



ALMA MATER STUDIORUM | UNIVERSITÀ DI BOLOGNA

LAUREA DI INFORMATICA PER IL MANAGEMENT

CORSO DI STRATEGIA AZIENDALE

Anno Accademico 2023/2024

coinbase

Coinbase Global, Inc.

Docente:

Prof.ssa SABRINA SCARITO

Studenti:

ZHIYUAN XXXXX

matricola: xxxxxx

BLERTA XXXXX

matricola: xxxxxx

JACOB XXXXX

matricola: xxxxxx

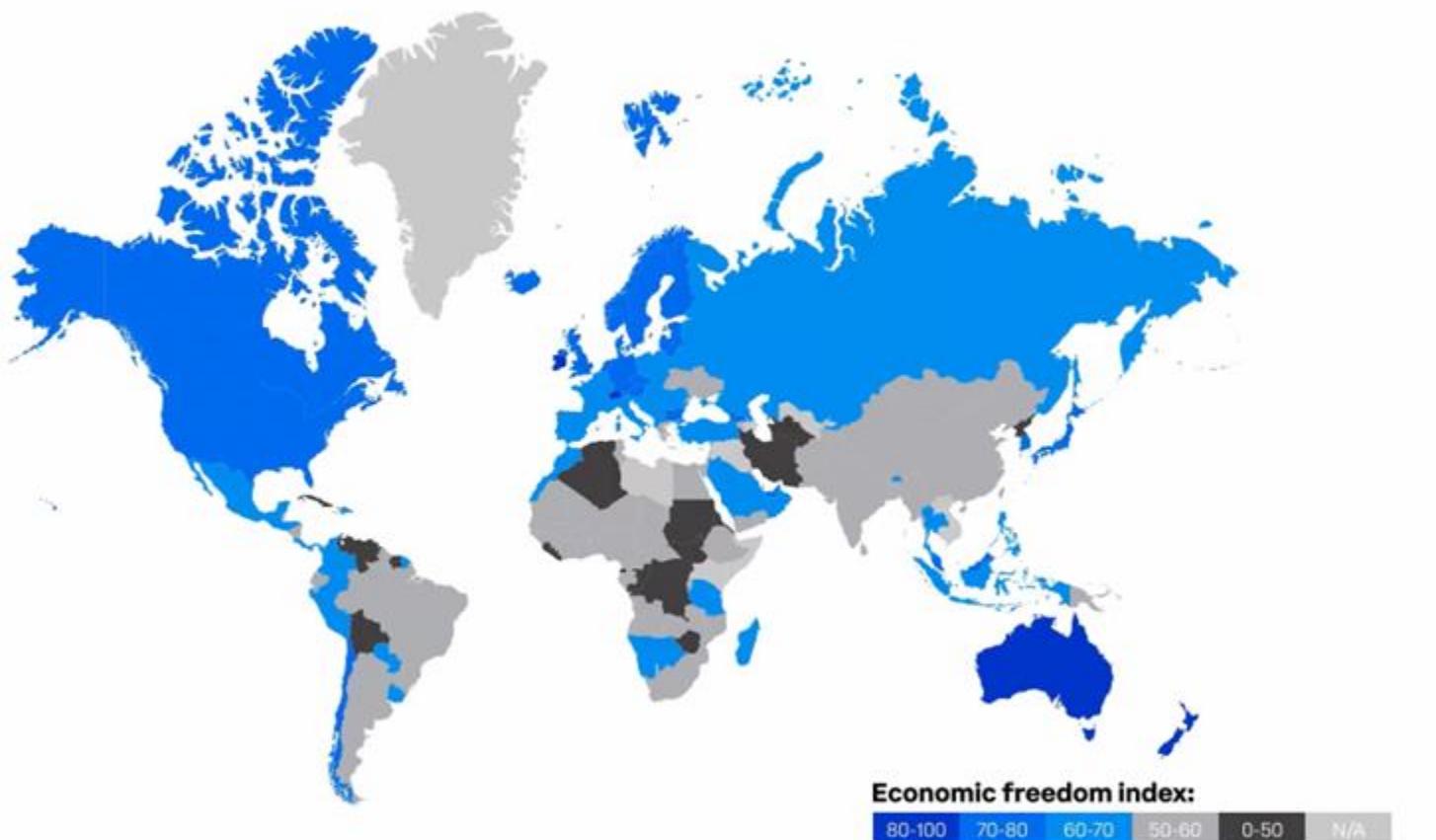
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Vision

Enable economic freedom
for every person and business

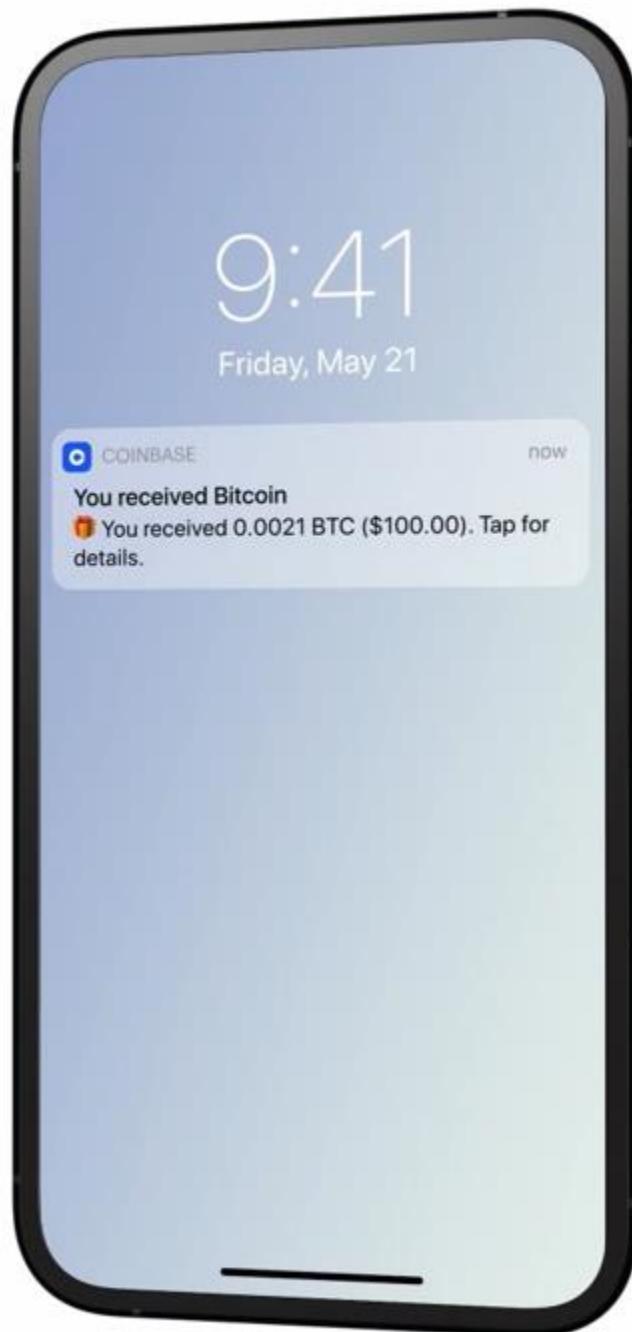
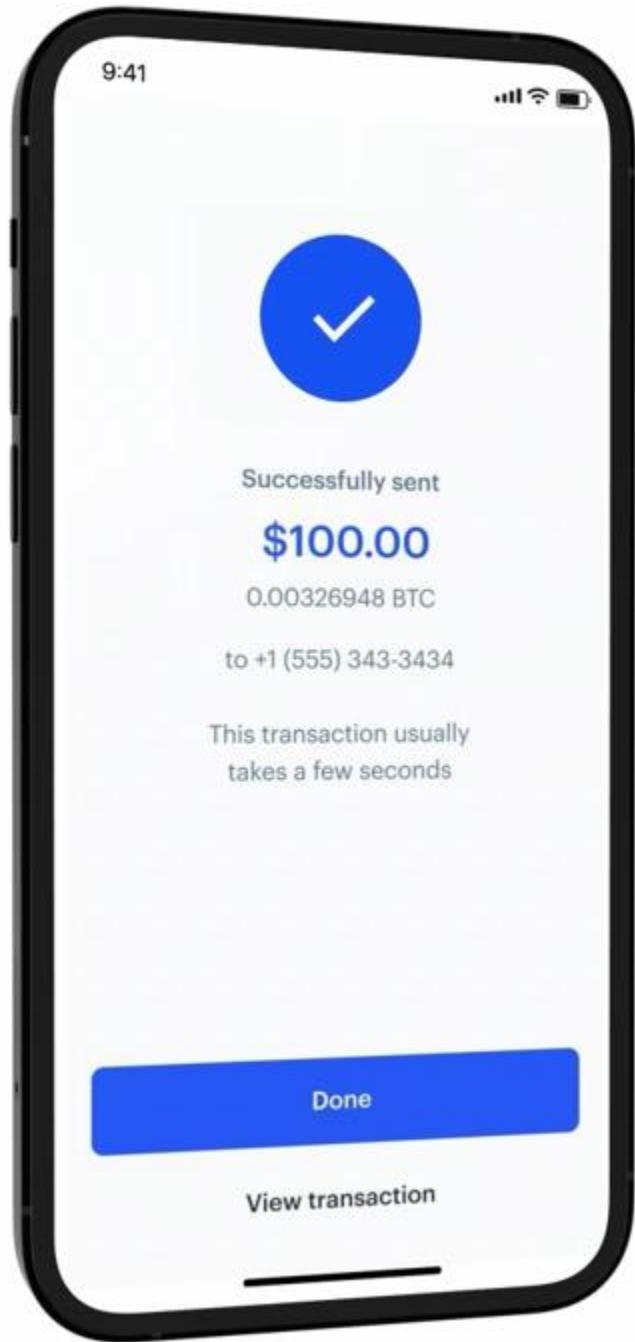
Mission

Create an open financial
system for the world



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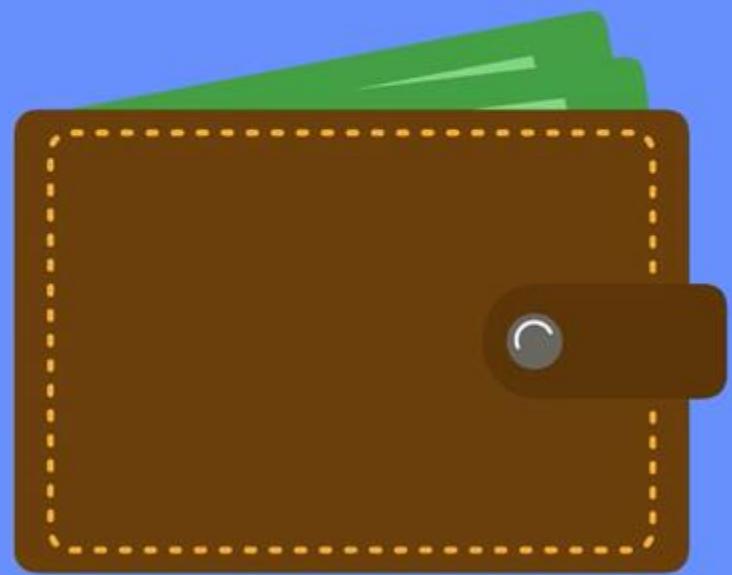
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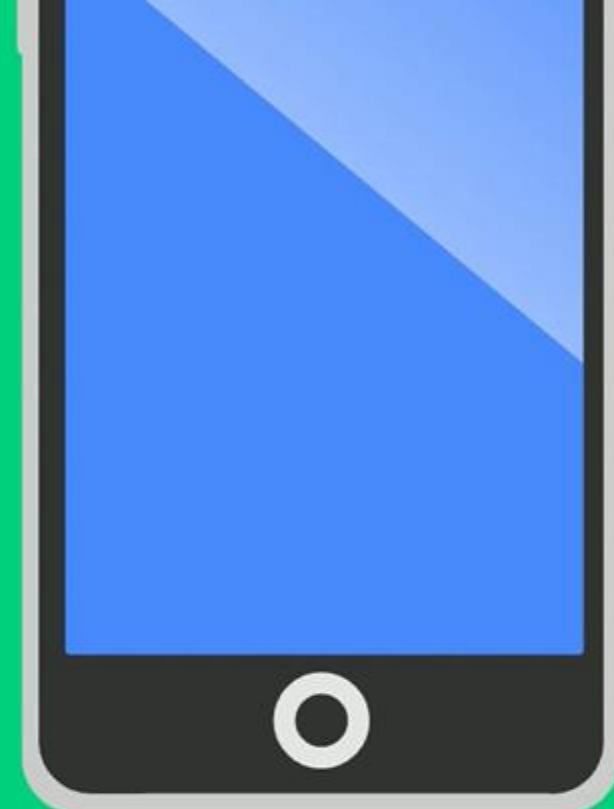
What is Cryptocurrency?

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Cryptocurrencies are a
digital form of money.



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1

Completely
Digital



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Decentralized



2

coinbase

Decentralized



vs



Centralized

coinbase

Decentralized



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Blockchain



24/7

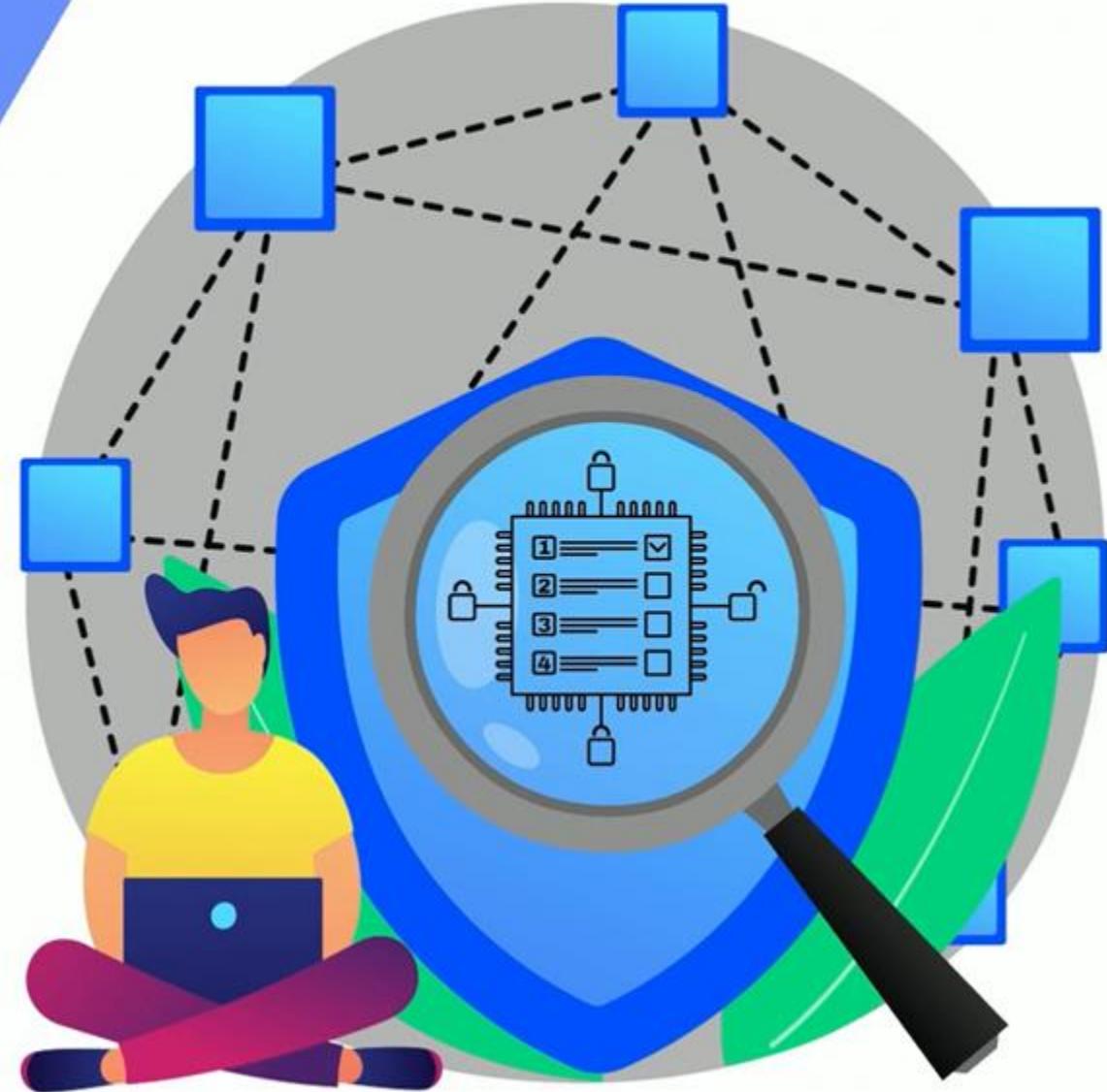
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4

Secure
and
Transparent

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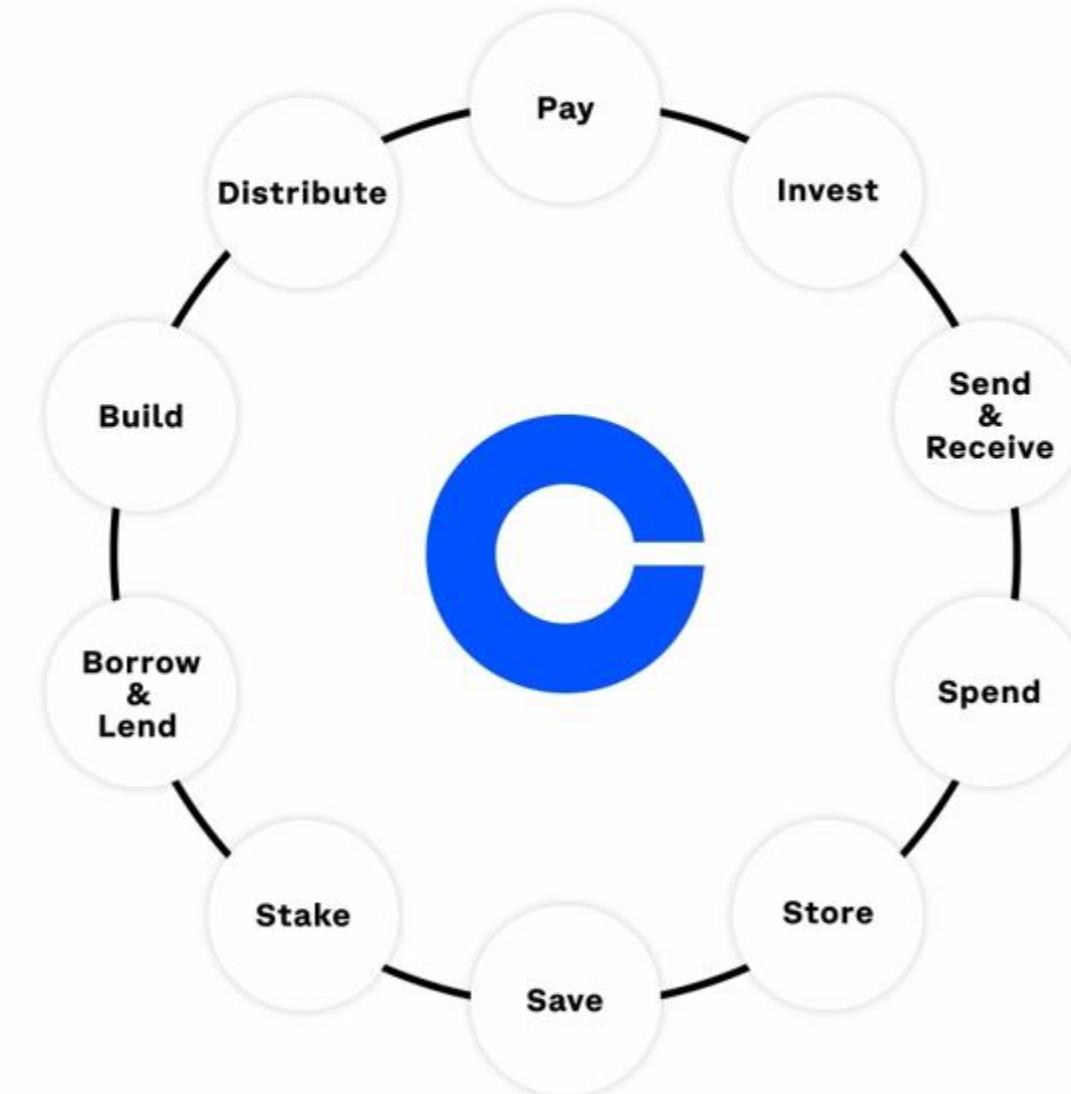
Coinbase powers the **cryptoeconomy**

Retail users

Institutions

Ecosystem partners

coinbase



Bitcoin was launched

2007

2008

2009

2010

2011



Coinbase was founded

10

2011

2012

2013

20

Coinbase became public

19

2020

2021

2022

2

FOUNDERS

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A portrait of Brian Armstrong, co-founder, CEO & Board Chairman of Coinbase. He is a bald man with blue eyes, wearing a black zip-up jacket over a white t-shirt. He is looking slightly upwards and to his right. A faint, semi-transparent shadow of his face and shoulders is visible to his right, creating a layered effect.

Brian Armstrong

Co-founder, CEO & Board Chairman
Ex-software Engineer at Airbnb

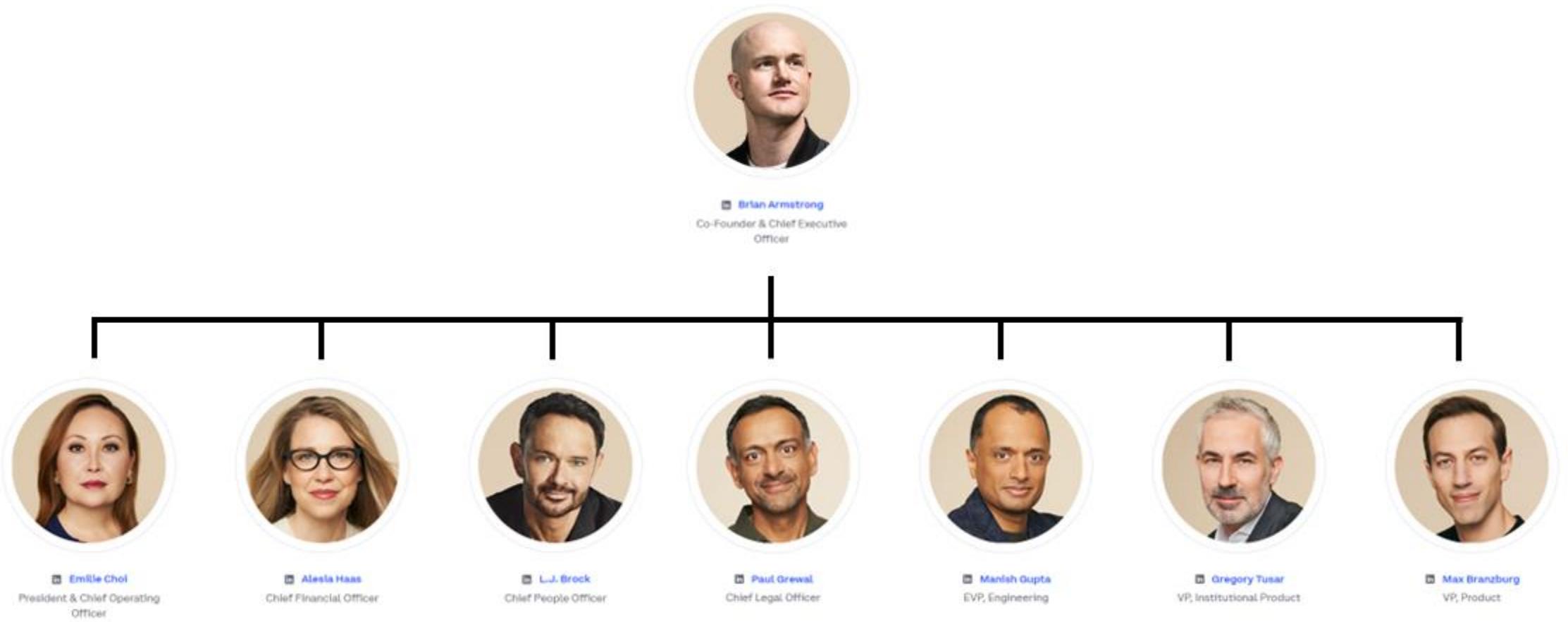
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A composite portrait of Fred Ehrsam. On the left, a semi-transparent, light-colored version of his face is visible, looking slightly upwards and to the right. On the right, a solid, darker version of his face is shown in profile, looking upwards and to the left. He has short brown hair and a slight smile.

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Fred Ehrsam

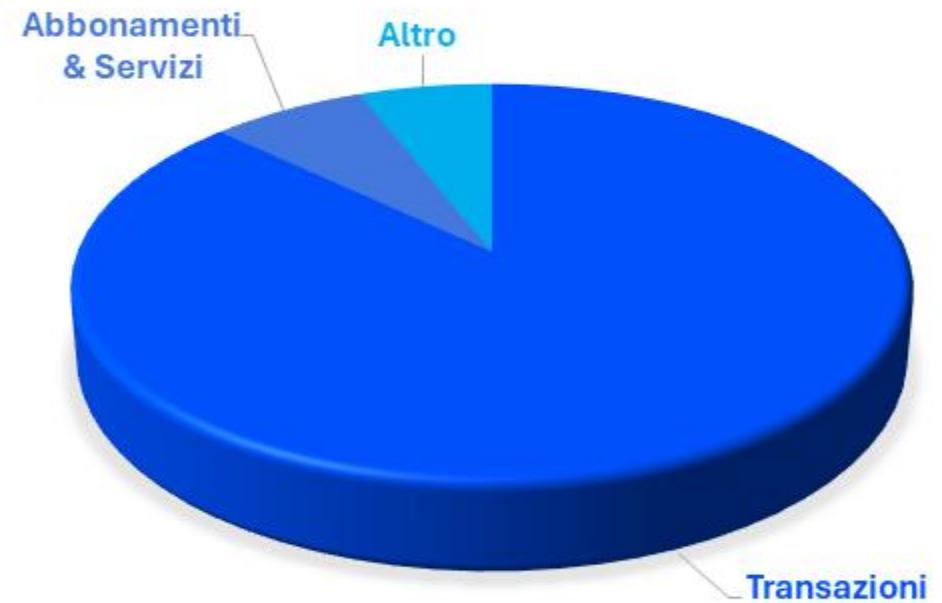
Co-founder & Board Member
Ex-forex trader at Goldman Sachs



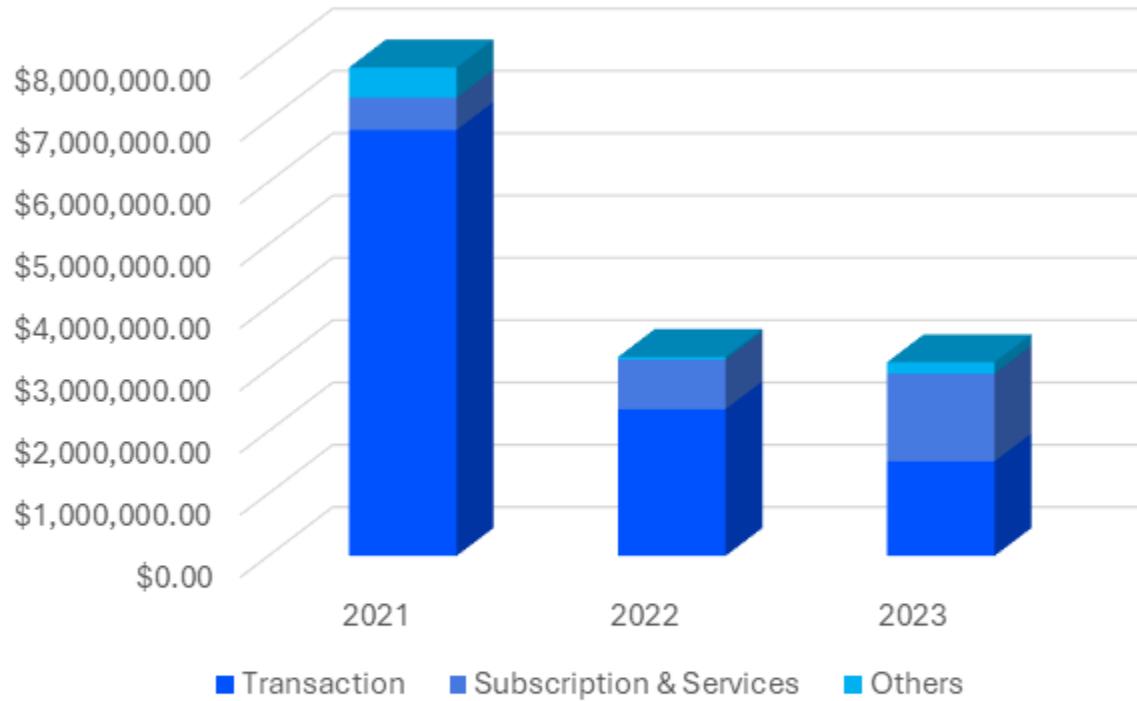
Il fatturato per attività si suddivide come segue:

- ✓ 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**.



Revenue



	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	<u>\$3,108,383</u>	<u>\$3,194,208</u>	<u>\$7,839,444</u>

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 i

coinbase



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

Fonte: [forbes.com - coinbase review 2024](https://www.forbes.com/reviews/coinbase)



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

★★★★★ 4.8

Pros

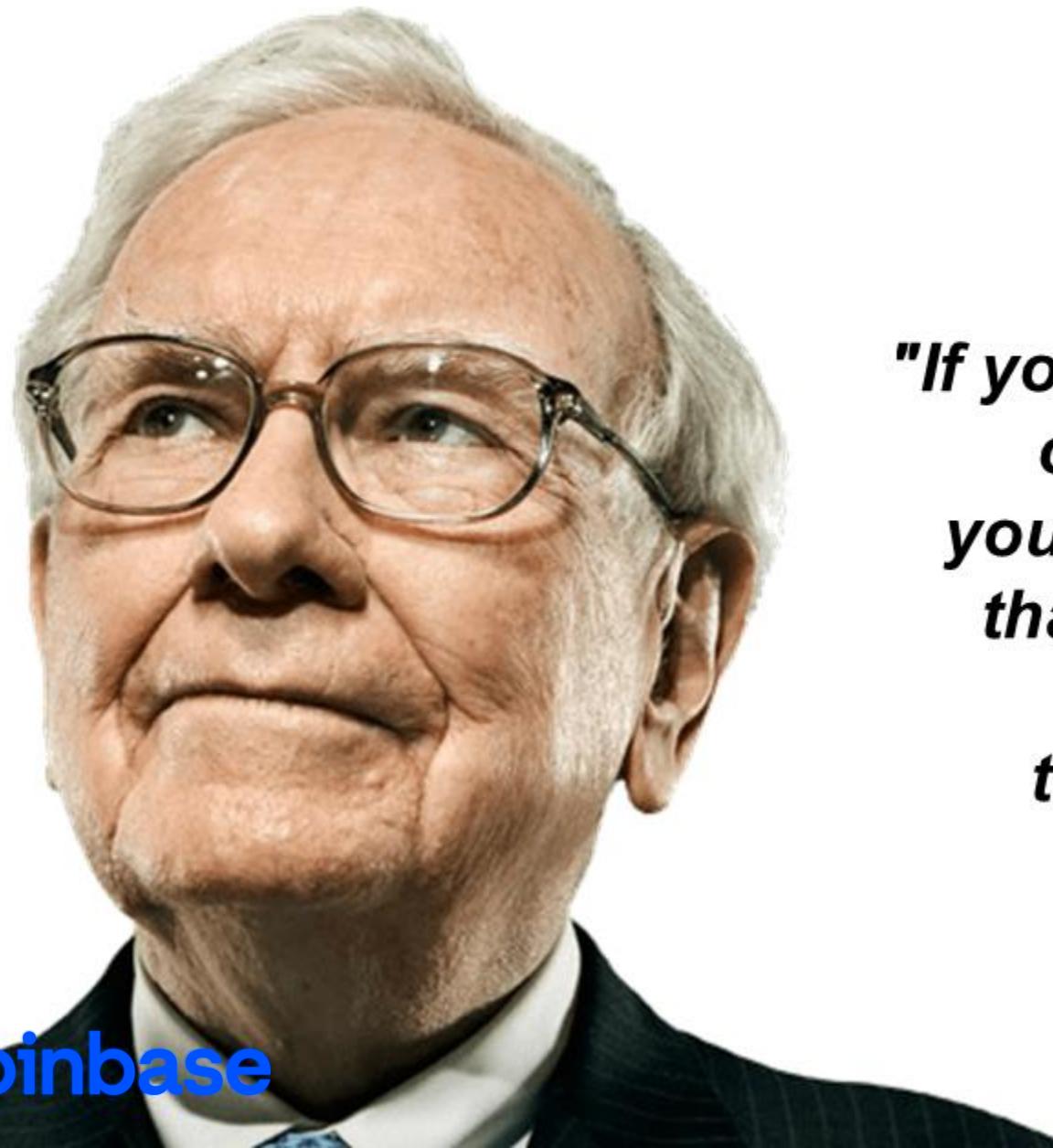
- Easy user interface for crypto and NFT beginners
- Supports an extensive list of cryptocurrencies
- Features a native NFT marketplace
- Offers passive earning opportunities on over 100 assets

Cons

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

coinbase

Fonte: [investopedia.com - coinbase review 2024](https://www.investopedia.com/reviews/coinbase)



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

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Fonte: yahoo finance - warren buffet on crypto investment

Analisi SWOT

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STRENGTHS

WEAKNESSES

OPPORTUNITIES

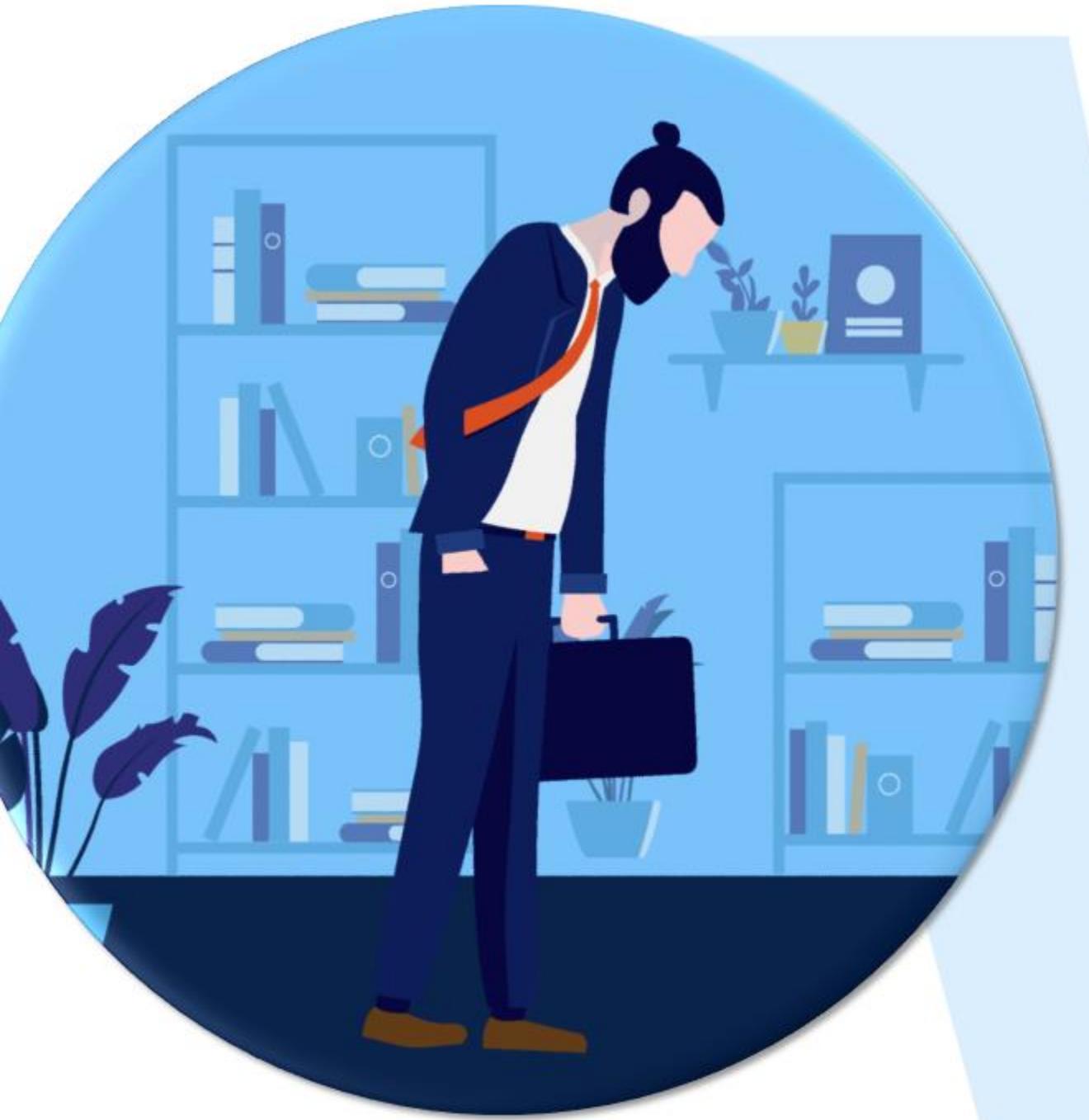
THREATS

STRENGTHS

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

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WEAKNESSES

- ✓ Problemi di Scalabilità
- ✓ Depositi e Prelievi Limitati

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OPPORTUNITIES

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

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THREATS

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

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Analisi PESTEL

POLITICAL

Regolamentazione
delle Criptovalute

Stabilità Politica

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ECONOMIC

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

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SOCIAL



**Accettazione Sociale
delle Criptovalute**



**Cambiamenti
Demografici**

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T

TECHNICAL



E



L



P



Innovazione Tecnologica

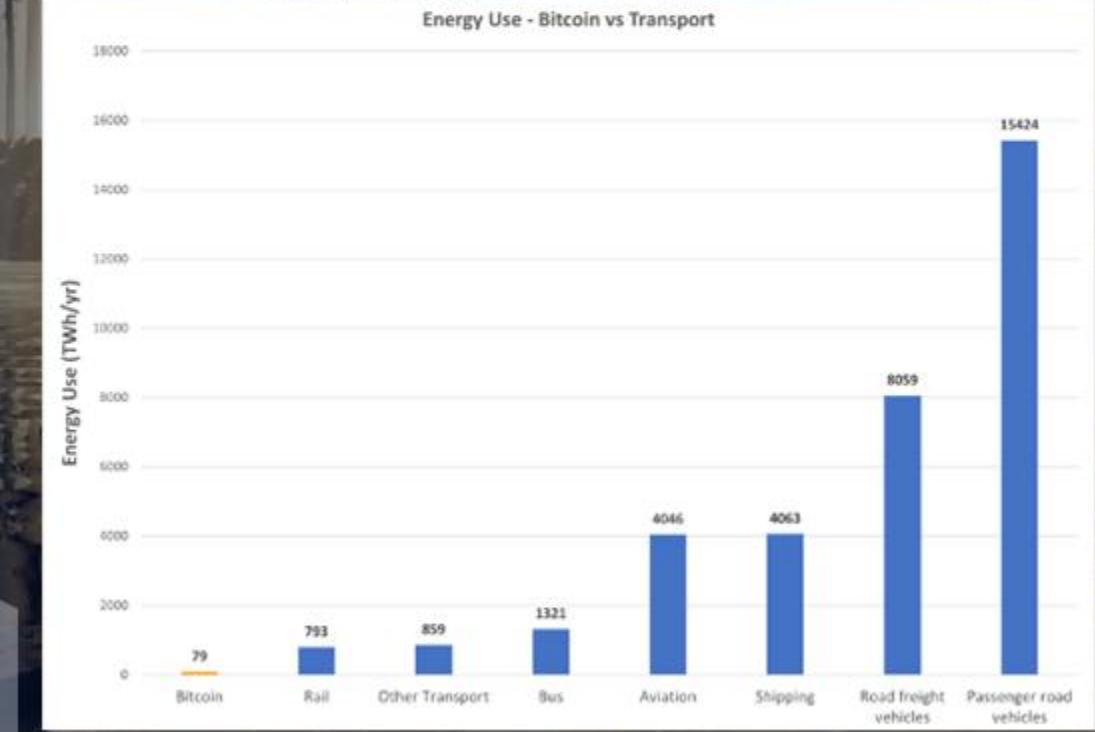


Sicurezza Tecnologica



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ENVIRONMENTAL



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LEGAL

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

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Analisi della
CONCORRENZA

The background features a dark, atmospheric stage with numerous bright blue spotlights illuminating the top edge. In the foreground, the ropes of a boxing ring are visible against a dark, smoky floor. The text "Analisi della CONCORRENZA" is centered, with "Analisi della" in a smaller white font above "CONCORRENZA" in a large, bold white font.

coinbase

Analisi della Concorrenza

CONCORRENTI ESISTENTI



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	

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Analisi della Concorrenza

POTENZIALI ENTRANTI



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Analisi della Concorrenza

PRODOTTI SOSTITUTIVI



Revolut



eToro

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Analisi della Concorrenza
PRODOTTI COMPLEMENTARI



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BINANCE

VS

coinbase

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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

VOLANO



- adozione delle cryptovalute
- integrazione know-how

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➤ Minacce informatiche e vulnerabilità

➤ Blockchain

➤ Decentralization

➤ Fluttuazioni dei mercati finanziari

ZAVORRA



UNO SGUARDO AL FUTURO



SYSTEM UPDATE



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

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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

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