



Ethereum (ETH)

Long Idea: 2020 Price Target = \$400

Last Updated: 2/3/20

2025 Price Target = \$4,000

Price: \$190
Market Cap: \$21 B
Circulating Supply: 109,538,180 ETH
Maximum Supply: N/A

52 Week Low / High: \$103 / \$361
52 Week ROI: -7%
12 Week ROI: -20%
Geo%: EU 40%, US 30%, Asia 20%, International 10%

Liquidity 24h:
\$12 B
8% of the Crypto Market Cap
Market Rank: #2

Highly Backed By these Companies:
Microsoft, IBM, Intel, JP Morgan, Chase, Accenture, VP, Mastercard, FedEx, Zcash and Blockchain Research Institute.
200+ more at: <https://entethalliance.org/members/>

Valuation

<https://coinmarketcap.com/currencies/ethereum/>

Ethereum is an open-source, public, blockchain-based platform. It enables developers to build decentralized applications. Ethereum's purpose is to create a new internet, where money and payments are built in, where users can own their data, and your apps don't spy and steal from you. An internet where everyone has access to an open financial system, built on neutral, open-access infrastructure, controlled by no company or person. **Many projects are built on top of Ethereum, which makes ETH one of the best long term potential crypto currencies. The best technology investments in history are Platforms.** (Google, Amazon, Android, iOS, YouTube and Windows are all Platforms which people can build from)

If Bitcoin is the Yahoo of Crypto, Then Ethereum is Google. Bitcoin is purely a currency with limited range of use, While Ethereum is a Platform Protocol that allows anyone to build off of into any application, It's created to do the things Bitcoin can't, and far more. The Currency Ethereum is directly connected to the Platform, so as more Ethereum based applications are built (Thousands are created every month) and more people use those applications, Ethereums Value will increase far beyond its past prices.

The beginning of the Internet was merely a protocol, It was abstract. But now we nearly do everything on it. Ethereum opens the door to a global financial system where an Internet connection is all you need to access applications, products and services that operate in a trustless manner. Anyone can interact with the Ethereum network and participate in this digital economy, **without the need for third parties and without the risk of censorship.**

January Avg Data	2017	2018	2019	2020	2021	2022	2023	2024	2025	Assumptions
Market Cap (Billions)	\$0.72	\$86	\$15	\$15.6	\$46	\$88	\$144	\$250	\$600	As more devlopers start to create Dapps, they will become the norm overtime. Creating the Web 3.0.
Cap Growth	1025%	11844%	-83%	4%	195%	91%	64%	74%	140%	
Price	\$8	\$888	\$151	\$143	\$400	\$720	\$1,100	\$1,800	\$4,000	As more people learn about Dapps and realise their potential, they will try them out using the ETH currency. This will get to the point where ETH is side by side working with the New Internet. Increasing it's global use.
Growth	900%	11000%	-83%	-5%	180%	80%	53%	64%	122%	
Supply (ETH)	90,000,000	96,846,847	99,337,748	109,090,909	115,000,000	122,222,222	130,909,091	138,888,889	150,000,000	
24h Volume	\$14M	\$5B	\$2.9B	\$9B	\$20B	\$34B	\$60B	\$130B	\$300B	

Fundamentals

Drivers:

- Ethereum is not just a medium of exchange, but has applications in the field of ID verification, escrow management, contracts, gaming and prediction markets. More importantly, It will be there for things we can't even imagine today.
- Ethereum is constantly moving towards its ambitious goals around proof-of-stake (An Algorithm Upgrade called Ethereum 2.0) and scaling. At that point, the network will be able to onboard more users and we'll start to see exponential growth beyond the applications we are seeing today.
- Ethereum is currently a decentralized application (dapp) Market and Network, Overtime the Network and Market will grow, using ETH as the "gas" for these applications.

- However, 4 years from now, it'll be obvious that ETH isn't a utility coin, it's money. A programmable store-of-value money, used for Lending, borrowing, trading and saving. (4 years is also the timeframe of the complete Ethereum 2.0 Update)
- It's extremely important to state that Ethereum 2.0 will not happen overnight, but Ethereum rolls out constant software updates every month, the steady development of the new technology can be compared to the origin of the Internet. **Exponential Growth the moment people realize it's potential.**

The Bottom Line:

Blockchain Technology is the New Innovated Internet. Ethereum is an extension of that, which allows anyone to build Dapps on the Ethereum Blockchain. (Blockchain = iPhone, Ethereum = iOS and App Store) Loopholes of the Internet that Blockchain and Ethereum overcome: Maintenance of Digital Identities, Transparency, Decentralization and Secured Transactions.

Blockchain has an endless list of applications and it's finding usage in almost every business, We currently see Blockchain creating new business models, paving the way for new applications, lowering the cost of current services and dis-intermediating the current service providers. To put it simply, **Ethereum is the Blockchain Upgrade which allows anyone to create their own App, Website, Content, anything you can do on the Internet, but so much more unforseeable applications.** (Mobile phones were originally for Military GPS Communications, *Nobody* predicted that everyone would use them for *Everything*.)

Forks:

Ethereum Classic



Risks:

- Practically every application of Ethereum so far has been for small-scale projects or extremely narrow real-world applications. Ethereum is still waiting on that large scale project to draw mass attention to it. (Nobody thought they'd be watching videos on the Internet, Until YouTube.)
- First-Mover Disadvantage. Just as Ethereum is considered the Google to Bitcoins Yahoo, (The upgraded successor), we do not know if Ethereum can be replaced by something better. However, Ethereum is huge on adapting to change.

Pros+

- Massive Active Developer Network (**250,000+ Developers**, 30x More than any other Crypto)
- Ethereum is a platform.
- Proven reliability ETH has very little downtime, ideal for building mission-critical Dapps.
- There is 16,000 Nodes running Ethereum (More security than Bitcoins 10,000 Nodes)
- The Volume is half of the Market Cap (More people using it than any other Crypto, % Wise)
- Geographically diverse, Truly Decentralized
- ConsenSys is a 1,000+ Expert team that develops software and applications on top of the Ethereum network. They Invest and Assist any Company or Startup using Ethereum's Blockchain.
- Clear Goals of Constantly Improving decentralization, scalability and security.
- Investments from Venture Capitalists and Companies (\$5.5 Billion in 2017, \$6.5 Billion in 2018)
- The Ethereum Currency shares all of the same Pros as Bitcoin. (Except Market Cap)

Cons-

- Sluggish transaction speed, justified by not compromising on the tradeoff of stability, decentralization and security. (Slower than some Cryptos, Still faster than Banks) (**2-3 Minutes per transaction**)
- A 2018 hoax about the death of Vitalik (Founder) led to a \$4 billion selloff.
- No current supply limit yet.

