



October 26, 2025

Target: **ECHO** Buyer: **coinbase**

Coinbase Completes \$375M Acquisition of Echo, Expanding On-Chain Capital Formation Capabilities

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Transaction Overview

On October 21, 2025, Coinbase Global (NASDAQ: COIN), a U.S.-based cryptocurrency exchange and financial technology company, announced the acquisition of Echo, an on-chain capital-raising platform, for approximately \$375 million in cash and stock.

Target: Echo

Echo is a decentralized capital formation platform enabling startups and institutions to raise funds natively on-chain. Founded in 2024, Echo provides infrastructure for on-chain fundraising and investor management. The platform supports private rounds for qualified investors and project-hosted public token sales via Sonar.

Echo's core offerings include: 1) on-chain fundraising for startups and token projects through private group raises on Echo and self-hosted public token sales via Sonar with a reusable Sonar ID, allowing projects to run sales on their own sites; 2) investor onboarding and eligibility controls with KYC and AML checks, plus sale-level criteria and a verification API that projects can plug into; 3) smart-contract pooling and non-custodial settlement that aggregates early-stage backers into a single Echo-managed entity; and 4) a compliance layer for identity verification and jurisdictional gating using a verified profile that can be reused across supported sales.

Echo has already completed around 300 deals, helping projects raise over \$200M. Platforms like Cryptorank, at the time of writing, have placed Echo as the number 2 overall launchpad (a

metric they determine by summing and comparing average values on ROI, all-time High ROI, Comparative raised amount, stock price stability post-launch, and number of tokens sold to tokens released).

The company was boot-strapped and as such it has no funding or investor history.

Buyer: Coinbase

Coinbase Global, Inc. (NASDAQ: COIN), founded in 2012 and headquartered in Wilmington, Delaware, is a leading cryptocurrency exchange and financial infrastructure provider. The firm operates regulated trading, custody, and payment platforms that serve retail investors, institutions, and developers in over 100 countries.

Coinbase's core products include its exchange, Coinbase Wallet, Coinbase Prime for institutional clients, and Base, an Ethereum Layer-2 network for on-chain applications. The company earns the majority of its revenue from transaction fees on its exchange and interest income from stablecoin reserves. It also provides enterprise custody and blockchain analytics services to financial institutions and government clients.

As of October 21, 2025, Coinbase maintains a market capitalization of ~\$87 billion and an enterprise value of ~\$84.5B billion. The firm reported \$7.0 billion in TTM revenue, \$3.2B in Adjusted EBITDA and an operating income of \$1.9 billion. This represents a 11.9x Enterprise Value-to-Revenue multiple and a 28.8x Enterprise Value-to-Adjusted EBITDA multiple.

Over time, Coinbase assembled the core pieces of an on-chain capital-markets stack: Tagomi added institutional distribution (2020), Routefire added execution (2021), Bison Trails added blockchain infrastructure (2021), Skew added market data (2021), and Unbound Security strengthened MPC-based custody (2021). It then expanded into regulated derivatives with FairX (2022) and added an asset-management arm with One River Digital (2023). In 2023, Coinbase launched Wallet-as-a-Service for investor onboarding and brought Base to mainnet as a low-cost settlement rail. Project Diamond followed in late 2023, executing



a first digital debt instrument and debuting as an institutional tokenization platform with an ADGM RegLab path. With those layers in place, the Oct. 2025 acquisition of Echo adds the remaining origination and investor-management layer, connecting issuance to Base settlement, Prime custody, and distribution across Coinbase channels.

Transaction Parameters

Coinbase announced its acquisition of Echo for approximately \$375 million, paid in a mix of cash and stock, subject to customary purchase price adjustments.

Notable similar transactions include Coinbase | LiquiFi ([source](#)), Circle | SeedInvest ([source](#)), Republic | Seedrs ([source](#)), Securitize | Onramp Invest ([source](#)), and INX | Openfinance ([source](#)).

Strategic Rationale

The acquisition of Echo advances Coinbase's strategy to build a unified, end-to-end infrastructure for on-chain capital markets, covering the full lifecycle of token creation, fundraising, and secondary trading. The goal is to make capital formation more efficient, transparent, and accessible, both for early-stage builders and institutional investors.

Echo directly complements its earlier acquisition of Liquifi, which provides infrastructure for token creation and cap-table management for emerging projects. While Liquifi enables founders to launch and structure their tokens, Echo extends that workflow into capital raising and community participation. Integrating Echo's compliant fundraising tools with Coinbase's existing strengths, including exchange listings, custody, staking, and institutional trading, completes a full-stack platform for digital asset issuance and liquidity.

As part of Coinbase's strategic roadmap, the acquisition delivers value across key stakeholder groups. For Builders, Echo provides easier access to capital through community-aligned fundraising tools, using Echo for private investment groups and Sonar for self-hosted public token sales. For Investors, it offers new, differentiated investment opportunities that were previously out

of reach. Echo enables investors to participate directly in vetted token sales via a trusted, compliant platform.

In short, the acquisition of Echo positions Coinbase to expand beyond trading into regulated, on-chain capital markets. By integrating Echo's fundraising infrastructure, Coinbase strengthens its ability to support compliant token issuance and investment activity within a single ecosystem. The combined platform improves efficiency in fundraising, enhances transparency in private markets, and enables broader participation in digital asset finance worldwide.

Architect Partners' Observations

The phenomenon of tokens and token markets has demonstrated the potential for a different model, with the ability to operate at a massive global scale already proven. This is a more direct way for both companies (or projects in crypto parlance) to raise capital and for investors to invest. Perhaps most importantly, it is open to all and global. Neither really exists today in traditional capital markets.

Sources

[Coinbase](#), [Bloomberg](#), [Pitchbook](#), [Crunchbase](#), [Yahoo Finance](#), [Echo](#)