

# Huobi launched its new investment arm!

[Huobi](#) has revealed its new investment arm called Ivy Blocks, which is focused on supporting the growing ecosystems of DeFi and Web 3 based blockchain protocols. According to the official statement of Huobi, Ivy Blocks focuses on identifying and investing in promising blockchain projects and contributing to the growth and development of the projects. In addition, Ivy Blocks evaluates projects based on their ideas and equips them with the tools to succeed. To this end, it will launch three main services called Liquidity Investment Department, Ivy Labs and Ivy Research. Liquidity investment department provides an asset management platform for smart DeFi mining and income aggregation. Ivy Labs is a crypto and blockchain incubator and Ivy Research is a blockchain and crypto-based research arm. Huobi CFO Lily Zhang asserted that: "Many promising projects tend to encounter liquidity constraints and a lack of go-to-market support, which present significant barriers to growth. Our focus on providing such projects with liquidity investments and incubation services will no doubt contribute towards creating a better, more inclusive DeFi and web 3.0 blockchain ecosystem." It is worth mentioning that Ivy Blocks will manage over \$1 billion worth of cryptocurrencies. This significant amount will enable the investment

arm to take advantage of unique market opportunities. **Source:** The Pipsafe Team [Huobi Exchange Review - Introduction](#)