

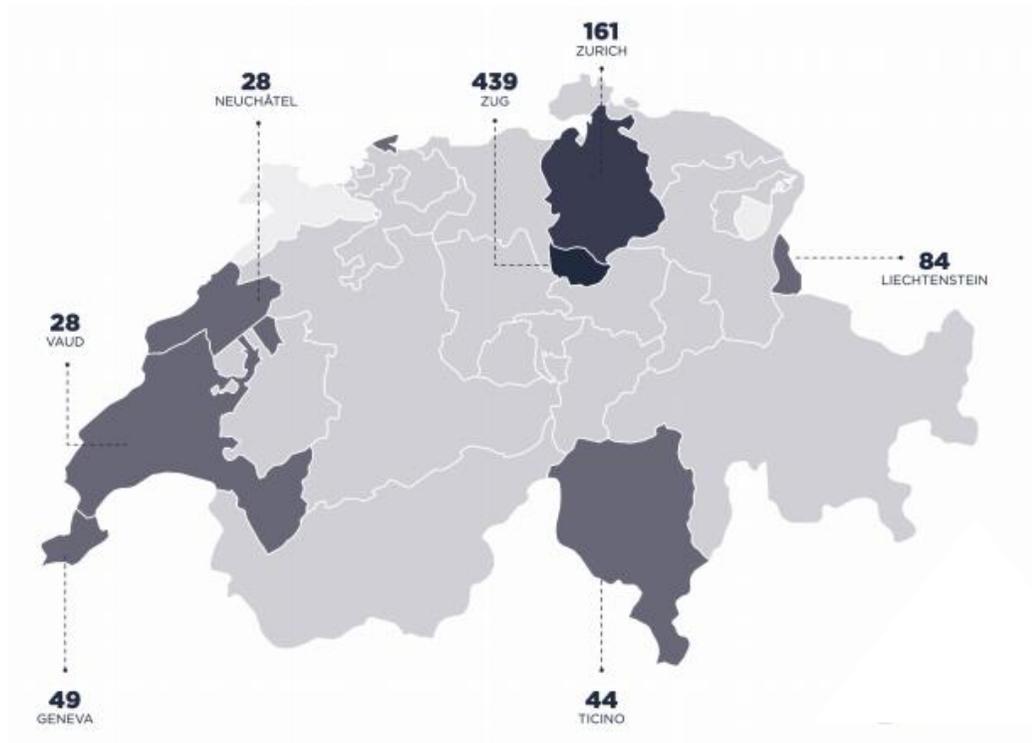
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# **Crypto Nation Switzerland.**

**Presentation. December 2020.**



## Crypto Nation Switzerland



**919**

companies active  
in blockchain

Number of startups per Canton.  
Only Cantons with 20+ registered companies are named.

Source: [CV Maps](#)



## Crypto Valley by the Numbers



*Europe's fastest-growing tech hub*

**5 Unicorns**

startups with a valuation of < \$1bn,  
as of Feb 2020

Ethereum  
Cardano  
Dfinity  
Tezos  
Polkadot  
Libra

**+\$35bn**

total valuation of  
companies

**900**

companies active  
in blockchain and  
cryptocurrencies

**4,800**

employees in  
Crypto Valley



## Unique History: Crypto Valley

Over the past years, numerous startups settled in the area around Zug, Switzerland, and created a unique ecosystem known as '**Crypto Valley**'

- ✚ Ethereum launched in 2015, creating a global and community-driven technology innovation. The resulting 'ICO boom' of 2017 & 2018 was driven by many domestic and foreign projects.
- ✚ In 2016, the city of Zug announced that it would accept Bitcoin. The world took notice, and Zug started to attract even more blockchain companies.
- ✚ In 2018, the Swiss supervisory body of financial markets (Finma) stepped in to provide guidance and classifications for tokens, clarifying what was and what was not allowed under current law.



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## Switzerland's Location Factors

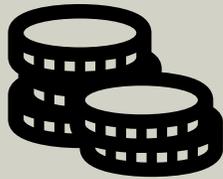


## Attractive Business Location

- + Neutrality, decentralization & direct democracy
- + Low taxation
- + World-class talent
- + Economic strength & sound policies
- + Privacy culture
- + High quality of life & purchase power
- + Proximity & access to global markets
- + Productivity & competitiveness
- + World-class infrastructure
- + Predictable & secure legal framework
- + Friendly business environment



## Economic Strength & Sound Policies



Swiss Franc:  
Strong and stable **currency**



Very high rate of  
**labor productivity**



World's highest **GDP**  
per capita

Source: [Forbes / statista](#)

Given its world-leading, centuries-old rule of law institutions and culture of privacy, plus its decentralized, bottom-up, citizen-controlled political system, Switzerland has a strong tradition of legal security, predictability and protection of intellectual and property rights



## Friendly Business Environment

### Attractive conditions:

- + Excellent domestic & global business networks
- + Flexible labor laws
- + Low bureaucracy
- + Sophisticated & respected legal system
- + Low corruption
- + Availability of investment capital
- + Low corporate & personal taxes
- + High service levels



State authorities are open & easily accessible for developing improved regulations



## World-Class Talent

- + #1 in the world for ease of attracting & retaining world-class talent
- + High-quality education system: ETH Zurich and Lausanne, UZH Blockchain Center, University of Basel ([Center for Innovative Finance](#)), practice-oriented Universities of Applied Science,
- + Most R&D investments per capita and many Nobel laureates
- + Although wage levels are high, it does not necessarily translate into higher labor costs, since productivity levels are exceptionally high

**‘You get what you pay for’:**

The Swiss work systematically & accurately, they are innovative, they are self-starters, and they are honest

These are especially relevant considerations for creative intellectual work such as software engineering



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# Pioneering Blockchain Regulation



## Business-Friendly Regulation

Regulatory frameworks in Switzerland and Liechtenstein are among the world's most **innovative & business-friendly** settings. Both jurisdictions are in the process of creating regulatory environments that allow for blockchain projects to flourish, aiming to increase legal certainty, remove barriers to entry for DLT/blockchain businesses, and reduce the risk of abuse.

Switzerland is developing a comprehensive legal framework for DLT/blockchain businesses, achieved by **adapting existing laws** in a pragmatic, flexible, and principles-based way instead of introducing a technology-specific law. This will allow continued evolution as an innovative & sustainable location for blockchain companies active in capital markets and other applications.

The Swiss Federal Government, the federal regulator, cantonal governments, tax authorities, self-regulatory organizations and industry associations such as the Swiss Blockchain Federation, together with leading law firms and private companies, continue to enable the **most advanced regulatory framework** for digital financial assets and cryptocurrencies in the world.

**Until Spring 2021:**

The Federal Law in Switzerland to improve the framework conditions for Blockchain/DLT is going to be in force.



## Financial Industry as the Main Driver

- + Switzerland is a **leading global financial hub**. As a sign of the industry's maturity, more and more large banks and corporations are becoming interested and active in the field.
- + The strong development of the finance cluster is underlined by an active involvement of agile **Swiss private banks**, as well as specialized firms for digital assets such as brokers, custodians, and transaction-related services.
- + Infrastructure, settlement, and securities operations using crypto technologies are **tested and vetted** by SDX, the digital exchange initiative of SIX Group (which is owned by large Swiss banks), the Swiss National Bank (SNB), and the Bank of International Settlement (BIS).





## First Two Crypto Banks Globally



**Sygnum Bank AG**

- ❑ Licensed and supervised Swiss banks bridging digital and traditional assets, operating since 2019
- ❑ Providing accounts and custody for fiat and digital assets

The introduction of crypto banks highlights the maturing of the industry and further professional development of companies based in Crypto Valley. As new tools, services, and security arrive, it can be expected that more corporations will begin entering cryptocurrencies and blockchain technology industries.

# Blockchain Ecosystem



## Blockchain Ecosystem



### Banks

Traditional banking sector vs. private banks  
Large banks, central banks and regulators are increasingly interested  
Regulatory certainty allows early private movers to expand their offering



### VC firms

Dramatic increase in funding over the past several years  
Early-stage technology requires in-depth expertise  
Public blockchain protocols have become investors themselves



### Blockchain Solution Providers

Early-stage technology requires experts for implementation  
Startups, corporates & government develop applications together  
Important involvement of established companies (e.g. PwC, Swisscom)



### Universities

Symbiotic relationship with a growing industry  
Publishing of white papers and participation in expert groups  
Promotion of knowledge exchange (e.g. 'Banking Meets DLT')



### Law firms

Regulatory framework in CH & FL provides unique clarity  
Corporate players and well-funded startups boost the industry  
Legal advice by experts in corporate law, capital markets, IP & tax

## Top 10 Companies

by valuation according to the CV VC Top 50 Report H1/2020



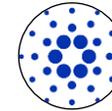
### Ethereum

Decentralized platform for smart contracts



### Dfinity

Blockchain-based world computer network



### Cardano

Decentralised public blockchain fully open source



### Tezos

Protocol utilizing proof-of-stake



### Polkadot

Blockchain networks under shared security

## Blockchain Technology

### Blockchain Fintech



### Libra Association

Open-source membership community



### Bitcoin Suisse

Pioneering crypto-financial services



### SEBA Bank

Licensed crypto bank



### Aave

Protocol enabling the creation of money markets



### Sygnum Bank

Licensed crypto bank

# The Swiss Blockchain Federation



## The Swiss Blockchain Federation

**Public-private partnership** bringing together actors from the blockchain sector, business, science, society and politics

- + Point of contact for all questions and concerns concerning blockchain technology in Switzerland
- + Initiation of projects in the field of communication, education and knowledge transfer
- + Umbrella organization for existing initiatives and associations
- + Financially supported by over 70 members, the State Secretariat of Education, Research and Innovation (SERI) and the Cantons of Tessin, Zug and Zurich



## Goals of the Swiss Blockchain Federation

1

Promoting and strengthening the attractiveness of Switzerland as a blockchain location

2

Commitment to competitive legal framework

3

Formation of a diverse and innovative blockchain ecosystem



## Members of the Swiss Blockchain Federation

<b>Cantons</b>	Tessin, Zug, Zurich
<b>Board Members</b>	Government Councillor Heinz Tännler (President), Lorenz Furrer (Vice President), Mathias Ruch (Chairman Expert Council), Lukas André, Marc Bernegger, Guido Bühler, René Hüsler, Patrizia Pesenti, Stefano Rizzi, Philipp Stauffer, Government Councillor Silvia Thalmann-Gut, Arthur Vayloyan, Government Councillor Carmen Walker Späh, Rolf H. Weber
<b>Expert Council</b>	Mathias Ruch (Chair), Lucas Betschart, Daniel Diemers, Mona El Isa, Luzius Meisser, Alexis Roussel, Vasily Suvorov
<b>Corporations and Organisations</b> (Members or associated individuals)	Bank Frick, Bitcoin Suisse, Bity, Blockchain Investment Advisory Sagl, Copernicus Wealth Management, CMTA, CoreLedger, Crypto Finance Conference, Crypto Valley Association, CV VC, Dalaw, daura, Die Schweizerische Post AG, digitalswitzerland, furrerhugi, Fyrfly Venture Partners, Hochschule Luzern, Homburger AG, Hypothekbank Lenzburg, IBM Switzerland, Inacta, IOHK, Kellerhals Carrard, KORE, Lisk Foundation, Luxoft Global Operations GmbH, MAMA Multichain Asset Managers Association Exchange, Meisser Economics, Avantgarde Finance Ltd., Metall Zug AG, modum.io, Novartis, Porini Foundation, PostFinance, PwC AG, Qiibee, Restart Energy, SEBA Crypto, Swisscom, Tezos Foundation, Universität Zürich, Värdex Suisse AG, VI Partners, VSE, Xupery, Xwiss AG, Zwicky Windlin & Partner, Post CH AG, SIX Digital Exchange AG



## Relevant Links

Category	Name	Link
Ecosystem	Swiss Blockchain Federation	<a href="https://blockchainfederation.ch">blockchainfederation.ch</a>
	CV Labs	<a href="https://cvvc.com/cvlabs">https://cvvc.com/cvlabs</a>
	Crypto Valley Association	<a href="https://cryptovalley.swiss">cryptovalley.swiss</a>
News	Crypto Valley Journal	<a href="https://cvj.ch">cvj.ch</a>
	Swissinfo	<a href="https://swissinfo.ch">swissinfo.ch</a>
	startupticker.ch	<a href="https://startupticker.ch">startupticker.ch</a>
	finews.ch	<a href="https://finews.ch">finews.ch</a>
	Fintech Switzerland	<a href="https://fintechnews.ch">fintechnews.ch</a>
	10x10	<a href="https://10x10.ch">10x10.ch</a>
	Coinpro.ch	<a href="https://coinpro.ch">coinpro.ch</a>
coindesk	<a href="https://coindesk.com">coindesk.com</a>	



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