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## COINBASE GLOBAL INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Coinbase Global Inc.

**Company Sector :** Crypto-finance

**Operating Geography :** United States, North America, Global

**About the Company :**

Coinbase Global, Inc., is a cryptocurrency trading platform based in the United States. With no physical headquarters, Coinbase is a remote-first firm. The company was established in 2012 by Brian Armstrong and Fred Ehrsam. It is a financial technology firm that specialises in end-to-end financial infrastructure and software. Its main goal is to create a crypto economy, which is a transparent financial system powered by crypto and based on crypto assets, which are digital assets created using blockchain technology. Its platform enables 43 million retail consumers from over 100 countries, as well as 7,000 institutions and 115,000 ecosystem partners, to participate in the crypto-economy. The company provides a primary bank account for retail consumers to invest in, store, spend, earn, and use crypto assets. It offers a one-stop shop for hedge funds, money managers, and businesses to access crypto markets through improved trading and custody technology. The Corporation provides a platform with technology and services that enable developers, merchants, and asset issuers to create applications that use crypto protocols, participate in crypto networks, and securely take cryptocurrency as payment. Coinbase in August 2022 announced a partnership with Blackrock which will enable Blackrock's Aladdin institutional clients with access to digital currencies.

Coinbase Global, Inc's USP lies in its being the largest cryptocurrency exchange in the United States by trading volume. The mission statement of the company reads, "To increase economic freedom in the world".

**Revenue :**

\$7.8 billion - FY ending 31 December 2021 (y-o-y growth 550%)

\$1.28 billion - FY ending 31 December 2020

## SWOT Analysis :

The SWOT Analysis for Coinbase Global Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Firmly established in the crypto-exchange market as one of the biggest firms in USA</li> <li>2.Early player in the market giving it long-term network in various sectors</li> <li>3.Strong financial position lends competitive edge</li> <li>4.High product opportunities are advantageous</li> <li>5.Diversified &amp; cutting-edge product portfolio</li> <li>6.Intuitive product design reducing customer complexity</li> </ol>	<ol style="list-style-type: none"> <li>1.High product volatility renders Coinbase Global Inc. vulnerable</li> <li>2.Glitches in its website have hampered credibility</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Rising rates of crypto-adoption is advantageous for more activity</li> <li>2.Increasingly popular platforms and products in crypto-economy developed at Coinbase</li> <li>3.Increasing attraction towards digital assets may increase trading</li> </ol>	<ol style="list-style-type: none"> <li>1.Increasing regulations from the Federal Reserve and US Congress may harm volume</li> <li>2.Volatility of cryptocurrency may impact profits</li> <li>3.Steadily decreasing value of stock following tightening of crypto regulations by Fed</li> <li>4.Decreased trading activity in mini crypto winter slows growth at Coinbase</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Coinbase Global Inc. is given below:

Political	Economical
1.Ambivalence of US Government over crypto-assets lends volatility 2.Fall in Kazakhstan's government has heightened fall in Bitcoin values	1.Crypto being a cyclical industry may impact organizational performance 2.Fall in Bitcoin prices after Fed regulations in 2022
Social	Technological
1.Overwhelming popularity of crypto-economy may positively impact trading 2.Rising regulations and legislation may allow safer trading ecosystem	1.Cutting-edge blockchain technology constantly evolving crypto-economy 2.Google Cloud partnering with CoinWire to develop crypto ecosystem
Legal	Environmental
1.Tightening crypto legislation by US Congress 2.Worldwide regulations on crypto-trading may impact product growth	1.Competition faced by Bitcoin and Ethereum by environment-friendly crypto-assets 2.Environment-friendly NFTs are on the rise

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