ALMA MATER STUDIORUM | UNIVERSITÀ DI BOLOGNA

LAUREA DI INFORMATICA PER IL MANAGEMENT

CORSO DI STRATEGIA AZIENDALE

Anno Accademico 2023/2024

Coinbase Global, Inc.

Docente:

Prof.ssa SABRINA SCARITO

Studenti:

ZHIYUAN XIE
matricola: 1088879

BLERTA SHAHAJ
matricola: 1043317

JACOB ANGELES
matricola: 1114812

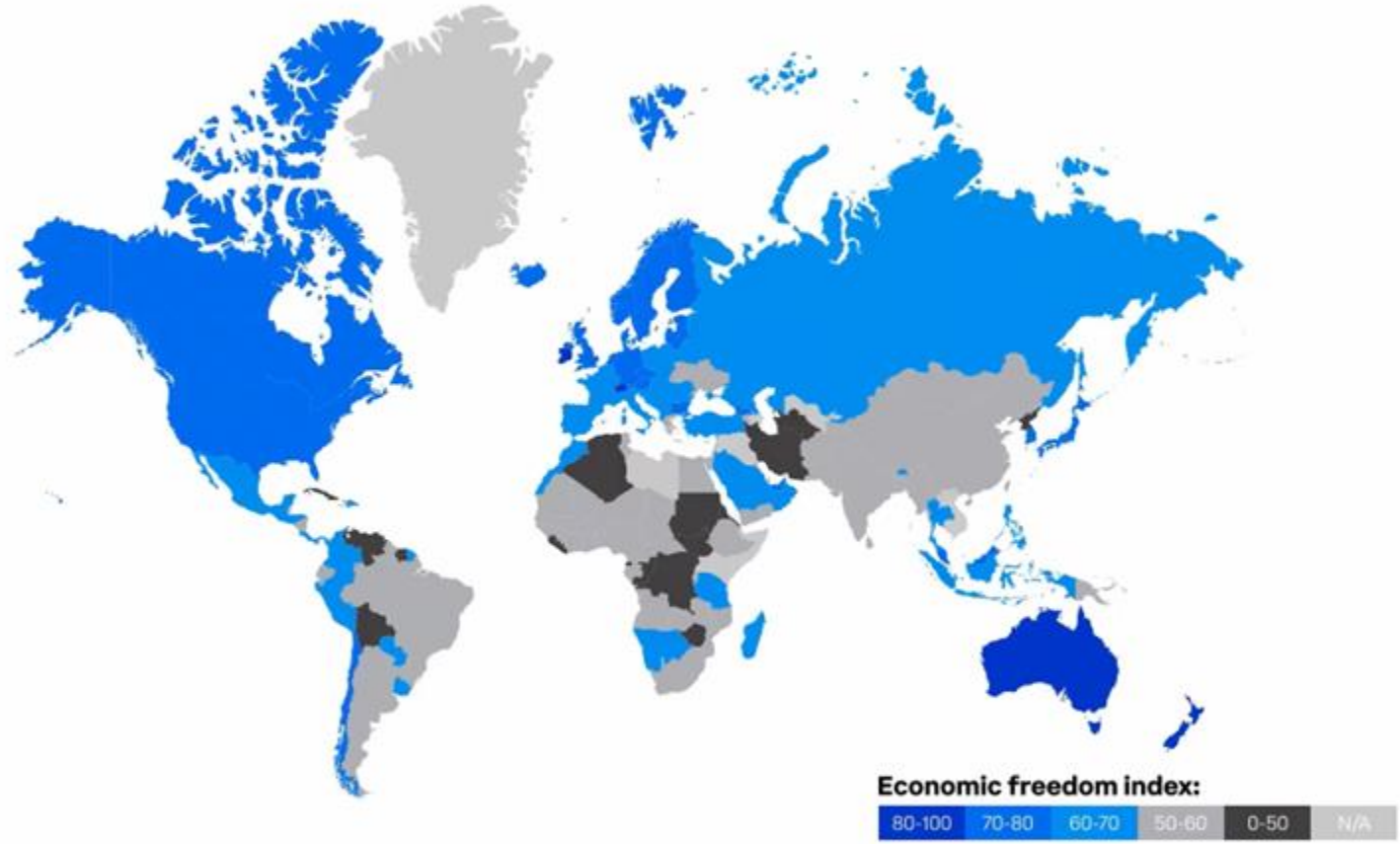
coinbase

Vision

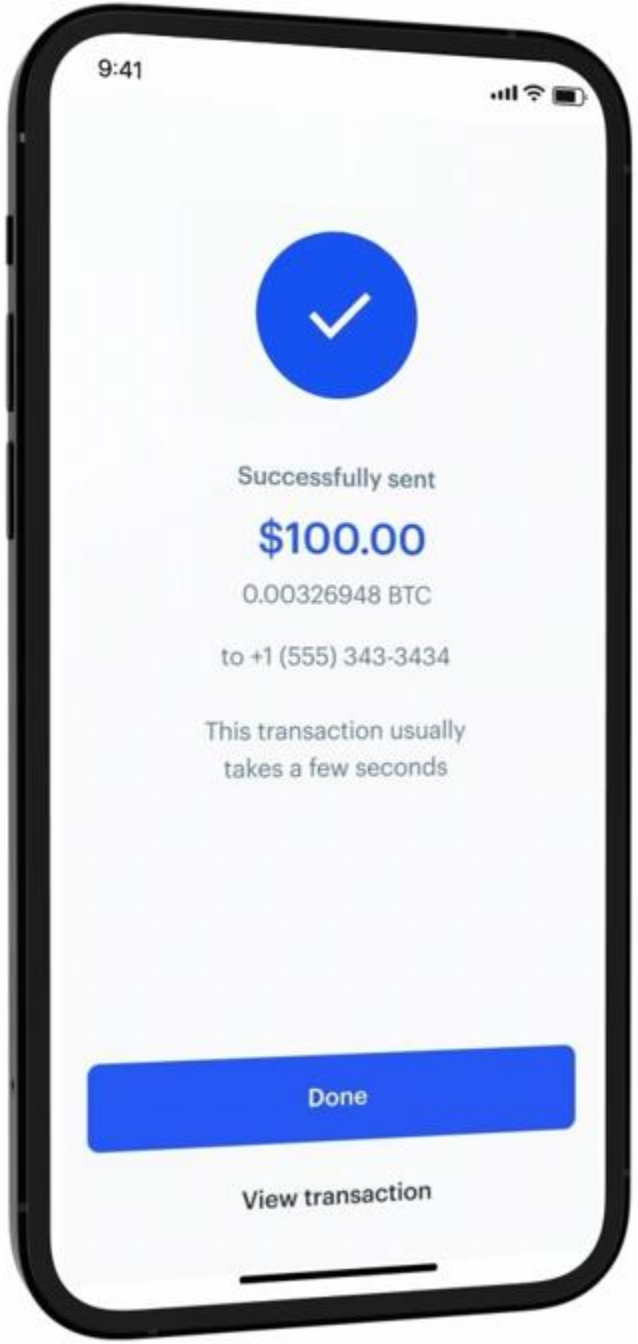
Enable economic freedom
for every person and business

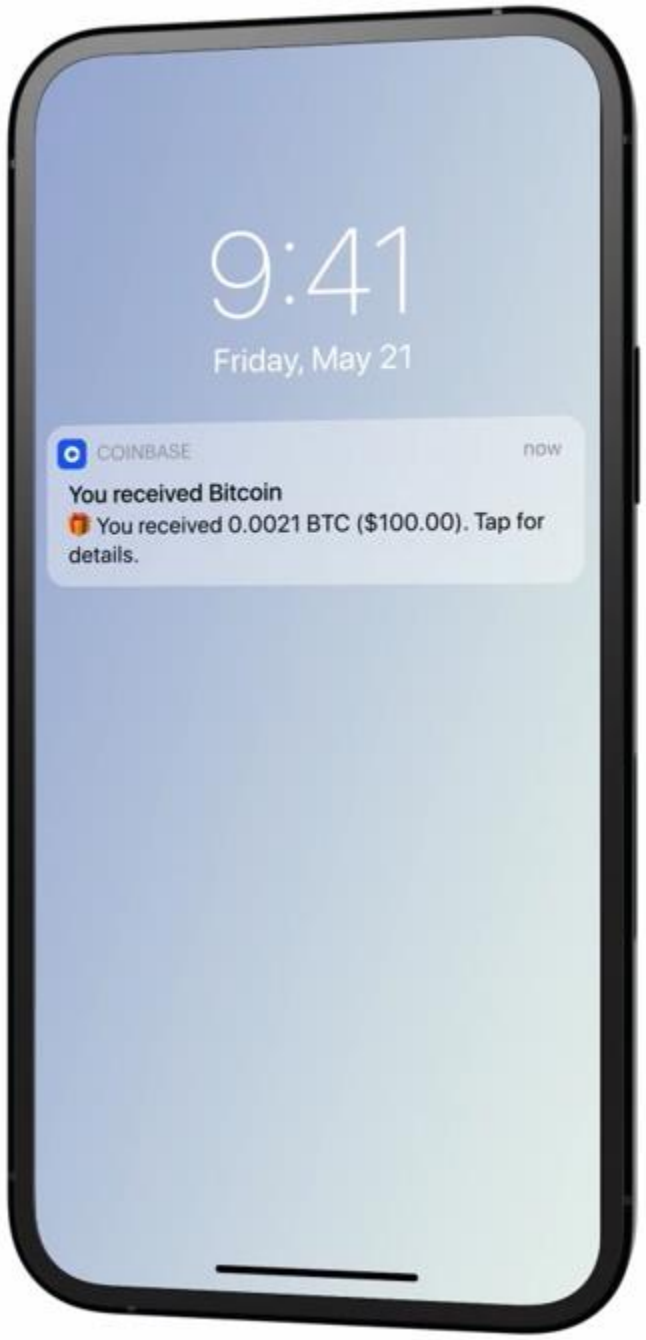
Mission

Create an open financial
system for the world



coinbase


9:41
Successfully sent
$100.00
0.00326948 BTC
to +1 (555) 343-3434
This transaction usually takes a few seconds
Done
View transaction


9:41
Friday, May 21
COINBASE
now
You received Bitcoin
You received 0.0021 BTC ($100.00). Tap for details.

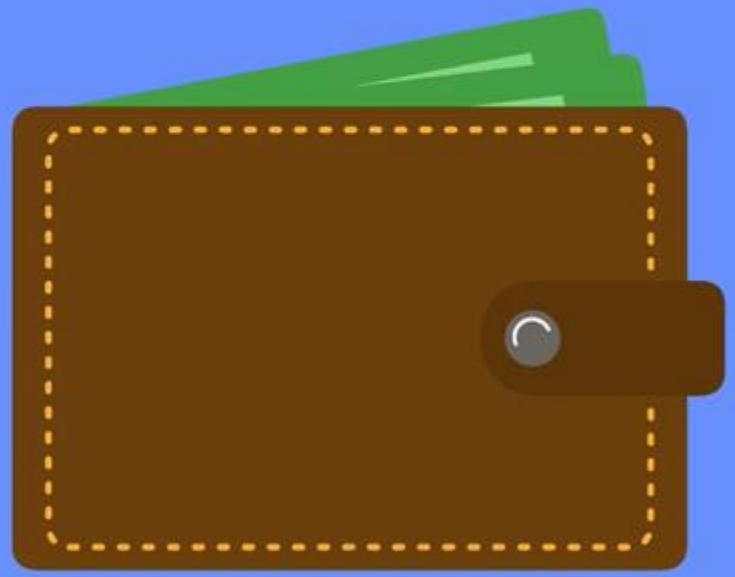
coinbase

What is Cryptocurrency?

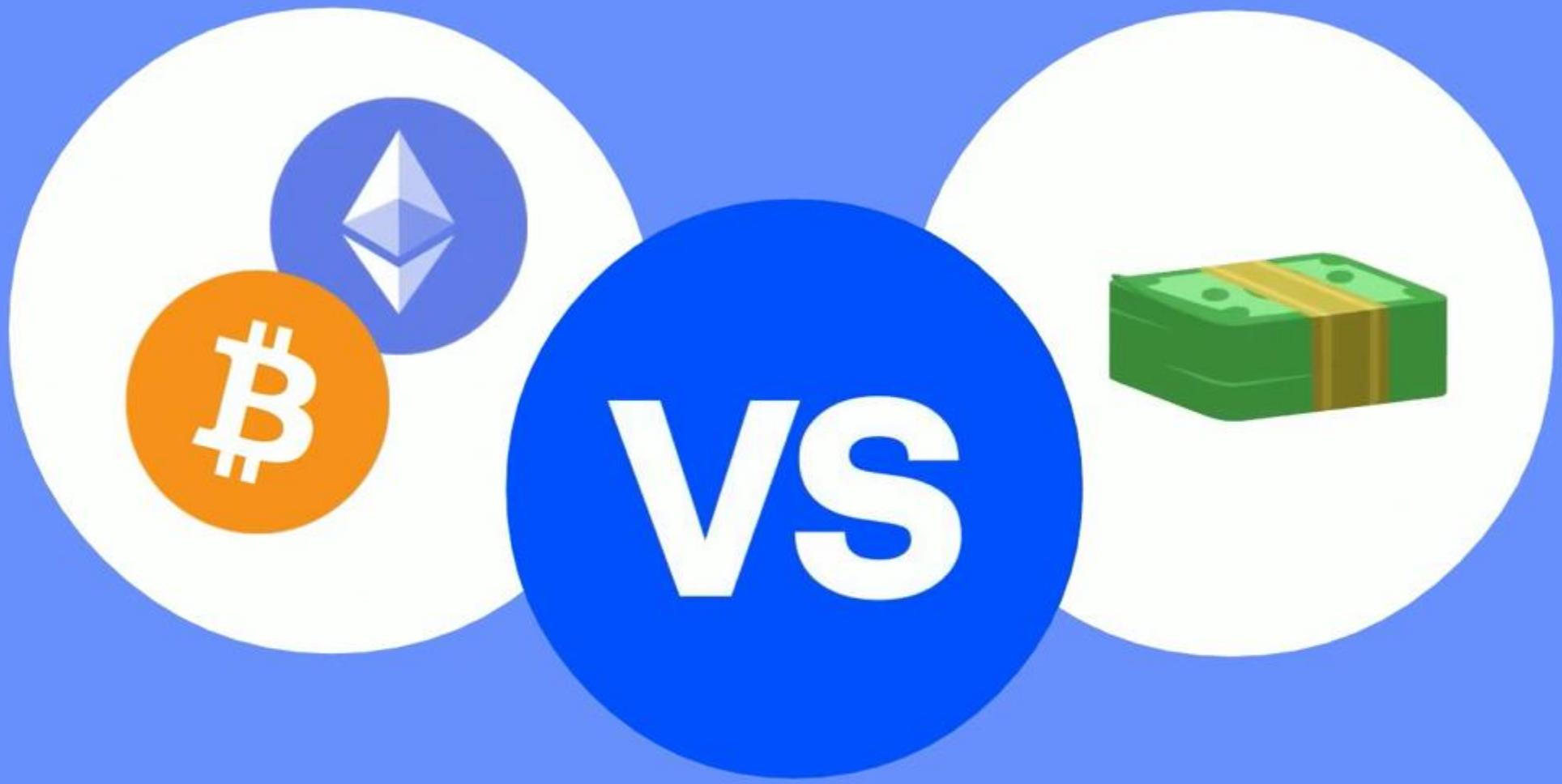
coinbase

Cryptocurrencies are a digital form of money.

coinbase



coinbase



coinbase

1

Completely Digital

coinbase

Decentralized

2

coinbase

Decentralized

VS

Centralized

coinbase

Decentralized

Blockchain

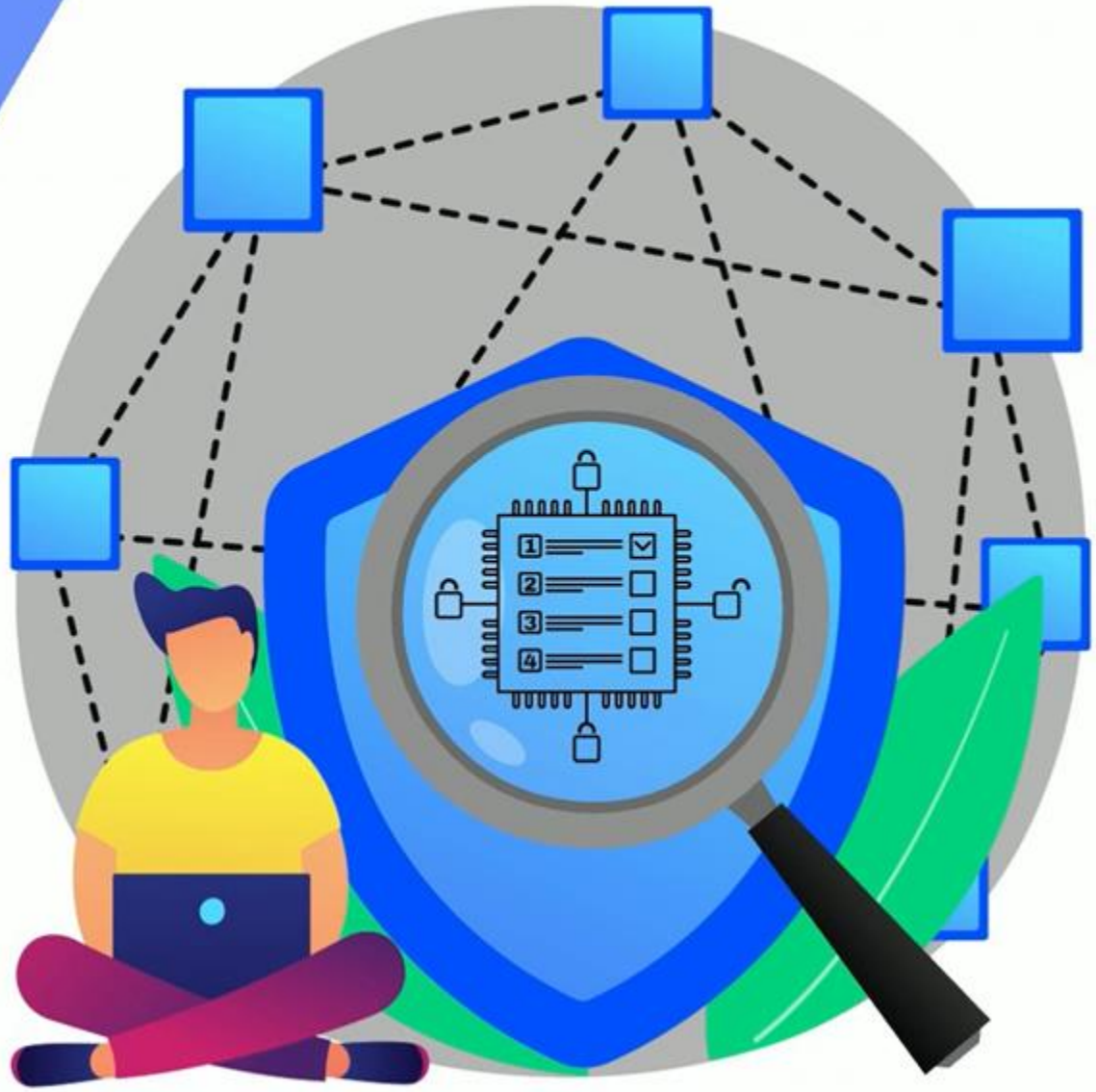
coinbase

24/7

coinbase

4

Secure and Transparent



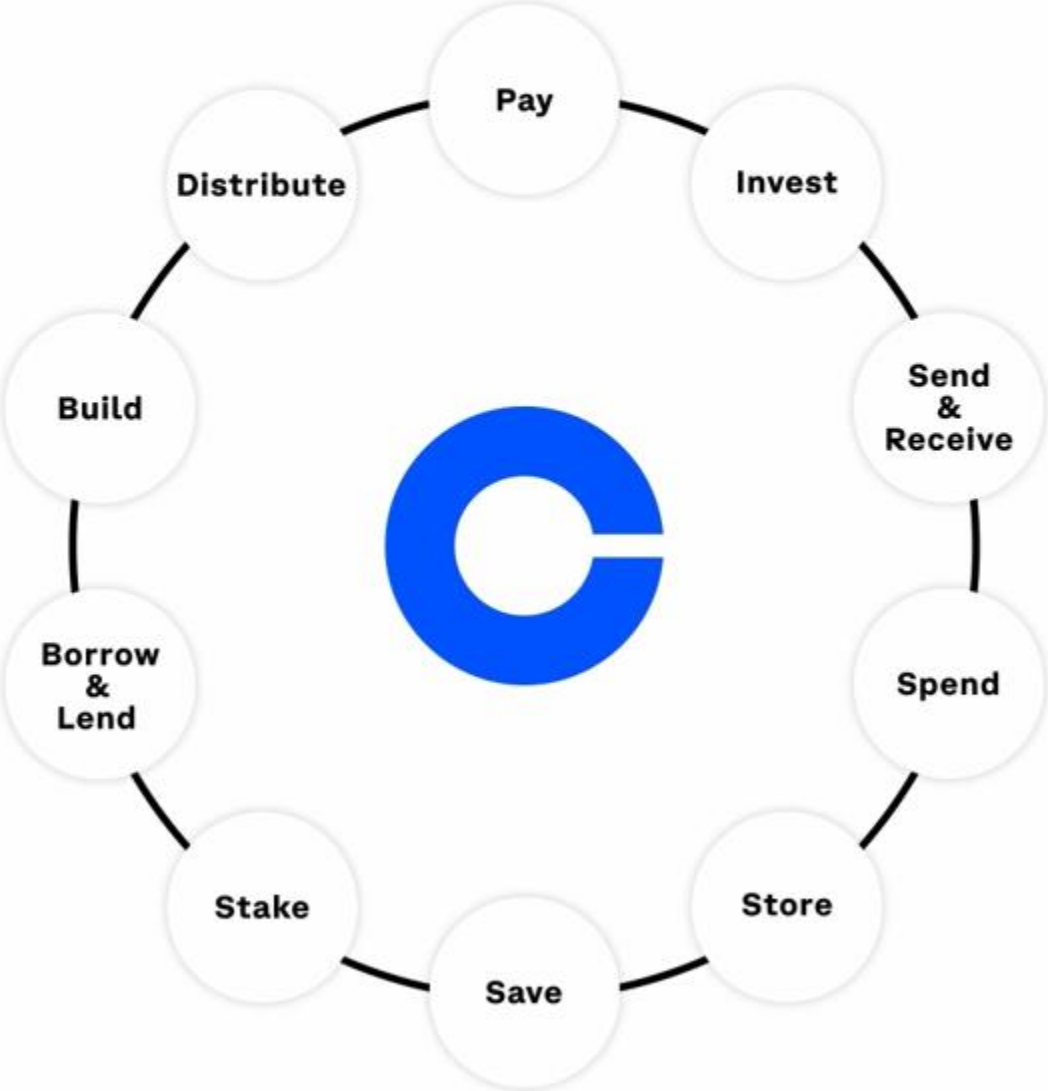
coinbase

Coinbase powers the cryptoeconomy

Retail users

Institutions

Ecosystem partners



coinbase

Bitcoin was launched

07 2008 2009 2010 2

coinbase

Coinbase was founded

10 2011 **2012** 2013 20

coinbase

Coinbase became public

19 2020 **2021** 2022 2

coinbase

FOUNDERS

coinbase

Brian Armstrong

Co-founder, CEO & Board Chairman

Ex-software Engineer at Airbnb

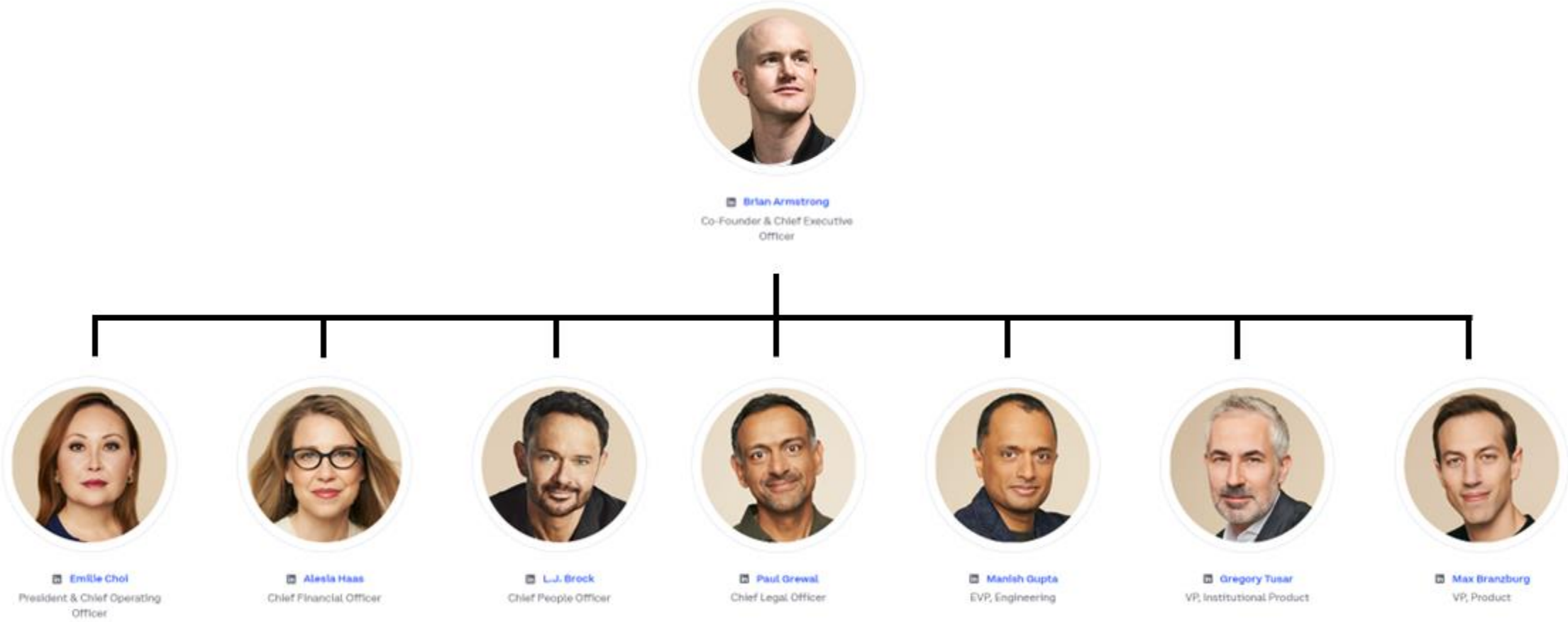
coinbase

Fred Ehrsam

Co-founder & Board Member

Ex-forex trader at Goldman Sachs

coinbase



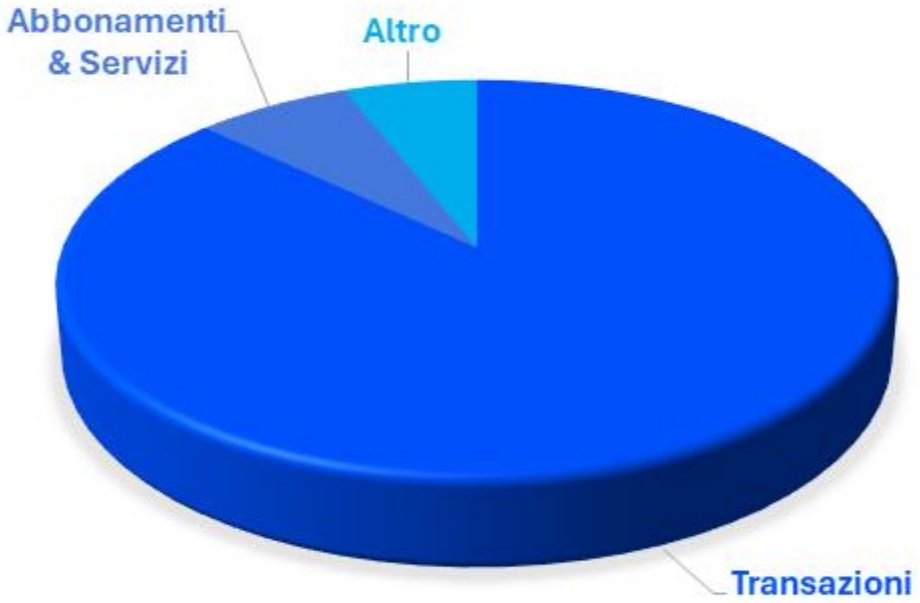
coinbase

Fonte: *investor.coinbase.com - management*

Il fatturato per attività si suddivide come segue:

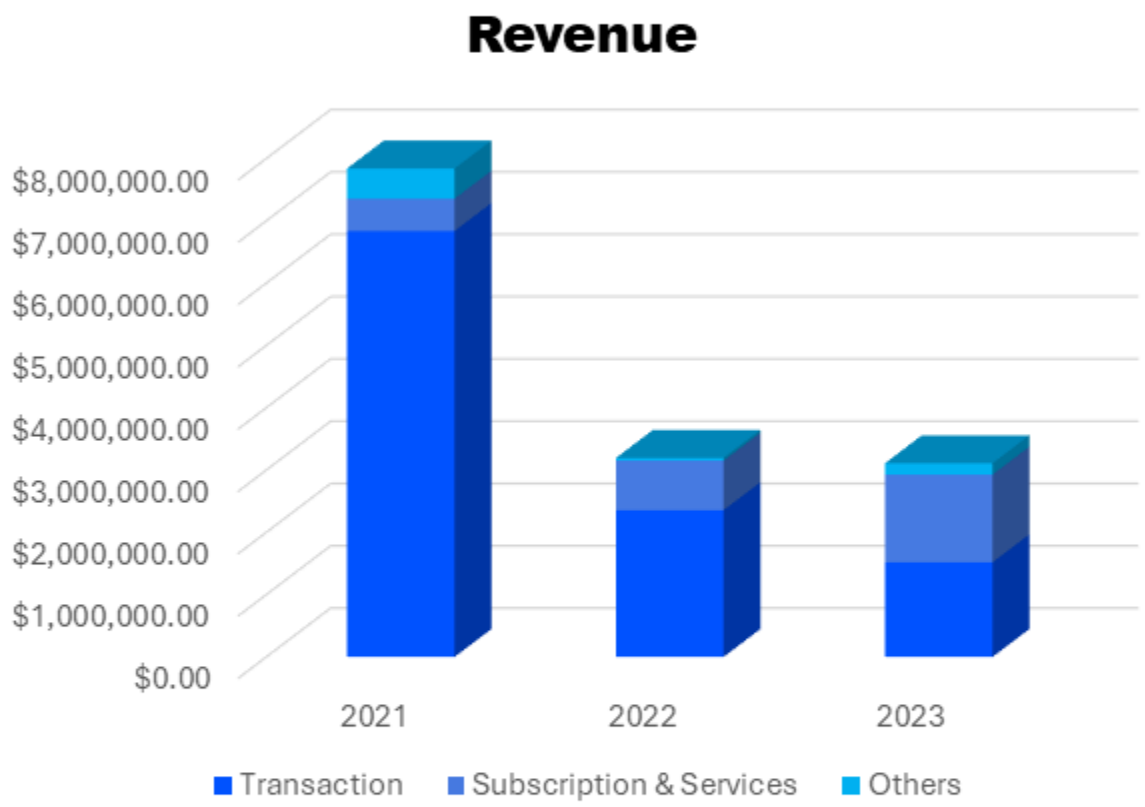
- ✓ realizzazione di **transazioni di criptovaluta** (87,2%)
- ✓ vendita di **abbonamenti** e **servizi** (6,6%)
- ✓ altro (6,2%)

L'80,9% del fatturato è realizzato negli **Stati Uniti**.



coinbase

Fonte: *borsaitaliana.it*



	Year Ended December 31,		
	2023	2022	2021
		(in thousands)	
Transaction revenue	$1,519,654	$2,356,244	$6,837,266
Subscription and services revenue	1,406,886	792,571	517,487
Other revenue	181,843	45,393	484,691
Total revenue	$3,108,383	$3,194,208	$7,839,444

coinbase

Fonte: *investor.coinbase.com - 4th quarter report 2023*

Forbes

Our Verdict

Coinbase is one of the largest crypto exchanges in the world. It offers trading solutions for beginner, advanced and institutional traders alike. Take a look at what makes it an excellent option for individual traders looking to trade in cryptocurrencies and beyond.

4.1 Forbes ADVISOR

Pros

- A wide-selection of coin offerings
- Convenient user experience
- Several crypto wallet options

Cons

- Expensive and difficult-to-understand fee structure for beginners
- High staking commissions

coinbase

Fonte: *forbes.com - coinbase review 2024*

Investopedia

dicono di noi

OUR TAKE

Coinbase is a popular cryptocurrency exchange that allows anyone with an account to buy, sell, and exchange cryptocurrency. It makes buying crypto straightforward but is known for high fees and poor customer service.

INVESTOPEDIA'S RATING

★★★★½ 4.8

Pros

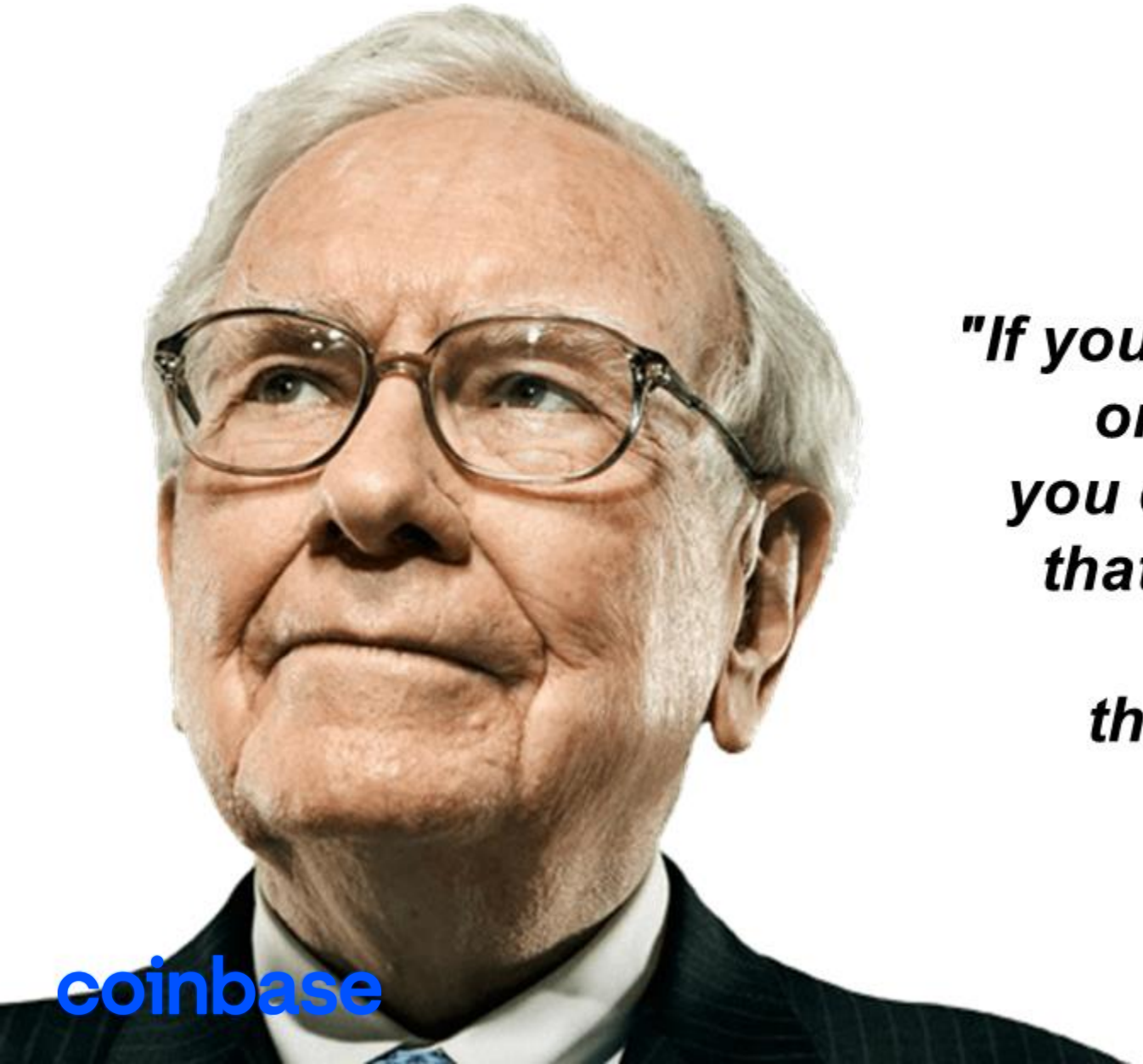
- Easy user interface for crypto and NFT beginners
- Supports an extensive list of cryptocurrencies
- Features a native NFT marketplace
- Offers passive earning opportunities on over 100 assets

Cons

- Relatively high transaction fees
- Poor customer service
- Controls users' private keys

coinbase

Fonte: *investopedia.com - coinbase review 2024*



dicono di noi

"If you buy something like Bitcoin or some cryptocurrency, you don't really have anything that has produced anything. You're just hoping the next guy pays more."

Warren Buffet

Fonte: *yahoo finance - warren buffet on crypto investment*

Analisi SWOT

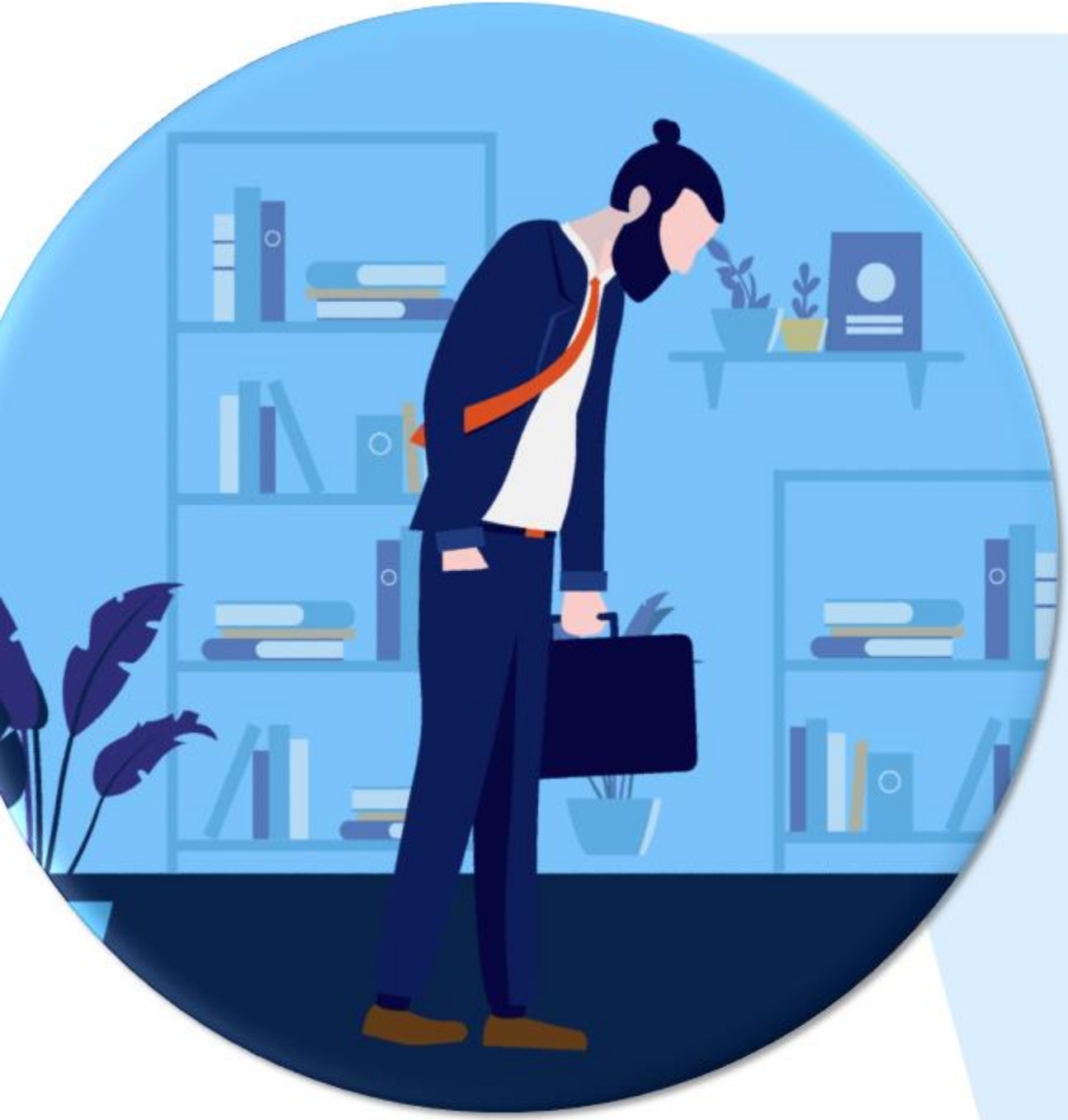
coinbase

STRENGTHS WEAKNESSES OPPORTUNITIES THREATS

STRENGTHS

- ✓Brand Recognition
- ✓Sicurezza e Affidabilità
- ✓Facilità d’uso
- ✓Adozione istituzionale

coinbase



WEAKNESSES

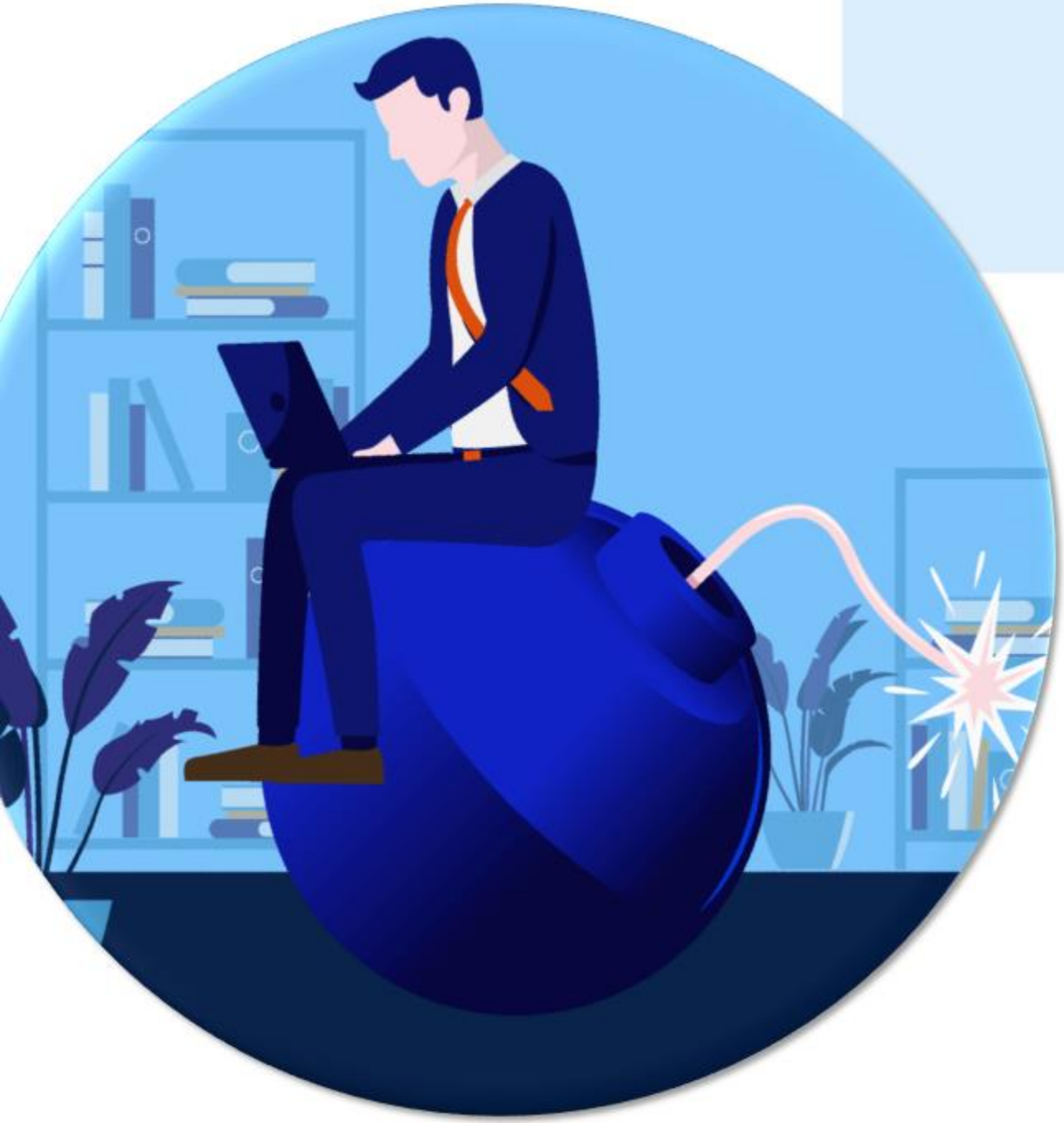
- ✓ Problemi di Scalabilità
- ✓ Depositi e Prelievi Limitati

coinbase

OPPORTUNITIES

- ✓ Espansione Internazionale
- ✓ Introduzione di Nuovi Servizi
- ✓ Partenariati Strategici
- ✓ Servizi Istituzionali

coinbase



THREATS

- ✓ Regolamentazione
- ✓ Cyber-Attacchi
- ✓ Cambiamenti Tecnologici
- ✓ Concorrenza Aggressiva

coinbase

PESTEL

coinbase

Analisi PESTEL

POLITICAL

TEST

- Regolamentazione delle Criptovalute
- Stabilità Politica

coinbase

ECONOMIC

- Fluttuazioni dei Mercati Finanziari
- Condizioni Economiche Globali
- Tassi di Cambio

coinbase

SOCIAL

- Accettazione Sociale delle Criptovalute
- Cambiamenti Demografici

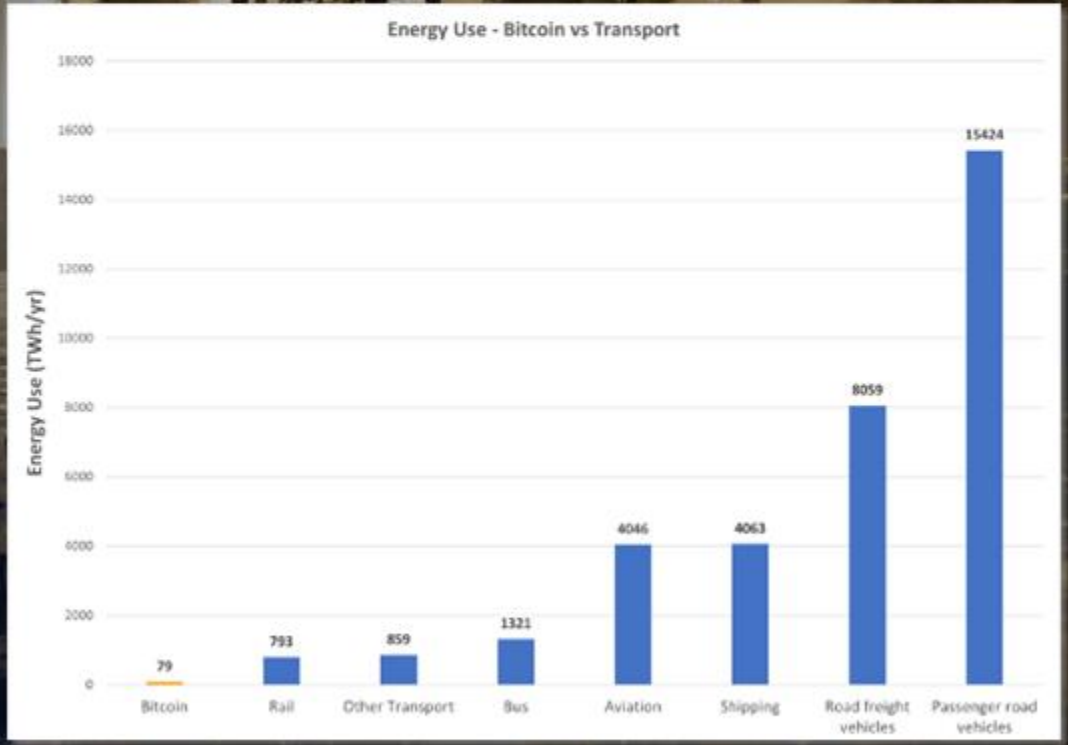
coinbase

TECHNICAL

- Innovazione Tecnologica
- Sicurezza Tecnologica

coinbase

ENVIRONMENTAL



coinbase

LEGAL

- Regolamentazione sulla Privacy e la Protezione dei Dati
- Legislazione Fiscale

coinbase

Analisi della CONCORRENZA

coinbase

Analisi della Concorrenza

CONCORRENTI ESISTENTI

BINANCE

OKX

BYBIT

UPbit

coinbase

Analisi della Concorrenza

CONCORRENTI ESISTENTI

BINANCE

BYBIT

OKX

UPbit

#	Exchange	Score	Trading volume(24h)	Avg. Liquidity	Weekly Visits	# Markets	# Coins	Fiat Supported	Volume Graph (7d)
1	Binance	9.9	$35,619,113,305	858	20,539,853	1548	406	EUR, GBP, BRL and +8 more	
2	Coinbase Exchange	8.2	$4,706,164,386	741	120,491	396	242	USD, EUR, GBP	
3	Bybit	7.8	$6,749,249,665	615	7,374,348	820	569	USD, EUR, GBP and +3 more	
4	OKX	7.6	$5,417,500,019	635	7,206,857	657	322	AED, ARS, AUD and +43 more	
5	Upbit	7.4	$7,296,237,334	517	3,143,515	294	189	KRW	

coinbase

Analisi della Concorrenza

POTENZIALI ENTRANTI

Analisi della Concorrenza

PRODOTTI SOSTITUTIVI

Revolut

eToro

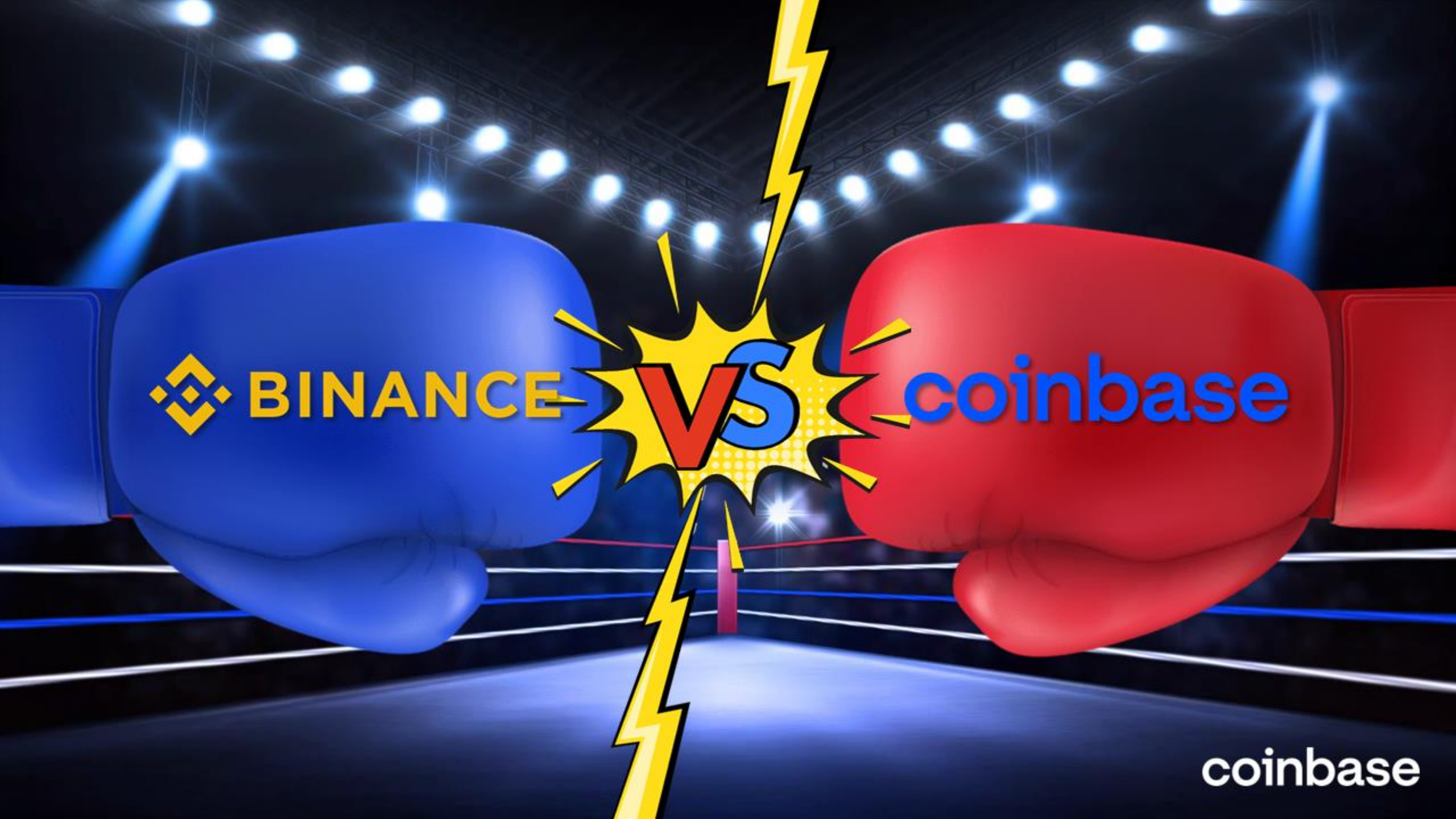
coinbase

Analisi della Concorrenza

PRODOTTI COMPLEMENTARI

coinbase INSTITUTIONAL

coinbase


BINANCE
VS
coinbase
coinbase

BINANCE VS coinbase

- ✓ **Main platform features**: Low fees, comprehensive charting options, and hundreds of cryptocurrencies
- ✓ **Fees**: 0.10% spot-trading fees, 4.5% for debit card purchases
- ✓ **Number of cryptocurrencies supported**: More than 600 for global traders on Binance, and more than 100 for U.S. investors on Binance.US
- ✓ **Security features**: Two-factor authentication (2FA)verification, Federal Deposit Insurance Corporation (FDIC)-insured United States dollars (USD) balances for Binance.US, device management, address whitelisting, cold storage
- ✓ **Types of transactions supported**: Limit order, market order, stop-limit order, trailing stop order, post-only order, peer-to-peer trading, margin trading, one-cancels-the-other order, and more
- ✓ **Maximum trading amount**: Limits differ based on the cryptocurrency purchased

- ✓ **Main platform features**: Intuitive, beginner-friendly platform offering basic transactions, a digital wallet, and withdrawals to PayPal
- ✓ **Fees**: Coinbase notes that all fees "are calculated at the time you place your order and may be determined by a combination of factors, including the selected payment method, the size of the order, and market conditions such as volatility and liquidity"
- ✓ **Number of cryptocurrencies supported**: 179
- ✓ **Security features**: 2FA verification, insurance for hot storage if Coinbase is breached, biometric fingerprint logins, cold storage, FDIC-insured USD balances, AES-256 encryption for digital wallets
- ✓ **Types of transactions supported**: Buy, sell, send, receive, and exchange
- ✓ **Maximum trading amount**: Limits vary based on your payment method and region

Fonte: *investopedia.com/binance-vs-coinbase*

coinbase

VOLANO

- adozione delle cryptovalute
- integrazione know-how

coinbase

ZAVORRA

- Minacce informatiche e vulnerabilità
  - Blockchain
  - Decentralization
- Fluttuazioni dei mercati finanziari

KG

UNO SGUARDO AL FUTURO

coinbase

CONCLUSIONI

La **strategia** di Coinbase
per mantenere la propria dominanza nel settore
consiste nell'**espandere** la conoscenza
sulla **criptoeconomia**
e promuovere la **transizione**
verso un **sistema finanziario**
che favorisca il settore delle **criptovalute**.

#UpdateTheSystem

coinbase

IT'S TIME TO UPDATE THE SYSTEM
coinbase
EXIT
MAXIMUM ALLOWABLE COST PER $100 BORROWED
$15.00
$15.00
MONEY TRANSFERS HERE
MONEY TRANSFERS
REPAIR
UNLOCK
CASES · HEADPHONE

Riferimenti

Sito principale
www.coinbase.com

Borsa Italiana
www.borsaitaliana.it

Investor Relations
investor.coinbase.com

Market Ranking
coinmarketcap.com

Market Screener
it.marketscreener.com

coinbase

coinbase