



SwissBorg

PRESS KIT

Who are we

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SwissBorg is democratising wealth management by making it fun, fair, and community-centric.

Headquartered in Lausanne, Switzerland, SwissBorg has an international team of over 80 people and holds a **Virtual Currency License**, which allows us to provide virtual currency exchange and virtual currency wallets internationally.

Our showcase product, the SwissBorg app, is **empowering over 650,000 users to buy, sell and exchange digital assets**, with features like AI-powered asset analysis and Portfolio Analytics to help them make smart investment decisions. Our best-in-class Smart Yield wallet gives users the opportunity to earn yields of up to 30% on USDC, along with increasing the benefits of our own token's staking utility by offering Premium account holders 2X yield.

The SwissBorg token is the heart of the SwissBorg ecosystem, and was **one of 2020's top-performing tokens**, skyrocketing by 2,700% and reaching the **top 70 tokens on CoinMarketCap**. In early 2021, the token continued its meteoric rise to an all-time-high of \$1.55 in March and achieved a market cap of more than \$1 billion, reaching unicorn status.

We believe that blockchain technology can empower everyone to control their wealth, and that this is the next step towards a world of decentralised nations, where every individual is welcome and is fairly rewarded for their contributions.

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1. SwissBorg was established by **Cyrus Fazel** and **Antoine Lesoismier** in 2017.
2. ICO: SwissBorg held one of the 12 most successful ICOs in Switzerland in 2017/18.
3. In 2018 SwissBorg successfully ran one of the **first decentralized referendums on the ethereum blockchain**, allowing the community to vote on the company's project. A second referendum allowed community members to vote on the sector they would first like to engage in an ICO mentoring program.
4. From 2018 to 2020, the company **grew** from a dozen experts to more than 80 at the time of writing this. Thirty-three employees are working in Switzerland and the others are located in Canada, The UK, and Estonia with some working remotely.
5. The **SwissBorg Community app** was launched in March 2019. It is a gamified Bitcoin price prediction app that allows users to learn about bitcoin and bitcoin trading. It also motivates the players by giving them a chance to win rewards in Bitcoin and CHSB (SwissBorg's Token).
6. The **SwissBorg app** was launched in March 2020. It is an all in one crypto investment app that finds the best returns for the lowest risk anywhere at anytime
7. The **SwissBorg Smart Yield** was launched in December 2020. This feature connects users to selected counterparties with a full range of decentralised financial applications to create a best-in-class yield program. This ensures users benefit from the best market opportunities, resulting in the highest return for the most acceptable level of risk.
8. Membership in The Financial Services Standards Association (VQF), the biggest **Swiss SRO**.
9. We were happy to have been granted two very important licenses in Estonia in 2019, which were consolidated into the Virtual Currency License in 2020, allowing us to provide virtual currency exchange and wallet services internationally.
10. In 2022, we were registered by Frances Autorité des Marchés Financiers as a PSAN (digital assets services provider).
11. Our ultimate goal is to make wealth management **fun, fair and community-centric**.

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OUR VISION

To accelerate the world's transition to decentralised nations.

OUR MISSION

Democratising wealth management by making it fun, fair and community-centric.

OUR VALUES



Purpose not just profit

The best investments are ones that also help make the world a better place



Experimentation and innovation

Build, Test, Deploy, Learn, Repeat



Impartial exclusivity

Every member of our community is encouraged to speak up and share their ideas



Full transparency

We always communicate openly and honestly with our community



Empowering not controlling

We enable independent decision making to inspire innovation



Meritocracy over inequality

We work hard to build a better future for our community and reward our contributors fairly

Our narrative history

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In 2017, the year of the crypto bubble, we witnessed the creation of many ICO projects. Thanks to our community of contributors, we were able to raise 50M CHF from 24k contributors in 149 countries. Just one month after our ICO's termination in 2018, our CHSB token was listed on HitBTC.

Despite our penchant for disrupting the old financial world, we find being fully compliant with regulations is paramount to our success. We believe that we should always be aligned with market regulators and are proud that we were granted membership by the Self Regulatory Organisation with the highest standards, VQF. This important membership enables us to be a financial intermediary and be able to conduct investment activities, KYC and AML in Switzerland and work with most countries in the world. In 2019, we were also granted the Virtual Currency License by the Estonian Register of Economic Activities, which enables us to have custody of digital asset wallets and conduct cryptocurrency trading.

In 2019, we launched our gamified Bitcoin prediction app, the Community App, which has grown to a community of over 300,000 players, helping the cryptosphere reach its goal of mass adoption by providing our players with a free and zero-risk way to learn about the crypto market.

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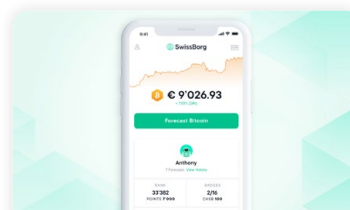
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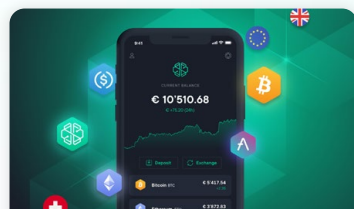
Late 2017- Early 2018
SwissBorg ICO



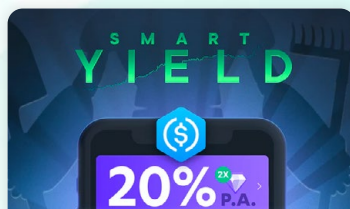
2018
Blockchain Referendum



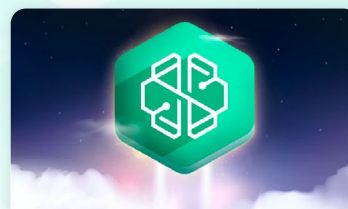
April 2019
Community App Launch



2020
SwissBorg app Launch



December 2020
Smart Yield Launch



**Top 100 token on
CoinMarketCap**

In 2020, we launched our showcase product, the SwissBorg app, which has grown to a user base of over 150,000 users in less than one year. As of May 2022, the app lists 40+ crypto tokens and 16 fiat currencies, and supports over 1,000 fiat and crypto pairs. Our Smart Engine automatically scans the Bitfinex, Binance, LMAX, Kraken and HitBTC exchanges on every trade, creating fiat and crypto pairs that don't exist yet to get investors the best price for their cryptos, while our AI-powered asset analysis and Portfolio Analytics screens help them make smart investment decisions.

Our best-in-class Smart Yield wallet launched on USDC in December 2020, giving users the opportunity to earn yields of up to 20% on the stablecoin. By mid-2022, the app offered 20 Smart Yield wallets across some of the app's most popular tokens, and is developing custom yielding options where users will be able to choose their desired risk and reward.

2020 was also a great year for the SwissBorg token, or CHSB, which was one of 2020's top-performing tokens, skyrocketing by 2,700% and reaching the top 70 tokens on CoinMarketCap.

In 2022, our goal is to become Europe's top crypto wealth manager with over a million verified users, and to get our CHSB token into CoinMarketCap's top 50.

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Read our latest blog posts and product news



[The SwissBorg Blog](#)

Co-founders



Cyrus Fazel

Founder & CEO

Born in Washington D.C. to Swiss German and Iranian parents, with 10+ years of experience in asset management and algo trading. A thought leader and influencer in the crypto and blockchain space, Cyrus is a frequent speaker spreading the idea that a decentralised, meritocratic system can reshape the future and create a more vibrant and equitable world of finance.



Anthony Lesoismier Genieux

Co-founder & CSO

Of French-Armenian background, has a Masters of Science from the French Engineering University, Polytech Nice-Sophia. With 10+ years of experience in asset management in France and the UK working with leaders in the industry. Anthony is a frequent speaker and thought leader in the crypto fintech space.

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CHSB Token

Our multi-utility Ethereum token (ERC20) is the heart of the SwissBorg ecosystem, and offers the following utilities:

Yielding	CHSB Yield 2.0 revolutionises earning on your crypto by linking the yield paid to the performance of the SwissBorg ecosystem, as measured by our Community Index.
Protect & Choose Mechanism	20% of the revenues made on fees in the SwissBorg app are put into a pool to earn a yield, and every quarter our token holders can vote on how these tokens should be used.
Premium Membership	Users can lock CHSB tokens to get exclusive Premium benefits, including discounts on fees and a boost on their yields.
Have Your Say	Get access to future exclusive wealth management products in the app.

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What is the SwissBorg Token



CHSB Yield Boosting Utility



SwissBorg Community Index

The SwissBorg Community Index measures the performance of the SwissBorg ecosystem, and is used to calculate the weekly yield on our CHSB token. Inspired by the Proof of Stake model, which rewards a community for helping an ecosystem to function and scale by validating transactions, our Community Index rewards CHSB token holders who are committed to supporting our ecosystem.

The Community Index and CHSB Smart Yield incentivise large token holders by paying a yield on the tokens they hold beyond those staked for Premium membership, while smaller token holders will earn a yield that could help them go Premium at a faster rate.

Ultimately, with this program, the ability to earn passive income isn't restricted to those who have tens of thousands to invest, or who have the ability to lock their funds for months at a time. Instead, it will be open to all CHSB holders using the SwissBorg app.



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SwissBorg's Community Index



Protect & Choose

We will constantly add 20% of all the revenues generated by exchanges in the SwissBorg app to the Protect & Choose pool. These will be converted to a stablecoin (such as USDC) and will earn a yield, allowing the pool to grow exponentially.

At the end of each quarter, CHSB token holders have the opportunity to vote on how the tokens should be used. Options may include burning some or all of the tokens, giving the tokens to the community through higher yields or the SwissBorg Rewards Program, funding further development and more.

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[SwissBorg's Protect and Burns evolution](#)



The SwissBorg app

Analyse and exchange, all in one app. The SwissBorg app is a native mobile app for iOS and Android where users can buy, sell and exchange digital assets using fiat currencies.

The top features of the SwissBorg app include:

The top features of the SwissBorg app include:

Multiple fiat gateways	With 16 fiat currencies, including CHF, EUR and GBP, the App hedges against local currency inflation, avoids fiat-to-fiat conversion fees and provides high liquidity.
MPC Keyless technology	One of the risks of crypto investing is that the private key is a single point of failure. The App avoids this, protecting users' data with multi-party computation, pioneered by Curv.
Portfolio Analytics	Investors can track how their portfolio is growing, with Profit/Loss, fees paid, running account balance and asset allocation.
Hourly Asset Analysis	Powered by AI, the SwissBorg app's free asset analysis feature gives investors the information they need to make smart investment decisions for every asset listed in the app.
Rewards program	When users refer friends to the app, they and their friends can win between EUR 1 and EUR 100 in crypto!

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SwissBorg Smart Engine

The Smart Engine is the SwissBorg app's multi-node Order Execution Management System, and it scans four of the top crypto exchanges - Bitfinex, Binance, Kraken, LMAX and HitBTC - on every trade to get investors the best price.

One of the key features is that the Smart Engine creates fiat and crypto pairs that don't exist on any exchange, such as CHSB/CHF, saving them precious time by allowing them to make these exchanges in just one tap. Powered by our Smart Engine, we offer maximum liquidity, low fees, best execution at the best rates.

In 2021, over \$23 million in exchanges was processed every day by the SwissBorg app, across 15,000 daily exchanges. The median processing time was just 0.4 seconds and an average of 12 exchanges were made per minute.

Smart Yield wallet

The SwissBorg Smart Yield wallet allows users to earn a yield of up to 20% p.a. on over 20 different crypto assets, including BTC, ETH, stablecoins and more.

The Smart Yield wallet works with selected counterparties with a full range of decentralised financial applications to create a best-in-class yield program. This ensures users benefit from the best market opportunities, resulting in the highest return for the most acceptable level of risk.

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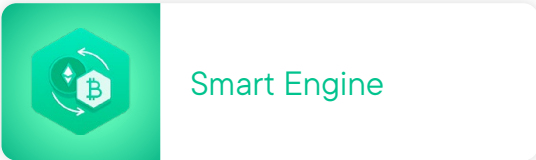
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Smart Engine



SwissBorg launches Smart Yield...

SwissBorg app reviews

“

Best Wealth App for Crypto World

I'm fully satisfied with swissborg. They have an excellent and smooth app. Swissborg makes crypto fun, easy and fair. You should give it a try. I am sure you will thank me later.

“

Perfect App

This app is just what I've been looking for. A safe, easy way of investing in cryptocurrency as well as loads of extra information. And when I had a problem depositing GBP they immediately got back to me. It's nice to know there are humans working behind the scene.

“

Easy to use

Great app, straightforward and easy to use with a great GUI. Very quick KYC process and low fees compared to other exchanges.

“

Very fast and low fees, recommended!

I am very new to cryptocurrency and like a lot of people I started using coinbase. I have since found this app and I much prefer it. It is so much faster to process payments and the fees are significantly less than what I was paying to buy bitcoin. I only invest small amounts so I don't qualify for the premium account but I still find the fees very reasonable.

“

Swish swish

Very impressed with this app, having previously used binance and others, this app is so smooth, uncluttered and easy to use. Never has buying crypto been so simple. Borgs to the moon 🚀

Highly recommended 👍

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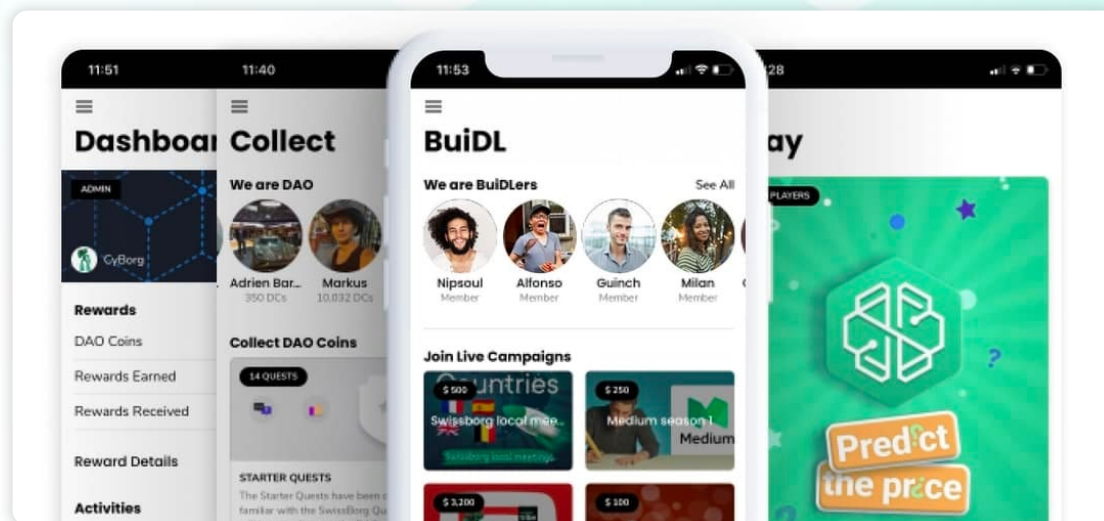
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The SwissBorg DAO is a community of innovators, creators and collaborators, where members can share their expertise, learn new skills, meet like-minded people from all over the world, and earn rewards. As of January 2021, there are over 1,200 DAO members who have earned over 250,000 CHSB for successfully completing campaigns.

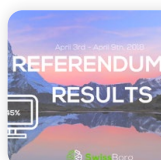
Blockchain referendums

We held two pathbreaking referendums on the Blockchain in 2018, putting to practice the SwissBorg protocol of Proof of Merit. Each token holder was asked to choose in which direction they'd like us to develop our showcase product. In return for their input, we rewarded them with CHSB tokens. Over 8000 people participated and received in total CHF 125,399 and 6,522,068.88 CHSB for their contributions.

Read more about our referendum:



DAO Platform



SwissBorg's
First Blockchain
Referendum



[Watch episodes](#)

Cryptonites TV

Cryptonites TV is the no-BS blockchain channel built with and for the community, featuring three seasons of interviews with the world's top crypto educators. Powered by SwissBorg and in partnership with Cryptoslate, one of the leading fintech media sources, Cryptonites TV has 7,500+ subscribers and over 95 episodes, and has featured some of the most passionate and colourful figures in the space.



[Read about our Geneva conference](#)

Blockchain Unchained

Blockchain Unchained is our brand of events. It helps us share thought leadership in the Blockchain space and spread the crypto gospel, edutain and help bring about mass adoption, by co-hosting and organising meetups, conferences and events.



[Watch episodes](#)

CEO's Weekly Pow Wows

We believe that the best way to connect to our community of token holders and app users is through direct communication. On a weekly basis, our CEO holds a YouTube session where he reviews the latest news at SwissBorg and in the crypto space. These Pow Wows give a chance for the community to ask questions and engage in discussions in the chat and connect with our founder on a regular basis. Animated and informal, they have become a popular weekly event for our community.

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Mardi 27 octobre 2020, Le Journal du Coin | [View article](#)
3. **Notre avis sur SwissBorg. La meilleure appli pour acheter des cryptos?**
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4. **Making Finance Fair**
Fintech times (page 8) | [View article](#)
5. **SwissBorg witnessed a historic week rallying to the Top 100 of CMC**
PRNewswire, UK | [View article](#)
6. **SwissBorg Puts Users' Security First with Curv's Keyless Technology**
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7. **Onfido Case Study: SwissBorg**
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8. **SwissBorg (CHSB), One of the Most Promising Crypto Projects of 2020**
Aishwarya Tiwari, May 20, 2020, BTC Manager | [View article](#)
9. **SwissBorg (CHSB): A New Face in the Top 100**
Garret, June 15, 2020, AltcoinBuzz | [View article](#)
10. **SwissBorg (\$CHSB): What is it?**
Angela Wang, August 6, 2020, Boxmining | [View article](#)
11. **SwissBorg le wealth management generation blockchain**
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Media Contact:

[Alex Fazel](#)

Chief Partnerships Officer

alex.fazel@swissborg.com

WWW.SWISSBORG.COM