

Next Generation of Marketplace



Context/History

- Society as an emergent system
- Financial system
- History of financial system
- Nick Szabo



New trajectory of society

- New operating system
- Embedding organic chemistry into social fabric
- Examples
- Social impact
- A world with no weapons, at peace with nature



Fintech and Crypto Industry

- Blockchain
- Global development
- Startups
- Blockchain in transition
- Boom....



Lykke 1.0

- Initial assumptions
- Organizational design
- Trajectory of Lykke



Outlook

- Critical energy of blockchain financial system
- Winner takes all market
- Now or never
- Lykke is an impact project



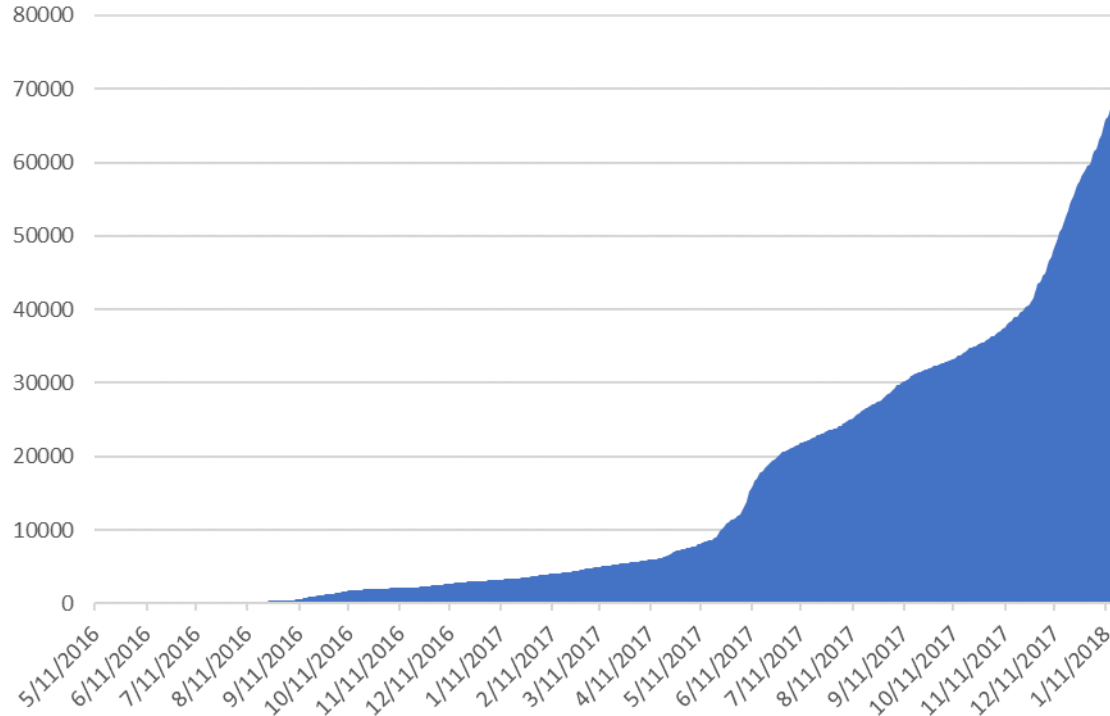
Lykke 2.0

- Focus: crypto and utility tokens
- Awesome user experience
- Super agile organization
- Master plan

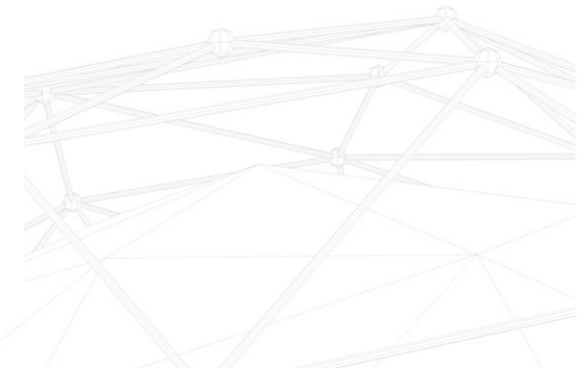


User base

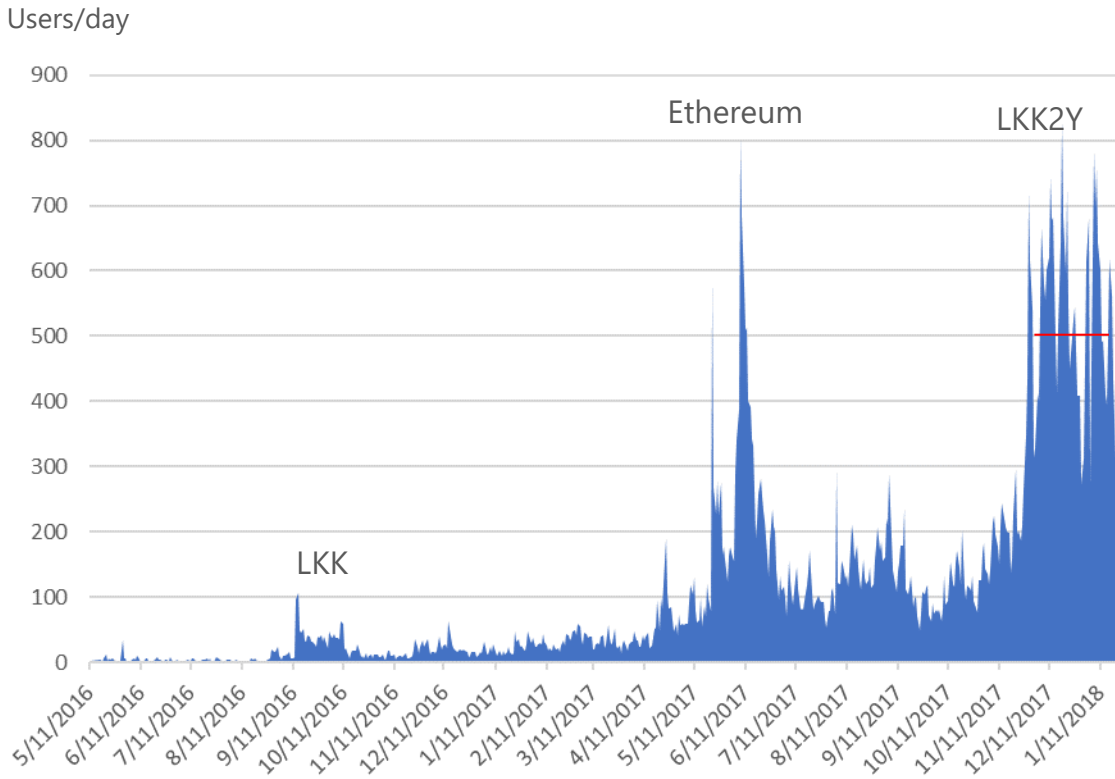
Users



70k registered (23.01)
60k wallets (85%)
20k KYC (25%)



User base



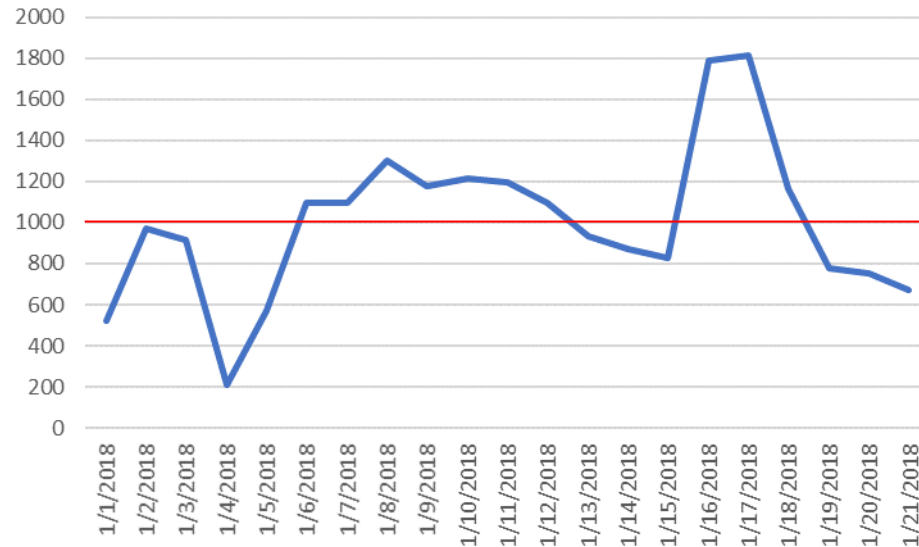
500 users/day (Jan 18)
30% MoM (last 30d)

500



User activity

Daily trading users



7200 MAU (Jan'18)

1000 DAU (Jan'18)

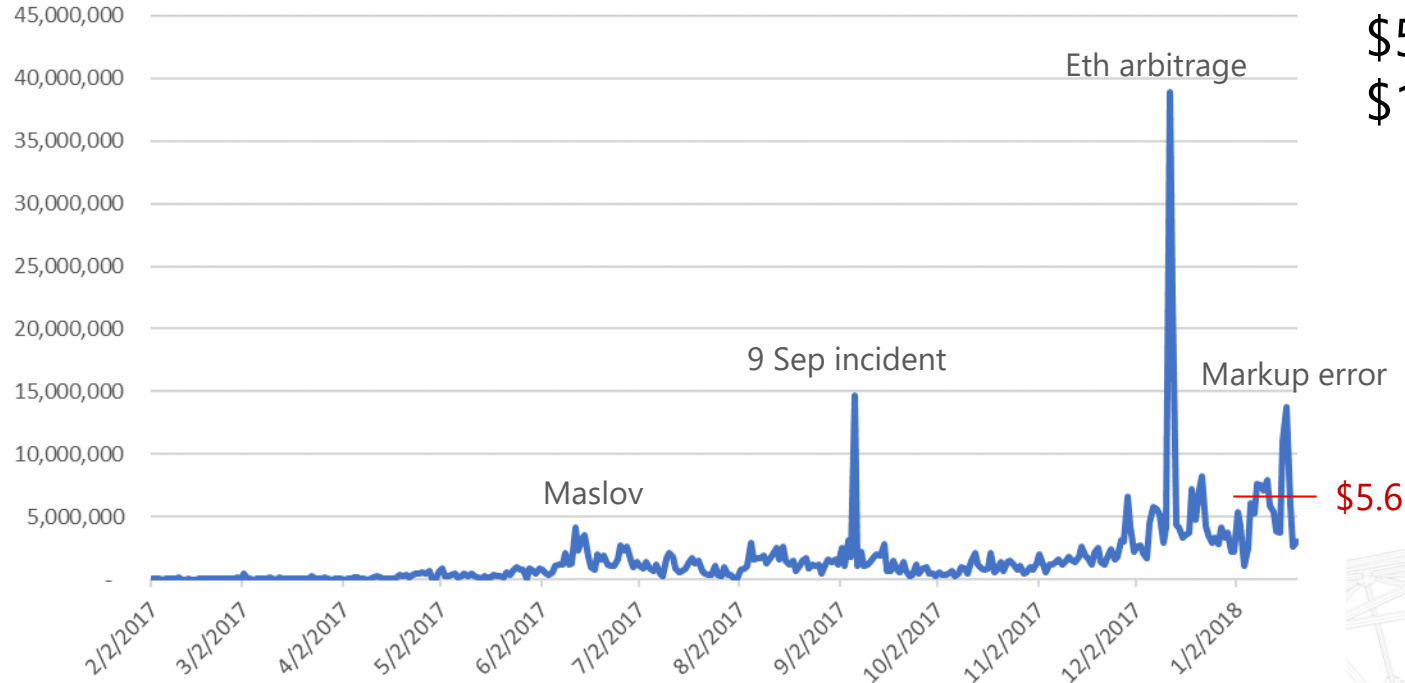
1000

Active = has at least 1 trade



Volume

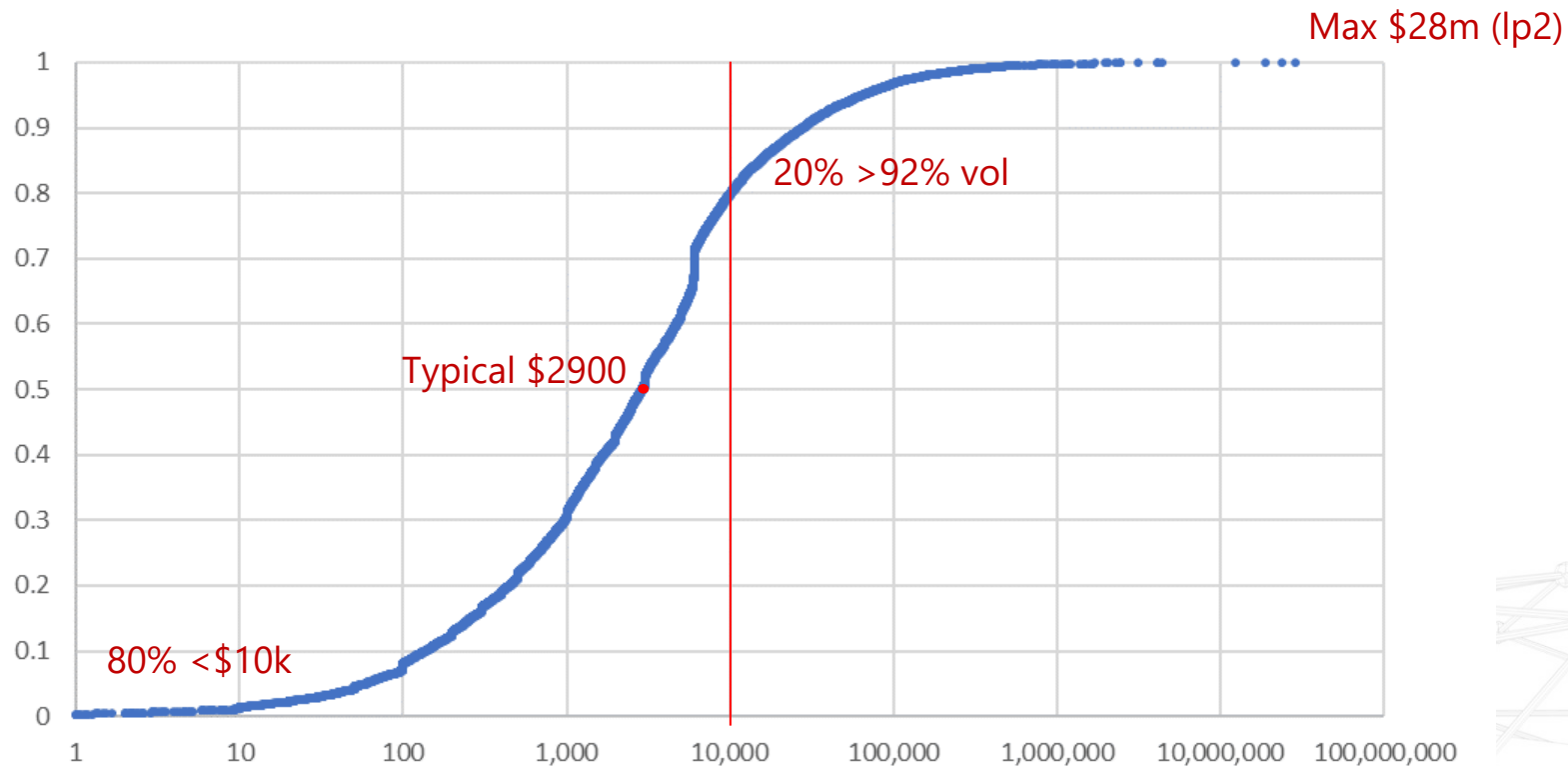
Usd Volume/day



\$5.6M/day (2018)
\$1.4M/day (2017)



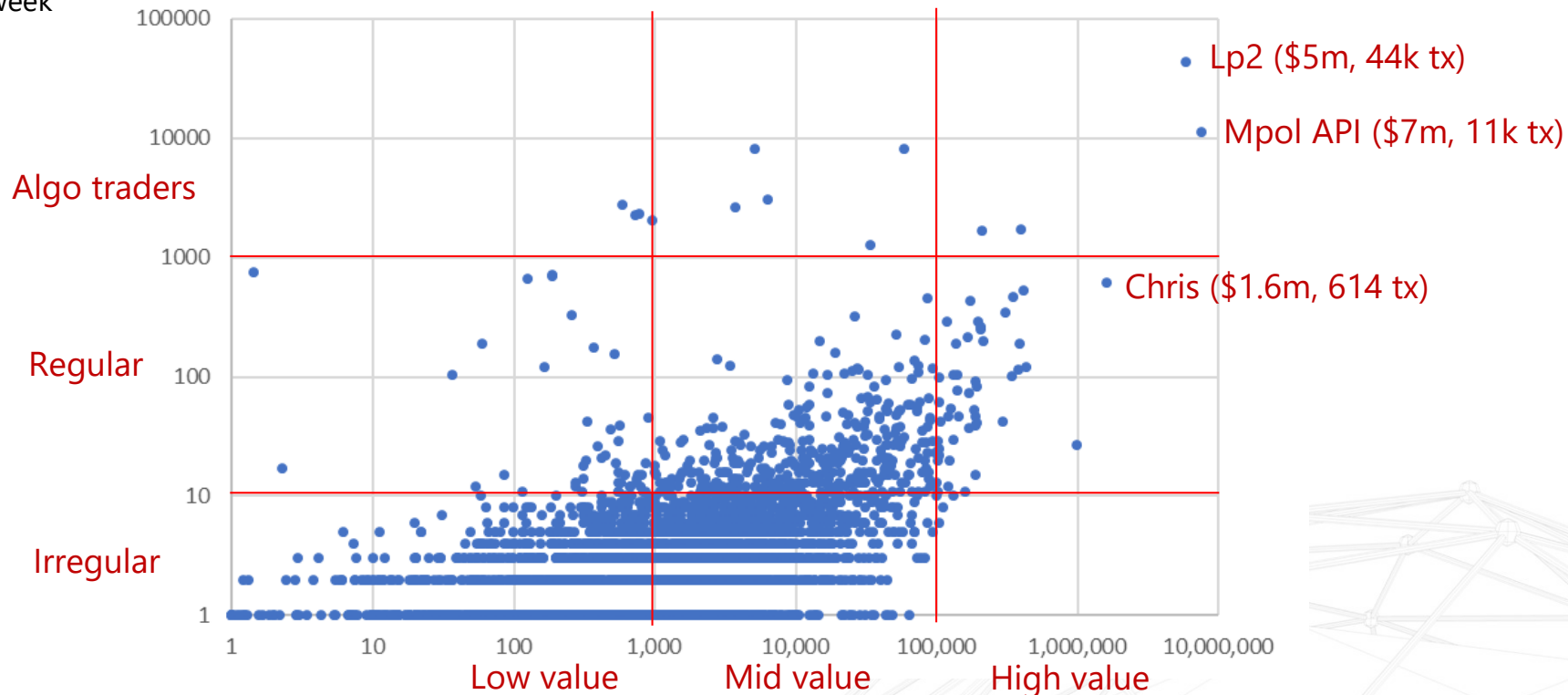
Volume by client (Dec-Jan)



Trading volume by client, USD (10'415 active)

Volume vs. Trades by client (14-21 Jan)

Trades/week



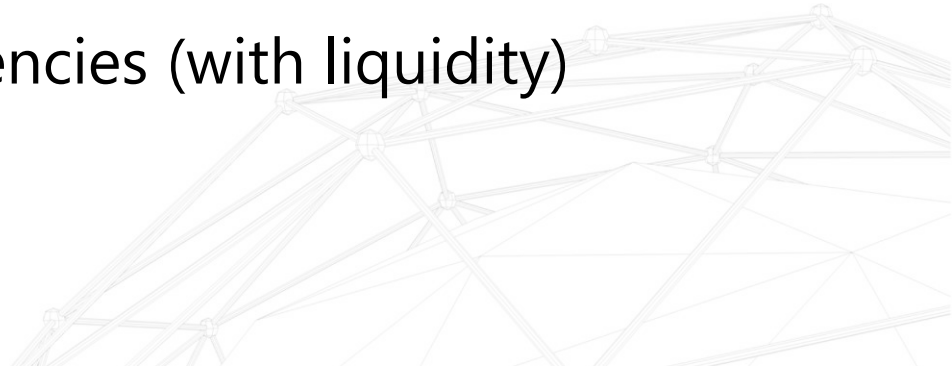
Trading volume by client, USD (4'429 active)

Volume vs. Trades by client (14-21 Jan)

Accounts									
	S	M	L	Total		S	M	L	Total
Algo	4	5	4	13	Algo	0.1%	0.1%	0.1%	0.3%
Regular	55	388	47	490	Regular	1.2%	8.8%	1.1%	11.1%
Irregular	1935	1989	2	3926	Irregular	43.7%	44.9%	0.0%	88.6%
	1994	2382	53	4429		45.0%	53.8%	1.2%	100.0%
Volume									
	S	M	L	Total		S	M	L	Total
Algo	3,037	107,375	14,057,111	14,167,522	Algo	0.0%	0.2%	30.1%	30.4%
Regular	24,207	8,949,494	10,972,983	19,946,684	Regular	0.1%	19.2%	23.5%	42.8%
Irregular	668,055	11,658,141	214,744	12,540,940	Irregular	1.4%	25.0%	0.5%	26.9%
	695,300	20,715,009	25,244,838	46,655,147		1.5%	44.4%	54.1%	100.0%
Trades									
	S	M	L	Grand Total		S	M	L	Total
Algo	9377	23365	58594	91336	Algo	7.6%	18.9%	47.4%	73.8%
Regular	4718	11275	6006	21999	Regular	3.8%	9.1%	4.9%	17.8%
Irregular	3875	6505	14	10394	Irregular	3.1%	5.3%	0.0%	8.4%
Grand Tot	17970	41145	64614	123729		405.7%	929.0%	1458.9%	2793.6%

Actions

- Fix market making
- Fix risk management
- Attract market makers to improve depth
- Introduce fees (API, withdrawals)
- Marketing push
- Add tokens and cryptocurrencies (with liquidity)

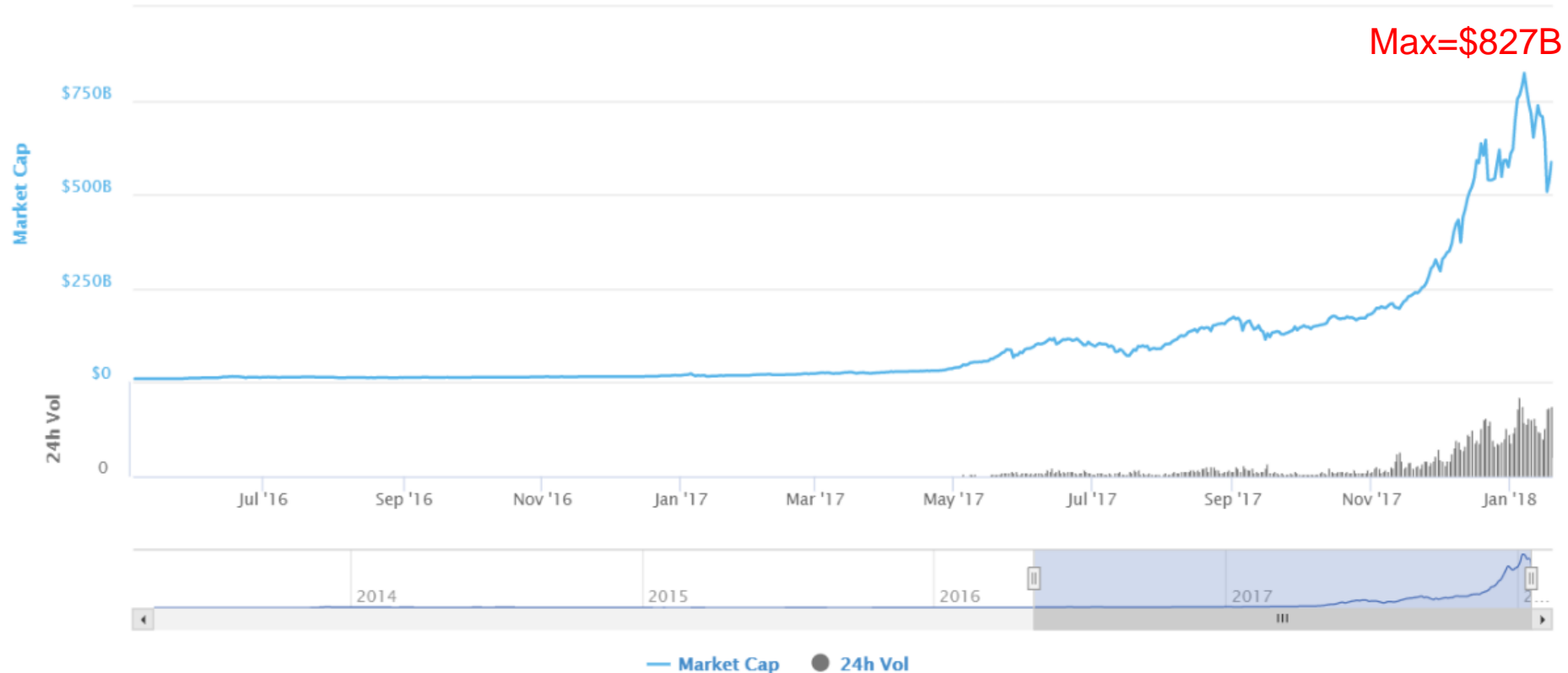


Market Metrics



Digital assets burst

Total market cap : \$580 bln, \$50 bln 24h traded volume

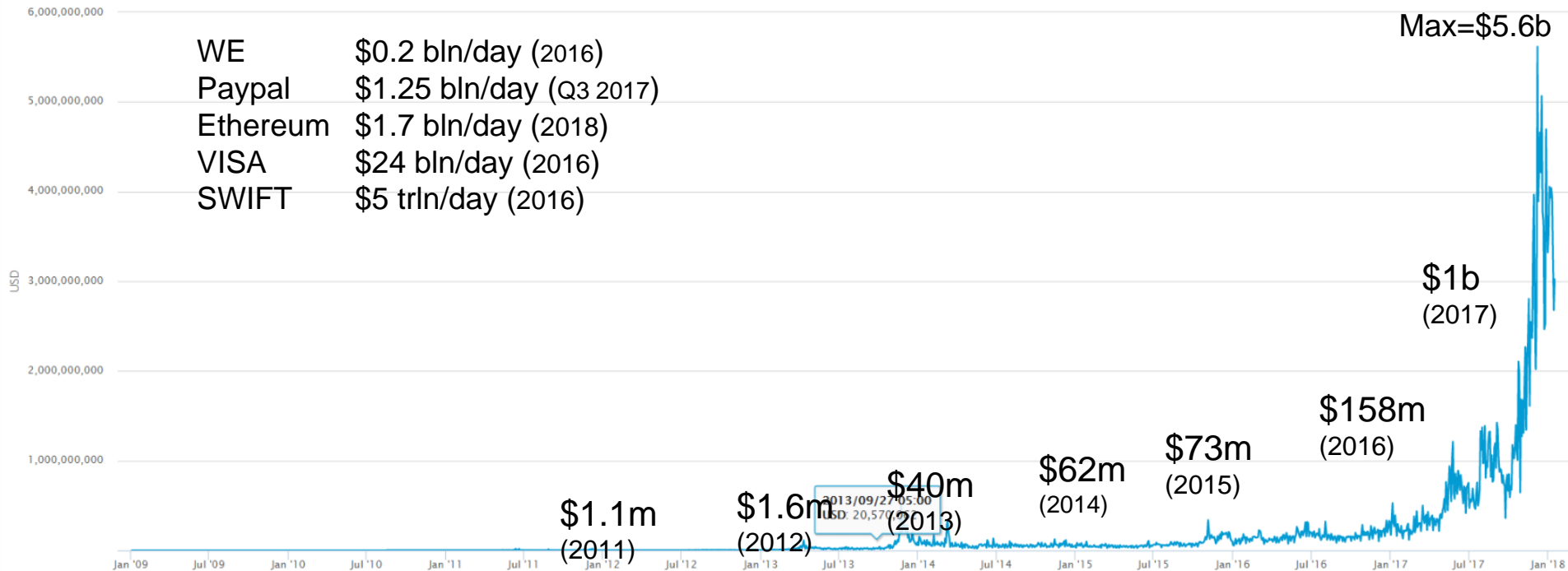


<https://coinmarketcap.com/charts/>

Value transferred

Daily volume is all time high: \$3.5bln/day in 2018

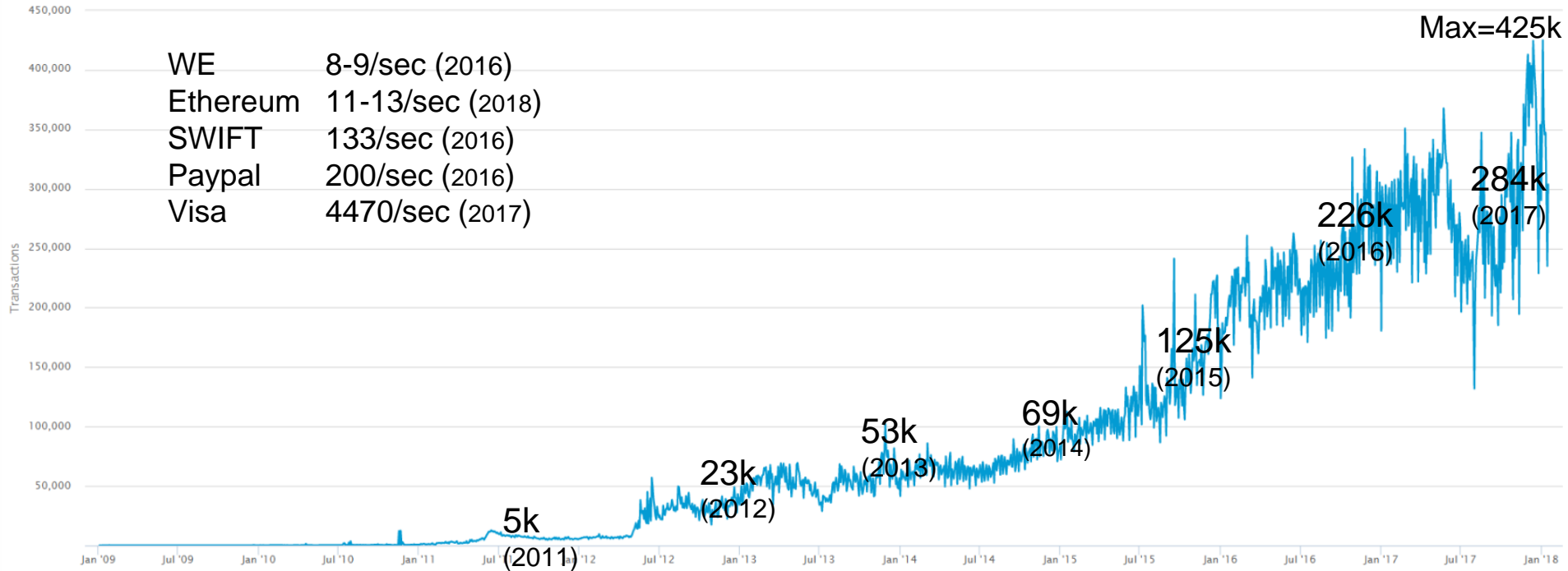
Source: blockchain.info



<https://blockchain.info/charts/estimated-transaction-volume-usd?timespan=all>

Transaction rate

Bitcoin transactions reached the limit: 4-5/sec in 2018

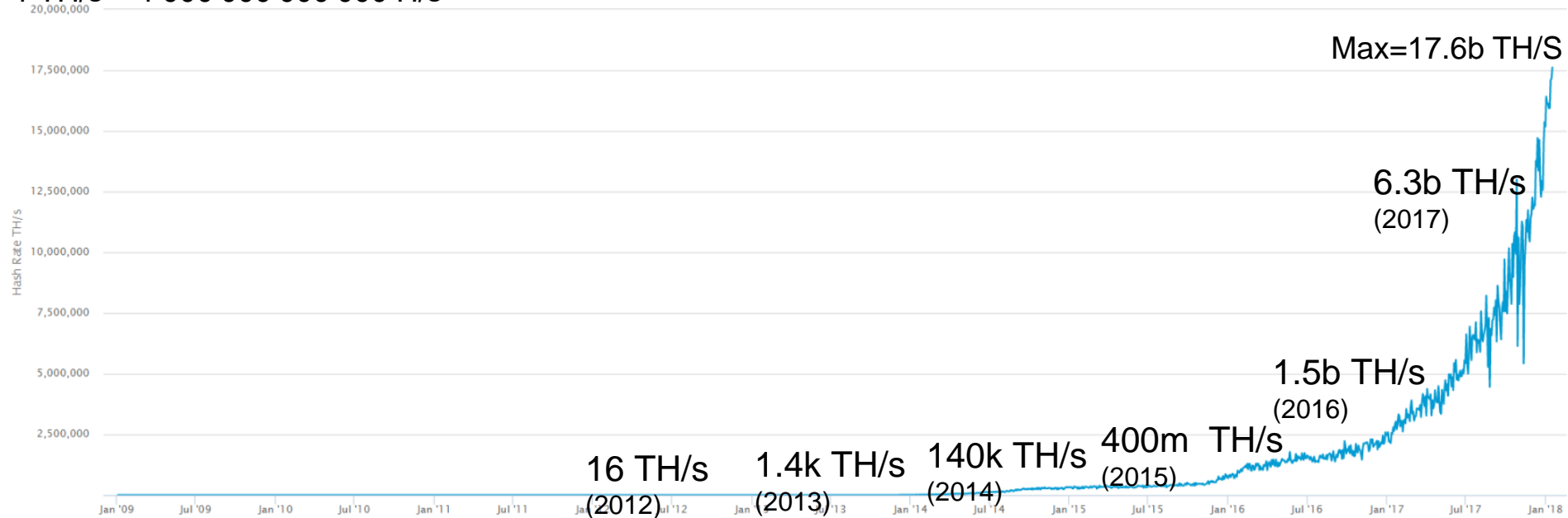


<https://blockchain.info/charts/n-transactions?timespan=all>

Mining power

Bitcoin hashrate now exceeds 17.5 bln TH/s

1 TH/s = 1'000'000'000'000 H/s



Full nodes distribution

GLOBAL BITCOIN NODES DISTRIBUTION

Reachable nodes as of Fri Jan 19 2018 11:29:05 GMT+0500 (Russia TZ 4 Standard Time).

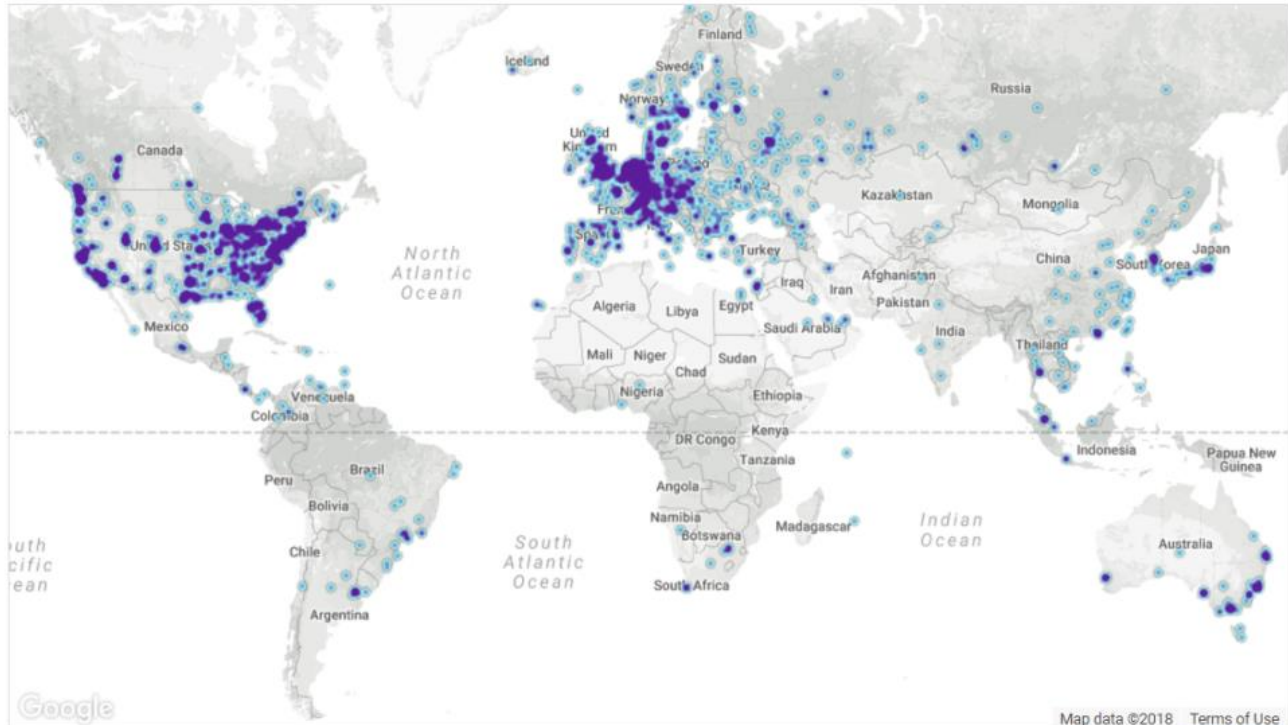
11571 NODES

24-hour charts »

Top 10 countries with their respective number of reachable nodes are as follow.

RANK	COUNTRY	NODES
1	United States	3199 (27.65%)
2	Germany	1968 (17.01%)
3	China	836 (7.22%)
4	France	779 (6.73%)
5	Netherlands	520 (4.49%)
6	Canada	455 (3.93%)
7	United Kingdom	439 (3.79%)
8	Russian Federation	384 (3.32%)
9	n/a	284 (2.45%)
10	Singapore	250 (2.16%)

More (100) »



Map shows concentration of reachable Bitcoin nodes found in countries around the world.

LIVE MAP

<https://bitnodes.21.co/>

Nodes

11613
Reachable nodes

7192
Average

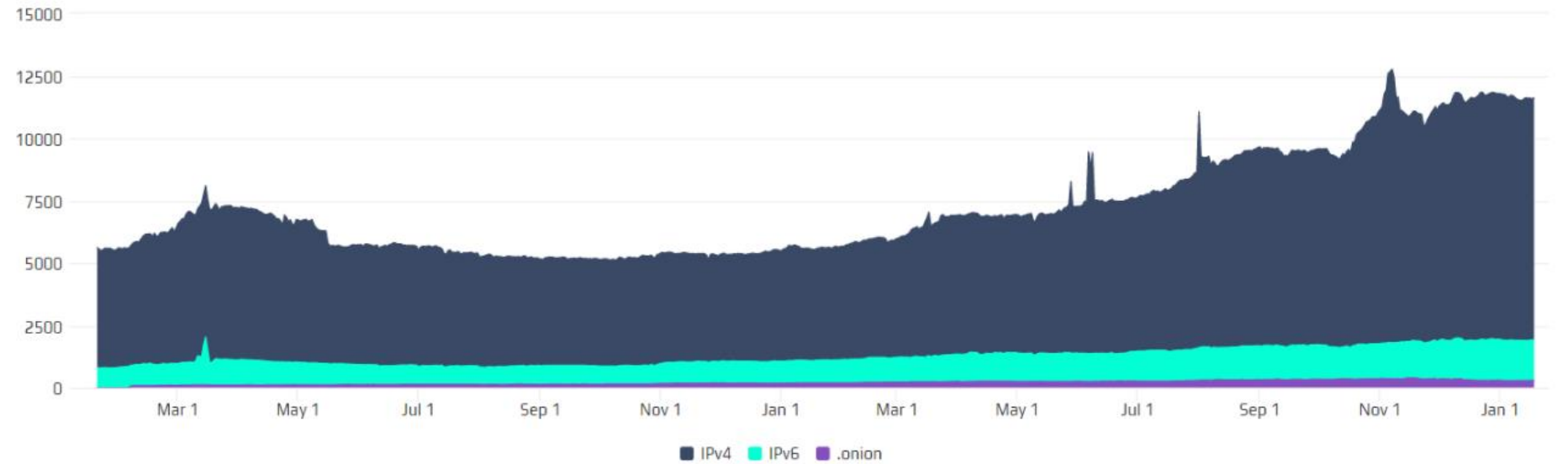
6001 ▲ 106.93%
Since 730 days ago

NODES

Chart shows the number of reachable nodes during the last 730 days. Individual series can be enabled or disabled from the legend to view the chart for specific networks.

24h 90d 1y 2y

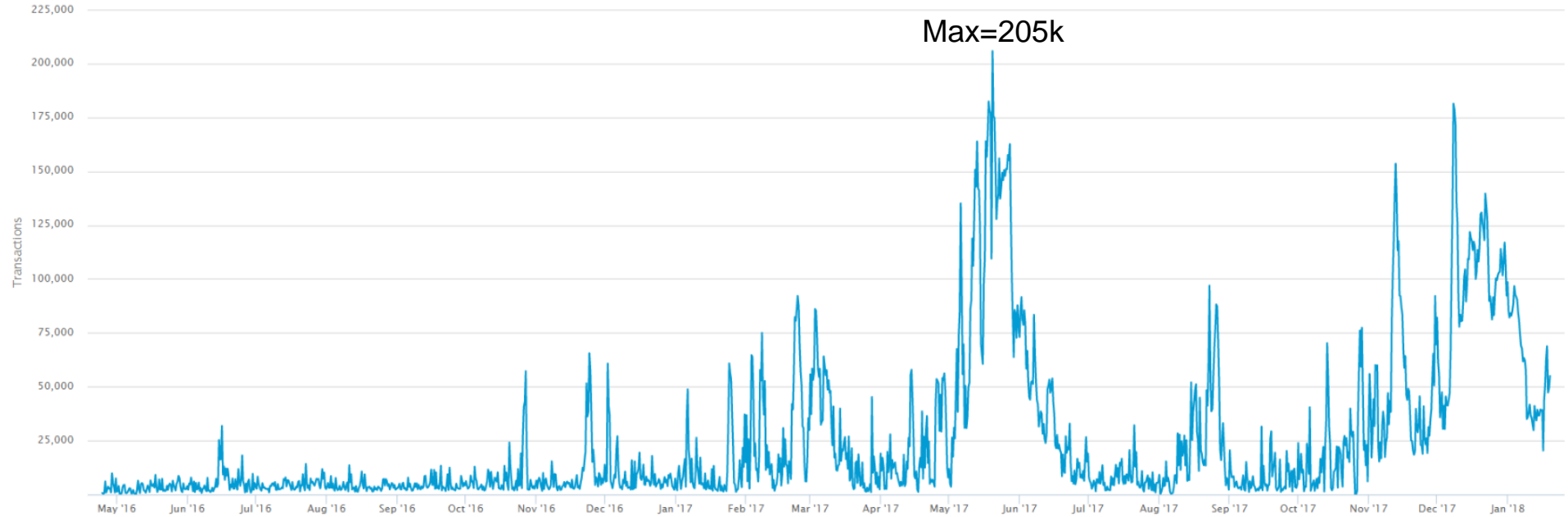
Lo 5115 Hi 12770 Avg 7192 Last 11613 nodes



<https://bitnodes.21.co/>



Mempool



Fees

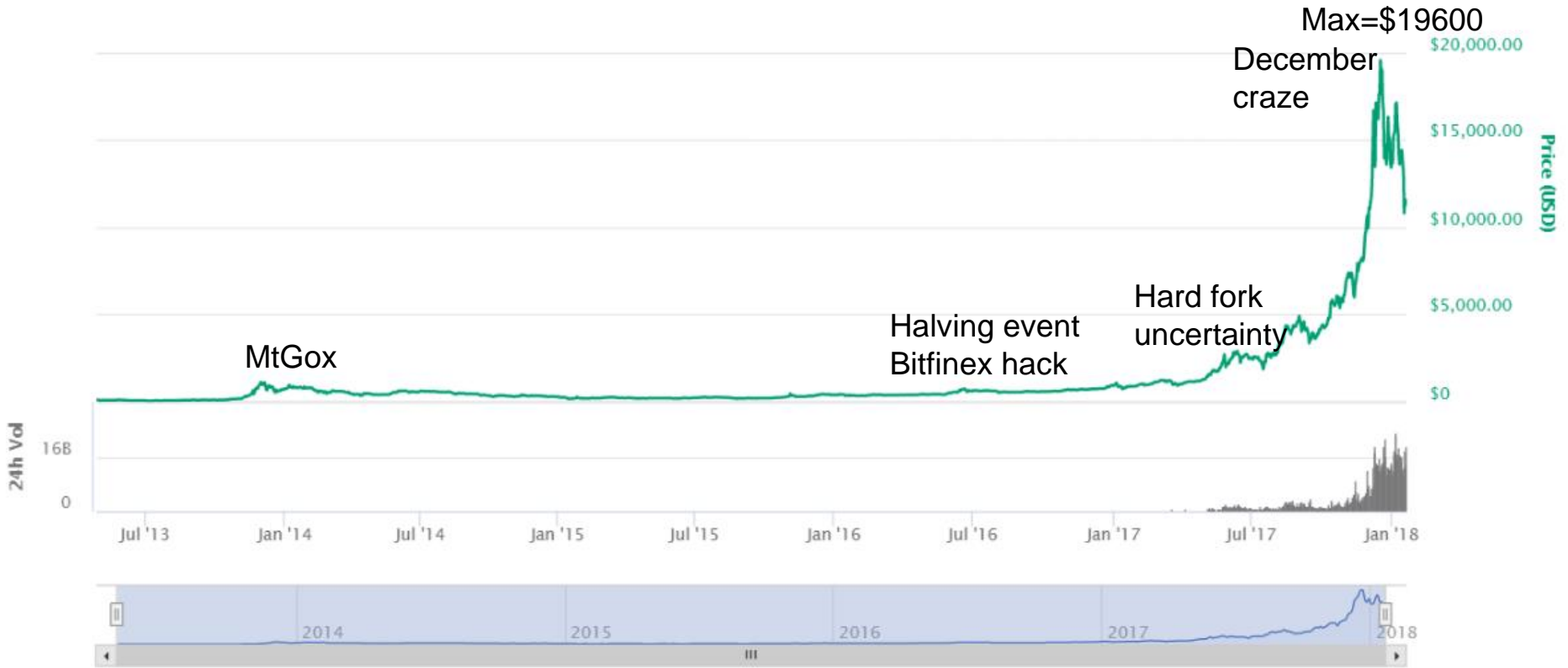


Max=\$145

<https://blockchain.info/charts/cost-per-transaction?timespan=all>

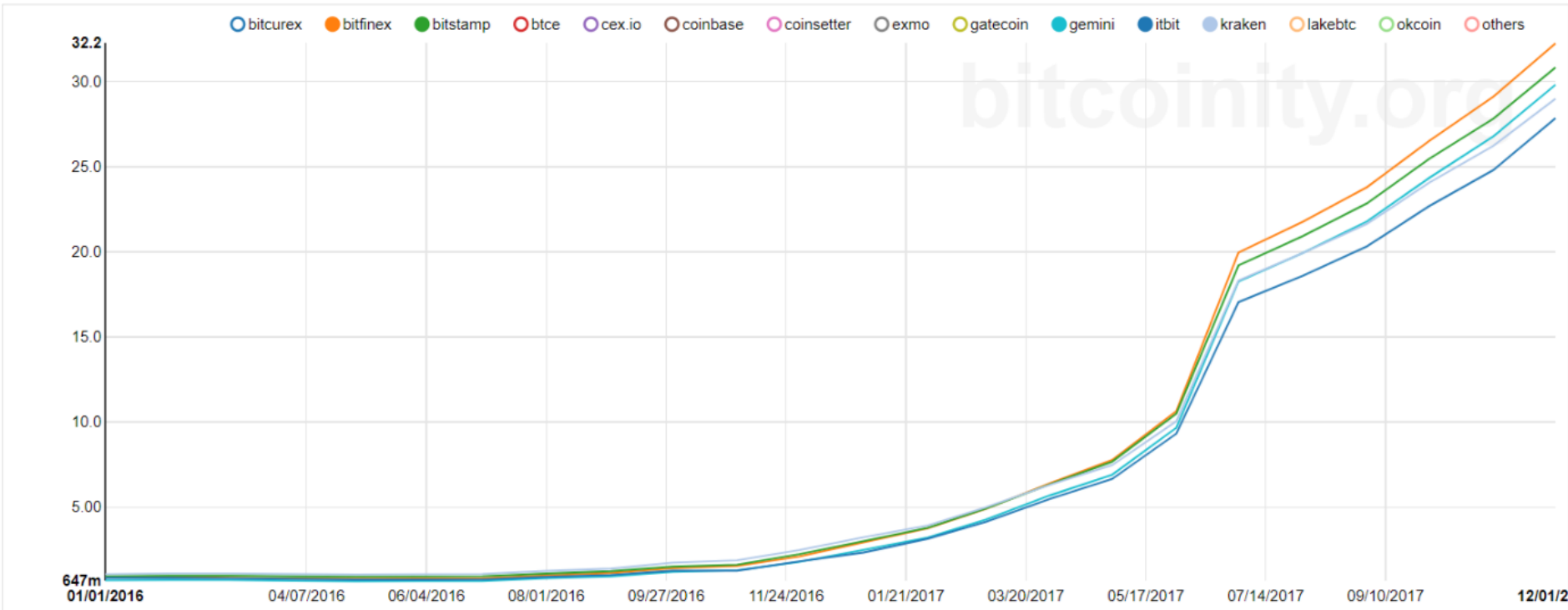
Bitcoin price

Bitcoin price is trendy, bubbly and volatile. \$11600 BTC/USD.

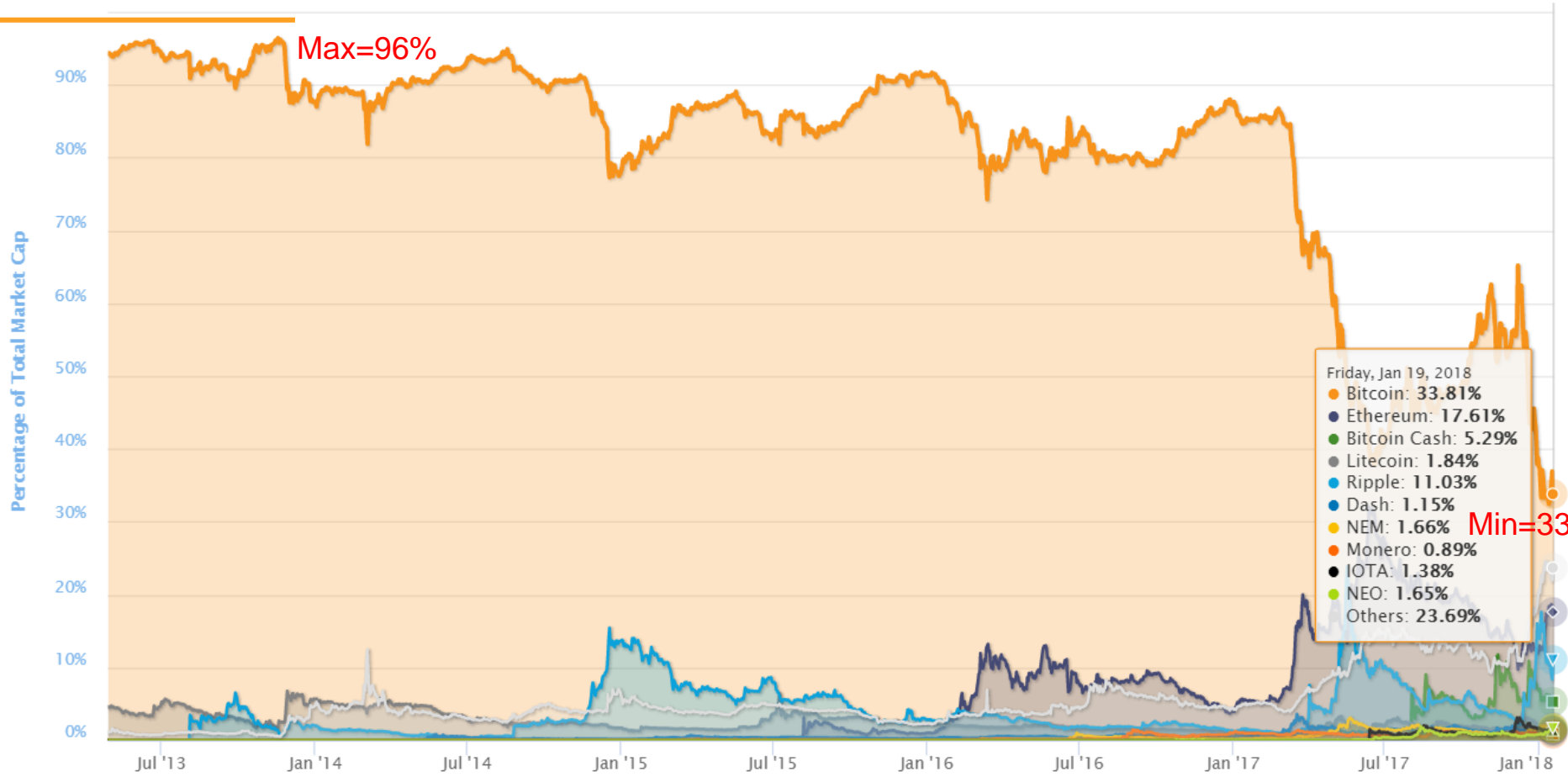


Bitcoin price

Daily volatility is above 25%



Bitcoin dominance



<https://coinmarketcap.com/charts/>

Bitcoin is...

- Bitcoin is an MVP for decentralized payment system and SoV
- Too slow: 3-5 tps
- Too expensive: \$20-30
- Too volatile: 25% daily
- Too energy inefficient: 2 TW
- ...but it is a viable alternative to current financial system: global, open, censorship resistant, trustless protocol of value storage on the internet. It gave birth to the 'Big Bang' of Blockchain/DLT, decentralized apps, new forms of funding (ICO/ITO)

Crypto universe

- Payments (Ripple, Stellar, Dash, Litecoin, Bitcoin Cash)
- Anonymous payments (Monero, ZCash)
- Smart Contracts (Ethereum, Lisk, Qtum, Cardano)
- Asset platforms (Waves, NEO)
- Decentralized computing (Golem, SONM)
- Decentralized storage (Filecoin, STORJ)
- Direct acyclical graphs (IOTA, Byteball)
- Scaling (Zilliqa, Zenprotocol, RAI Blocks, Rchain, Skycoin)
- Digital Markets (0x, Kybernetwork, Bancor, Qash, Binance)



Crypto universe

- Crypto cards (TenX, Monaco)
- Lending (SALT, Etherlend)
- Social Networks (Steem, Synereo)
- Tokenized Assets (Digix, Hello Gold)
- Permissioned/consortia (Hyperledger Fabrique, Hashgraph)
- Digital cash (UMFG coin, MAS, Fed coin)
- Applications in Logistics, Supply Chains, IOT, IP rights, Academic records, etc.

