

Gemini: Case Study

Crypto Exchange Gemini Aims to Make
Purchasing Bitcoin Easier and More Secure



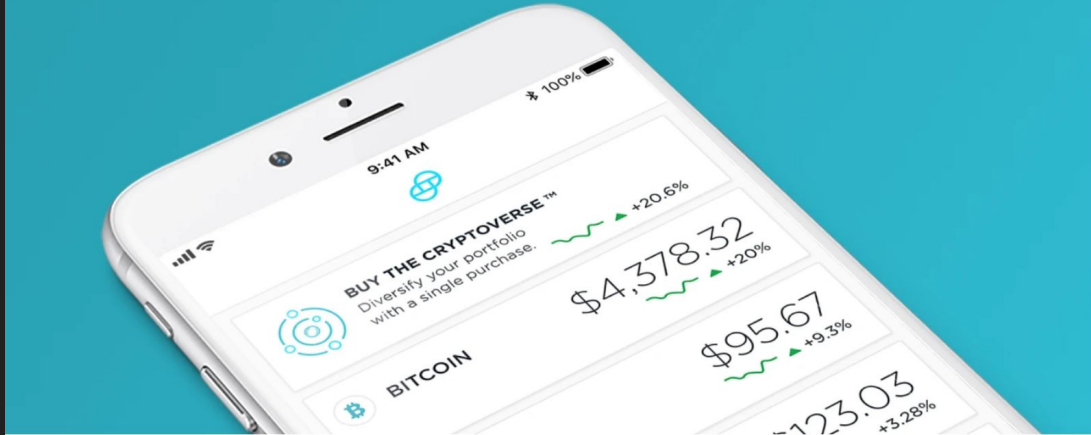
Gemini is a licensed digital asset exchange and custodian built for both individuals and institutions, which allows customers to buy, sell and store digital assets.



Gemini was founded in 2014 by Cameron and Tyler Winklevoss. It is headquartered in New York City and has approximately 200 employees.



Trade on the go



- Gemini's main business activity is to offer a safe and secure, user-friendly way to buy, sell, store, send and receive digital assets.
- Gemini markets to both beginners and experienced traders, while also offering support to institutional investors.
- The cryptocurrencies listed on its exchange are: Bitcoin, Ethereum, Bitcoin Cash, Litecoin, and Zcash. Gemini also offers a stable-coin (which is pegged to the U.S. dollar).

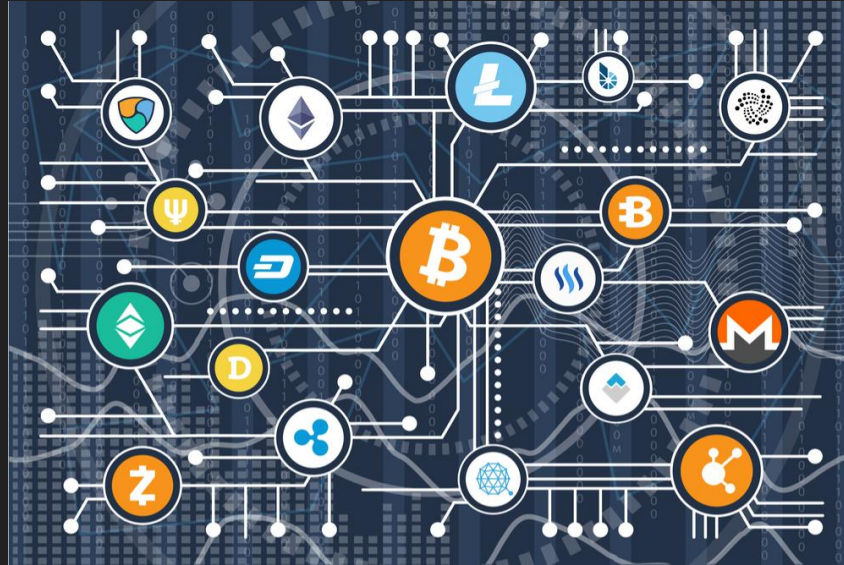
Technology



Programming Languages / Databases / Management Tools used by Gemini include:

- Java/Javascript
- Python
- Scala
- SQL
- Libraries: React, Redux
- Frameworks: Play, Aeron
- Databases: PostgreSQL
- Management: Confluence, JIRA

Where Does Gemini Fit Within FinTech?



Gemini is firmly planted in the cryptocurrency domain, and its main objective is to help grow the industry, and push cryptocurrency (specifically Bitcoin) towards mass adoption.

The cryptocurrency exchange market is still quite new, and changing rapidly.

Avenues For Growth

Gemini's security and regulatory compliance is one of its biggest strengths. Its desktop and mobile app are easy to use, and provide the user with detailed information for purchasing and trading digital assets.

One of the main things users desire more from Gemini is access to a larger selection of cryptocurrencies. Gemini's regulatory requirements might limit which coins it can have on its exchange, especially the more volatile exotic coins. Having a larger selection of cryptocurrencies could increase the number of users on its site.

Another option which could help Gemini gain users would be to allow users to purchase crypto with credit and debit cards directly, which their competitor Coinbase allows. Currently the main options for depositing money into the exchange is through: bank transfer (US only), wire transfer and cryptocurrency transfer.

