
EMBEDDED FINANCE IS NOW TOKENIZED FINANCE

CORE THESIS

Tokenized assets can work as a product strategy: stack banking, yield, equities, payments, credit, and cards on one user and you may reach new markets, deepen retention, and open revenue lines that fee-only fintechs typically cannot reach. Distribution can be the moat, and product breadth the wedge that opens it. Partners keep the customer relationship while Avalanche powers the back end.

THE SHIFT

The first wave of embedded finance won on UX and price. The product shelf stayed thin because the products that compound wealth sat behind broker-dealer licenses, BIN sponsors, and correspondent banking. Tokenization can remove that wall: many of the products your users want may now exist as tokenized assets you can embed through an API.

A neobank user in Bogotá can open an account in two minutes. Once they do, their product shelf looks a lot like their parents' bank from 1995: a balance, maybe a card, near-zero yield. The most valuable products in the world, the ones that build retention and real wealth, have often been out of reach for fintechs serving LATAM, APAC, and MENA.

That delta is compressing. Tokenization infrastructure may let a wide range of platforms ship a stable dollar account, yield, U.S. equities, instant cross-border settlement, embedded credit, and a branded card, largely regardless of balance sheet size or blockchain expertise. Much of the regulatory work that took years to clear may be inherited on integration. The fintech that walks out the other side may have bank-like product breadth at fintech speed, potentially reaching users a traditional bank cannot serve.

AT A GLANCE

The market backdrop in three numbers.

\$300B+

GLOBAL STABLECOIN SUPPLY TODAY

Projected to \$1.9T–4T by 2030. Source: Citi.

~\$17B

TOKENIZED FINANCIAL-ASSET MARKET

DefiLlama, April 2026. Projected to \$5.5T by 2030, base case (bear \$2.7T / bull \$8.2T). Source: Citi.

~6.5%

AVERAGE FEE ON A \$200 CROSS-BORDER TRANSFER

Rising to ~14%+ through banks. Source: World Bank, Q1 2025.

FIVE PRIMITIVES

What once demanded a license and a balance sheet is now an integration that ships in weeks rather than years, with the business outcome stated up front. Yields are variable and subject to change.

01 STABLECOIN BANKING & YIELD

OPENTRADE

A dollar account that can earn from the moment the balance lands, with potential 4.10%–7.00% APY backed by T-Bills and institutional funds, subject to change.

Neobank Littio (Colombia) ran \$100M+ in volume across 300,000 users.

02 TOKENIZED U.S. EQUITIES

DINARI

AAPL, TSLA, NVDA, and SPY with dividends paid in stablecoins and corporate actions automated. 250+ assets on Day 1, available outside the U.S. for now.

Dinari brings SEC-registered architecture and execution at NBBO.

03 CAPITAL-EFFICIENT PAYMENTS

AXIYM

Stablecoin rails can replace correspondent banking and release capital trapped in pre-funding, potentially freeing 70%–90% of working capital, with over \$1B already settled on Avalanche.

Instant settlement for users, and corridors that may not otherwise be economic to serve.

PRIMITIVES / CONT.

04 EMBEDDED CONSUMER CREDIT

TARE

Cards, personal loans, BNPL, and collateralized borrowing without necessarily standing up a lending business.

The full loan lifecycle can run on-chain, backed by institutional capital relationships.

05 STABLECOIN-NATIVE CARDS

RAIN

Branded debit and corporate cards that settle from on-chain balances on the Visa network, with acceptance at 175M+ merchants across 150+ countries.

The card closes the loop: yield, equities, and credit build the balance, the card spends it.

NBBO: National Best Bid and Offer, the best bid and ask for a security aggregated across all U.S. exchanges and quoting venues at a given moment, as consolidated under Reg NMS.

BUILD VS EMBED

The constraint was never ambition: it was the build list.

Embedding can collapse years and tens of millions into an API integration.

PRODUCT	BUILD IT	EMBED IT
DOLLAR ACCOUNTS & YIELD	Bank charter or sponsor, ledgering, asset-manager and custody relationships.	OpenTrade: white-label vault, potentially weeks to launch, zero upfront cost.
U.S. EQUITY ACCESS	SEC broker-dealer registration, transfer agent, clearing infrastructure.	Dinari: turnkey API, KYC handled, 250+ stocks Day 1 (outside U.S. for now).
CROSS-BORDER PAYMENTS	Correspondent banking, FX infrastructure, capital locked in local accounts.	Axiym: stablecoin rails settle in real time across 140+ currencies, freeing pre-funded capital.
CONSUMER CREDIT	Lender license, origination and servicing platform, balance sheet.	Tare: full loan lifecycle and capital on-chain.
CARD ISSUANCE	BIN sponsor, processor integration, Visa certification, KYC build.	Rain: stablecoin-native issuance, 175M+ merchants, potential go-live in weeks.

WHY IT COMPOUNDS

Each layer can earn on the same balance, with little or no new acquisition cost, and the lines may stack rather than substitute.

Potential revenue lines:

- 1 FLOAT**
Float on stablecoin deposits.
- 2 SPREAD**
Spread on yield via OpenTrade.
- 3 COMMISSION**
Commission on tokenized equities via Dinari.
- 4 CAPITAL EFFICIENCY**
Capital efficiency on payments, freeing capital locked in pre-funding via Axiym.
- 5 INTERCHANGE**
Interchange fees on card swipes via Rain.

Yield deepens the deposit, the deposit funds the equity allocation, the equity collateralizes the loan, the card spends the balance, and the remittance corridor brings new balance in.

A user with one product is a customer. A user with five may have restructured their financial life around the platform.

WHY AVALANCHE

OpenTrade, Dinari, Axiom, Tare, and Rain each chose Avalanche independently. The reasons line up.

01 INSTITUTIONAL ECOSYSTEM

The stack runs alongside high-quality asset issuers including BlackRock (BUIDL), Franklin Templeton (BENJI), Apollo (ACRED), Janus Henderson (JAAA), VanEck (VBILL), and KKR.

02 SUB-SECOND FINALITY

Deterministic finality with inexpensive transaction fees.

03 CUSTOMIZABLE LAYER 1 BLOCKCHAIN

Purpose-built environments with shared consensus and full composability.

04 BROAD ASSET COVERAGE

Native USDC, USDT, AUSD, and EURC are programmable from Day 1.

ASSET ISSUERS ON AVALANCHE

**BLACKROCK / FRANKLIN TEMPLETON / APOLLO / JANUS HENDERSON
VANECK / KKR / AND MORE**

THE NEW FINANCIAL STACK

Stacking can open entirely new addressable markets for people who face banking challenges: a Colombian saver facing high barriers to U.S. brokerage accounts, a Filipino freelancer with slow and costly access to dollar payouts, a Nigerian SMB with limited access to a Visa card. Each person may become reachable once the product exists, and the platform that gets there first stands to own the relationship.

COLOMBIA

Saver locked out of U.S. brokerage access.

PHILIPPINES

Freelancer with slow, costly dollar payouts.

NIGERIA

SMB with limited access to a Visa card.

START WHERE THE UNLOCK IS BIGGEST, THEN STACK.

Every platform has a natural entry point. Neobanks tend to start with the dollar account and yield, wallets with equities, remittance platforms with payments. From there the stack compounds: each new product opens a new revenue line and a deeper reason for users to stay, all on infrastructure you did not have to build.

LET'S FIND YOUR ENTRY POINT.

The Ava Labs team makes that path shorter. We work directly with fintechs globally from first scoping through live integration, and we bring more than introductions: co-marketing to put your launch in front of the right audience, and co-sell support to turn the product into pipeline. The partners profiled here are actively onboarding new platforms now.

Reach out and we will map the fastest route from your roadmap to live.

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