

# ARCHITECT PARTNERS

DRIVING PREMIUM VALUE M&A | STRATEGIC FINANCINGS

## Crypto Data & Data Analytics Market Map and Opportunity Assessment

AP | INSIGHTS

September 2021

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DATA ANALYTICS (analyze, determine insights, suggest action)

Manage Risk

Fraud and Compliance

ANCHAIN.AI  
Chainalysis  
CIPHERTRACE  
coinfirm  
Crystal

ELLIPTIC  
NEUTRINO  
SOLIDUS LABS  
TRM  
whitestream

AML | KYC

acuant  
Cognito  
Comply Advantage  
JUMIO  
onfido  
MERKLE SCIENCE  
ZEUSS

Investing & Trading Tools

Institutional

bakkt  
BITFINEX  
BitGo  
BITTREX  
coinbase  
Digital Assets Data  
FTX  
GEMINI

Genesis  
kraken  
MESSARI  
NYDIG  
santiment  
TRADAIR  
TradeBlock  
TradeStation CRYPTO

Individual Investor

bakkt  
BINANCE  
Blockfolio  
BloX  
celsius  
coinbase  
COINIGY  
CoinTracking  
CryptoCompare

DELTA  
Huobi  
kraken  
OKEX  
PAXOS  
BlockFi  
nexo  
VOYAGER

DATA AGGREGATION & ORGANIZATION (compile, cleanse and organize)

Trading Market Data

amberdata  
Blockstream  
BLOCKTAP.IO  
COIN360  
CoinGecko  
CoinMarketCap  
COINMETRICS  
Cryptowatch

CRYPTO COMPARE  
helixstream  
KAIKO  
MESSARI  
nomics  
TradingView  
Xangle

Blockchain Data

IML  
amberdata  
Bitquery  
Blockstream  
BTC.com  
CoinDance  
COINMETRICS  
DappRadar  
DEFI PULSE  
Dune Analytics

Etherscan  
Ethplorer  
intotheblock  
Lukka  
MESSARI  
nansen  
the graph  
Xangle  
Token Flow  
Covalent

Off-Chain Data

COINMETRICS  
CryptoMood  
intotheblock  
LUNARCRUSH  
omenics  
TheTie

CURATION & INTERPRETATION (research and data informed media)

Crypto Market Research

BINANCE RESEARCH  
coindesk  
COINMETRICS  
DELPHI DIGITAL  
DIGITAL ASSET RESEARCH  
MESSARI  
THE BLOCK

Crypto Market News

BRAVE NEW COIN.  
coindesk  
CRYPTO BRIEFING  
Decrypt  
MESSARI  
THE BLOCK  
THE COINTELEGRAPH

\$3.2 billion of capital deployed to fuel the development of this group of companies as of May 2021.



# EXECUTIVE SUMMARY

Accumulating, organizing and analyzing data to uncover important information and insights is a major strategic theme within the emerging crypto market.

Past analogs suggest crypto data & data analytics will create \$10's of billions of equity value.

Traditional venture capital, crypto venture capital and select strategic investors are already supporting many revenue generating, fast growing businesses.

Mergers & acquisitions are nascent within this sector but hundreds of legacy data and data analytics companies will eventually have a presence and conversations have begun.

Architect Partners presents the AP Crypto Data & Data Analytics Framework and overview of the market opportunity and players in the following presentation.



# CRYPTO IS VERY EARLY IN IT'S LIFE CYLCE

Hype Cycle for Blockchain Business, 2019



Crypto currencies and other crypto assets, many of which have explicit, market determined, financial value, are relatively mature elements of the evolution of blockchain as an application platform.

The primary application for the crypto assets today are:  
Investment  
Financial speculation  
Payment for “work”  
Payments

Source: Gartner  
ID: 390391



HOWEVER, PREMIUM-VALUE BUSINESS ARE BEING RAPIDLY BUILT

coinbase

\$47 billion

Crypto-asset Investment Platform

BINANCE

>\$10 billion

Crypto-asset Investment Platform

FTX

>\$10 billion

Crypto-asset Derivatives Investment Platform

Chainalysis

\$2.3 billion

Crypto Fraud and Compliance

bakkt™

\$2.1 billion

Crypto-asset Trading & Payments

PAXOS

\$2.4 billion

Crypto-asset Custody and Trading Infrastructure

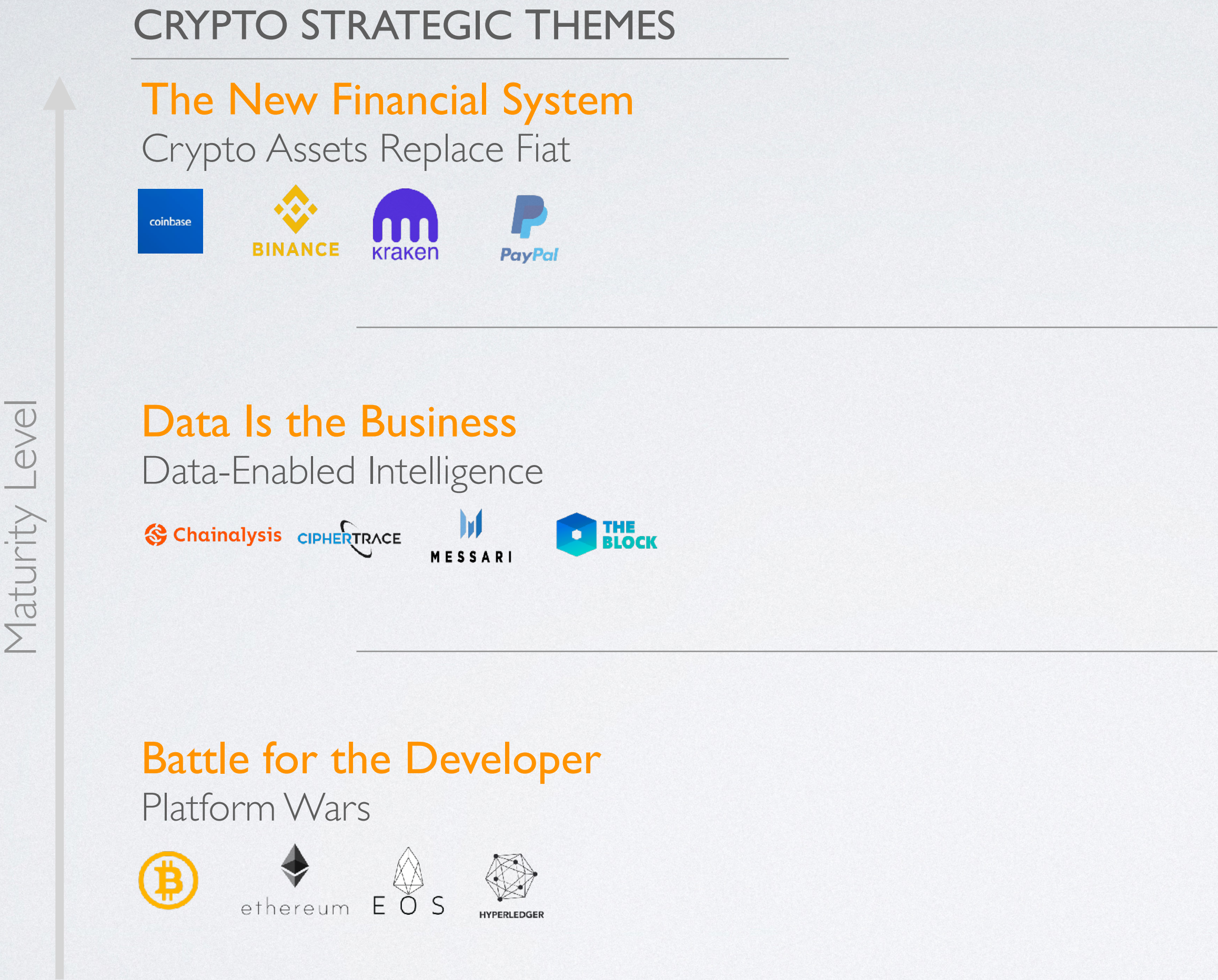


# AND MEANINGFUL STRATEGY DRIVEN M&A HAS BEGUN

<div><div>ND</div><p>Acquired</p><div></div><p>Crypto-assets Trading Market Data and Data Analytics</p></div> <td><div><div>\$400mm</div><p>Acquired</p><div></div><p>Crypto-assets Trading Market Data and Data Analytics</p></div><td><div><div>ND</div><p>Acquired</p><div></div><p>Entry Into Crypto KYC</p></div><td><div><div>ND</div><p>Acquired</p><div></div><p>Institutional Grade Crypto Data &amp; Data Analytics</p></div></td></td></td>	<div><div>\$400mm</div><p>Acquired</p><div></div><p>Crypto-assets Trading Market Data and Data Analytics</p></div> <td><div><div>ND</div><p>Acquired</p><div></div><p>Entry Into Crypto KYC</p></div><td><div><div>ND</div><p>Acquired</p><div></div><p>Institutional Grade Crypto Data &amp; Data Analytics</p></div></td></td>	<div><div>ND</div><p>Acquired</p><div></div><p>Entry Into Crypto KYC</p></div> <td><div><div>ND</div><p>Acquired</p><div></div><p>Institutional Grade Crypto Data &amp; Data Analytics</p></div></td>	<div><div>ND</div><p>Acquired</p><div></div><p>Institutional Grade Crypto Data &amp; Data Analytics</p></div>
<div><div>\$90mm</div><p>Acquired</p><div></div><p>Institutional-Ready Crypto-trading Platform</p></div> <td><div><div>\$150mm</div><p>Acquired</p><div></div><p>Crypto-assets Market Portfolio Trading &amp; News</p></div><td><div><div>ND</div><p>Acquired</p><div></div><p>Blockchain-Based Financial Services Transaction Platform</p></div><td><div><div>ND</div><p>Acquired</p><div></div><p>On-chain Crypto Data &amp; Data Analytics</p></div></td></td></td>	<div><div>\$150mm</div><p>Acquired</p><div></div><p>Crypto-assets Market Portfolio Trading &amp; News</p></div> <td><div><div>ND</div><p>Acquired</p><div></div><p>Blockchain-Based Financial Services Transaction Platform</p></div><td><div><div>ND</div><p>Acquired</p><div></div><p>On-chain Crypto Data &amp; Data Analytics</p></div></td></td>	<div><div>ND</div><p>Acquired</p><div></div><p>Blockchain-Based Financial Services Transaction Platform</p></div> <td><div><div>ND</div><p>Acquired</p><div></div><p>On-chain Crypto Data &amp; Data Analytics</p></div></td>	<div><div>ND</div><p>Acquired</p><div></div><p>On-chain Crypto Data &amp; Data Analytics</p></div>

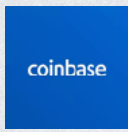



# SEVERAL CLEAR STRATEGIC THEMES HAVE EMERGED



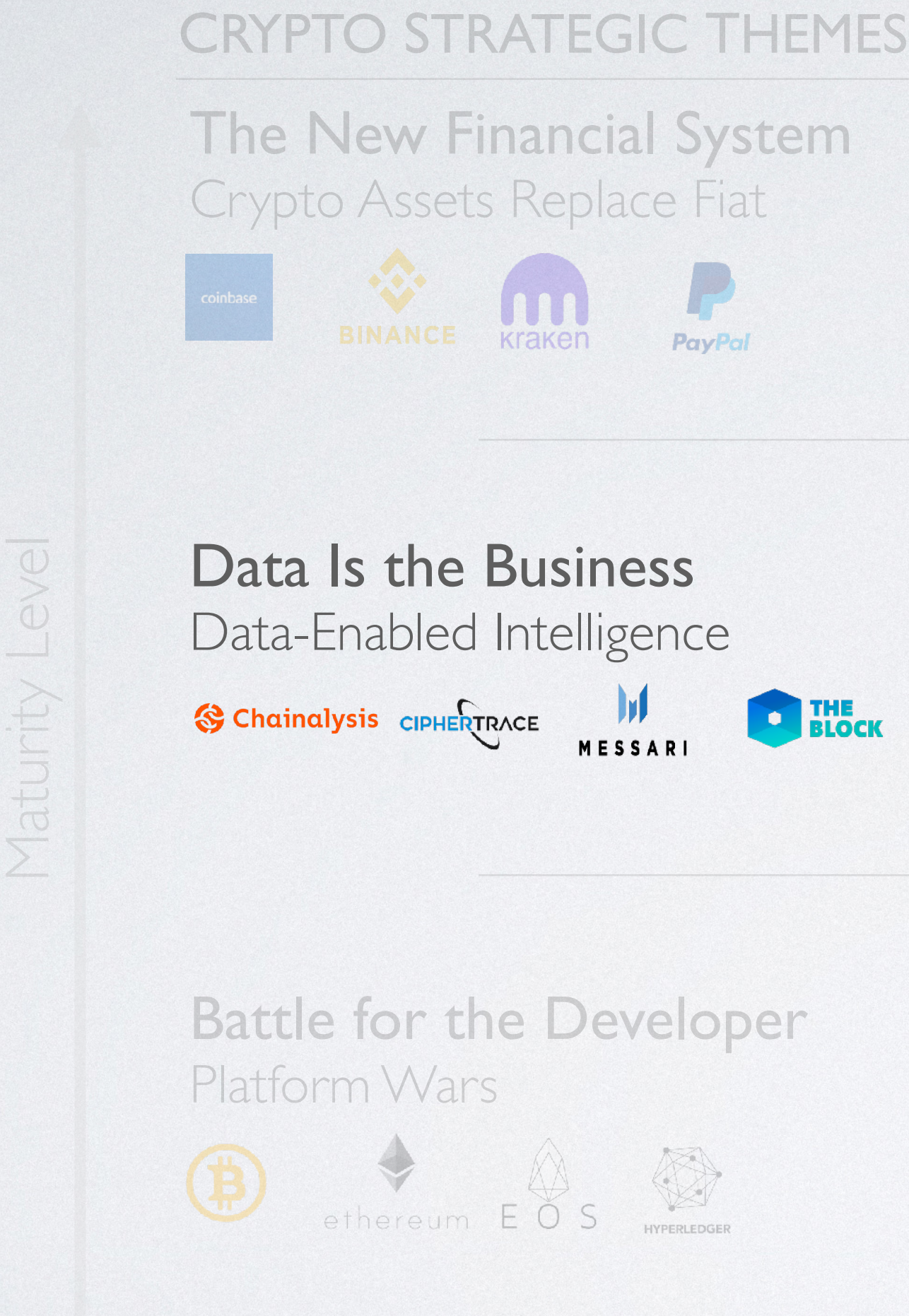


# EACH THEME HAS INSTRUCTIVE PAST ANALOGS

Maturity Level	CRYPTO STRATEGIC THEMES	PAST ANALOGS
	<div>The New Financial System</div> <div>Crypto Assets Replace Fiat</div> <div>   </div>	<div>Consumer Payments:</div> <div>Remittances:</div> <div>NeoBanks:</div> <div>Investing:</div> <div>PayPal, Stripe, Square</div> <div>Xoom, Worldremit</div> <div>Varo, Revolute, Chime, SoFi</div> <div>eToro, Robinhood, Acorns, eTrade, Schwab</div>
	<div>Data Is the Business</div> <div>Data-Enabled Intelligence</div> <div>   </div>	<div>Financial Risk:</div> <div>Market Data:</div> <div>Data Analytics:</div> <div>Curation &amp; Reporting</div> <div>Marketing Intelligence:</div> <div>FICO, fiserv, D&amp;B</div> <div>NASDAQ, S&amp;P, Bloomberg</div> <div>Palantir, Informatica, TIBCO</div> <div>WSJ, Wall Street Research</div> <div>Google, Apple, Amazon</div>
	<div>Battle for the Developer</div> <div>Platform Wars</div> <div>   </div>	<div>Server:</div> <div>Desktop:</div> <div>Mobile:</div> <div>Cloud:</div> <div>UNIX vs. Linux vs. Windows</div> <div>Apple MacOS vs. Microsoft Windows vs. IBM OS/2</div> <div>Apple iOS vs. Google Android vs. Blackberry OS</div> <div>Amazon AWS vs. Google Cloud vs. Microsoft Azure</div>



# CLOSER LOOK - WHAT IS DATA-ENABLED INTELLIGENCE?



The Science of Accumulating, Organizing,  
and Cleansing Raw Data  
in order to  
Analyze the Data to Uncover Important  
Information and Insights  
allowing  
Better Understanding and Decision  
Making

Data and data analytics are crucial  
building blocks to the the  
emerging crypto sector and  
rapidly growing business are being  
built



# HOW IS DATA USED IN THE CRYPTO MARKETS TODAY?

## Crypto Emphasis Today



## Other Traditional Uses as Well





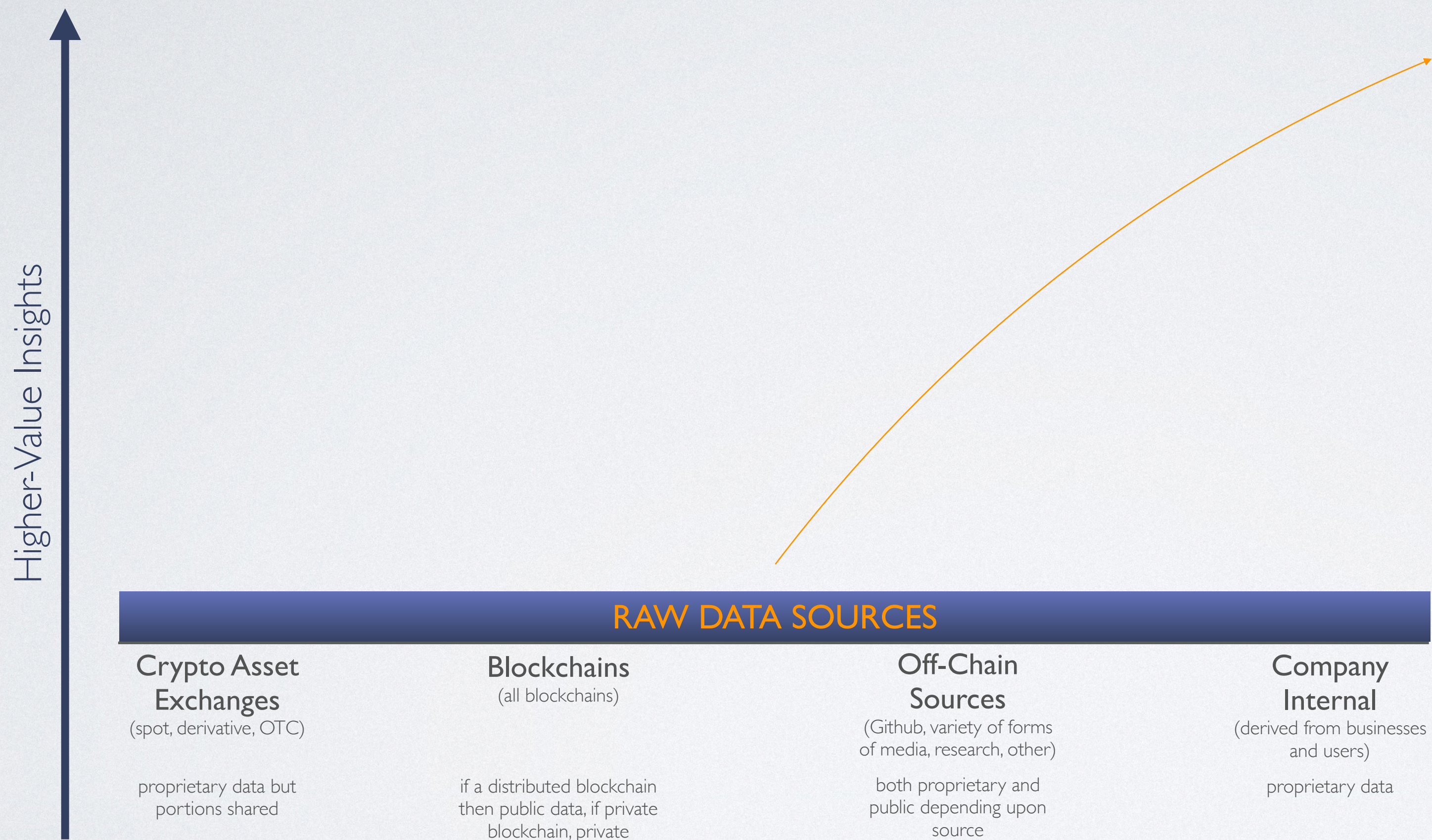
# ALL CRYPTO MARKET PARTICIPANTS VALUE DATA





# BUILDING THE MARKET FRAMEWORK: RAW DATA

AP CRYPTO DATA & DATA ANALYTICS FRAMEWORK

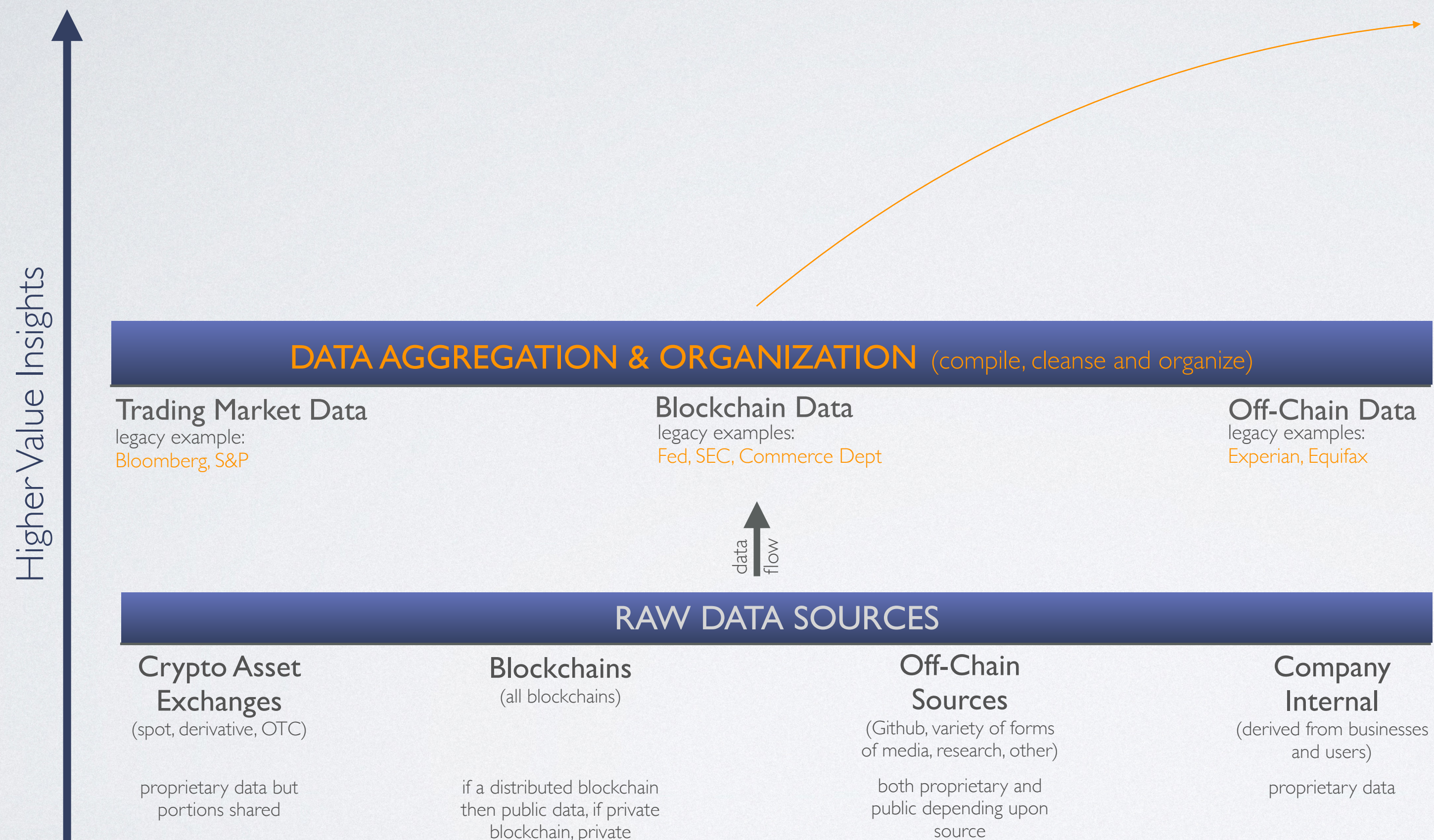


“The starting point is gathering valuable raw data from a variety of sources”



# BUILDING THE MARKET FRAMEWORK: AGGREGATE AND ORGANIZE

## AP CRYPTO DATA & DATA ANALYTICS FRAMEWORK

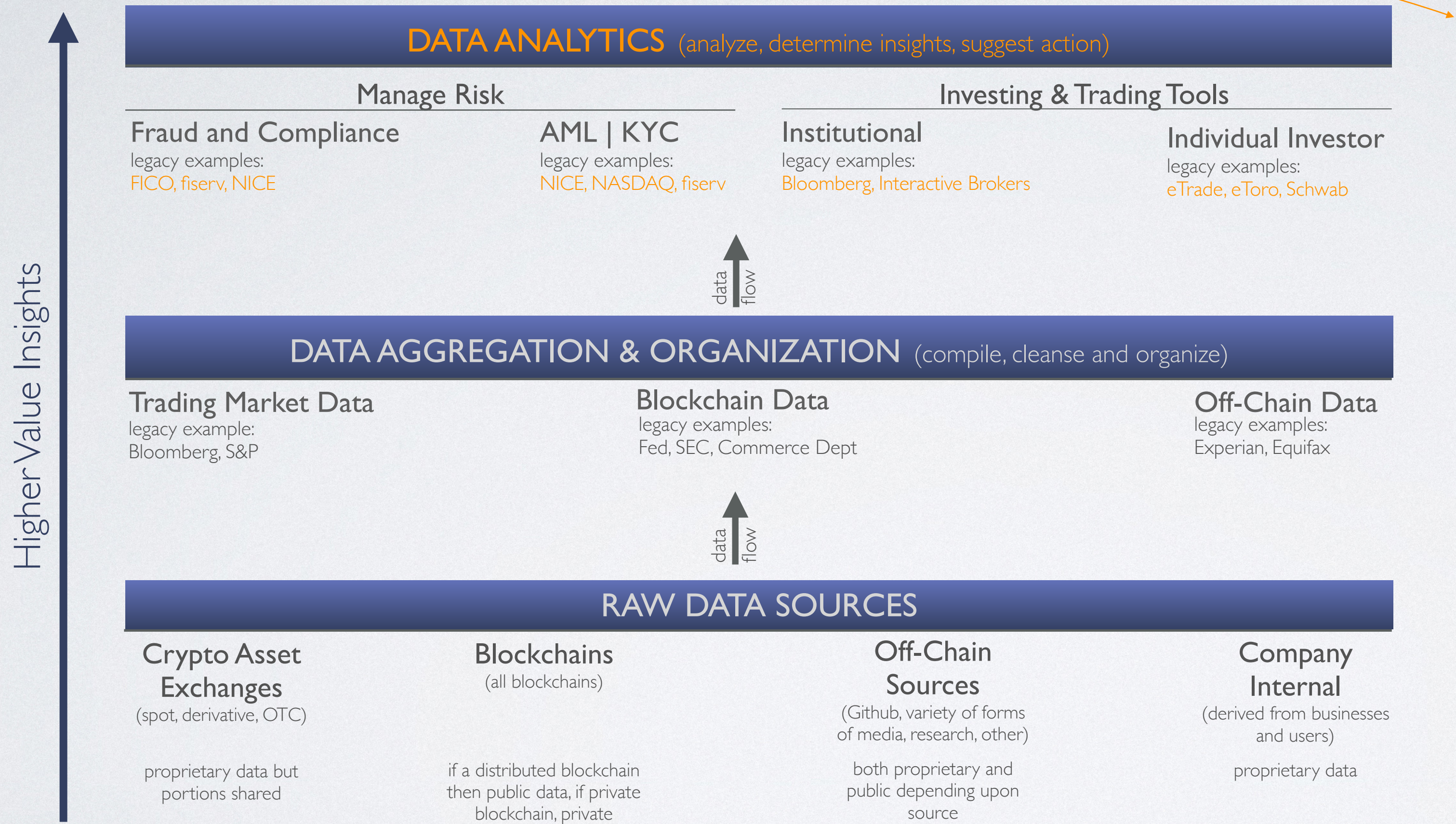


*“Compiling, cleansing and organizing the raw data is an important next step. Most often specialized companies arise to focus on this need alone”*



# BUILDING THE MARKET FRAMEWORK: ANALYZE

## AP CRYPTO DATA & DATA ANALYTICS FRAMEWORK

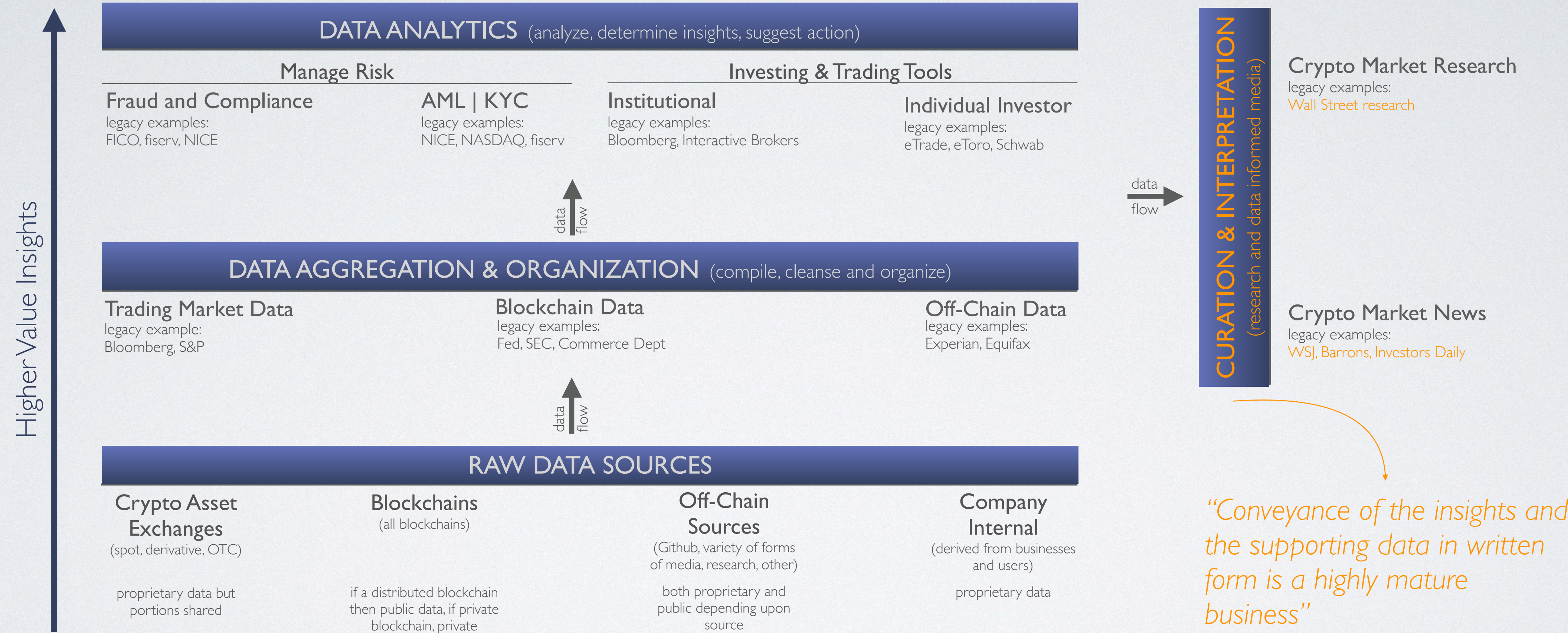


“Data must be turned into actionable insights to have value. There are many applications which present data in a usable manner and apply a variety of analytic techniques to allow a better understanding of the data and it’s practical meaning”



# BUILDING THE MARKET FRAMEWORK: CURATE AND INTERPRET

## AP CRYPTO DATA & DATA ANALYTICS FRAMEWORK





# CRYPTO DATA & DATA ANALYTICS PARTICIPANTS

AP CRYPTO DATA & DATA ANALYTICS FRAMEWORK

DATA ANALYTICS (analyze, determine insights, suggest action)			
Manage Risk		Investing & Trading Tools	
Fraud and Compliance	AML   KYC	Institutional	Individual Investor
legacy examples: FICO, fiserv, NICE	legacy examples: NICE, NASDAQ, fiserv	legacy examples: Bloomberg, Interactive Brokers	legacy examples: eTrade, eToro, Schwab
Anchain.ai	Elaptic	Bakkt	Bakkt
Chainalysis	Nutrino	Bitfinex	Genesis
Ciphertrace	Solidus Labs	BitGo	Messari
CoinFirm	TRM	Bitrex	NYDIG
Crystal	Whitestream	Coinbase	santiment
		Digital Assets Data	TradAir
		FTX Exchange	TradeBlock
		Gemini	TradeStation

DATA AGGREGATION & ORGANIZATION (compile, cleanse and organize)			
Trading Market Data		Blockchain Data	
legacy examples: NASDAQ, Bloomberg		Legacy examples: Fed, SEC, Commerce Dept	
amberdata	CryptoCompare	IML	Dune Analytics
Blockstream	helixstream	amberdata	Etherscan
Blocktap.io	Kaiko	Bitquery	Ethplorer
Coin360	Messari	Blockstream	IntoTheBlock
CoinGecko	Nomics	BTC.com	Messari
CoinMarketCap	TradingView	coin.dance	Nansen
CoinMetrics	Xangle	CoinMetrics	The Graph
Cryptowatch		DappRadar	WhatToMine
		DiFi Pulse	Xangle

CURATION & INTERPRETATION (research and data informed media)	Crypto Market Research
	legacy examples: Wall Street Research
	Binance Research
	Coindesk
	CoinMetrics
	Delphi Digital
	Digital Asset Research
	Messari
	Smith & Crown
	The Block
	Crypto Market News
	Legacy examples: Dow Jones, Investors Daily
	Brave New Coin
	Coindesk
	CoinTelegraph
	Crypto Briefing
	Decrypt
	Messari
	The Block

\$3.2 billion of capital  
deployed to fuel the  
development of  
this group of companies as  
of May 2021.



# FINANCIAL INVESTORS SUPPORTING SECTOR TODAY

## TRADITIONAL VC





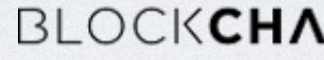











## CRYPTO-FOCUSED VC









# STRATEGIC INVESTORS SUPPORTING THIS GROUP TODAY

## CRYPTO-FOCUSED



## LEGACY





# CRYPTO DATA AND DATA ANALYTICS WILL CREATE BILLIONS OF VALUE

## LEGACY MARKET

**\$3.3 trillion**

of equity value JUST from  
companies highlighted on  
previous page

## THEME: DATA IS THE BUSINESS

The Science of Accumulating, Organizing,  
and Cleansing Raw Data

in order to

Analyze the Data to Uncover Important  
Information and Insights

allowing

Better Decision Making and  
Understanding

## CRYPTO MARKET

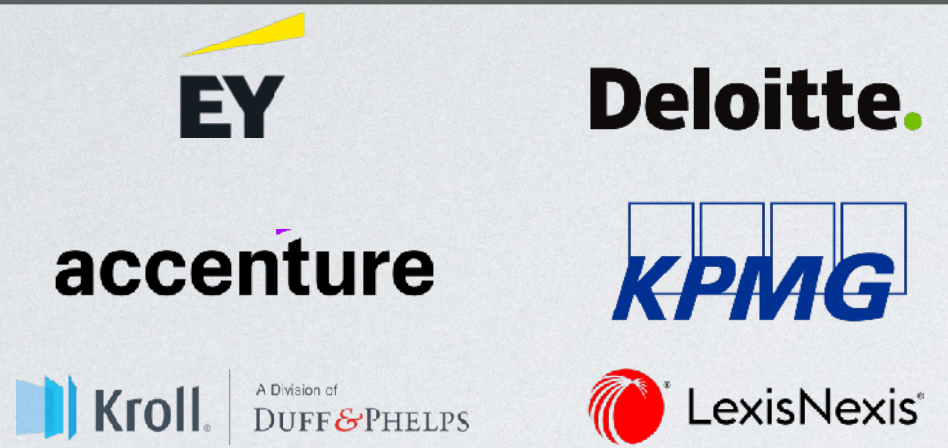
**+\$10's of billions**

of equity value from crypto  
focused data and data  
analytics companies.



# ALL LEGACY PLAYERS **MUST** HAVE A VIEWPOINT ON CRYPTO

## CONSULTING



## DATA & DATA ANALYTICS



## PAYMENTS



## EXCHANGES



## SECURITY



## BUSINESS INTELLIGENCE



## INFRASTRUCTURE

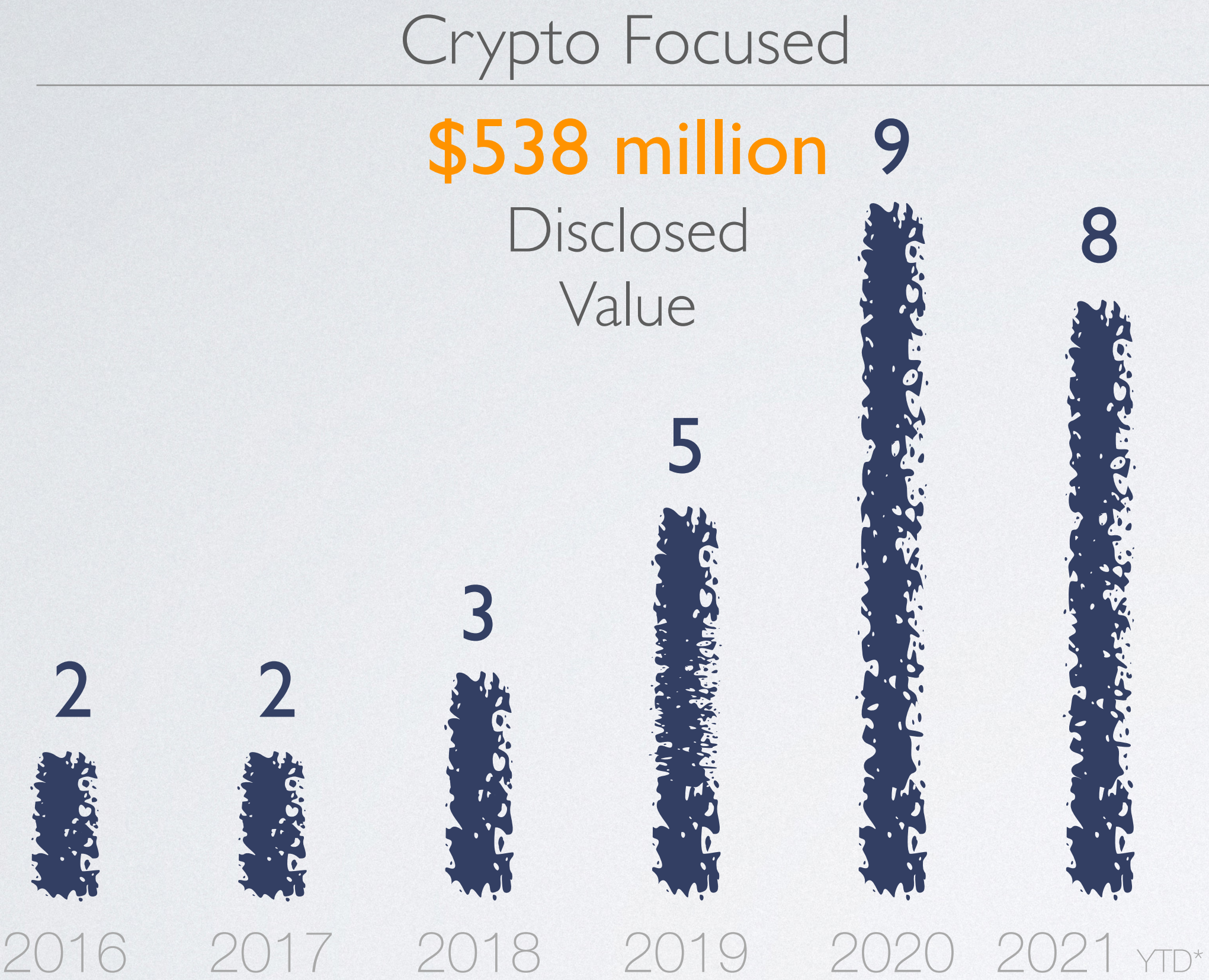


## AML/KYC





# CRYPTO DATA & DATA ANALYTICS M&A HAS BEGUN, ALBEIT NASCENT



Source: AP Crypto | DLT Sector Mergers & Acquisitions Tracker (5/24/2021)



Source: PitchBook (5/24/2021)

Vs.



# WHERE WE'RE GOING IN THE NEXT 24 MONTHS



**BUSINESS  
MOMENTUM**

Significant revenue growth continues

## EQUITY CAPITAL SPIGOT OPENS MORE



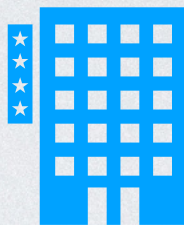
**CAPITAL  
INVESTED**

Financial momentum and value creation opportunity



**“LEGACY”  
VC’S ENTER**

“picks and shovels” theme easy to gain comfort



**STRATEGIC  
CAPITAL**

corporate investment toe in the water

## MERGERS & ACQUISITIONS ACTIVITY BUILDS



**# DEALS**

overall deal activity will build in number

**\$1+**  
Billion

**+80%  
PROBABLITY**

large transaction sizes coming



**LEGACY  
ACQUIRES**

legacy vendors acquires vs. build



# AP | INSIGHTS

Please Contact For Further  
Depth and Specifics to Your  
Business's Individual  
Circumstances

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