
SwissBorg

A Competitive Analysis

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Outline

- Quick recap of 2018-2019 Q2 Market
- Who are Swissborg competitors
- Which products do they sell
- Overall token performance analysis
- Twitter sentiment
- Swissborg potential threats
- Swissborg potential opportunities
- Appendices

Market report



Market report - Hard 2018 Better 2019

2018

- Bad market dynamics : overall decreasing volume / market cap
- More than double the amount of ICO of 2017
- Singapore established itself as the new Crypto Hub (ICO issuance)
- Worldwide democratization of investment
- EOS apparition raising over a billion dollars during its ICO

source : Coin Gecko 2019 Q2 report

Market report - 2019 Q2

- +125.1 % In total market cap
- +108% in Avg. Top-5 coin returns (BTC, ETH, LTC, BCH, XRP)
- Market dominance : BTC 65% - ETH 10.5% - XRP 5.65%, etc...
- +165% in Bitcoin's performance
- Google Trends' top Cryptocurrency search is Bitcoin (similar situation when bitcoin started going uptrend and viral)

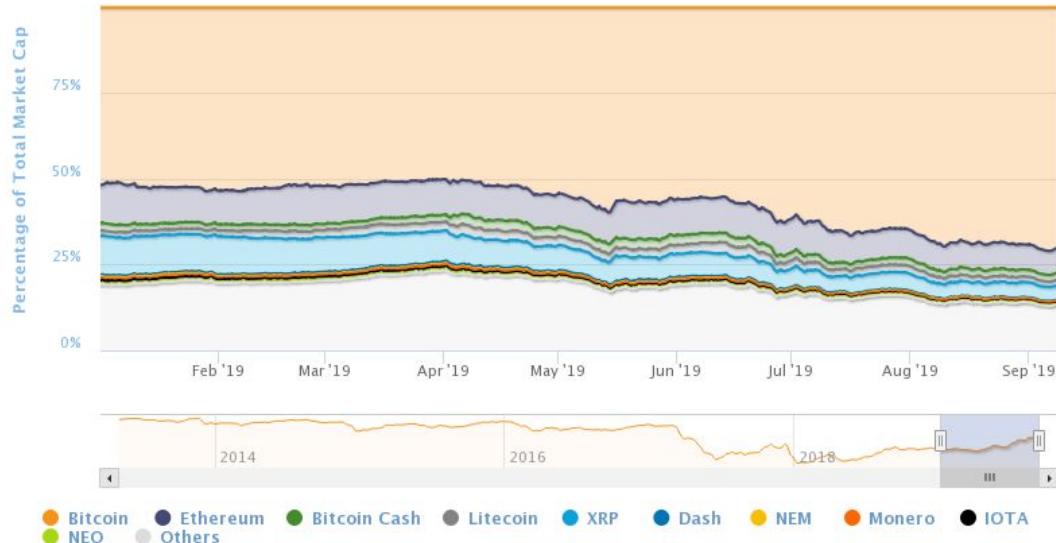
Market Dominance

- BTC stays the market dominant Cryptocurrency
- Huge increase in BTC market dominance.
- ETH decrease in market dominance.

Percentage of Total Market Capitalization (Dominance)

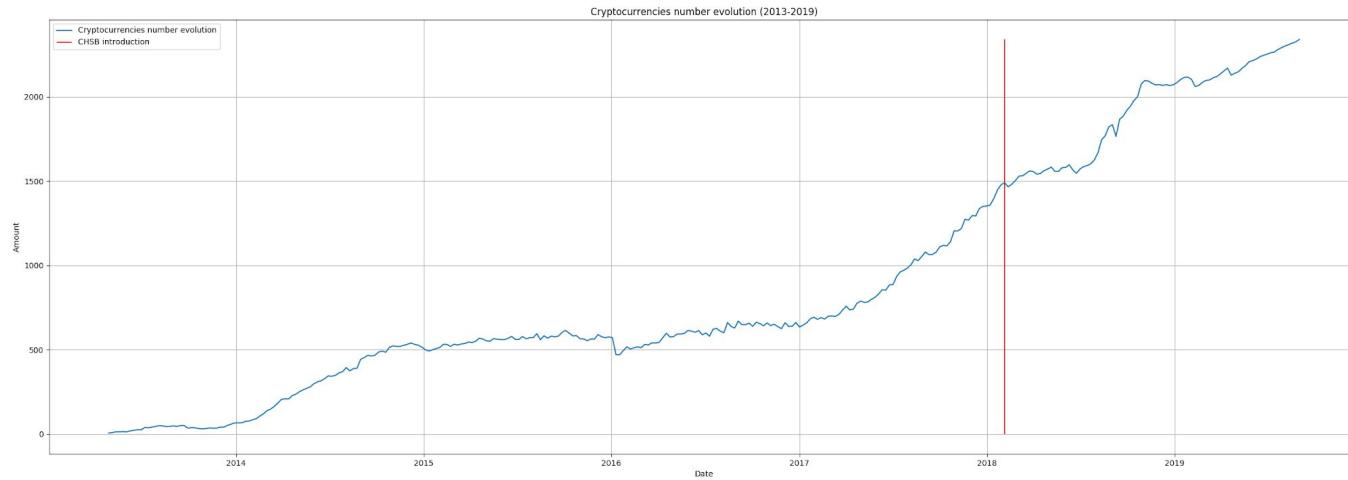
Zoom 1d 7d 1m 3m 1y YTD ALL

From Jan 1, 2019 To Sep 8, 2019





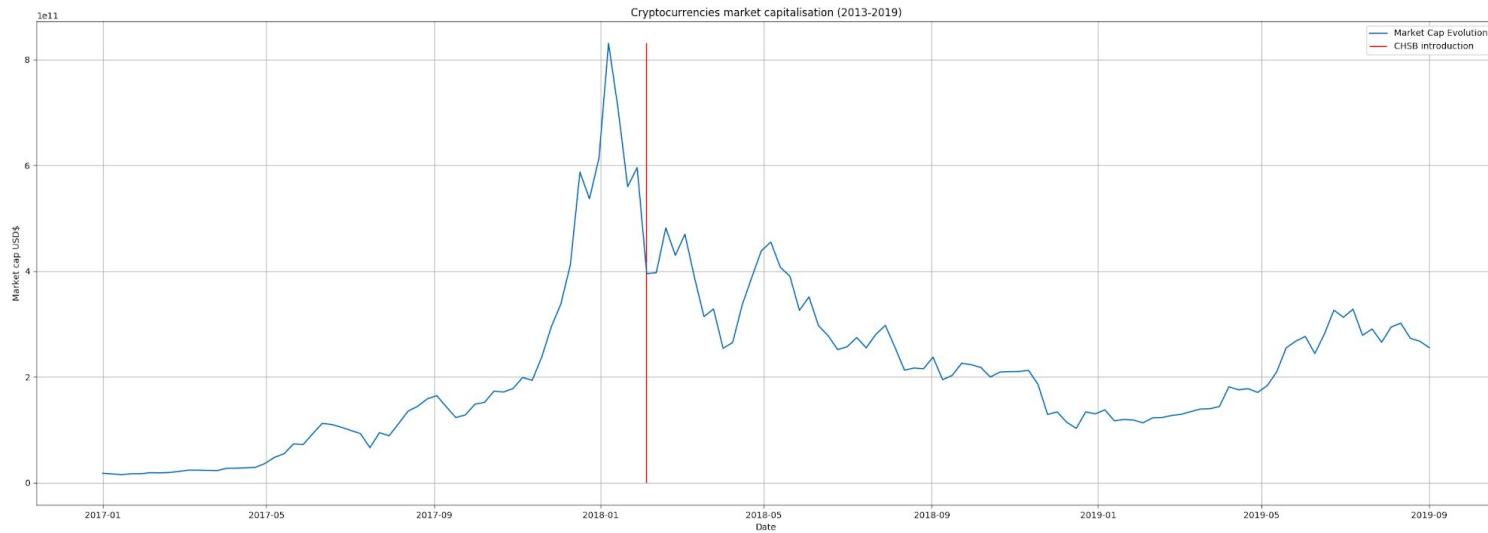
Cryptocurrencies number evolution (2014-2019)



source : Own depiction, data retrieved from CoinMarket Cap

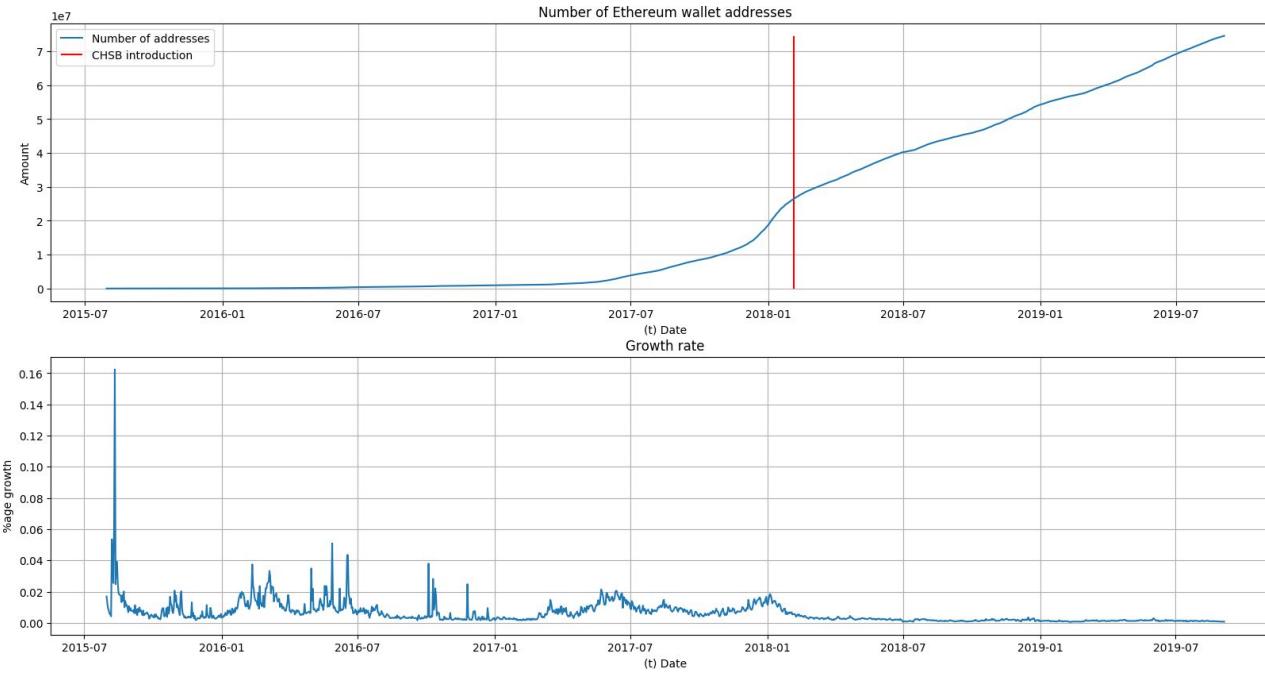


Cryptocurrency Market Cap (2017-2019)



source : Own depiction, data retrieved from CoinMarket Cap

Ethereum Addresses Growth (2015-2019)



source : Own depiction, data retrieved on etherscan.io



Swissborg - Main Competitors (A tentative selection)

1. Crypto.com (MCO)
2. Eidoo (EDO)
3. Crypterium (CRPT)
4. Nexo (NEXO)
5. Swipe (SXP)
6. Dropil (DROP)



Crypto.com

CRYPT

Wallet and Exchange

FROM 01/01/2019 TO 01/09/2019

Performance +44.64%

Tweet Score 0.10 / Mostly Positive

TECHNOLOGY

ETHEREUM

PRODUCTS

- Crypto.com + APP + Visa Card
- Investment + Credit + Earn

PROS

- Visa Card
- Wallet
- No Fees
- No Markups

CONS

- Exchange/Invest APP
- Smart Investing

source : Own depictions, data retrieved from CoinMarket Cap



Crypto.com CRYPT
Wallet and Exchange

Close Prices Analysis

FROM 01/01/2019 TO 05/09/2019

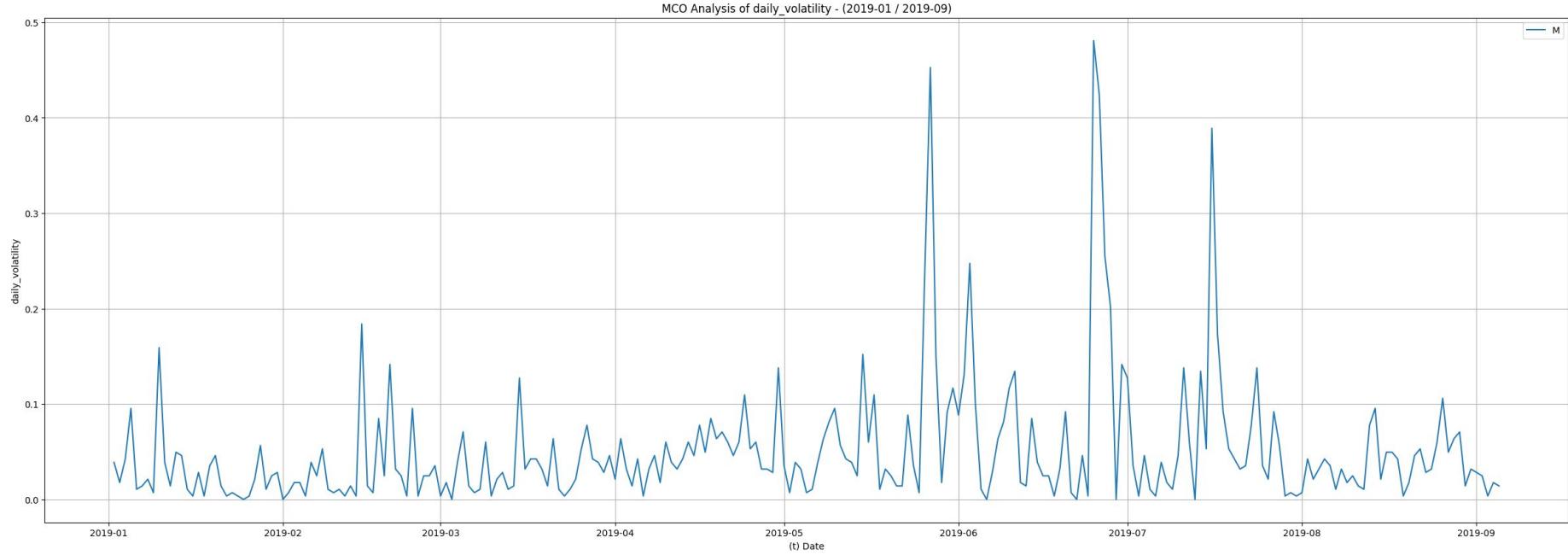




Crypto.com
CRYPT
Wallet and Exchange

Daily Volatility Analysis

FROM 01/01/2019 TO 05/09/2019

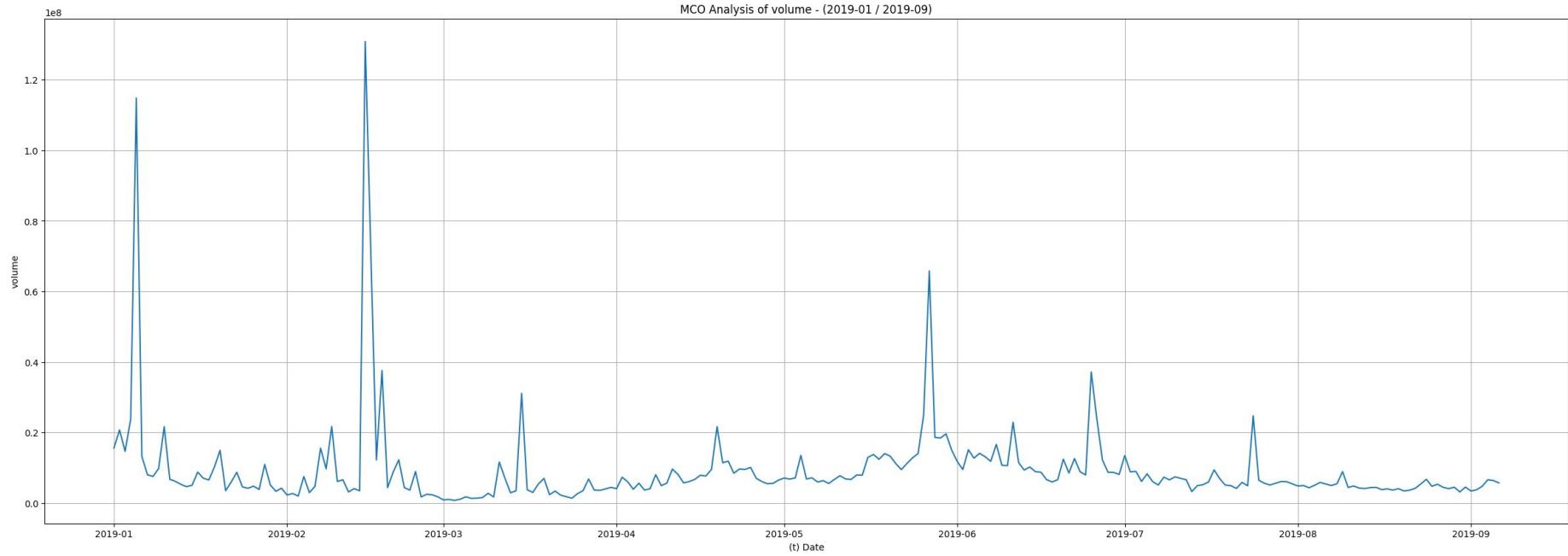




Crypto.com
CRYPT
Wallet and Exchange

Volume Analysis

FROM 01/01/2019 TO 05/09/2019





Eidoo

An Exchange / Wallet

EDO

FROM 01/01/2019 TO 01/09/2019

Performance -64.31%

Tweet Score 0.0 / Neutral

TECHNOLOGY

ETHEREUM

PRODUCTS

- Hybrid Exchange
- Secure Wallet
- Eidoo ID - Secure identification

PROS

- 1000+ Crypto
- Token burning at the benefit of the users

CONS

- No card yet

source : Own depictions, data retrieved from CoinMarket Cap



Eidoo

An Exchange / Wallet

EDO

Close Value Analysis

FROM

01/01/2019

TO

05/09/2019





Eidoo

An Exchange / Wallet

EDO

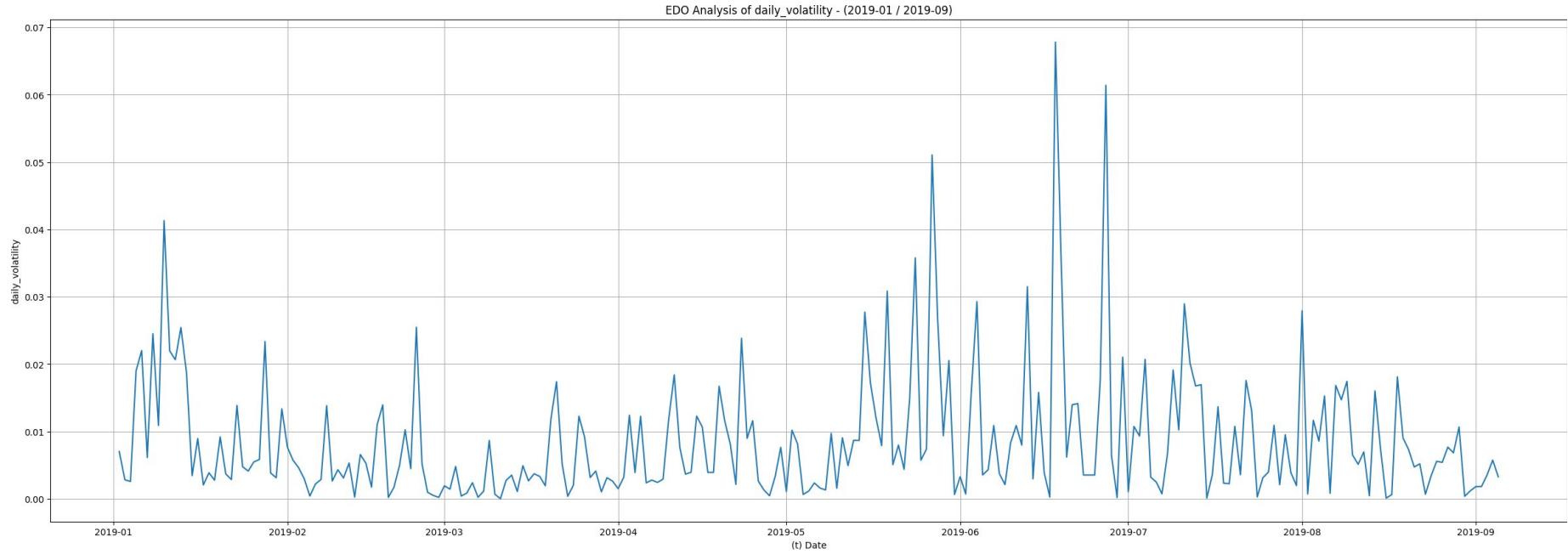
Daily Volatility Analysis

FROM

01/01/2019

TO

05/09/2019





Eidoo

An Exchange / Wallet

EDO

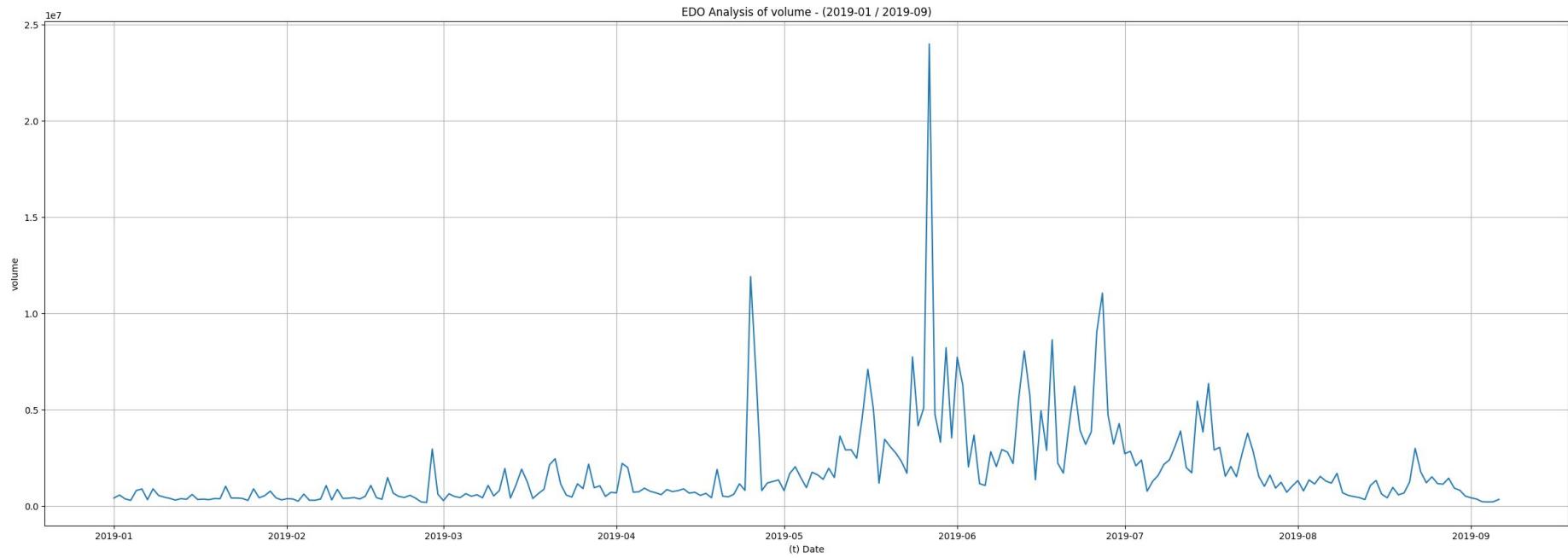
Volume Analysis

FROM

01/01/2019

TO

05/09/2019





Crypterium CRPT
Wallet/Cards

FROM 01/01/2019 TO 01/09/2019

Performance +244.33 %

Tweet Score 0.16 / Positive

TECHNOLOGY

ETHEREUM

PRODUCTS

- Wallet / Card
- Bank Transfers
- Shopping

PROS

- E-commerce focus
- Mobile APP
- CRPT Card

CONS

- No Visa but only Union Pay for EU

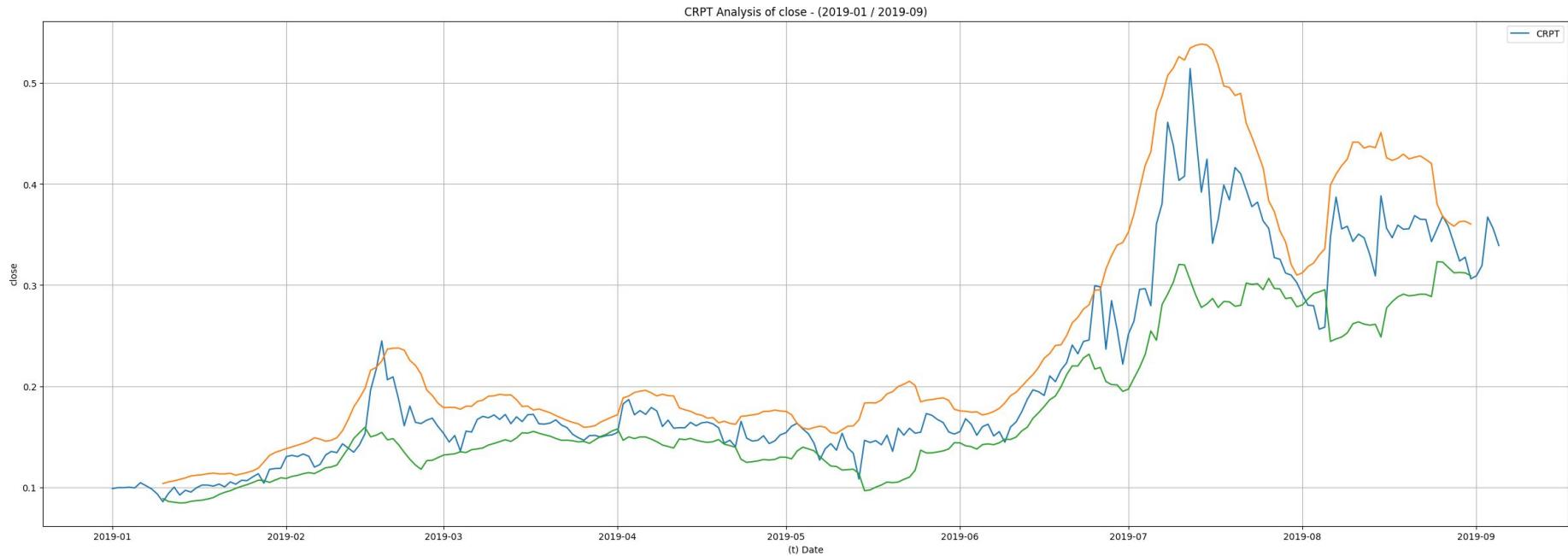
source : Own depictions, data retrieved from CoinMarket Cap



Crypterium CRPT
An exchange wallet

CLOSE values

FROM 01/01/2019 TO 05/09/2019



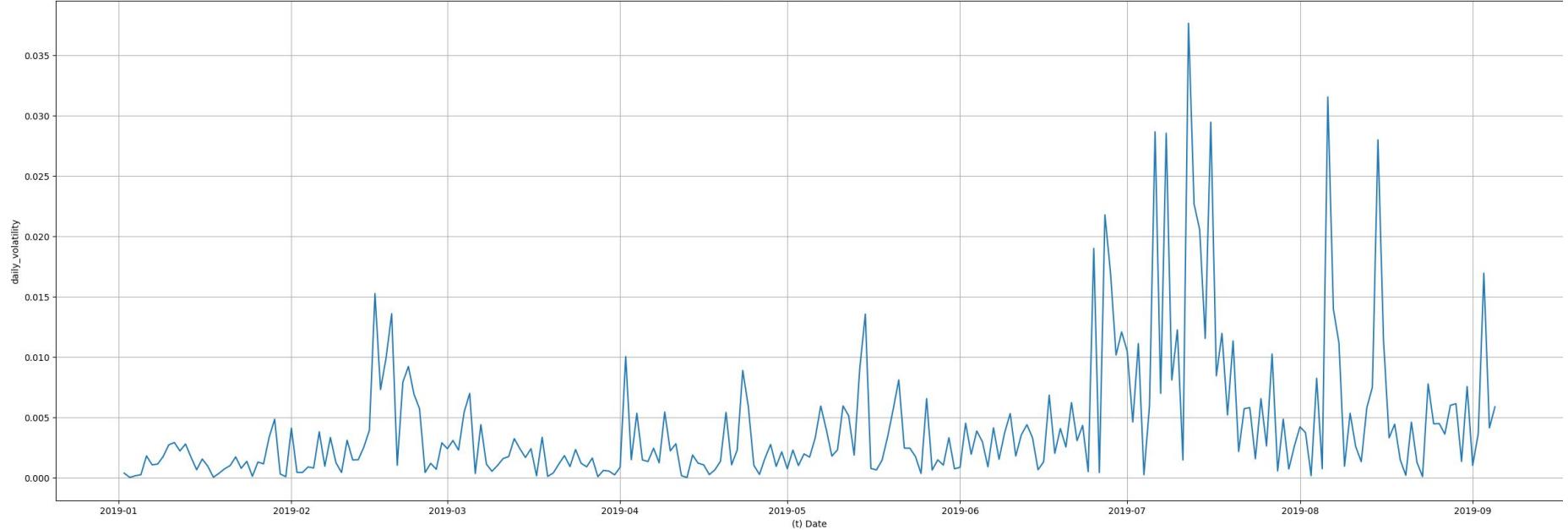


Crypterium CRPT
An exchange wallet

Daily volatility values

FROM 01/01/2019 TO 05/09/2019

CRPT Analysis of daily_volatility - (2019-01 / 2019-09)





Nexo

Instant Crypto Backed Loans

NEXO

FROM 01/01/2019 TO 01/09/2019

Performance -5.04 %

Tweet Score 0.11 / Mostly Positive

TECHNOLOGY

ETHEREUM

PRODUCTS

- Instant Crypto-Backed Loans
- Nexo “Credit Card”

PROS

- Backed up by Credit Experts
- Loan while keeping ownership

CONS

- No Visa / Mastercard

source : Own depictions, data retrieved from CoinMarket Cap



Nexo

Instant Crypto Backed Loans

NEXO

CLOSE values

FROM

01/01/2019

TO

05/09/2019

NEXO Analysis of close - (2019-01 / 2019-09)





Nexo

Instant Crypto Backed Loans

NEXO

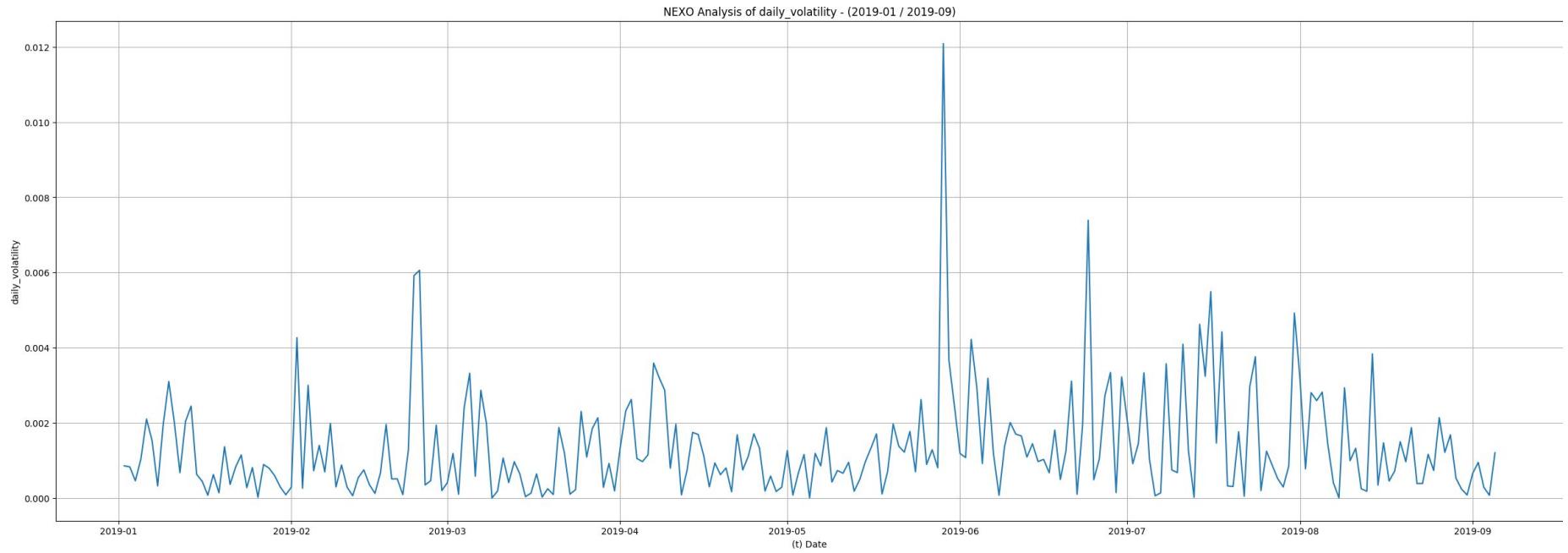
Daily volatility values

FROM

01/01/2019

TO

05/09/2019





Swipe

Wallet / Card

SXP

TECHNOLOGY

ETHEREUM

FROM 01/01/2019 TO 01/09/2019

Performance 40.17 %

Tweet Score N/A

PRODUCTS

- Wallet
- Visa Debit Card

PROS

- Wallet
- Free User To User transfer
- Debit Card

CONS

- Debit Card
- Only APP
- APP Download not working

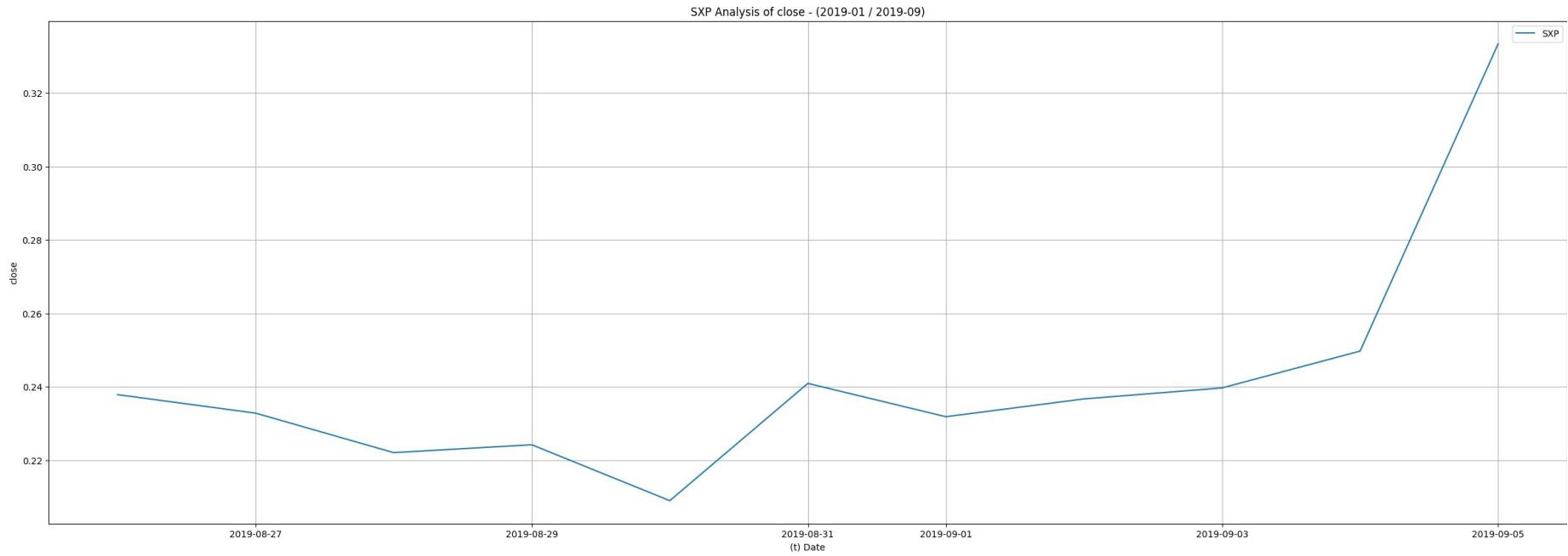


Swipe
Wallet / Card

SXP

CLOSE values

FROM 01/01/2019 TO 05/09/2019





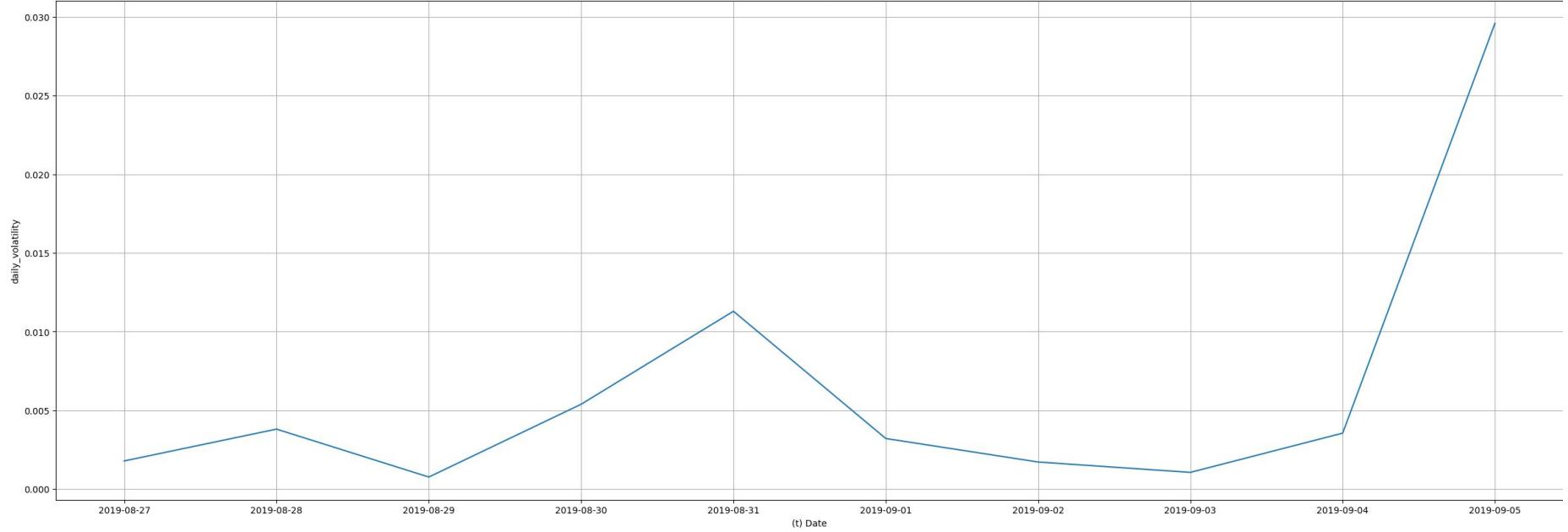
Swipe
Wallet / Card

SXP

Daily volatility values

FROM 01/01/2019 TO 05/09/2019

SXP Analysis of daily_volatility - (2019-01 / 2019-09)





Dropil

Crypt-Trading Tools /
Automation

DROP

FROM 01/01/2019 TO 01/09/2019

Performance -43.68 %

Tweet Score -0.32 / Negative

TECHNOLOGY

ETHEREUM

PRODUCTS

- Wallet and Exchange connexion robot
- Autonomous Trading
- Signals & Analysis Tools
- Prediction Tools

PROS

- Lot of products
- Use community to improve tools
- Freemium

CONS

- No visa/debit
- External Exchange



Dropil

Crypt-Trading Tools /
Automation

DROP

CLOSE values

FROM

01/01/2019

TO

05/09/2019

DROP Analysis of close - (2019-01 / 2019-09)

DROP





Dropil

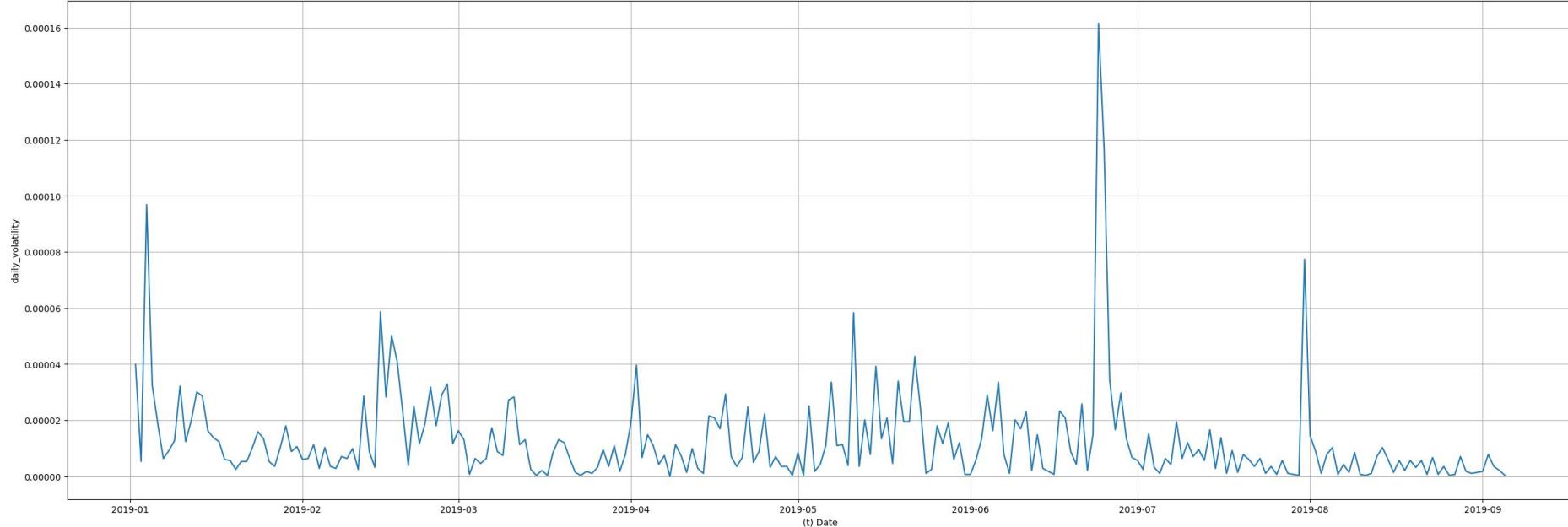
Crypt-Trading Tools /
Automation

DROP

Daily volatility values

FROM 01/01/2019 TO 05/09/2019

DROP Analysis of daily_volatility - (2019-01 / 2019-09)





Swissborg
Wealth management 2.0

CHSB

FROM 01/01/2019 TO 07/09/2015

Performance +112.17 %

Tweet sentiment 0.23 / Positive

TECHNOLOGY

ETHERIUM

PRODUCTS

- Community APP
- Wealth APP (Soon)

PROS

- Good social presence
- Swissborg indices

CONS

- No (publicly available) exchange yet.
- No wallet / Exchange



Swissborg
Wealth management 2.0

CHSB

CLOSE values

FROM 01/01/2019 TO 07/09/2019



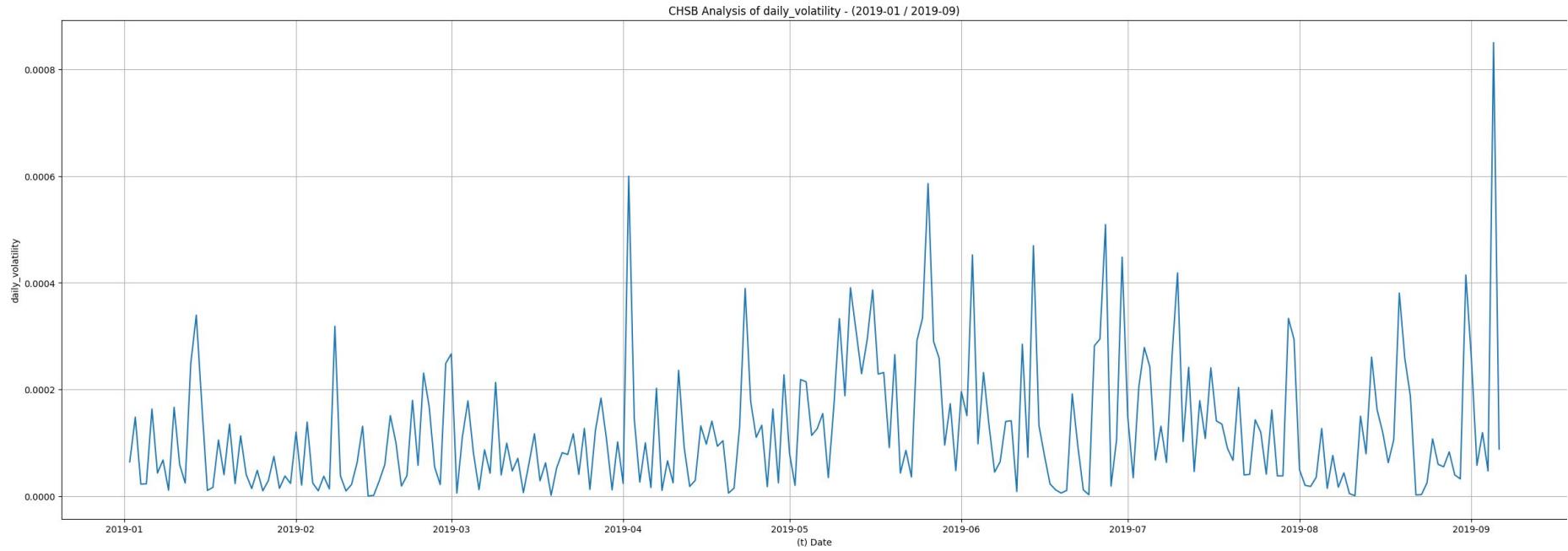


Swissborg
Wealth management 2.0

CHSB

Daily volatility values

FROM 01/01/2019 TO 07/09/2019





Swissborg
Wealth management 2.0

CHSB

Daily volatility values

FROM 01/01/2019 TO 07/09/2019

Market Cap

- CHSB has seen a substantial growth in market cap in the few days.

Volatility

- CHSB daily volatility analysis shows a spike in the past few days.
- High volatility can be seen as a sign of market interest in the currency.
- CHSB close price has overall one of the best performance on the specific time period.
- Due to the stylized fact of Volatility, it might be possible that in the few days the crypto will see huge spikes in daily volatility.



Swissborg
Wealth management 2.0

CHSB

Daily volatility values

FROM 01/01/2019 TO 07/09/2019

Close Prices

- CHSB has also seen a substantial growth price over the period. Being one of the most performant coin compared to its competitors.

Ethereum

- One of the reason of performance could have been because of spikes in Ethereum prices. Nevertheless Ethereum volatility has been low and decreasing for the past few days.



Ethereum

Smartcontract

ETH

FROM 01/01/2019

TO 05/09/2019

Performance +20.69%

Tweet sentiment 0.26 / Positive



Ethereum

Smartcontract

ETH

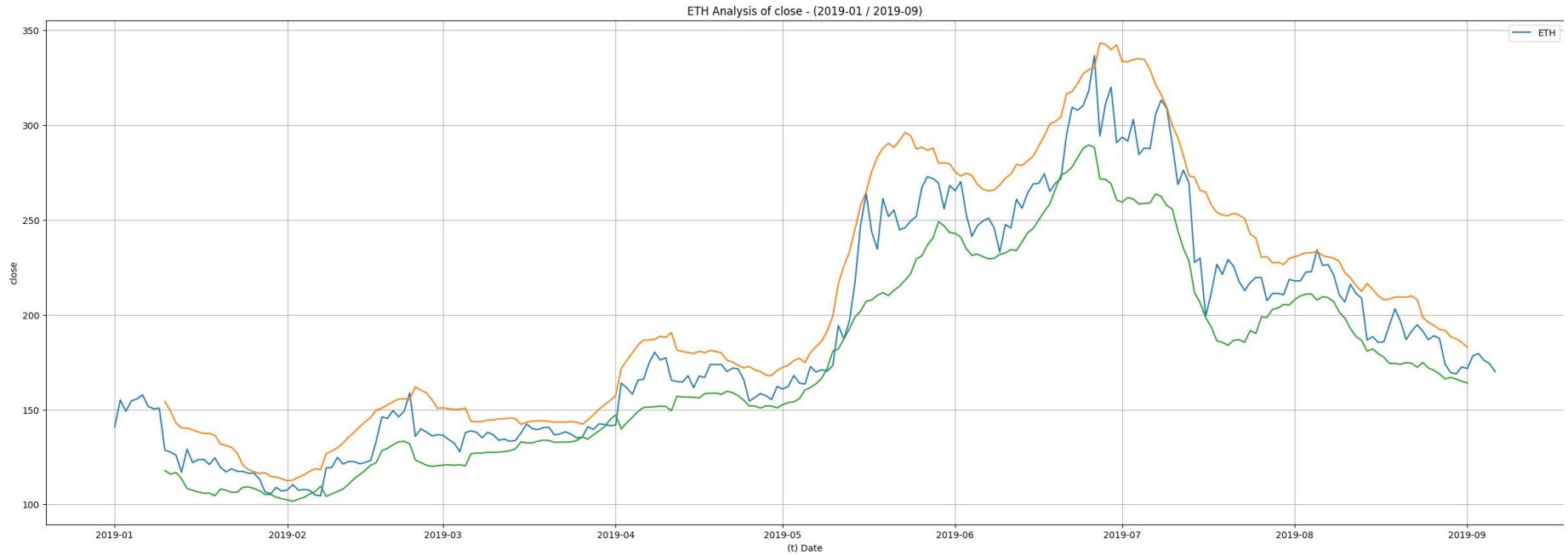
Close values

FROM

01/01/2019

TO

05/09/2019





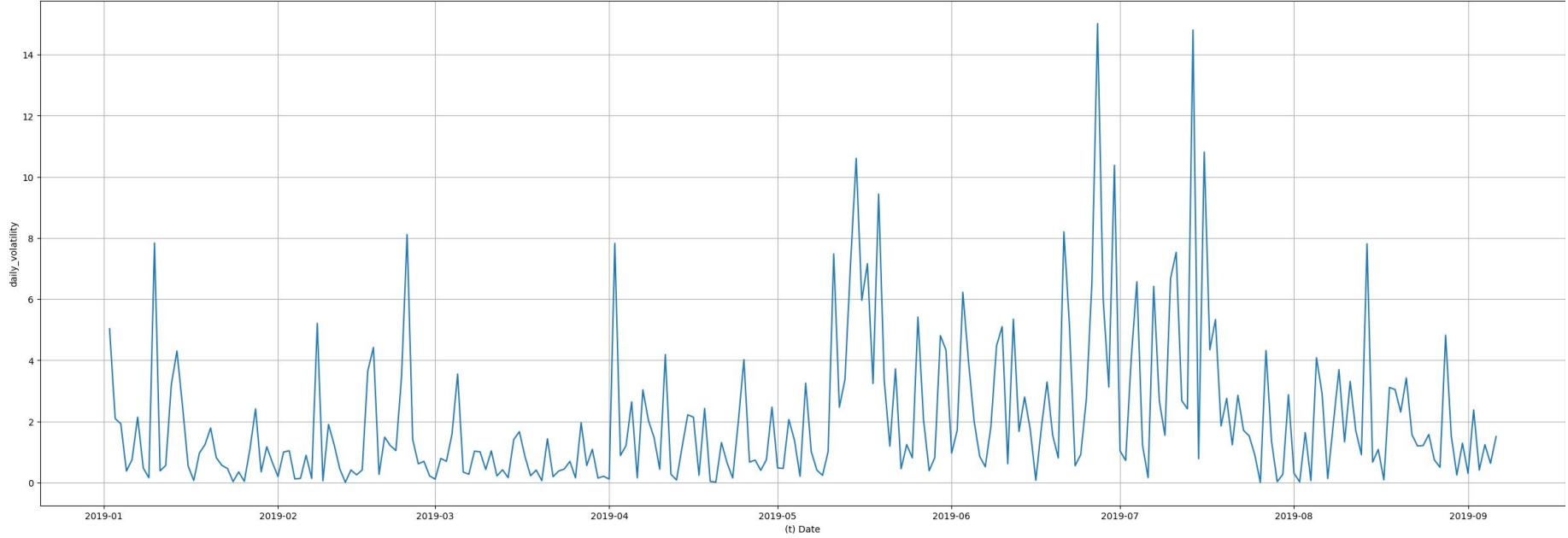
Ethereum
Smartcontract

ETH

Daily volatility values

FROM 01/01/2019 TO 05/09/2019

ETH Analysis of daily_volatility - (2019-01 / 2019-09)





Ethereum

Smartcontract

ETH

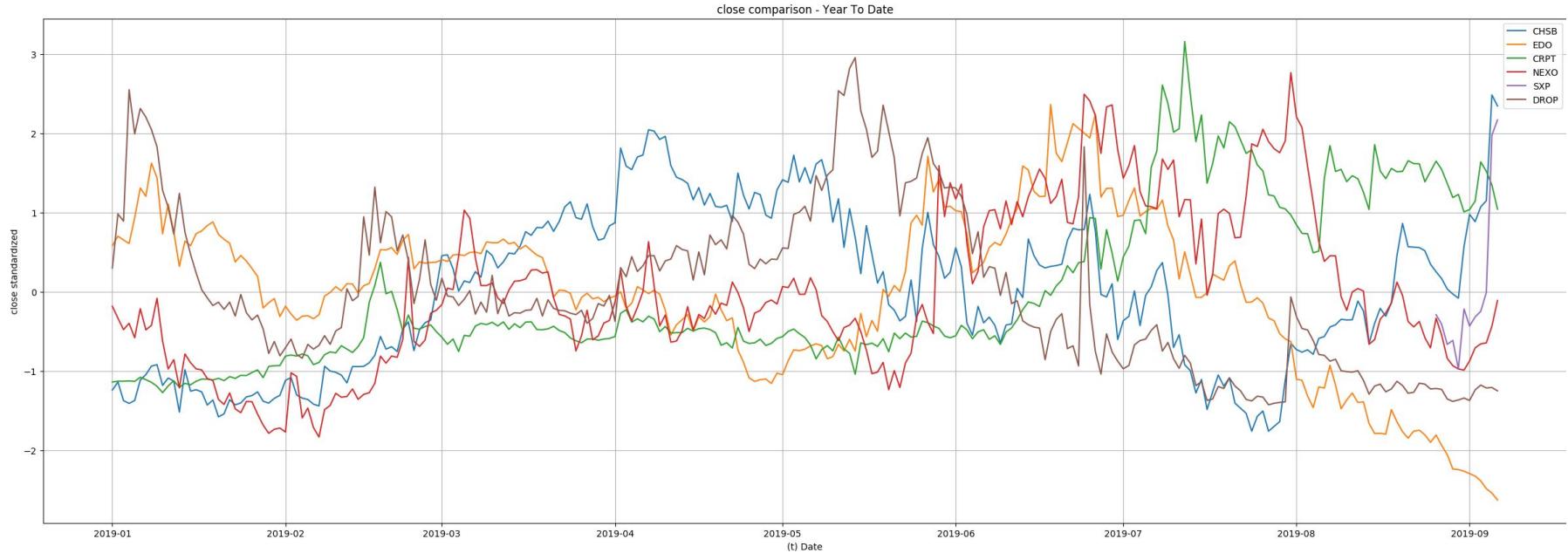
Daily volatility values

FROM 01/01/2019 TO 05/09/2019

- ETH close prices shows a year to date decreasing with important volatility spikes. Volume is decreasing.
- Ethereum is probably gaining some stability
- ETH 2.0 is on its way
- Extremely-well established Cryptocurrency

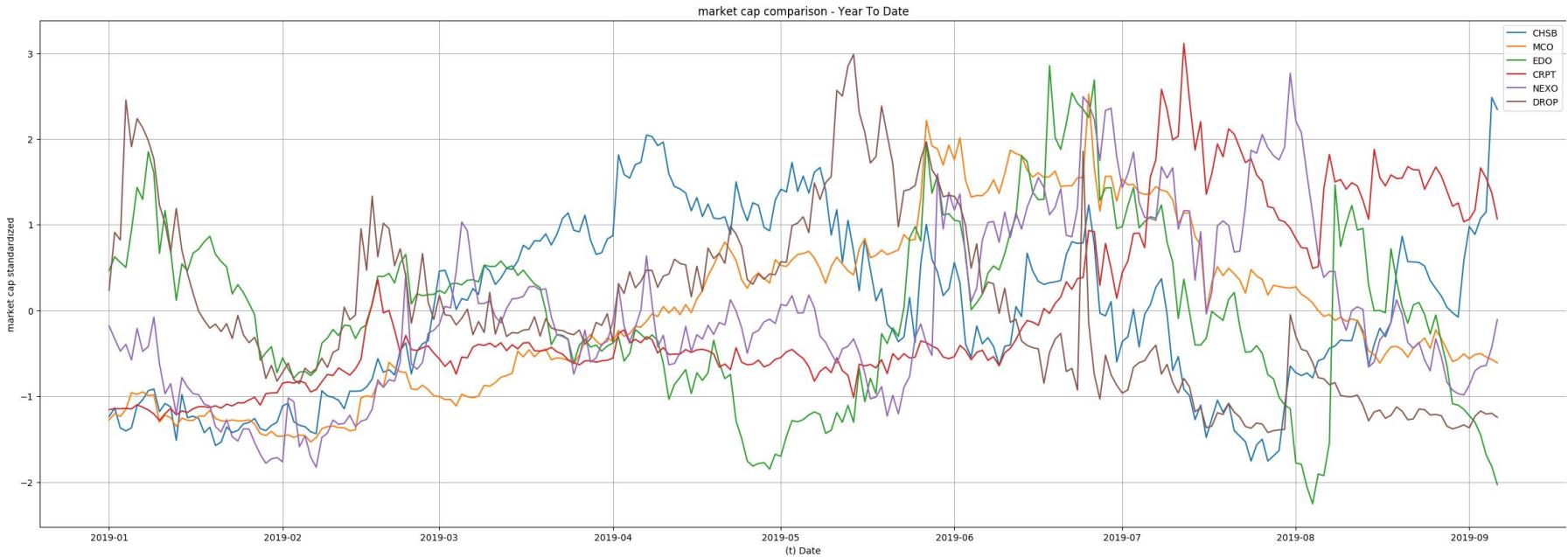
Year-to-Date Cryptocurrency Comparison

Year to Date - Close prices





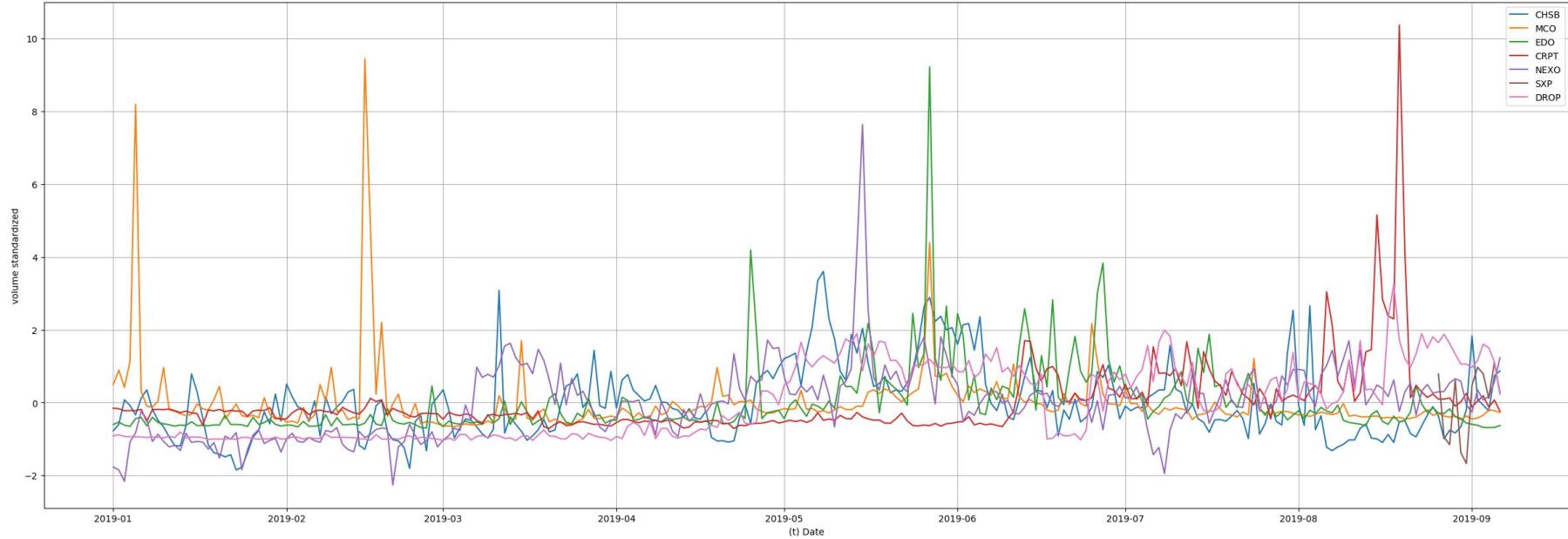
Year to Date - Market Cap Standardized





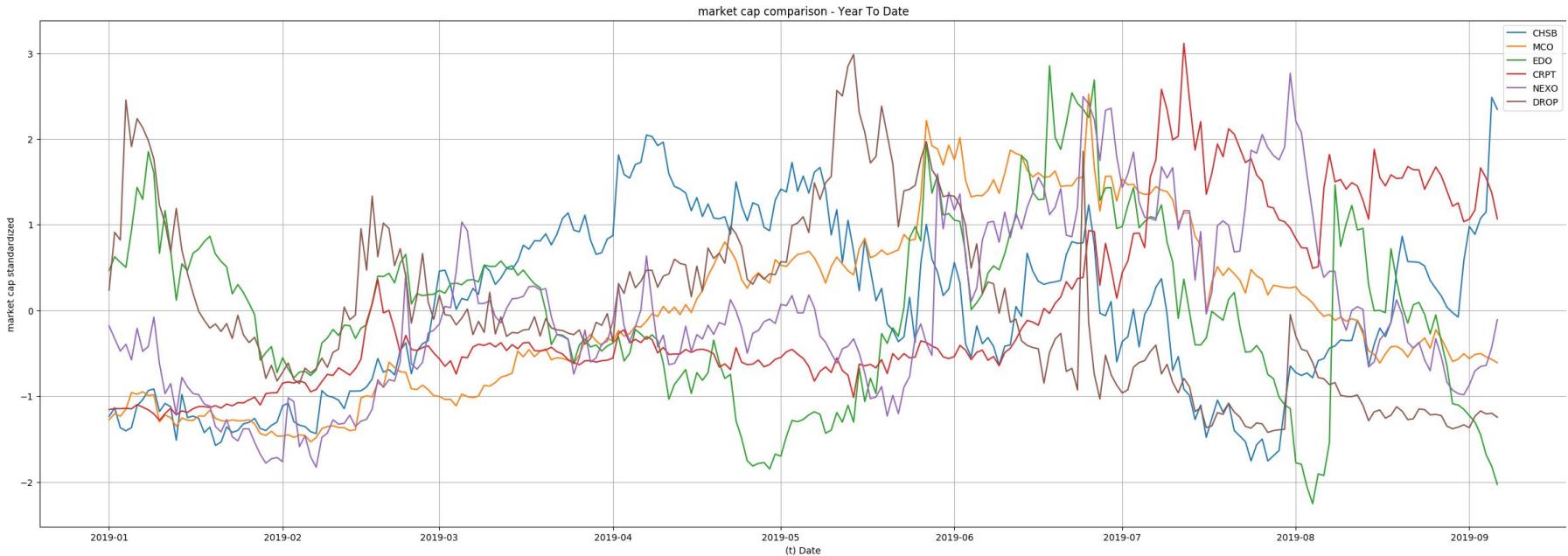
Year to Date - Volume Comparison

volume comparison - Year To Date





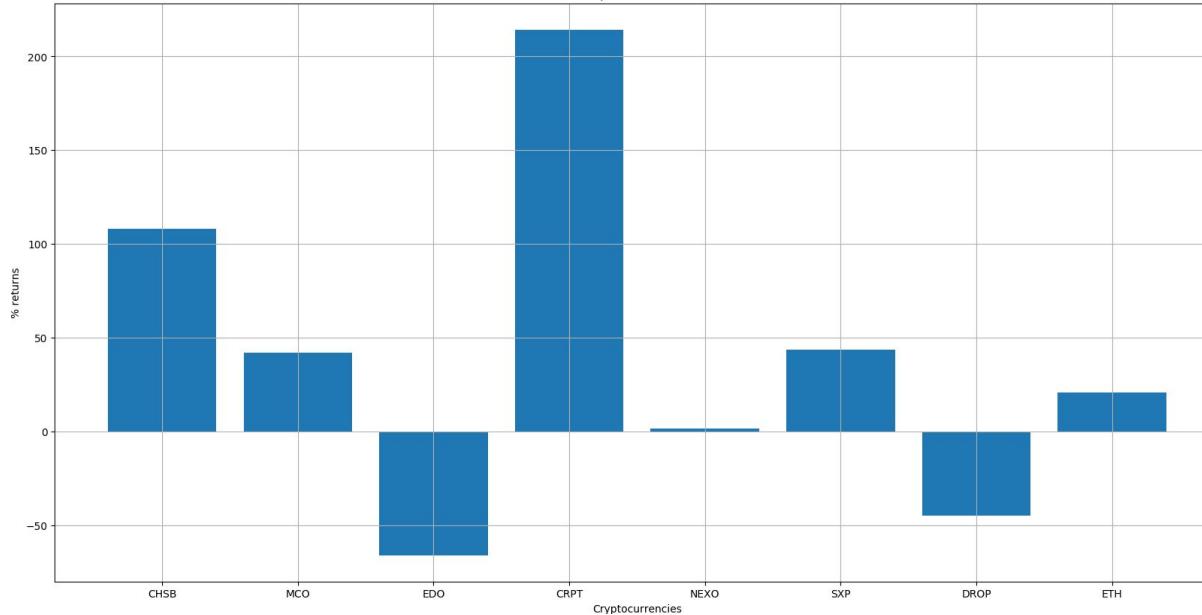
Year to Date - Market Cap Standardized





Year to Date - Performance

Performance comparison - (2019-01 / 2019-09)



Sentiment Analysis

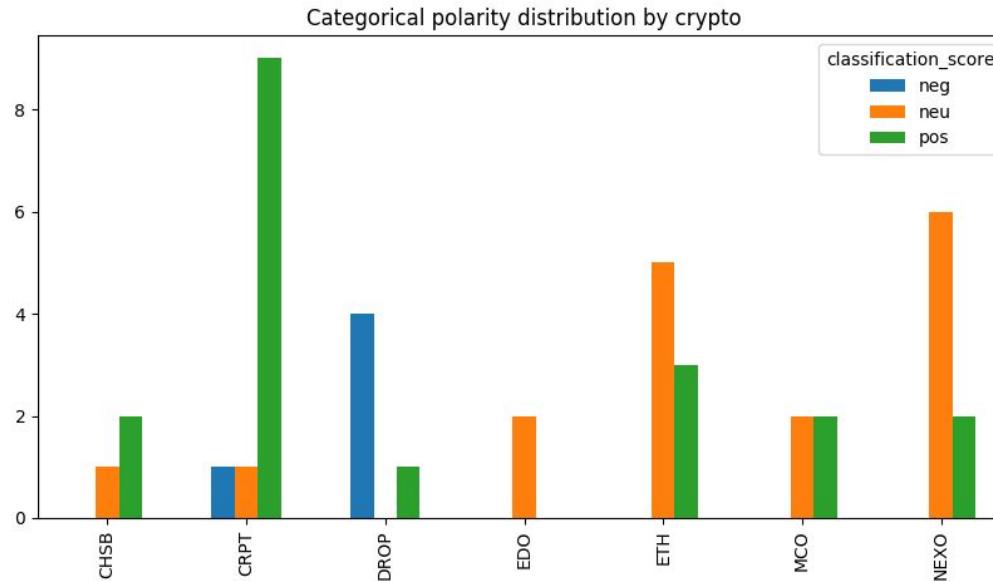
Top words

Twitter sentiment analysis of the latest tweets

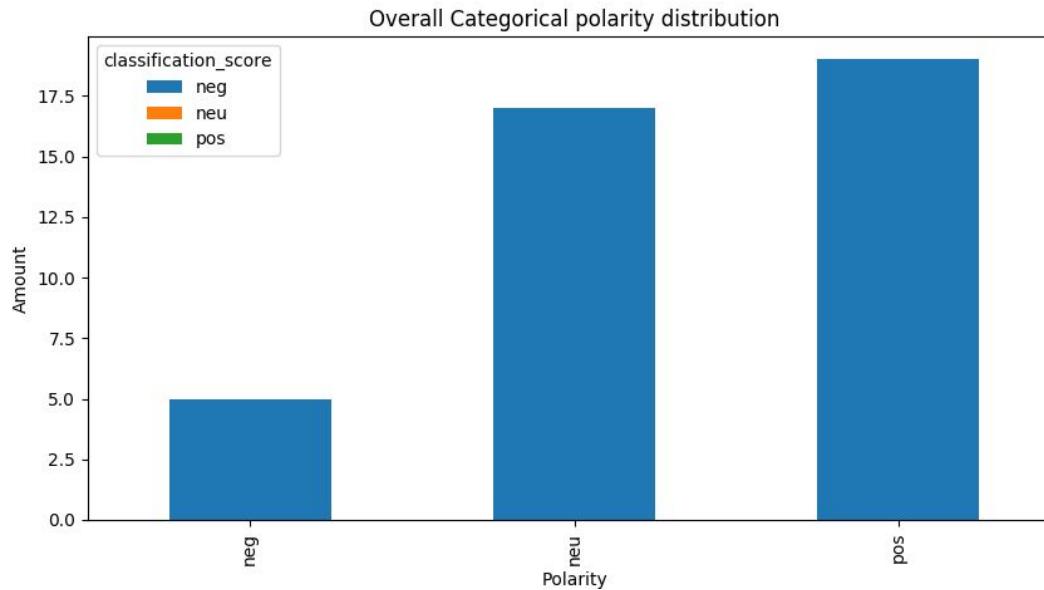
Depiction of the latest tweets talking about our Cryptocurrencies of interest



Twitter sentiment polarity distribution



Overall categorical polarity distribution



An overview at Swissborg

CHSB - Quick recap

- CHSB seems healthy and on the verge to recover from a bearish market.
- Market cap is increasing and shows volatility spikes. As well as prices
- Good overall performance of CHSB. Beating most of its competitors for the YTD
- Positive sentiment for the CHSB when performing an analysis on the latest tweets



Mid-Term / Long-Term Potential Threat

- Most competitors (e.g. Crypto / Eidoo / Crypterium / Nexo / Dropil already have one working and gaining traction) already have a wallet/exchange app.
- Most competitors already have credit/debit card (e.g. Crypto / Eidoo (2020) / Crypterium / Nexo / Swipe have a solution)
- Other bilan.ch “pseudo” scandal

Growth Potential

- The CHSB token looks healthy has a good overall performance and is still growing.
- Swissborg is well implemented in various countries and has Switzerland as its HQ.
- Can gain more traction when releasing future products since it hasn't for now released more than the community app.
- Use big partnership as signaling factor.
- Keep a steady innovation stream to keep investors trust and steady CHSB token growth.
- Keep a close media relationship
- Find other competitive advantages in order to keep investors trust (To keep constant coin growth price/market cap/volume)
- Use more Swissness as an advantage (partner with big swiss banks ?)
- Use the success of the community APP as a leverage
- Reach young people in Switzerland ? (Crypto / Blockchain promotion through coding bootcamps, hackathon etc... ?)
 - As a use of talent discovery and product research.

Thanks for watching !

Appendices

- Own depictions are computed from pythons scripts available :
 - <https://github.com/basgir/swissborg-tech-challenge>
- Python scripts are available here :
 - <https://github.com/basgir/swissborg-tech-challenge>
- CoinGecko reports
 - <https://assets.coingecko.com/reports/2018-Full-Year-Report/2018-CoinGecko-Report.pdf>
 - <https://assets.coingecko.com/reports/2019-Q2-Report/CoinGecko-2019-Q2-Report.pdf>
 - <https://assets.coingecko.com/reports/2019-Q1-Report/CoinGecko-2019-Q1-Report.pdf>