

POSEIDON

# POSEIDON

## COMPANY PROFILE POSEIDON GROUP

*English version - update to march 2019*

[Poseidon](#) is a holding working in fintech and crypto world. Other companies part of the group are: Blockchainlab (which focus is on bitcoin research), CryptoLab (trading and consulting firm), the Cryptonomist (crypto and fintech web magazine), Digital Identity and Ekon (stable coin based on gold).

Founded in 2017, Poseidon Group is leading the new wave for finance. We invest worldwide in companies that develop, test and deliver solutions to evolve the status quo of the financial system.

The Poseidon's mission is to develop all the necessary tools to create a new financial system completely different from the current one, where it is possible to exchange any kind of value between people without the need for a central counterparty.



## **EIDOO**

*Your Blockchain Asset Experience*

Founded in 2017 through an ICO that raised more than \$20 million, Eidoo is an app for mobile and desktop devices that allows storing, converting and spending Ethereum, Bitcoin and all ERC20 and ERC223 tokens.

Eidoo has been one of the few teams to launch an ICO with an already functioning product.

Right now Eidoo's functionalities include a non-custodial wallet, a hybrid exchange, and the ICO Engine. The last one is a tool that allows participating in and launching token sales that are 100% compliant with local regulations.

As stated in the roadmap, in the near future Eidoo will include a debit card and support more cryptocurrencies and tokens within the wallet and the exchange.

Category: app, wallet, exchange, ICO

Headquarter: Switzerland

Year of foundation: 2017

### **Poseidon Group**

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## **THE CRYPTONOMIST**

*Reporting the future*

The Cryptonomist is an online magazine available both in the Italian and English language with the aim of becoming the most authoritative online newspaper about crypto, ICO, trading, bitcoin, and blockchain technology. The Cryptonomist reports the economic and technological revolution that is conquering more and more spaces and consensus. A revolution that also encompasses social relations, laying the foundations of a world where the word decentralization is present in all areas of entrepreneurship and social coexistence.

The Cryptonomist also provides marketing services to ICOs and crypto-related startups.

Category: magazine, marketing services

Headquarter: Switzerland, Malta

Year of foundation: 2017

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**BLOCKCHAINLAB**

## **BLOCKCHAIN LAB**

*Avant-garde Hub for the Exchange and Collision of Ideas*

Blockchain innovation has changed forever the way we create, obtain and exchange value, opening up this process, which is exactly what the Internet did with information, and has achieved this through a complex mix of advanced cryptography, distributed systems, and game theory.

BlockchainLab nurtures the strongest community of experts and provides enterprises with the skills to understand and use the blockchain.

Category: it consulting, cybersecurity, blockchain research

Headquarter: Switzerland

Year of foundation: 2017

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## **DIGITAL IDENTITY**

*We Love Creating a Digital Experience*

Founded in 2016, Digital Identity SA is a Swiss company headquartered in Chiasso (Ticino), in southern Switzerland.

In recent years, the rise of blockchain technology opened new opportunities in many sectors, including Fintech and Cryptocurrencies.

Digital Identity SA has interests in companies that are developing leading crypto coin wallets, decentralized exchanges, consulting companies, and other leading crypto players.

Category: IT, fintech, consulting

Headquarter: Switzerland

Year of foundation: 2016

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## **EKON**

*The Evolution of Gold*

After the so-called gold standard has been abolished, there are no fiat currencies that are 100% backed. On the other side, bitcoin and other cryptocurrencies do not have any backing, their price is determined by the demand.

Ekon's goal is to reintroduce the gold standard but on the blockchain.

By taking advantage of the potentialities of blockchain technology, Ekon created a stable coin that is 100% backed by physical gold.

Ekon Gold (EKG) is the first stable coin of its kind, a digital representation of gold that is securely stored in a Swiss vault and easily manageable and transferable.

Category: stable coin, trading, gold

Headquarter: Switzerland

Year of foundation: 2018

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