned above or other trending token projects recently generating buzz, the Pilot Trading Section has consistently demonstrated its ability to list tokens rapidly. For example, AIXBT, which Binance announced on January 10, was listed on the Gate.io Pilot Trading Section on November 27, 2024. Following this,

the project’ s community grew actively and eventually met the listing standards of the main site, leading to its successful debut on the Gate.io Main Site on December 2, 2024. There are many similar cases, such as KEKIUS (with a maximum increase of 5526.23%), CHILLGUY (with a maximum increase of 3189.75%), and TST (with a maximum increase of 1927.33%)...

2. High Capture Rate of High-Yield Opportunities

According to an announcement, Gate.io began listing the first batch of 18 popular tokens from 3 blockchains on September 13, 2024. As of February 11, 2025, the Pilot section had already listed 772 project tokens, with 73 successfully transitioning to the spot market—a conversion rate of 9.46%. For some Pilot projects with lower activity or trading volumes, Gate.io periodically delists tokens in batches to help investors avoid higher-risk projects. The tokens listed cover various blockchain ecosystems and include themes such as animals, AI, art, politics, notable personalities, and derivative narratives from trending projects. As shown in Figure 7, after excluding tokens with abnormal volatility and extremely low liquidity, the highest increase among related tokens reached 5526.23%, with many tokens exceeding a 100% increase. [6]

Figure 7: Top Performing High-Interest Meme Tokens in Gate.io Pilot Trading Section (Excluding Extreme Price Fluctuations)

Ticker	Peak Increase (%)	Blockchain	Listing Date on Gate.io Pilot Trading Section
KEKIUS	5526.23%	ETH	2024/12/27
TRUMP	4509.75%	SOL	2025/1/18
SHILLGUY	3189.75%	SOL	2024/11/19
BUTTHOLE	2392.93%	SOL	2024/12/30
TST	1927.33%	BSC	2025/2/6
PIPPIN	1209.07%	SOL	2024/11/10
LESTER	1200.42%	SOL	2024/11/14
1	1142.70%	SOL	2024/11/25
LUCE	857.54%	SOL	2024/10/29
TERMINUS	454.17%	ETH	2024/9/22

These two key features make Gate.io Pilot a bridge between the spot market and direct on-chain token issuance. Compared to manually screening tens of thousands of newly issued on-chain tokens, the Pilot Trading Section’s rigorous selection strategy significantly enhances the success rate. According to the latest research from Gate Research, even the currently hottest token launch platform, Pump.fun, only sees about 1.35% of its tokens reach a market cap of \$100,000 and successfully establish liquidity on Raydium. Up to 99.69% of memecoins eventually fall back to prices near their initial issuance, with only about 0.0012% of tokens yielding high returns. [7]

Figure 8: Token Price Distribution on Pump.fun

Price Range (USD)	Quantity	Proportion
0.000001-0.00001	7,096,930	99.682%
0.00001-0.0001	20,744	0.2914%
0.0001-0.001	992	0.0139%
0.001-0.01	306	0.0043%
> 0.01	82	0.0012%

Selection Criteria for Tokens: Tokens issued on Pump.fun, with at least one transaction exceeding \$5

Gate Research, Data from: Dune



However, it is also important to remind readers that as a trading segment focused on rapidly capturing market trends, the Pilot section does involve certain tokens that may experience high volatility due to fading market interest. As stated in the mandatory disclaimer that all users must read before using Gate.io’s Pilot: *“Tokens listed in the Pilot zone may carry significant risks and volatility. Please ensure you fully understand these risks before investing. The value of your investment may increase or decrease, and there is a possibility that you may not recover your initial investment. Past performance is not a reliable indicator of future results.”*

3 On-Chain Strategies and Opportunities Learned from Gate.io Pilot

Based on our investigation of recently listed tokens and promotional materials, such as Gate.io Pilot’s X Space discussions, the listing process prioritizes both token popularity and security.

3.1 Is the Token Popular Enough?

As a trading section designed to capture trending on-chain opportunities quickly, popularity is one of the key criteria for listing on the Gate.io Pilot trading section. However, "popularity" is a broad and difficult term to define. Based on the on-chain data indicators currently displayed in the Gate.io app, the key factors in assessing whether a token has sufficient popularity include its recent trading volume, community discussion level, number of token holders, and relevance to trending narratives.

1. Recent Trading Volume

Purpose: Trading volume reflects a token's liquidity and market activity. A high trading volume indicates strong market interest, which may suggest short-term price fluctuations or investment opportunities.

Analytical Perspective: A sudden spike in trading volume often indicates an emerging market trend or growing hype. Meanwhile, consistently high trading volume indicates sustained investor interest in a token.

2. Community Discussion Level

Purpose: The level of community engagement is a crucial indicator of a project's popularity and public interest. Tokens widely discussed on social media and forums tend to experience direct price movements and increased trading activity.

Analytical Perspective: A spike in community discussions often signals an upcoming major event, such as a product launch or key partnership. Conversely, a sudden increase in negative discussions could be a warning sign of potential risks.

3. Number of Token Holders

Purpose: The number of token holders directly reflects the degree of decentralization and user trust in the token. Growth in the number of holders typically indicates that the token attracts more users and investors.

Analytical Perspective: A rapid increase in new holders can indicate strong user acquisition or successful marketing efforts, while a decline in the number of holders may suggest waning investor confidence or a decrease in market interest.

4. Is the Token Part of a Trending Narrative?

Purpose: The blockchain industry often moves in trend-driven narratives based on specific themes and news cycles (e.g., DeSci, AI Agents, animal-themed tokens). A token's association with a trending narrative can directly impact its market attention and investment potential.

Analytical Perspective: Tokens within a hot narrative are more likely to attract capital

and user interest. On the contrary, declining narrative popularity may indicate a shift in market sentiment, raising concerns about potential bubble bursts.

3.2 Security: Mitigating Risks Before Seeking Returns

Security is the fundamental baseline for any exchange. Gate.io, one of the industry's first exchanges to introduce reserve fund solutions and other security measures, enforces strict screening processes for tokens before listing them. The Pilot Trading Section is no exception—security assessments extend beyond token contract safety to other trading-related factors such as liquidity pools and hidden risk indicators.

1. Contract Risks

This mainly involves analyzing the security of the token's smart contract code and evaluating potential vulnerabilities or attack vectors. Two fundamental indicators are privileged functions and minting risks. Privileged functions refer to contract functions that give administrators (usually the token developers) excessive control (such as arbitrary minting or trading suspension), which can adversely affect investors due to individual administrative actions. Minting risk also stems from the contract - if there's no cap on token minting, it could lead to token inflation and harm investors' interests.

2. Liquidity Risks

This refers to the risk of insufficient trading capital within the liquidity pool. A healthy liquidity pool ensures smooth token transactions, minimizes slippage, and enhances market trust. However, if liquidity is not locked or burned, the development team can withdraw liquidity at any time, leading to a market collapse. Therefore, the lock-up period of the liquidity pool is also a key indicator. Besides lock-ups, burning liquidity proof certificates (LP Tokens) can reduce the project team's control over the liquidity pool and enhance security.

3. Other Risks

Token holder distribution is another key focus, including whether the top 10 holders own an excessive amount and the developer (dev) holdings. The distribution of holding addresses and observation of large position addresses primarily assess the token's degree of decentralization and evaluate the potential market influence of single addresses. If the top ten addresses hold a disproportionately high percentage, this could create risks of price manipulation or concentrated selling. Additionally, excessive holdings by the development team (dev) may increase the risk of dumping or other adverse actions.

Of course, beyond popularity and security, Gate.io Pilot may have additional on-chain indicators and investigation methods. It's worth noting that sometimes being selected for the

Gate.io Pilot can lead to increased trading volume, more token holders, and widespread discussion - this reflexivity is something investors should be aware of.

4 How Should CEX Users Conduct On-Chain Research to Capture More Opportunities?

Although Gate.io Pilot helps users filter out safer and trending tokens, the market still carries fluctuations and risks. Investors must conduct their own due diligence and take responsibility for their decisions and funds. Since every investor has different trading preferences and risk tolerance levels, this section introduces five fundamental principles of on-chain research to help users develop their own investment strategies based on their individual needs:

Principle 1: Master the Basics and Understand Your Risk Tolerance

The first step in on-chain research is understanding the fundamental mechanics of blockchain technology, including decentralization, smart contracts, and tokenomics. These core concepts help investors assess whether a project is viable. In the past, trending on-chain meme tokens have often had similar names across different blockchains. If investors fail to distinguish between blockchains and do not verify contract addresses, they risk making operational mistakes. To build knowledge and improve research skills, investors can explore educational platforms like Gate Learn, which offers hundreds of crypto courses and thousands of beginner and advanced research articles.

Once investors have built a strong knowledge base, assessing personal risk tolerance before trading is crucial. Everyone has different risk acceptance levels, and setting clear loss limits and investment goals can help prevent emotional decision-making. For example, Gate.io Pilot has seen tokens surge over 100x, such as \$DOGE (listed on September 22, 2024). However, some tokens have also retraced over 50% from their peak after the market hype faded. Thus, understanding the actual risks of trading in high-volatility markets is essential. If you prefer stable returns, a more suitable option might be stablecoin yield farming (HODL & Earn), which offers an annualized return of 10% - 40% during a bull market. This can be accessed with a single click on Gate.io. If you seek higher returns, your core portfolio should be allocated to high-market-cap, low-volatility projects, while only a small portion should be allocated to innovative sectors like the Pilot section.

Principle 2: Pay Attention to the Influence of Key Players

Key players often play a decisive role in a project's development and market performance. Understanding these roles and their behavioral patterns can help investors predict price trends and avoid potential risks. Below are some of the most common key players in the ecosystem:

1. Developers: The Core Controllers of the Project

Developers are not only responsible for technical implementation but also serve as the main source of confidence for the community. Since developers often hold significant tokens, their actions can directly influence early price movements and the project's longevity.

Developer decisions significantly impact project fundamentals through smart contract design, tokenomics optimization, and the pace of technical upgrades. When development teams frequently adjust liquidity pools or token mechanisms, it can lead to substantial market volatility. Since many on-chain tokens launch during early product development stages, the team's ability to deliver results becomes crucial for long-term success. Investors should carefully assess developer transparency, past project performance, and community engagement practices. A strong, high-quality team often serves as one of the best indicators of a project's potential for long-term success.

2. Influencers (KOLs): Amplifiers of Market Sentiment

Key Opinion Leaders (KOLs) are major influencers using social media platforms (e.g., Twitter, YouTube) to shape market perception. They can attract retail investors to a specific project by sharing personal investment insights, boosting token popularity and market liquidity.

It's worth noting that influencers have diverse motivations. While some influencers aim to serve the project's long-term development by promoting community engagement, others may only seek short-term profits, using their influence to manipulate market sentiment and create exit liquidity for their own holdings. When considering advice from these influencers, investors must independently evaluate their track record, public partnerships, and underlying motives.

3. Community Members: The Loyal Advocates of a Project

Community members form the backbone of blockchain projects. They are often early supporters and the most loyal advocates. These members actively engage in discussions on Telegram groups, Discord servers, and other social platforms, helping to spread project awareness and promote it on social media, especially under posts from well-known personalities.

The activity and cohesion of a community have a direct impact on a project's success. Projects with strong community backing perform better in the early stages, as their members attract new users and help sustain momentum. A strong community can also mitigate

the effects of market volatility. However, investors should beware of "blind loyalty," where community members ignore potential technical or economic risks and unrealistically push prices higher.

4. Snipers: Speculative Traders in On-Chain Markets

Snipers use automated tools to immediately purchase tokens when liquidity pools are created and trading opens, profiting from early price increases. Their strategy relies on subsequent investors buying in to drive prices up, but they typically don't hold tokens long-term, instead quickly cashing out in the short term.

While snipers' actions may temporarily positively impact price trends, they also bring potential risks. Since they tend to sell early for profits, this can lead to rapid price declines. Price volatility will significantly increase if a project fails to attract long-term investors or community support. Therefore, investors need to be vigilant about the risk of abnormally rapid price increases during a project's initial phase and should analyze the project's true potential in conjunction with other data.

Principle 3: Is It Just a Hype Narrative or a Long-Term Trend?

The development of the blockchain industry is often accompanied by the rise of various hype narratives, such as DeFi, NFTs, and, more recently, DeSci and AI Agents. While hype-driven narratives can present short-term trading opportunities, not all are sustainable. When conducting research, it's essential to deeply understand the logic behind the narrative, such as whether it solves real problems, has sustainability, and has sufficiently high technical barriers.

In comparison, long-term trends represent the industry's future direction and tend to be supported by stronger technology and real market demand. These are more suitable for risk-averse investors seeking long-term returns. Although hype-driven narratives and long-term trends are not mutually exclusive, investors must select entry points based on their strategies. A typical example of hype-driven tokens is holiday-themed tokens. Observations show that most holiday tokens are typically issued to celebrate specific holidays, often launching before the holiday, rising quickly, then rapidly declining after the holiday passes, with some tokens even dropping to zero.

Principle 4: Does the Project Have an Active Community?

The community is not just a key player in the project, but also its foundation. It provides financial support and can empower the project in areas such as technical development and user acquisition. To assess a community's quality, investors should observe activity levels on social media platforms (such as Twitter, Discord, Telegram), understand whether user discussions are

positive or negative, and check if there are spontaneous UGC (user-generated content) or promotional activities.

Furthermore, community diversity is crucial. If community members are primarily concentrated in one region or group, it may limit the project's potential for global development. A healthy community should be multilingual and multicultural, capable of attracting a broad user base.

Principle 5: Leverage Gate.io Pilot and Other Tools for Faster Decision-Making

As mentioned earlier, thousands of tokens are launched daily on-chain, making it impossible to research them all manually. Using smart tools can significantly improve efficiency in identifying high-potential projects. For example, the Gate.io Pilot section offers a built-in review mechanism to help investors pre-filter projects, saving valuable research time.

Beyond the Pilot section, investors can also use on-chain data analytics tools to improve their research process. For example, using Nansen or Dune Analytics allows real-time tracking of on-chain address behaviors; platforms like Token Terminal can provide project financial data; while DEXTools helps you monitor price trends and liquidity conditions. When combined, these tools can provide comprehensive support for investment decisions.

5 Conclusion: The Future of On-Chain Trading and Investment Strategies

As on-chain trading volumes continue to rise and the decentralization narrative gains momentum, innovative products like Gate.io Pilot are expected to play an increasingly significant role in the market. These platforms offer a more convenient way for investors to engage in on-chain trading and increase the chances of success in early-stage projects through rigorous selection mechanisms.

The on-chain trading ecosystem will become more mature, with endless innovation and opportunities emerging. However, as investors take advantage of the convenience and potential offered by products like Gate.io Pilot, they must also remain cautious of the risks - trending narratives can fade quickly, and price volatility can be extreme. Therefore, it is essential to thoroughly research project fundamentals, carefully assess risks, and make informed decisions based on personal risk tolerance.

Whether it is Gate.io Pilot or the broader on-chain trading landscape, both mark a shift from centralized to decentralized investment approaches. As the current trend indicates, on-chain investing is no longer limited to a select few but is gradually becoming a widely accepted strategy. May every investor seize this technology-driven wave of opportunities and achieve substantial returns in this dynamic and challenging market.

Risk Disclaimer

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6 References

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research@gate.me

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