



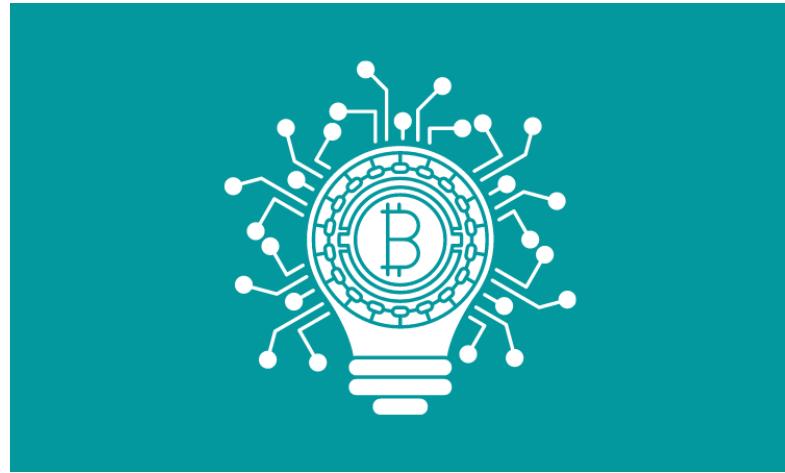
DATA SNACKS, MEMBER EXCLUSIVE

Blockchain funding hits \$7 billion in the last six months

At this rate, blockchain investment could skyrocket to nearly \$15 billion by the end of the year.

Investments are driven by both consumer and institutional demand.

SHEHZIL ZAHID | JULY 15, 2021



New research from CB Insights shows so far 2021 has been a stellar year for blockchain investment. More money has gone into blockchain this year than in years past, with over \$7 billion in venture capital and private equity funding across 404 deals.

At this rate, total investments could value at an estimated \$14.6 billion across 815 deals by the end of the year, nearly quadrupling 2018's high of \$4.4 billion over 864 deals.

Much of the investment can be attributed to consumer and institutional demand. Exchanges like Binance, Coinbase and Robinhood have made cryptocurrencies more accessible to Average Joes who may not have otherwise been able to participate in buying and selling crypto. Robinhood's IPO filing revealed that 17 percent of its total revenue from the first quarter of this year came from crypto transactions — four times its crypto revenue from the previous quarter.

Moreover, cryptocurrencies like Bitcoin, Ether and Dogecoin have all risen in value over the last 18 months, which has piqued consumer interest in crypto and helped them become more mainstream.

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Institutional demand has also increased over the last year or so. CB Insights reports that mentions of words like 'crypto' and 'Bitcoin' increased in earnings calls in Q2'21, surpassing 1,000 mentions in a single quarter for the first time. At the same time, big banks like Citi, Goldman Sachs, and JPMorgan have all put plans in motion to forge crypto custody services to encourage more institutional investment. Card networks like Mastercard and Visa, as well as fintechs like Paypal, have also announced plans to accept crypto payments in the future.

As investors funnel more money into crypto, more fintechs and incumbents will begin to offer crypto trading, wallet, and custody services. The investment will likely lead to an increase in blockchain solutions that focus on 'infrastructure for developers and businesses' like smart contracts and APIs for different financial services.

CB Insights also anticipates that these investments could lead to more funding growth in use cases outside of crypto and finances, such as data management and storage.

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BLOCKCHAIN AND CRYPTO, MEMBER EXCLUSIVE

Blockchain Briefing: How crypto-backed cards are disrupting payments

This week, we explore how crypto-backed cards have become one of the fastest-growing card categories.

We also look at the key global blockchain investment trends over the past year.

Ismail Umar | March 01, 2022

MEMBER EXCLUSIVE, NEW BANKS

Banking Briefing: Major Russian banks excluded from SWIFT

The big news this week is that major Russian banks have been excluded from SWIFT as part of the US and allies' sanctions against Russia.

In the background, we've also got experts' take on what's happening in cannabis banking and some new numbers in the world of digital account opening.

Rivka Abramson | February 28, 2022

MEMBER EXCLUSIVE, MODERN MARKETING

Marketing Briefing: SoFi wants users to break up with their banks – but, like, literally

SoFi's new campaign wants consumers to break up with their banks -- while breaking out in song.

In other news, we wrapped up our Acquire Conference on Tuesday. But not to worry if you missed anything -- we've made all the session videos available just for you.

Rivka Abramson | February 25, 2022

MEMBER EXCLUSIVE, PAYMENTS

Payments Briefing: Can tap to mobile technology democratize payments?

This week, we explore how tap to mobile payments could help SMBs compete with larger businesses.

We also look at how PayPal's failed customer acquisition strategy led to the birth of 4.5 million fraudulent accounts on its platform.

Ismail Umar | February 25, 2022

DATA SNACKS, MEMBER EXCLUSIVE

Data Snack: As finance apps' ad spend soars, their conversion rates are declining

The average ad spend on an app store by a finance app rose by 51% between 2020 and 2021, crossing the half-a-million dollars mark.

Conversion rates for finance apps fell across the App Store from 6.8% to 5.8%, and Google Play Store from 60% to 55%.

Subboh Jaffery | February 18, 2022

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