

Keeta

Keeta Report

Keeta's nothing like what the industry has seen before—a private financial settlement layer and fintech banking app that opened a public blockchain network just a few weeks ago. It boasts a whopping **10 million TPS** throughput with **sub-second deterministic finality**. With **native KYC/AML** support built-in, it's here to kill SWIFT once and for all. It's not just talk either: Their private blockchain has already been in use at **major financial institutions** all around the world.

Keeta is created by industry OGs who played a key role during the early days of **Nano/RaiBlocks** (which peaked at a \$4B market cap in 2017). The project is backed by none other than **Eric Schmidt**, the man who turned a small startup named Google into a multi-billion dollar empire. His lead investment of \$17 million stands out both because of its size and because it's his first involvement as an investor (second only to his advisory role at Chainlink, an \$8.4B project). The branding and design have been done by **Red Antler**, whose other works include major financial companies Chime (\$25B) and Ramp (\$13B), the dating app, Hinge, and recently Figure Robotics.

Whether you're in it for the money or you're itching to revolutionize the financial world, Keeta has something to offer. Let's break it down:

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Core technology

KeetaNet is a technological marvel. It uses a small set of clever principles that result in industry-defining performance while still being feature-rich. The 10 million+ transaction throughput and sub-second deterministic finality is achieved using a lightweight pseudo-DAG architecture, where each account has its own blockchain. Compared to its predecessor, Nano, Keeta made two considerable changes:

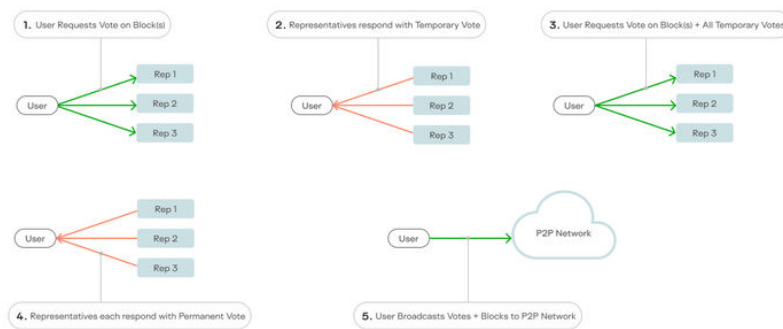
	Consensus Mechanism	Throughput	Finality ³
KeetaNet	dPoS	10M TPS	Sub-second
Sui	dPoS	300K TPS	Sub-second
Aptos	PoS	160K TPS	Sub-second
Tendermint	PoS	10K TPS	2 seconds
Ethereum (L2)	-	5K TPS	minutes to weeks
Ethereum (L1)	PoS	15 TPS	6.4 minutes
Nano	dPoS	160 TPS	Sub-second
Bitcoin	PoW	7 TPS	60 minutes

Unmatched performance in the industry

Firstly, it **offloads quorum to a client-server architecture** and only uses the P2P network to distribute finalized blocks. If a user wants to send money, their wallet contacts each voting node individually. Each node gives an opinion on whether the transaction is valid. Once all responses arrive, the user's wallet asks to turn these temporary votes into permanent ones. When the incoming permanent votes reach the decision threshold, they can be instantly broadcast to everyone via the peer-to-peer network.

The votes are cleverly bundled together with the blocks. Just like with JWT tokens, nodes know if **the votes are verifiably valid even without any inter-node communication**. Therefore, a decision is reached on the resource-abundant client-to-server architecture, and only essential information makes it onto the P2P Network, which is usually the bottleneck.

This makes KeetaNet a **client directed** protocol. The load of 10M+ transactions doesn't magically disappear, **it's dispersed to the network's non-validating participants**. When submitting blocks the wallet software sends a direct request to each representative directly. We can establish the total network traffic to be $O(n*m)$, where n is the number of transactions and m is defined as the representative count. Unlike with other chains, the client sends $O(m)$ requests, rather than $O(1)$, while each (logical) representative handles just $O(n)$. Therefore, we can determine the load on each voting node to be scaling linearly. This conveniently facilitates the second key improvement: horizontal scaling.



The voting process is finalized before a block makes it onto the P2P network

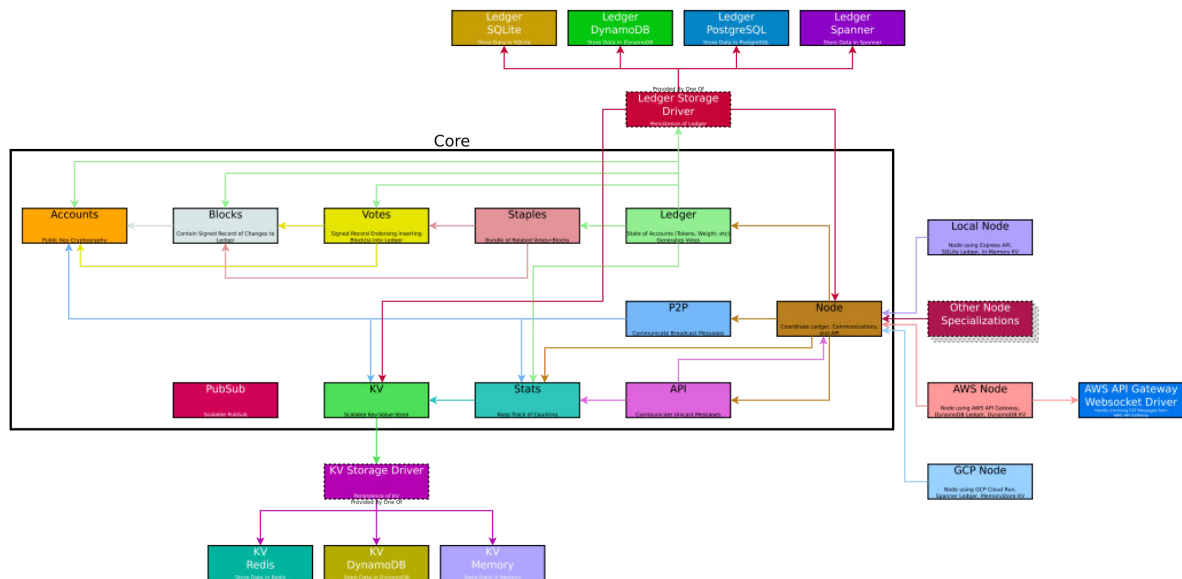
Secondly and **most importantly**, KeetaNet's scales horizontally. Every day billions of people browse services like Google and Facebook. How could this be possible, when a single computer can only serve around 100K requests per second? Naturally, the answer is by adding more servers that each take on different requests. Following this logic, **is it then realistic for current chains to scale to global adoption?** Rollups, shards, and supernodes all offer remedies, but none actually solve L1's throughput limitations.

Keeta's technology is **truly** horizontally scalable, a critical feature often promised but never delivered in blockchain projects. So not only does the network become faster with stronger nodes (better CPUs), but also by simply adding more of them. For instance, it's considerably easier to add 500 new computers, than to find a server that's 500 times faster.

Before we examine this claim, let's look at the consensus invariants. Each transaction needs to be validated by a majority of the network, value conservation must be maintained (double spends are not allowed), and the ledger must be eventually consistent. **There's no inherent rule requiring each node to process every transaction.**

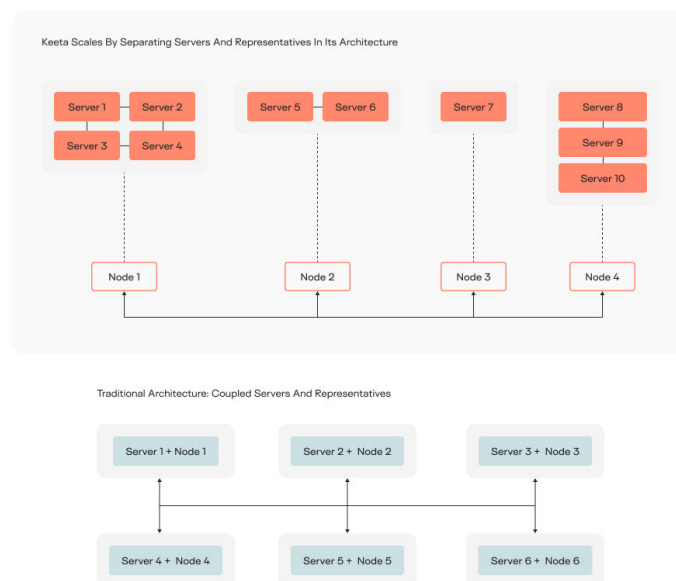
Let's say it's Christmas and **Alice** is sending some USD to **Bob**, while **Charlie** surprises **Dave** with some tokenized gold at the same time. Their transactions have nothing to do with each other. Keeta exploits the independence of parallel transactions on the network, so SENDs **A→B** and **C→D** can be handled by different workers simultaneously. When you expand this idea—trading computation for higher throughput, it becomes apparent how KeetaNet is able to scale to universal global adoption.

Some edge cases, such as when **Alice** accesses their wallet from two locations simultaneously or spends freshly received funds very quickly, may require more careful handling. However, the vast majority of cases should be covered by the happy path. Feel free to ask CTO Roy directly if you're interested in learning more.



KeetaNet node architecture

You might feel tempted to ask how these separate physical nodes synchronize to function as one logical node. The answer lies in the underlying database. Each node connects to a distributed DBMS, such as PostgreSQL, Google Spanner, or AWS DynamoDB. Importantly, the previously explained improvements enable the database to scale horizontally as well. Thanks to the virtual DAG architecture, each account can move between shards or database nodes, and there should be no cross-shard transactions either.



A node may comprise several servers, increasing redundancy, and allowing for horizontal scalability.

The primary target for running nodes are cloud providers. Their serverless architecture enables representatives to be small, but automatically scale up to the demands of the network. Using Google Cloud this has reached 10M+ transactions per second, though other cloud providers like AWS were only able to handle around 2M as of a couple years ago. **It's important to emphasize that the project isn't strictly dependent on cloud providers.** Anyone with strong enough hardware can run representatives on their own servers. Be it dedicated hobbyists, crypto exchanges, or major financial institutions.

Perhaps the most impressive part? Because the network is so ridiculously efficient, sustainable fees on the main net can be as low as \$0.00005, practically nothing compared to most blockchain transaction costs.

The KeetaNet reference implementation is written in TypeScript to underscore the fact that KeetaNet's scalability and performance are not the result of excessive hyper-optimization, but rather the product of a thoughtful, and inherently scalable design. It also ensures that the reference implementation is accessible and readable to a broad range of developers.

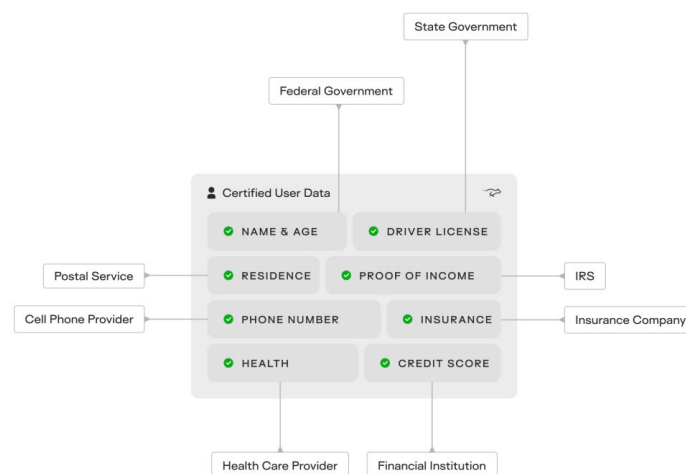
*Some humble bragging by the team in the whitepaper.
Note that performance critical modules are implemented in Rust.*

This was a simplified introduction to KeetaNet. After all, this is the work of 10+ engineers over 4 years. I strongly recommend diving into their [whitepaper](#) for the technical details of how Keeta relates to established technologies and improves upon them. For those wanting a gentler introduction, their [docs](#) provide a more accessible overview.

Made for institutional adoption

Crypto has been around for approximately 16 years now, yet it's barely—let's be honest—not at all adopted by traditional finance. Chains like Ripple and Solana might be faster and more accessible than SWIFT, but they show no signs of institutional acceptance. Despite their unpopularity with the crypto community, blockchain settlement layers, like JP Morgan's Kinexys are much closer to providing real world value. Why is that? One major reason is a lack of know-your-customer compliance. KeetaNet is compliant with the Travel Rule from the get go, not to mention PCI DSS Level 1, and ISO20022.

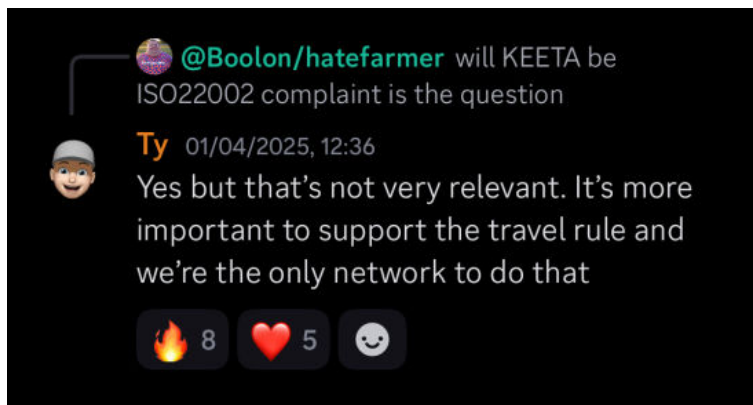
While others were waiting to bend regulations to fit their technology, Keeta had patiently created something that already aligns with the current regulatory environment.



A fictional scenario demonstrating the versatility of the KYC tech

The focus on onboarding traditional finance companies is evident in their approach. The headline feature is KYC/AML built directly into the chain itself. Consider this: when someone sends USDC between Ethereum addresses, it doesn't comply with regulations that require identifying parties in fiat-to-crypto transitions. Keeta solves this elegantly. Rather than delegating compliance to exchanges, it tracks identities throughout the blockchain while preserving privacy.

Here's how it works: I verify myself with a trusted institution—currently, this is [Footprint](#), but in the future it may be a government agency or a regulated crypto exchange. Once verified, I can freely spend my USDC anywhere. When a merchant receives my payment, they immediately know it came from a verified customer and don't need to worry about compliance issues. If authorities need to investigate a transaction, they can follow the attached certificates to the appropriate identity verifier. The beauty is that nobody except the original verifying institution sees any personal data. Other participants simply know that an address has been verified by a legitimate institution.



Keeta is the first in the industry with native compliance with the Travel Rule, with ISO20022 in the pipeline.

The enterprise features extend far beyond identity verification. Anchors represent another major innovation. They bridge the gap between other payment solutions, blockchains and Keeta's network. For example, a crypto exchange could establish an anchor to Bitcoin while a bank creates an anchor to fiat currency. A user wanting to exchange their Bitcoin could send it through the exchange's anchor, trade it on Keeta's DEX, and withdraw the proceeds directly to their bank account through the bank's anchor. All of this happens while maintaining full KYC/AML compliance, effectively commoditizing the services that today's crypto exchanges provide but with greater interoperability and regulatory clarity.



*The vision for the Keeta network
with anchors providing interoperability*

What's clear is that KeetaNet's modularity is exceptional. Beyond the global settlement layer of the main net, custom subnets can serve specialized needs—whether it's a privacy-focused sub-network for domestic banks or even a completely detached network for a theoretical Mars colony. Their support for multiple encryption schemes ensures quantum readiness, while the flexible fee structure adapts to various use cases.

Perhaps most impressive is their permission system, allowing asset issuers to define precise rules for their tokens. Imagine a Swiss bank issuing tokenized gold on Keeta—they could restrict transfers exclusively to wallets verified by Swiss financial regulators, ensuring regulatory compliance. Unlike traditional blockchains where every transaction is visible to all, token issuers can limit transaction visibility to only voting nodes, perfect for banks moving large sums that shouldn't be publicly broadcast. Albeit this is not currently implemented and is more relevant on private subnets, where not everyone can become a validator.

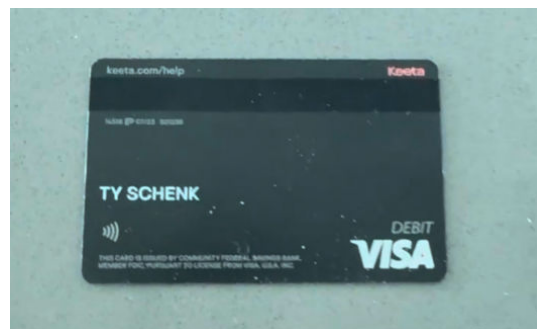
Actually adopted by institutions

KEETA INC	
Business Summary	Keeta Inc. is a United States-based company, which is engaged in providing financial services. The Company provides banking services and payment services to individuals and small businesses. It offers its services through two channels: the KeeTaPay Debit Card and the Bank of America (USA) Money Transfer Service (BOTS). The BOTS is an electronic money transfer service that allows consumers to transfer funds from one bank account to another.
Country of Incorporation	United States of America
Incorporation Date	2022-03-08
Business Sector	Financial Technology (Fintech) & Infrastructure

[Company details](#) from the London Stock Exchange Group's MENA Company Data database

Keeta effectively tackles the three major obstacles preventing traditional finance from embracing blockchain: inadequate scalability, anonymous wallets, and overly transparent ledgers. Given these innovations, you'd expect financial institutions to be clamoring for access—and according to early evidence, they are. The project has been running pilot programs with several financial institutions. **Their PCI-DSS Level 1 production system has served as the authoritative record-keeping system for account balances at partner banks in 50 regions, as revealed by the Keeta Team.** That is, Keeta replaced not only their settlement layer, but also the banks' internal ledger. While specific results remain under wraps, documents from Zawya showed a partnership with Bank of America for something called the "Money Transfer Service" or BOTS, perhaps suggesting BofA as one of their early adopters.

Their second major pilot involves debit cards. **They've collaborated with Visa** to create cards directly integrated with Keeta's technology, allowing funds to move straight from Keeta accounts to merchants. Ty Schenk's communications have hinted at Keeta's technology potentially serving as a ledger for Visa itself—an integration far deeper than typical crypto card offerings. And this isn't just speculation, here's a video showing a physical Visa debit card powered by Keeta.



[Real life video of a Keeta Debit Card](#)
shared in the Keeta Discord by Ty Schenk

The Keeta Debit Card is actually just a piece of a much larger puzzle. Before their cryptocurrency pivot, Keeta offered KeetaPay, a Venmo-like fintech application in a

closed beta, as reported in Tech Crunch and Fintech Futures. It was an app for easy and cheap international transactions — all powered by the Keeta Network.

The product was in an advanced stage, having established fiat partners in multiple regions: Community Financial Services Bank in the US, Currency Cloud in Europe and the UK, and Banco Dondé in Mexico. These FIs provided the account balances and the integration to the local bank transfers. These are revealed in the footer of their old home page, and CFSB is also written on the physical debit card. Notably, **CurrencyCloud, being a Visa product, further supports Keeta's connections to Visa**. Moreover, there are company records supporting the existence of Keeta subsidiaries for local payment integrations. However, these partnerships aren't active anymore, because of Keeta's shift towards network-wide stablecoins. Such a provider is expected to be revealed in the coming months and KeetaPay will likely make a comeback in Q4 — this time without the in-house regulatory burden.

Disclosure

*Keeta partners with regional banking providers and payment networks for final payment delivery. Settlement times may vary.

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Keeta is a technology provider, not a bank.

Payment services in the United States are provided by Keeta Financial Services, Inc., a wholly-owned subsidiary of Keeta, Inc. US banking services are provided by Community Federal Savings Bank (member FDIC).

The KeetaPay Debit Card is issued by Community Federal Savings Bank, member FDIC, pursuant to a license from Visa U.S.A. Inc. Visa is a registered trademark of Visa, U.S.A. Inc. All other trademarks and service marks belong to their respective owners.

Keeta Financial Services Canada ULC is authorized by the Financial Transactions and Reports Analysis Centre of Canada (FINTRAC) for the provision of money transferring and payment services under Money Services Business (MSB) registration number M23772971.

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Keeta Financial Services UK Limited is an EMD Agent of The Currency Cloud Limited. Payment and e-money services are provided by The Currency Cloud Limited. Registered in England No. 06323311. Registered Office: Stewardship Building 1st Floor, 12 Steward Street London E1 6FQ. The Currency Cloud Limited is authorized by the Financial Conduct Authority under the Electronic Money Regulations 2011 for the issuing of electronic money (FRN: 900199).

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KeetaPay's legal disclaimer ([page footer](#)) from late 2024 names CFSB, Currency Cloud, and other financial institutions as their payment rails providers. Company records support the existence of these payment subsidiaries ([Canada](#), [UK](#)).

A company or a token?

Most references in the report have been to Keeta Inc., the company, rather than the Keeta cryptocurrency. This is intentional. Their previous offering consisted of a consumer-facing Venmo-like payment application and a permissioned blockchain, similar to JP Morgan Onyx. The sales team approached banks and financial institutions individually. They claim to have been successful, with banks piloting their technology in 50 regions.

However, this was a very slow and labor-intensive process. The CEO describes this approach in detail in an [interview with Keeta Hill](#). Eventually, they decided to launch a public network—the one you can buy into today. They aim to disrupt the industry with their groundbreaking technology, forcing players to adopt it or be left behind, while accelerating the network effect through their existing partnerships.

We're transitioning from a closed model where we integrate directly with a number of large traditional systems into our global ledger, into a more open model -- this requires extensive changes in how we operate

We have been, for the past couple of years, building out integrations with traditional financial systems into our network -- this is a slow and capital intensive process; We decided to transition to a more open and iterative process that we think will give better results and help us achieve our goals more effectively

We were the ones operating the network (as part of our PCI-DSS Level 1 audited services) and were indeed working with many different financial institutions -- we had US (and other regions) bank accounts within our global ledger, as the system of record for those accounts

We're keeping the same global ledger, which is our L1 network -- KeetaNet -- and working to integrate it into financial institutions instead of integrating them into our system (KeetaAPI)

The CTO's messages from the Keeta Discord server, providing some clarity to why they pivoted to a public blockchain instead of having businesses integrate into their API

As part of this pivot, Keeta Inc., the company behind KeetaNet, provided an exclusive license to the Keeta Token Genesis company for launching and maintaining a public blockchain network. However, it retains the right to use this technology in other sectors.

What benefits does the KTA coin provide then? Keeta's native coin buys you voting weight on the main network. Fees are paid in KTA on the main network, and staking rewards also come in this token, similar to ETH and SOL. (Sub-networks can choose their own primary token for fees; a central bank would likely opt for its own currency. The project has been created in the US, potentially qualifying for any future tax benefits.)

Conventional staking doesn't exist, but token holders may have other revenue sources. To understand this, we first need to understand fees on the Keeta Network. As part of the consensus, users passively delegate their balance to representatives who use this assigned voting weight for network decisions. Users' wallets select the cheapest

combination of votes that reach the quorum threshold. Inefficient or greedy validators are priced out, excluding them from earning transaction fees. Major token owners can delegate to their own representatives and effectively sell their own votes on the network. Depending on how the network's economics develop, representatives may offer small cashbacks to everyday holders as an incentive for delegation. Additionally, Anchors and DEXes will likely need liquidity and may offer rewards to those providing it.

Team and organization

The team behind Keeta is honestly stacked. CEO Ty Schenk has been active in crypto since 2012. Back in 2018, he was building an ambitious finance app called Brainblocks on Nano. That project ultimately failed, partly because Nano's leadership remained committed to their vision of a purely decentralized, feeless payment system — fundamentally incompatible with Ty's institutional adoption goals.



CEO Ty Schenk (pictured center-right) and CTO Roy Keene (pictured center-left) posing with two (ex-)Keeta employees

Despite Nano's commercial challenges as a project, its underlying technology had deeply impressed Ty. The technological potential stayed with him even as he moved on. Years later while working at Steel Perlot, Ty pitched his evolved concept of a DAG-based blockchain system for revolutionizing traditional finance to Eric Schmidt. The idea, building on Nano's technical strengths but reengineered for institutional adoption, resonated so strongly that it led to a \$2 million funding round, followed by another \$15 million once Ty had proved the technology was working to Eric. Ty then recruited Roy Keene, who had been Nano's lead developer during its peak, to join as Keeta's CTO. Eventually, the team grew to over 20 people, the majority of them engineers.

 **Senior Cloud Application Architect**
Amazon Web Services (AWS) · Full-time
Jan 2020 - Feb 2022 · 2 yrs 2 mos

 **Consultant**
DaySphere, LLC
Nov 2017 - Jan 2020 · 2 yrs 3 mos
Carriere, MS

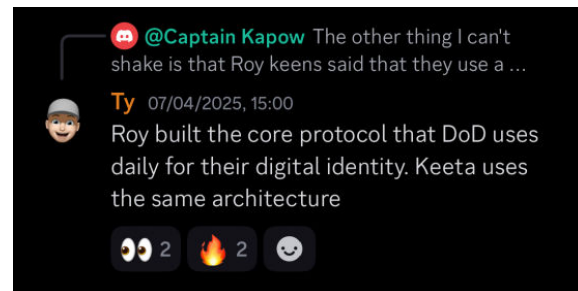
 **Lead Developer**
Nano Foundation
Feb 2018 - Jan 2019 · 1 yr

 **Senior System Architect**
Knight Point Systems, LLC
Jan 2015 - Nov 2017 · 2 yrs 11 mos

 **Senior Consultant**
CoreAdaptive, LLC
Oct 2014 - Jan 2015 · 4 mos
Carriere, MS

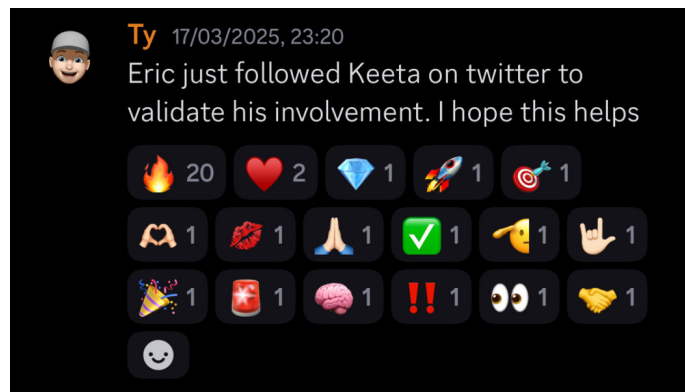
 **Senior System Engineer**
CSRA Inc
Oct 2013 - Oct 2014 · 1 yr 1 mo
Stennis Space Center, MS

 **Senior System Administrator**
Knight Point Systems, LLC
Oct 2012 - Oct 2013 · 1 yr 1 mo
Stennis Space Center, LLC



*Roy Keene's impressive work history.
You can rest assured that the technology is in good hands.*

Eric Schmidt's enthusiasm for the project can't be overstated. This isn't just another investment for him—it's his **first** official blockchain investment and only his second involvement in the space after serving as an advisor to Chainlink (currently a top 15 crypto project). When his investment firm Steel Perlot encountered difficulties, Schmidt transferred his investment to his family office Hillspire LLC rather than abandoning the project. Eric also followed [@KeetaNetwork](#) shortly after the project went live, further proving his ongoing involvement. The ex-CEO of Google reportedly claimed this could be the largest project he's ever been involved in. At first glance, this comment sounds utterly insane, but I trust his comments will age finely. Interesting side note: the CEO of Crypto.com has also been following the Keeta Network Twitter account since day 0.



Ty Schenk and Eric Schmidt are reportedly friends. Schmidt recently followed Keeta on Twitter to quietly prove his involvement.

*Eric's not betting on some random L1 with no PMF—he's betting on next-gen decentralized infrastructure. SWIFT is a dead man walking. Legacy rails can't compete with instant, borderless, trustless systems. He sees what's coming: value transfer without middlemen, programmable money, and infra built by cracked, battle-tested devs that actually **works**. This isn't hype. It's the replacement for the backbone of the internet and finance. You think it's a LARP—he sees the protocol that kills SWIFT. (Enjoy some good pasta)*

The project's other known investors are Habitat Partners and Nelson Mills. Initially, they invested in Keeta's technology before it pivoted to a public blockchain. Their equity has since been converted into a coin allocation listed as "*Early Investors*" in the tokenomics, meaning **Eric Schmidt owns KTA tokens**. There was apparently another planned investment from Saudi entities that was vetoed by the Committee on Foreign Investment in the United States (CFIUS).



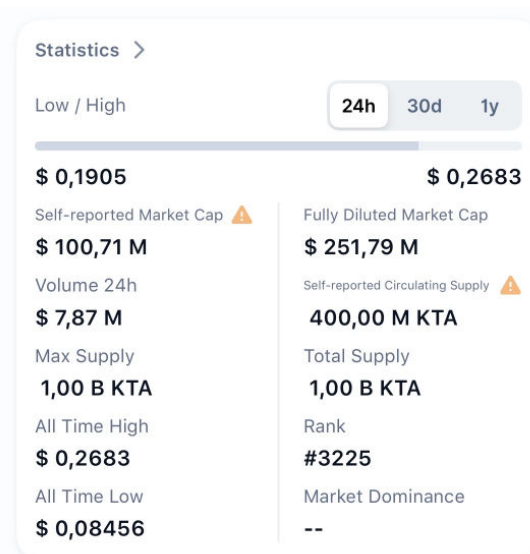
The CEO's comments on an unspecified investment from the Middle East

Why is it so cheap then?

Several factors explain Keeta's current valuation: broader macroeconomic uncertainty, fatigue from the recent flood of crypto scams, and most significantly, information asymmetry and limited awareness. Those who've deeply researched Keeta tend to become passionate advocates. However, when they share on Crypto Twitter, their claims often face immediate skepticism. The combination sounds too good to be true: **10 million transactions per second? Backing from Google's former CEO? Banking pilots before public launch? All at a market cap that started at just \$4 million and now sits around \$40 million?**

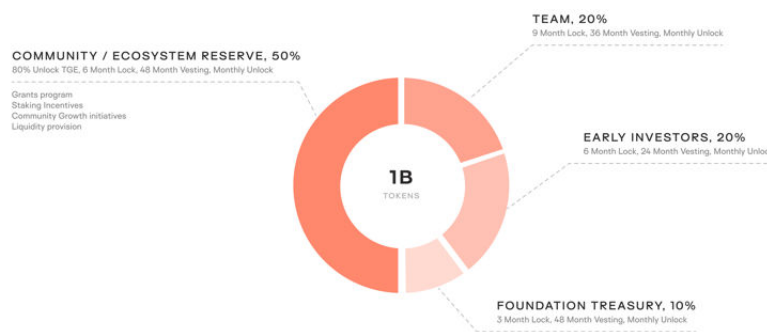
After years of hype cycles and disappointments, many crypto investors have become numb to bold claims. Most lack the patience to thoroughly investigate, especially when the information is so fragmented. The result is a narrow reach, with price movements largely driven by the same dedicated investor base going all-in on any dips.

This limited awareness stems partly from the team's unconventional approach. Investors typically expect projects of this caliber to raise millions from crypto-native VCs and launch at extremely high valuations. But the Keeta Team has avoided standard crypto marketing tactics: no sponsored articles, no airdrops, no incentivized test net, and notably, they haven't paid for exchange listings either.



CoinMarketCap still hasn't verified the tokenomics despite sufficient evidence from the team, resulting in immediate dismissal from many potential investors.

Their stealth launch on Base (Ethereum L2) meant everyone had fair access and even major players were forced to buy from the market. This used to be common practice — both BNB and Polygon launched on Ethereum before their own mainnet went live.



Token allocation from [Keeta's project docs](#) with 400M available to buy from the market

This strategic move allows for a strong community to be fostered before mainnet launches and effectively giving the supply of KTA to early believers instead of extractive VCs, while simultaneously showcasing their confidence in their product.

Information about Keeta remains largely confined to their Discord server, which makes it difficult to search and share on other platforms. New users continually ask questions that have been answered dozens of times. Remarkably, the team remains highly accessible, with even the CEO personally responding to community questions.



There are valid points to be raised about Keeta... just maybe not this one

Finally, investors doubt if the novel technology works. The market ignored strong circumstantial evidence, instead seeking quick confirmation like when Eric Schmidt followed @KeetaNetwork. Few examine the whitepaper or test the testnet's limits.

I spent hours absorbing everything and connecting concepts to my knowledge from developing for Nano. After extensive discussions with the CTO, my conclusion is clear: **It's real.** But I recognize my limitations. I don't understand everything yet. Their devs are much smarter than I am. Eric hand-picked developers and offered seven-figure salaries for a reason. Even if somehow Keeta doesn't succeed as a project, these concepts will shape the blockchain industry's future.

What can change this?

Several upcoming milestones could dramatically shift market perception:

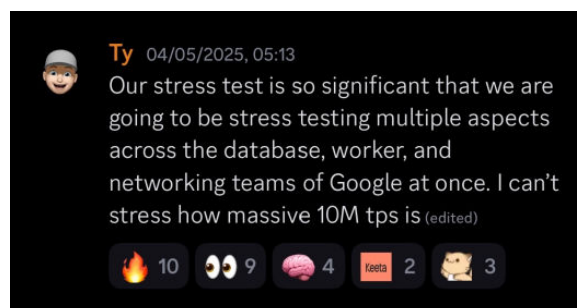
- **Few days ago:** Keeta was silently added to Chainspect's blockchain performance monitoring service. It swiftly topped their charts, thanks to a community organized mini-stress test. The market deemed this a preliminary confirmation of Keeta's technology.

Data from [Chainspect](#) | May 10, 2025, 17:15 UTC

#	Name	Real-time TPS	Max TPS (100 blocks)	Max Theor. TPS
1	 Keeta Layer 1 Testnet New	1,272 tx/s ↑1.54%	47,650 tx/s	10,000,000 tx/s
2	 Solana Layer 1	1,205 tx/s ↑4.47%	2,909 tx/s	65,000 tx/s
3	 ICP Layer 1	916.3 tx/s ↑0.00%	25,621 tx/s	209,708 tx/s
4	 Taraxa Layer 1	167.6 tx/s ↑1.62%	4,906 tx/s	50,000 tx/s

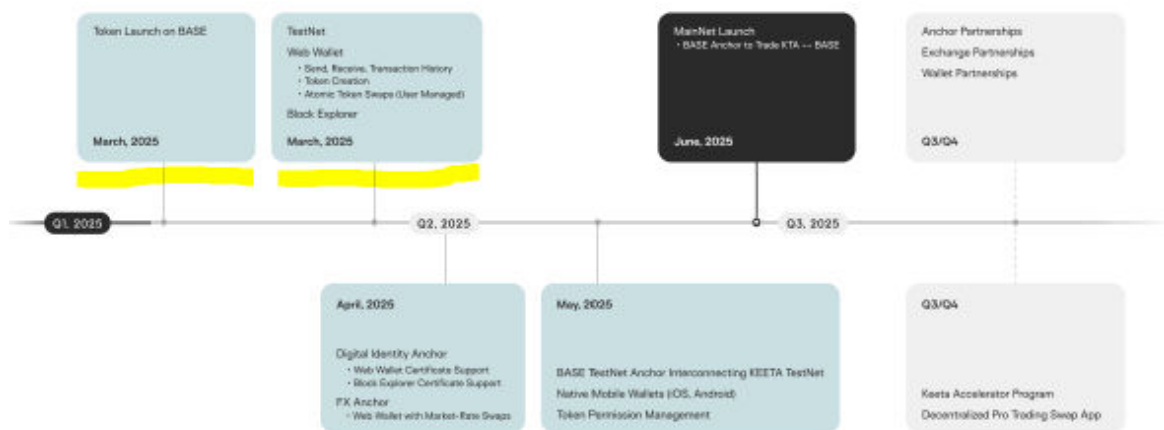
The considerably handicapped Keeta testnet is already topping [Chainspect's](#) charts.

- **Mid May:** Independently audited benchmark confirming the claimed 10 million transactions per second throughput. This will set a world record for blockchain TPS and represents a major milestone for Keeta. The event will likely be highly publicized, with "partners that helped them get here" being invited. Reportedly, the benchmark has been delayed (from late April) due to coordination with these parties. Whether these partners refer to their banking connections, engineers from Google, or even Eric Schmidt himself remains to be seen. Having already had multiple articles written about them during their invite-only stage, it's unlikely they won't coordinate for more publicity.



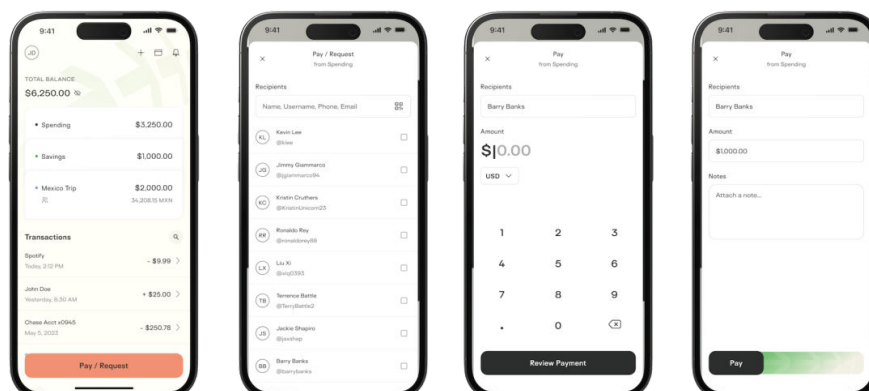
Hmm, I wonder what implications this has.

- **Following months:** Reveal of Keeta's stablecoin partner. I will refrain from further speculation, but reading between the lines suggests this might be one of their bigger announcements.



The now outdated roadmap for the project with completed items being highlighted in yellow.

- **Following months:** Launch of Anchors, their framework for integrating with other chains. This will come alongside a publication similar to their whitepaper, covering the exact details of this protocol.
- **Following months:** Introduction of a first-party decentralized exchange (DEX) capable of exchanging fiat to KTA, BTC, or any other token on the Keeta Network, effectively providing their own (C)EX for buying Keeta. This was previously mentioned by the team and is visible on their home page, though no launch date has been communicated.
- **June:** Keeta Network's mainnet launch, when the code for their record-breaking technology will be released. Details remain unclear at the time of publishing. **“6-7 major partnerships lined up to go live around mainnet, each of them would single-handedly be the biggest catalyst on other chains”** ([Twitter Spaces](#)– 24:50)

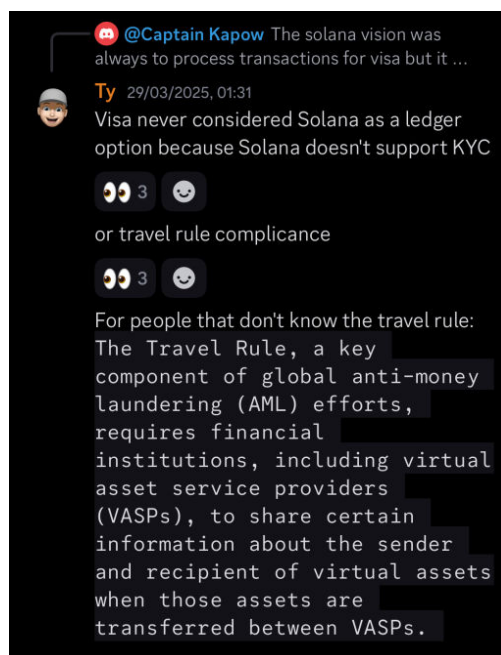


KeetaPay in its invite-only stage, as reported in [TechCrunch](#).

- **Q4 2025:** KeetaPay and the Debit Card will likely make a comeback once the network's stablecoin providers are established and the card gains regulatory approval. Ty's goal is to be "debanked" by the end of the year, implying the continued existence of KeetaPay and its return in 2025.

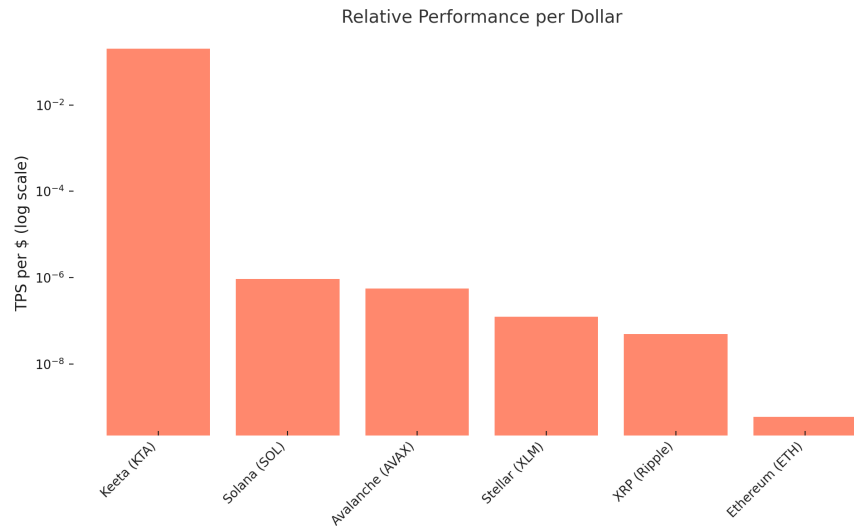
Investment rationale

So to sum it up, Keeta has created scalable and compliant infrastructure that is ready to move value around the world. Whether it's remittances or broader money movement, Keeta may not only have a real shot at taking on a portion of the 200+ trillion dollars worth of money transferred annually—a lucrative, inefficient, and legacy market—but also to handle a variety of asset classes, from gold to stocks. Albeit at the cost of a compromise to unconditional decentralization and user anonymity.



Ty Schenk pointing out a fatal flaw in other major chains

The asymmetric upside potential is difficult to quantify. Looking at the markets Keeta aims to disrupt, I've calculated potential valuations so disproportionate to the current \$50 million market cap that writing them down would undermine the paper's credibility. So I'll leave the long term evaluation as an exercise for the reader. However, I will present a short to medium term estimate.



*How fast each chain is compared to their market cap.
On a logarithmic scale.*

Keeta is an extraordinary investment opportunity given its unique positioning at the intersection of Layer 1 blockchains, real-world asset integration, and payment technology. Its exceptional throughput of 10 million TPS and sub-second deterministic finality, combined with native KYC/AML compliance, distinctly differentiates Keeta from its competitors. The conservative tokenomics, and wide list of catalysts, such as tradfi partnerships and a benchmark for a world record in transaction throughput, provide further confluence in an investment in Keeta.



KTA chart

Keeta has found good support in the \$40-60M area and I believe the downside is extremely limited as KTA has held up extremely well despite the fact ETH had a 30% decline in a week earlier this month, coupled with global uncertainty with tariffs. We can safely assume that \$KTA is highly undervalued at the current price around \$0.14 per token. It is also safe to say that Keeta will not be trading in this price range come June 2025 as they are set to launch mainnet and expand on their institutional partnerships.

The exact correction will remain to be seen, but **conservatively** I see the short term potential growth on Keeta to be **at least 25x** from the time of writing. This evaluation would put **KTA at a market cap of \$1B**. This should be reached by either or both of the following catalysts: Highly publicized world-record stress test, reveal of their native stablecoin partner, or simply increased awareness of the project. However, if the technology is proven in the real world – coupled with an announcement of a successful banking pilot, and perhaps sprinkled with an official endorsement from Eric Schmidt, **this could trigger a wave of speculation never seen before in the history of cryptocurrencies**. Just look at what happened to Nano (\$XNO) towards the end of 2017:)

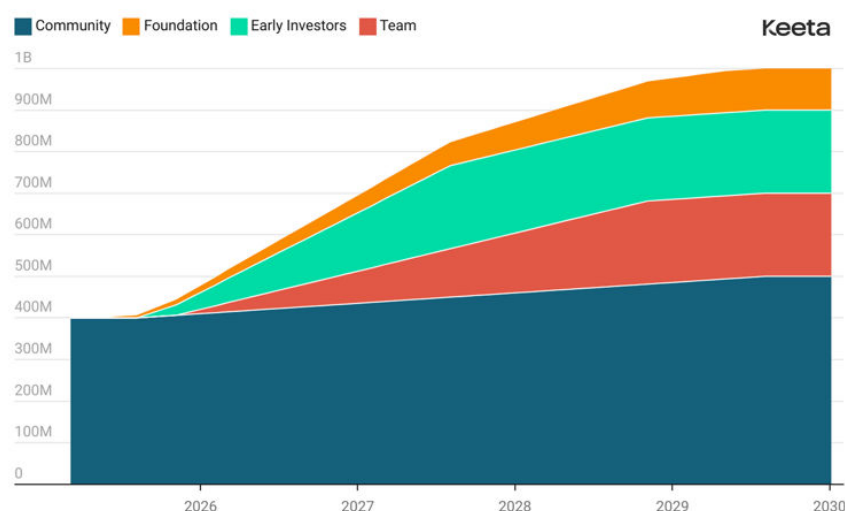
Feature	Keeta (KTA)	Ethereum (ETH)	Solana (SOL)	Avalanche (AVAX)	XRP (Ripple)	Stellar (XLM)
Transaction Throughput	10M+ TPS	~120 TPS	~65,000 TPS	~4,500 TPS	~1,500 TPS	~1,000 TPS
Finality	<0.4s	~12s	~0.4s	~1s	~4s	~5s
Native KYC/AML	Yes	No	No	No	Partial	Partial
Circulating Supply	400M	120M	510M	410M	58B	30B
Total Supply	1B	∞	598M	720M	100B	50B
Current Market Cap (at time of writing)	~\$50M	~\$200B	~\$70B	~\$8B	~\$30B	~\$8B
Peak Market Cap (at time of writing)	~\$90M	~\$570B	~\$120B	~\$30B	~\$170B	~\$16B

This final note is for the unconvinced: This is currently priced the same as a C- tier memecoin. Even if you're in the industry, you have to admit the meme coin narrative can't last forever. Utility season is coming, and Keeta is positioned perfectly. Go buy a coffee's worth or go full degen like that one wallet that top blasted \$600k—I don't care. Just consider how you will think back to this moment in the future.

Sources

I noticed a lot of sources are from the team members. Why should I believe anything they say? Firstly, there are some big entities whose reputation is connected to them. Eric Schmidt, Habitat Partners, and Red Antler are confirmed to be involved in the project. There are press releases dating back to 2023 reporting on Eric Schmidt's investment, not to mention Schmidt beginning to follow Keeta's Twitter account a few weeks ago. Eric's also the 54th wealthiest individual globally—he's sure to have done his due diligence.

Secondly, the project's tokenomics are set up very conservatively. There aren't any unlocks happening for months, meaning they have to deliver on their ambitious claims at a strict schedule in order for their tokens to be worth anything. Not to mention the liquidity pool also being locked.



Graph depicting the token unlock schedule
from [Keeta's project docs](#)

Finally, the project is way too [high effort](#). Between the respected backers, conservative tokenomics, and this level of polish, it's clear the team fully believes in what they're building. Is everyone caught up in a shared delusion, or are they actually building something revolutionary? I'll let you be the judge.

I know this is a lot of information at once. I encourage the kind reader to do their own research. Although I'm happy to provide general guidance and share information that hadn't been included in the report, I recommend starting your research independently and asking questions in the [Discord](#). The report is very sparse with direct references to sources. Unless marked otherwise, the sources are official communications from the Keeta Team. Here's a **non-comprehensive** list of my sources:

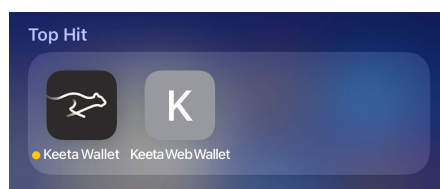
- [Keeta Docs](#)
- [Keeta Whitepaper](#)

- [Keeta Website](#) — including [old versions](#).
- [Keeta Litepaper](#) — now outdated.
- [Keeta Discord](#) — filter for messages from “schenkty” and “rkeene”.
- [Keeta Twitter](#) — including many [hour-long Spaces](#).
- Keeta employees’ public Twitter accounts.
- [Ty Schenk in Forbes 30 under 30](#) — Los Angeles local edition, not **the** national Forbes 30u30.
- [Eric Schmidt backs Keeta, a startup working to make cross-border payments ‘as easy as Venmo’](#) — Tech Crunch 2023
- [Keeta, a startup aiming to be the Venmo of international payments, just raised \\$17 million in a round backed by ex-Google CEO Eric Schmidt with this 13-slide pitch deck](#) — Business Insider 2023
- [Cross-border payments start-up Keeta launches with \\$17m funding](#) — Fintech Futures 2023
- [Interview with Ty Schenk](#)
- [SEC Filings](#), [Canadian Subsidiary](#), [UK Subsidiary](#), [Trademark Registry](#)
- [Zawya](#), [CrunchBase](#)
- [Habitat Partners’ Portfolio](#)
- My computer science background
- Nano community discussions
- Old BrainBlocks materials

Conclusion

I hope you enjoyed this report. By sheer luck, I've been active in the community since day one. I immediately sensed Keeta's uniqueness and invested significantly. To verify my investment thesis, I became completely obsessed: I memorized team communications, conducted extensive open-source intelligence research (discovering their unreleased block explorer, iOS wallet, payment gateway, and even leaking their browser wallet), and consulted domain experts to validate the technical foundations. There are probably fewer than ten people globally with my level of knowledge about this project. I'm sharing this information freely, and **only asking for a modest voluntary commission when this reaches billion-dollar status.**

Note the team will likely reject OTC buy offers, but I may be able to help facilitate such deals. For equity in Keeta inc contact the team directly.



What could this be?:)

Ethereum (KTA please): 0x1B4F8bb94Ce86929A4200428b030ae1a76472887

Bitcoin: bc1qm7ytlvdtp23hxq23r9684hgmhp25678l4ukeg6

Monero:

429jWu7m3iYQ6XBBooSYKHPywTxGhVuJWDeXvZy6UAex91To8hHCf8wPEou9AZDy55dD
7jfhMb1j8HiXE1w65WRxVhRfTy9

Twitter: xesecure

Telegram: xesecure

Signal: xesecure.01

Not financial advice. Thank you for your help with the project Ario and Jamie. All rights reserved. Not affiliated with Keeta. Although an effort was made to only include publicly available information, the author does not take any responsibility for insider trading. Updated on 10 June 2025.