



Trend Watch

Power of Blockchain

May 2023

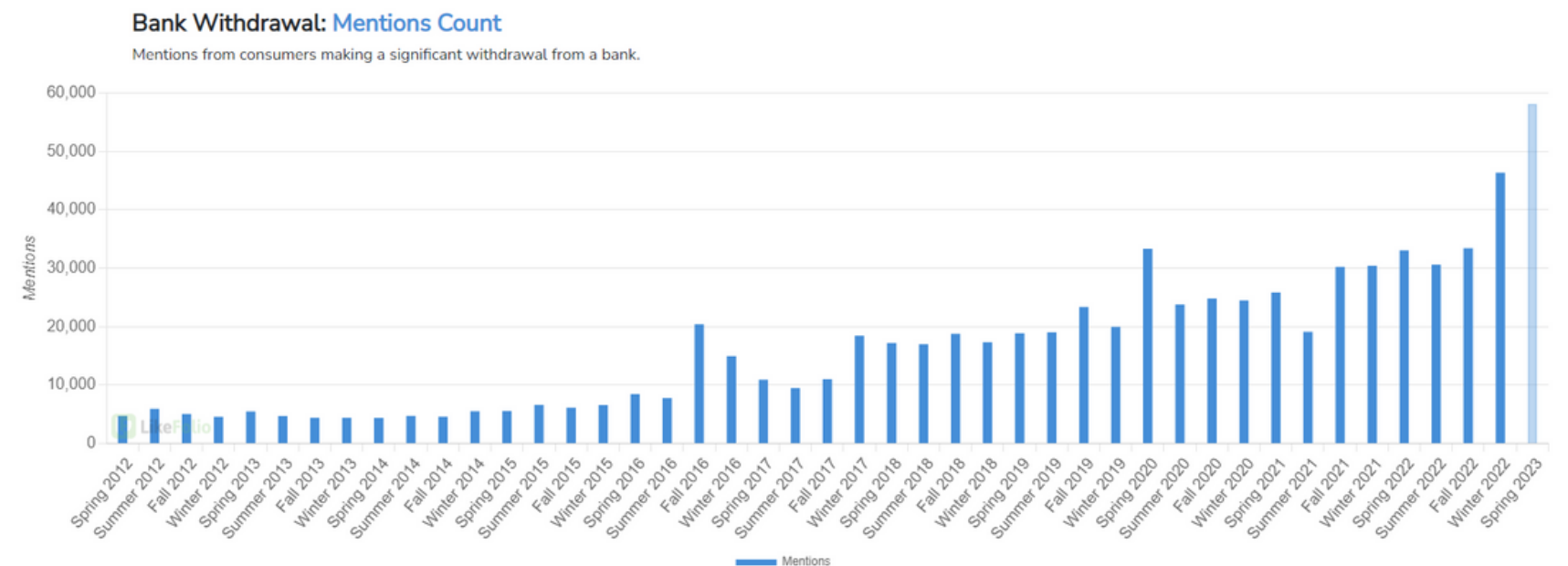


A Letter From Our Founders

Consumer trust in large institutions is faltering, and crypto is reaping the rewards.

You can [scour through Gallup poll results for yourself](#). Results show degrading confidence in institutions, including Congress, media, public schools, and organized religion.

In the LikeFolio universe, we've recorded a surge in volume related to the failure of small- to mid-size banks in 2023. Check out mentions of banking withdrawals in the last quarter:



This phenomenon has sparked an uptick in three adjacent segments:

- Decentralized Finance
- Cryptocurrency
- Blockchain Technology

The companies featured in this report operate within one or more of the sectors above in some capacity. We expect each name to be a long-term winner as consumers and businesses adopt and embrace this technology and mindset.

Andy and Landon Swan

Power of Blockchain



U: Unity

Unity, a leading game-engine development company, has introduced several blockchain-based integration options that allow developers to easily integrate digital identity, tokens, and non-fungible tokens (NFTs) into their games and applications, paving the way for a new generation of decentralized gaming experiences and metaverse creation.



AMD: Advanced Micro Devices

AMD's powerful hardware and collaboration with blockchain developers make it an important player in the development and growth of the blockchain industry. Its technology also has AI applications, which could serve as a major growth catalyst.



V: Visa

Visa's core business is processing payments on credit, debit, and prepaid cards and digital channels. Consumer spending was strong last quarter, but LikeFolio data shows signs of pullback. On the blockchain front, Visa is developing a new crypto product to drive mainstream adoption of public blockchain networks and stablecoin payments.



COIN: Coinbase

Coinbase is the world's largest publicly traded cryptocurrency exchange. Significant leaps in happiness levels serve as positive indicators for future growth, especially alongside renewed consumer interest in cryptocurrency.

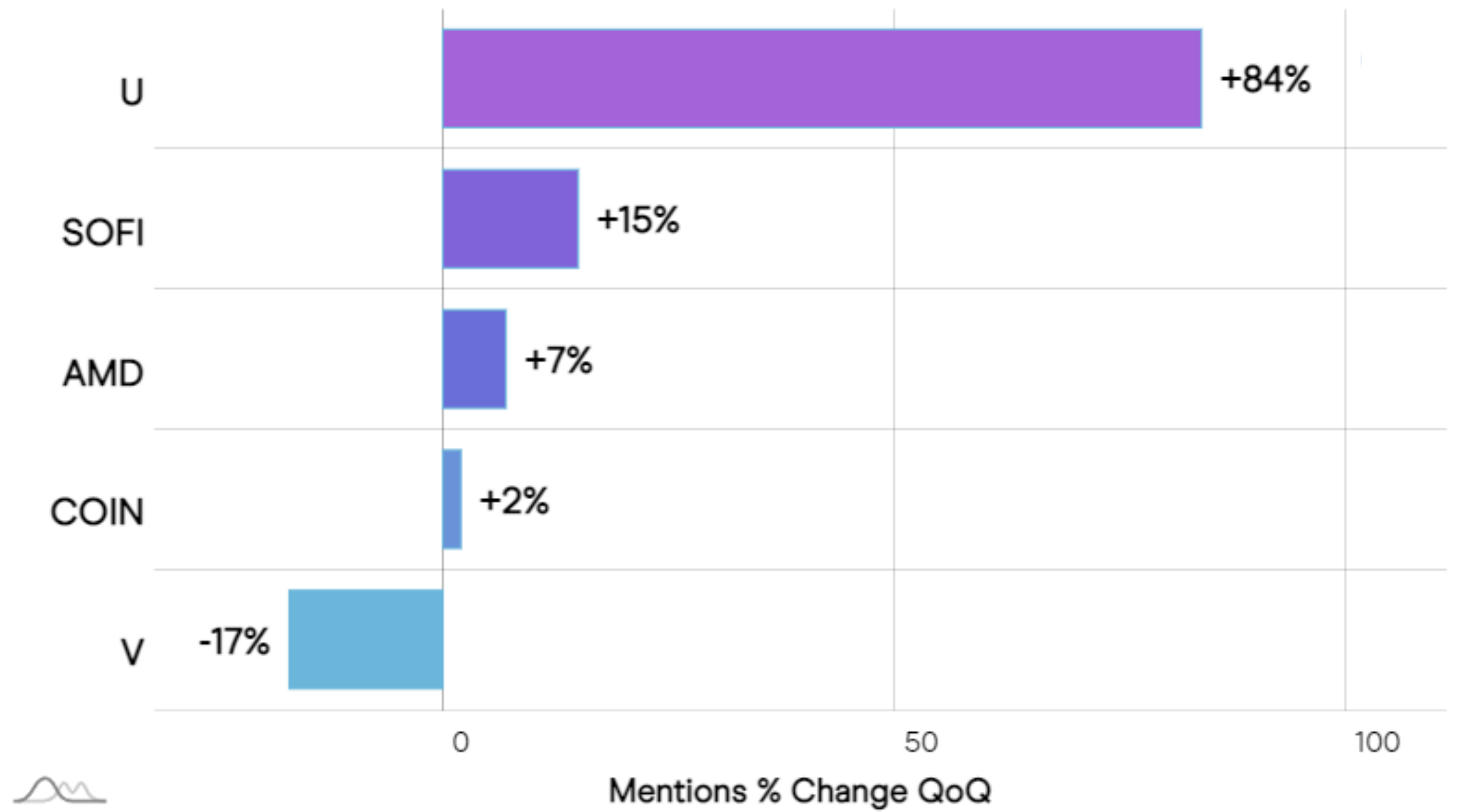


SOFI: SoFi Technologies

SoFi offers a wide range of financial products and services, including student loan refinancing, personal loans, home loans, investing, banking, and insurance. It also provides a platform for its customers to buy, sell, and trade cryptos like Bitcoin, Ethereum, and Litecoin on its increasingly popular "Super App."

Blockchain Technology

QoQ Change in Mentions, 90-day Moving Average



Trend Watch

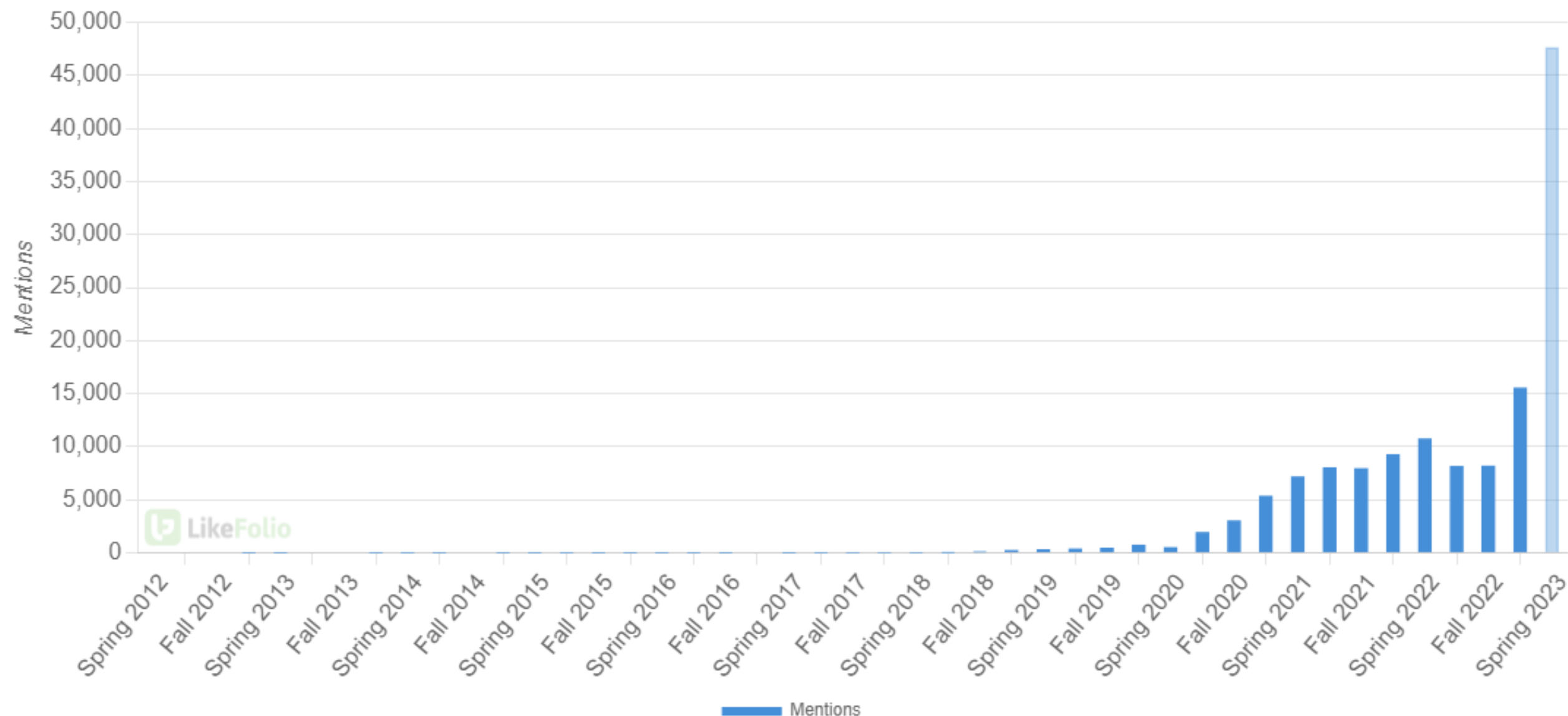




Trend Watch: Decentralized Finance

Decentralized Finance: Mentions Count

Consumer discussions surrounding Decentralized Finance



Macro Trend Watch:

Consumer interest in decentralized finance is nearing all-time highs. Decentralized finance, also known as DeFi, is a financial system built on blockchain technology that enables individuals to access financial services and products without relying on traditional intermediaries.

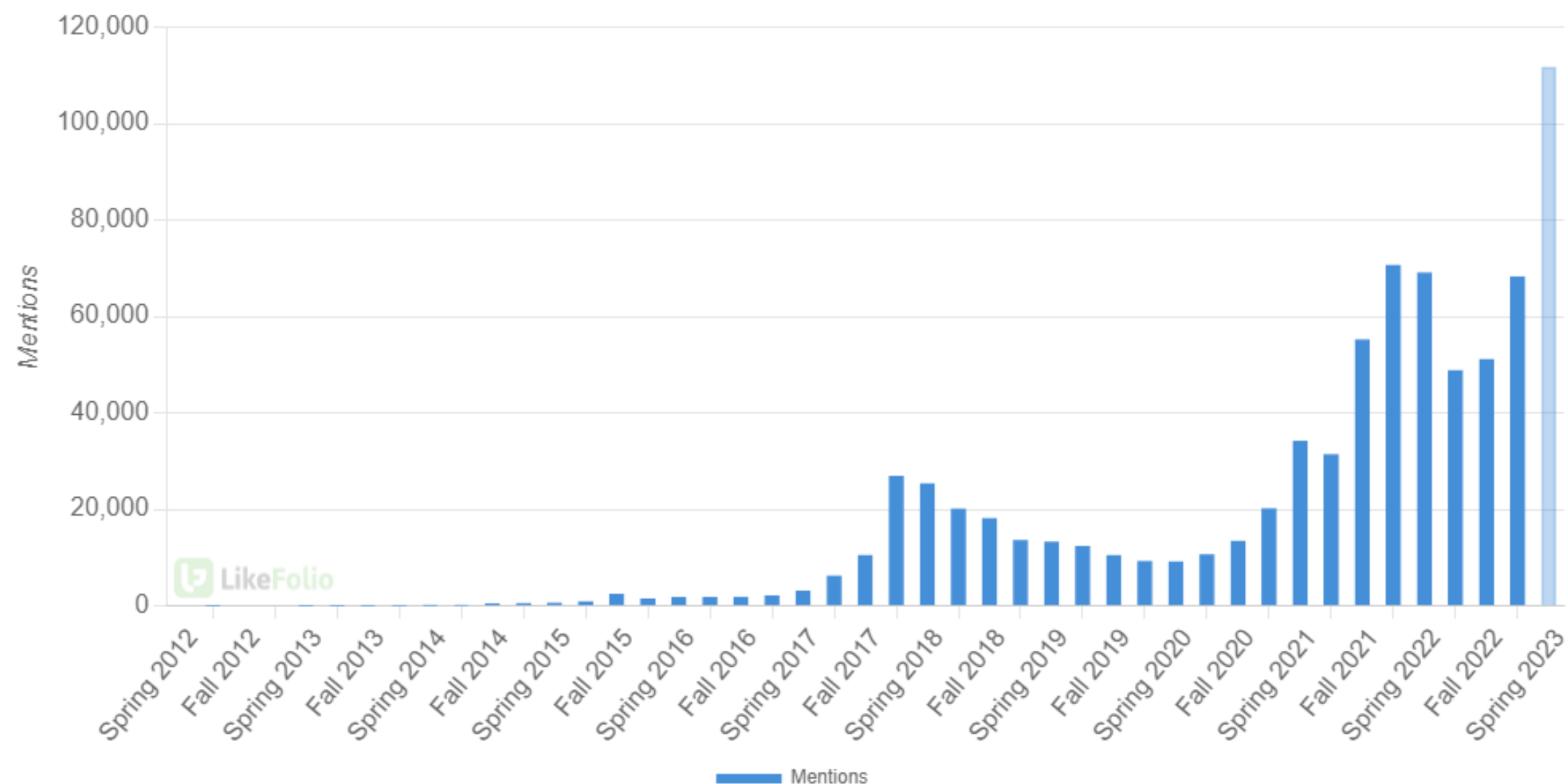




Trend Watch: Blockchain Applications

Blockchain Technology: Mentions Count

Consumer mentions about Blockchain Technology.



Macro Trend Watch:

Consumer discussions surrounding blockchain technology are on pace for all-time highs this spring. Blockchain technology is a secure and transparent way of recording and storing information that is managed by a network of computers, rather than a single entity, making it resistant to tampering and hacking. Potential applications range from gaming and cryptocurrencies to smart contracts, supply chain management, real estate transactions, and health care records.

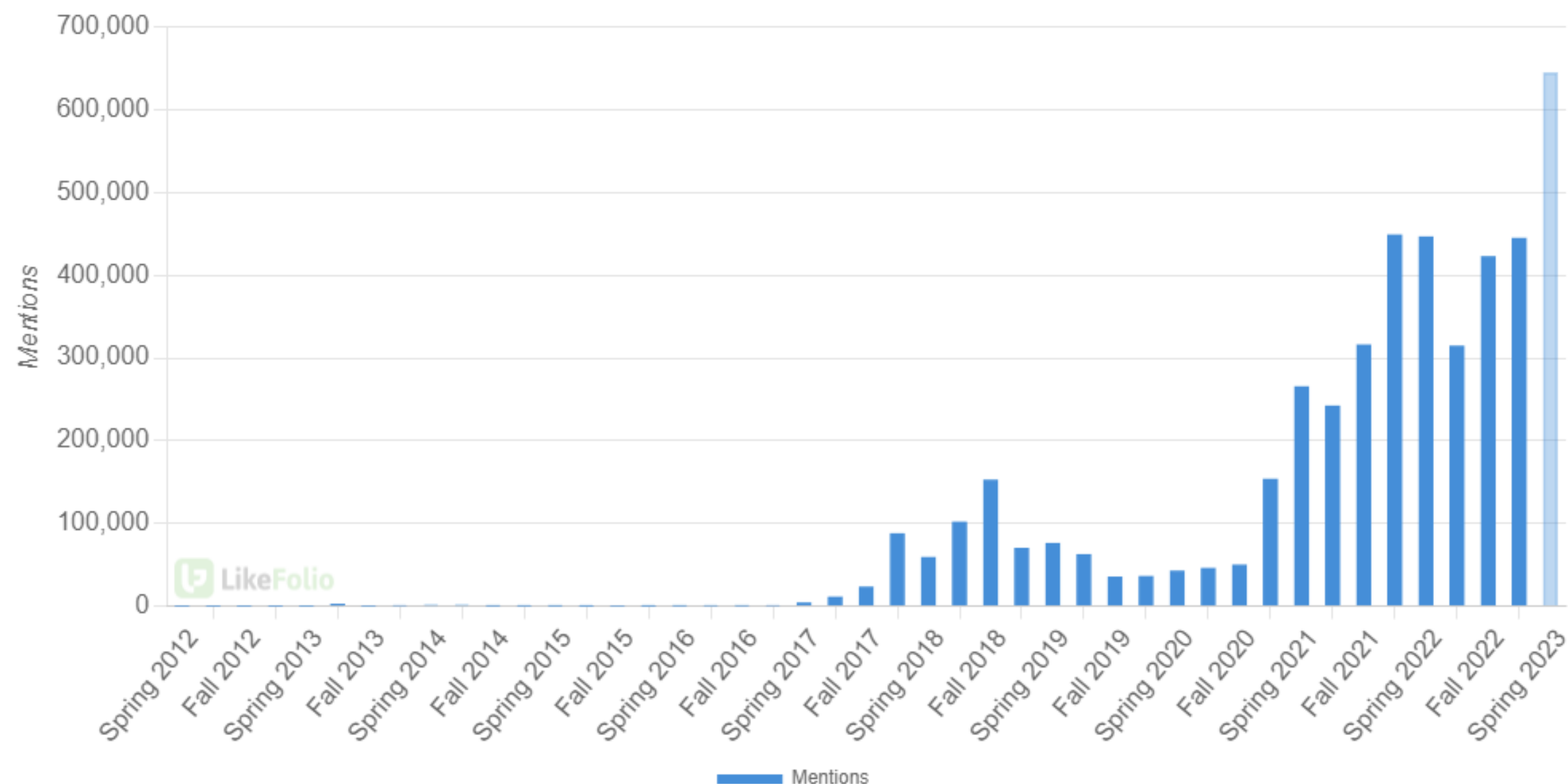




Trend Watch: Renewed Crypto Interest

Trading Crypto: Mentions Count

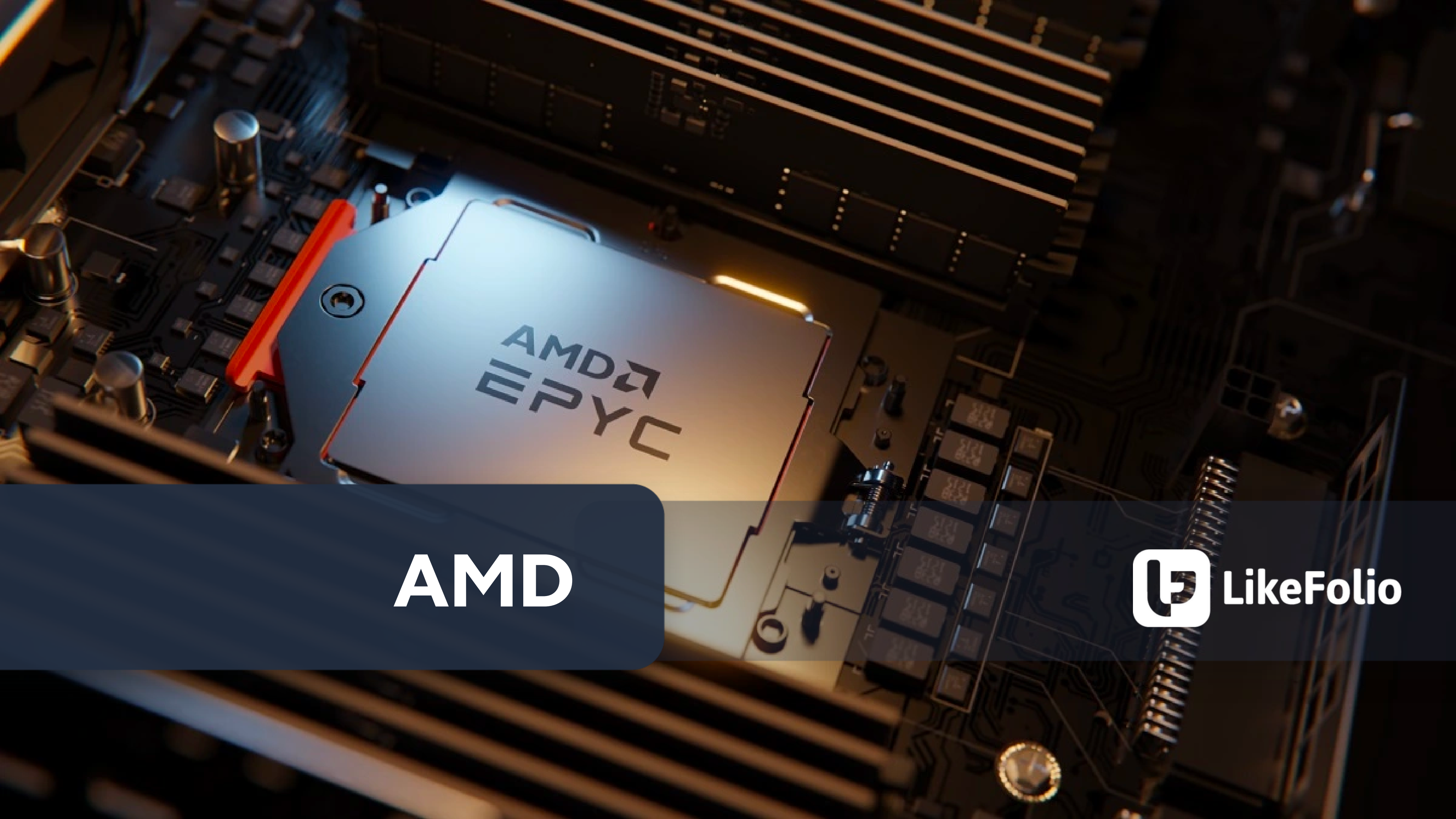
Consumer mentions of trading crypto currency.




Macro Trend Watch:

Consumer mentions of trading cryptocurrency are spiking this spring. This coincides with a resurgence in consumer interest in Bitcoin and Ethereum specifically. The price of both cryptocurrencies has increased by 60% and 41% over the last six months, respectively.



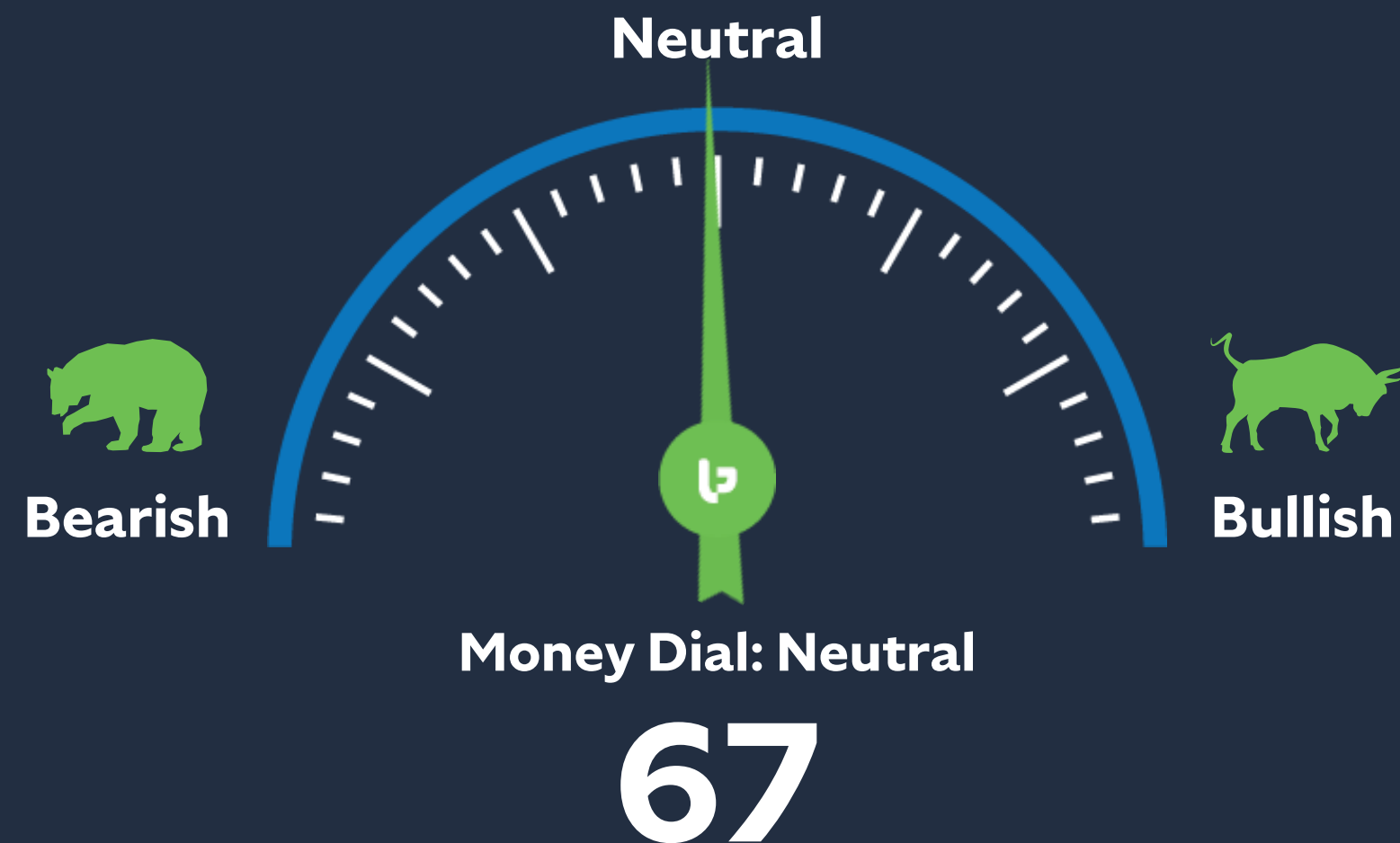


AMD

 LikeFolio

Key Points

AMD: Advanced Micro Devices



AMD 

Global Web Visits:
+6% YoY

Mentions:
-2% YoY, +7% QoQ

Sentiment:
83% Positive, +3% YoY

Actionable Trade Ideas

Simple

Purchase shares of AMD on dips and up to \$120/share.



Andy's Pick

Option Play

**Buy Jan 2024
100/140 Call Spread
@ \$13.00 Debit**

Max Gain: \$2,700
(per contract)

Max Loss: \$1,300
(per contract)

Risk Management

****ON ALL TRADES**, it is important to use proper risk management to correctly allocate and protect your capital.

Company Updates: AMD

Advanced Micro Devices produces microprocessor chips and GPUs for data centers, gaming, PCs, and enterprises under the brands Ryzen, Athlon, Radeon, PRO, and others. It caters to original equipment manufacturers (OEMs), public cloud providers, system integrators, and retailers.

Earnings Highlights: 23Q1

- Revenue was down 9% year-over-year to \$5.4 billion.
- Earnings per share (EPS) was down 47% year-over-year to \$0.60.
- The stock sold off -9% the day after the report (May 3) primarily due to soft guidance, but it has since rebounded.

Increasing demand for crypto mining has been an important driver of AMD's GPU sales in recent years.

AMD's Vega GPU sold out fast in the early days of crypto mining, helping the company establish a strong reputation among crypto miners. AMD is responding to crypto customers' need for tech solutions that offer high performance, low power usage, and enhanced flexibility to support their operations and appease regulators. Blockchain algorithms require sophisticated CPUs and GPUs to run on.

AMD is working with ecosystem partners to bring blockchain solutions to market for a range of use cases.

Examples of AMD blockchain tech in action include:

Morgenrot – borderless distributed blockchain solution to meet the growing demand for computing power amid digitization trends

Robot Cache – the world's first video game marketplace to buy PC games, resell them, and mine to earn free games

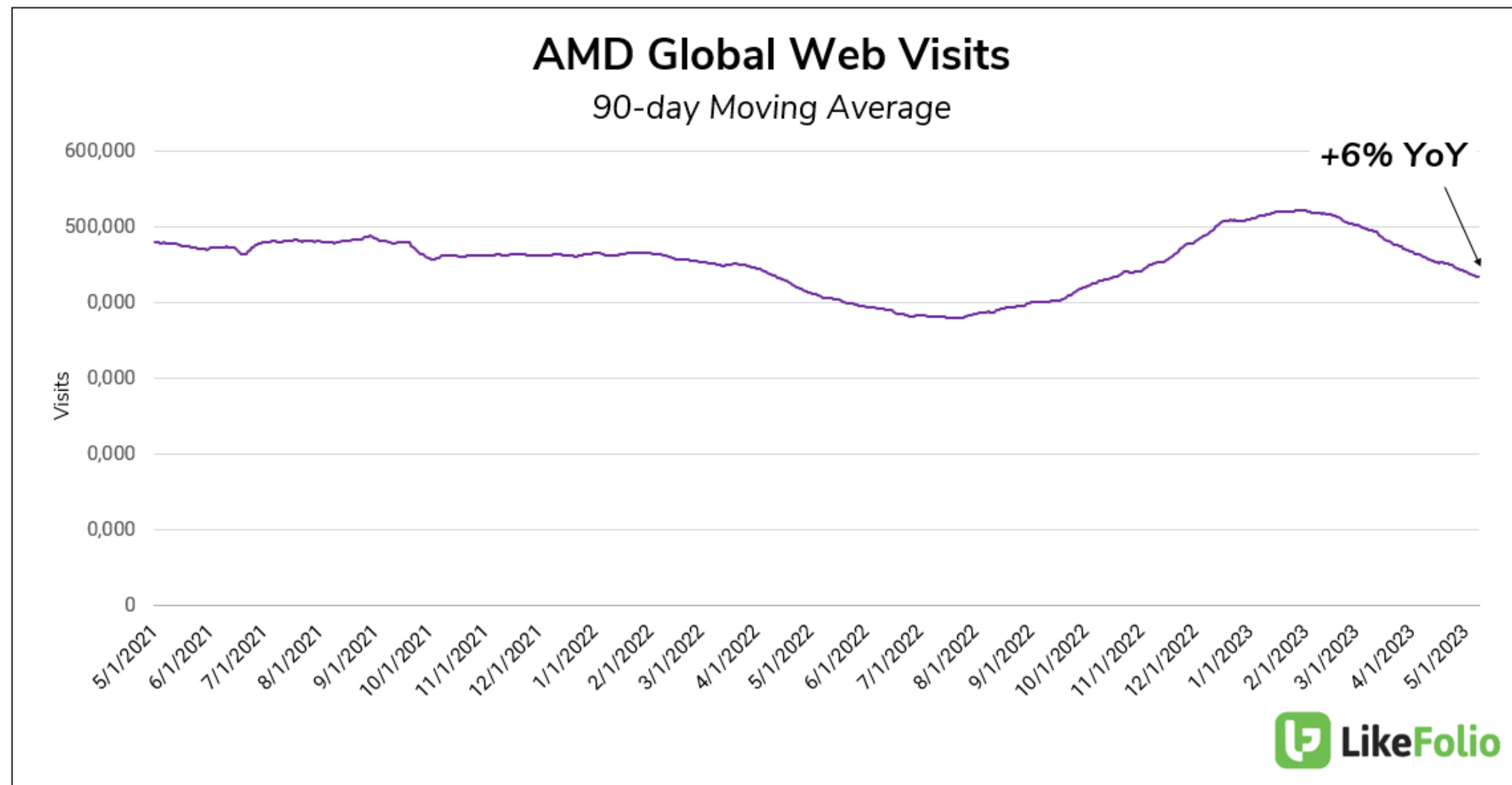
Ultra.io – gaming hub that lets gamers play, compete in esports, and trade digital assets with other gamers

The company's technologies are used in several third-party blockchain computing solutions that meet immense crypto mining deployment requirements.





AMD: Global Web Visits



Key Takeaway:

AMD Global Web Visits accelerated at the beginning of the year and continue to hold 6% higher year-over-year. Visits include software and driver downloads, support, developer resources, and new product information.



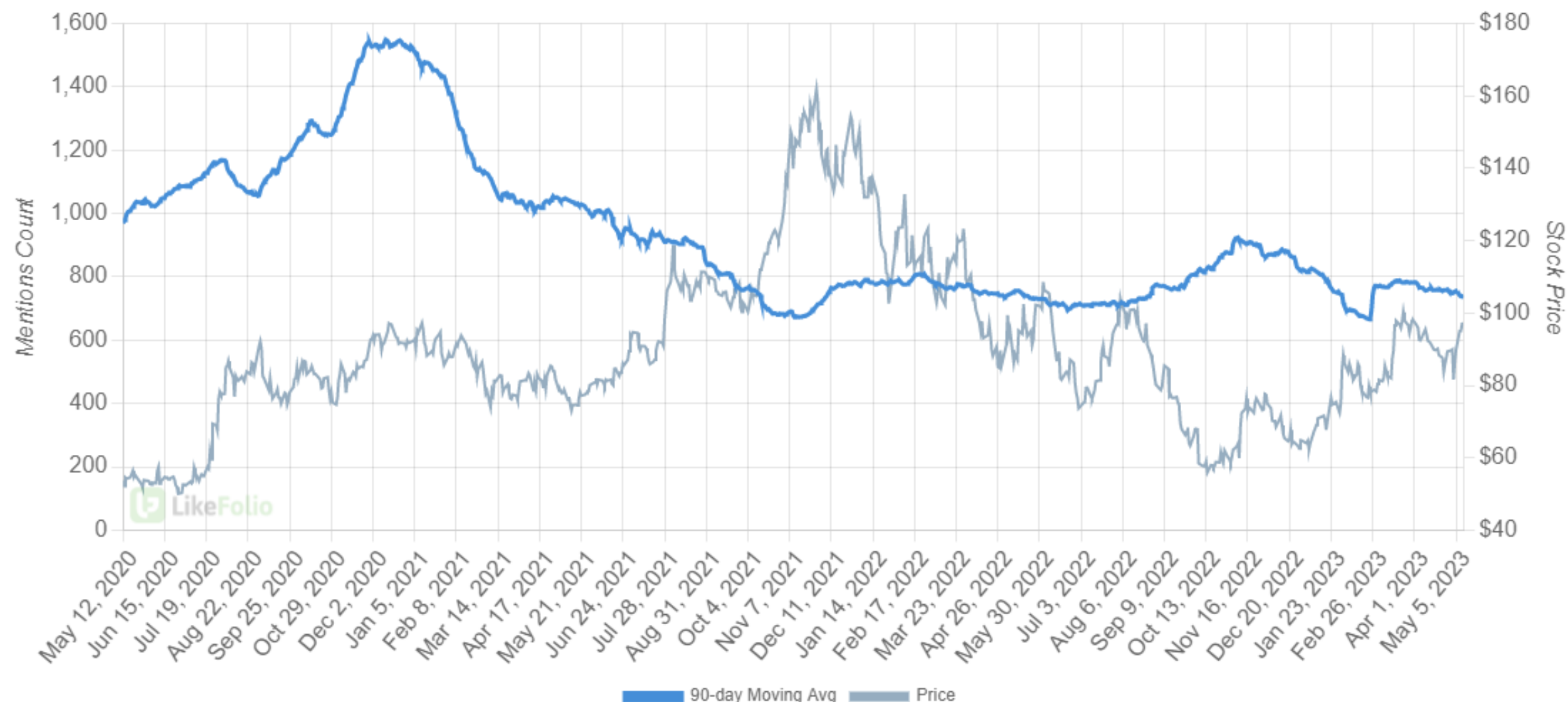


AMD: Mentions

AMD (AMD): Full Company

Mentions Count

90-day change: QoQ: +7%, YoY: -2%



Key Takeaway:

AMD mentions remain fairly flat on a year-over-year basis. The company has logged some momentum versus last quarter (+7%), driven by increased interest in potential AI applications and a report highlighting a potential partnership with Microsoft. AI applications are expected to send GPU demand soaring, and the global GPU market is projected to generate \$451 billion in revenue by 2030.



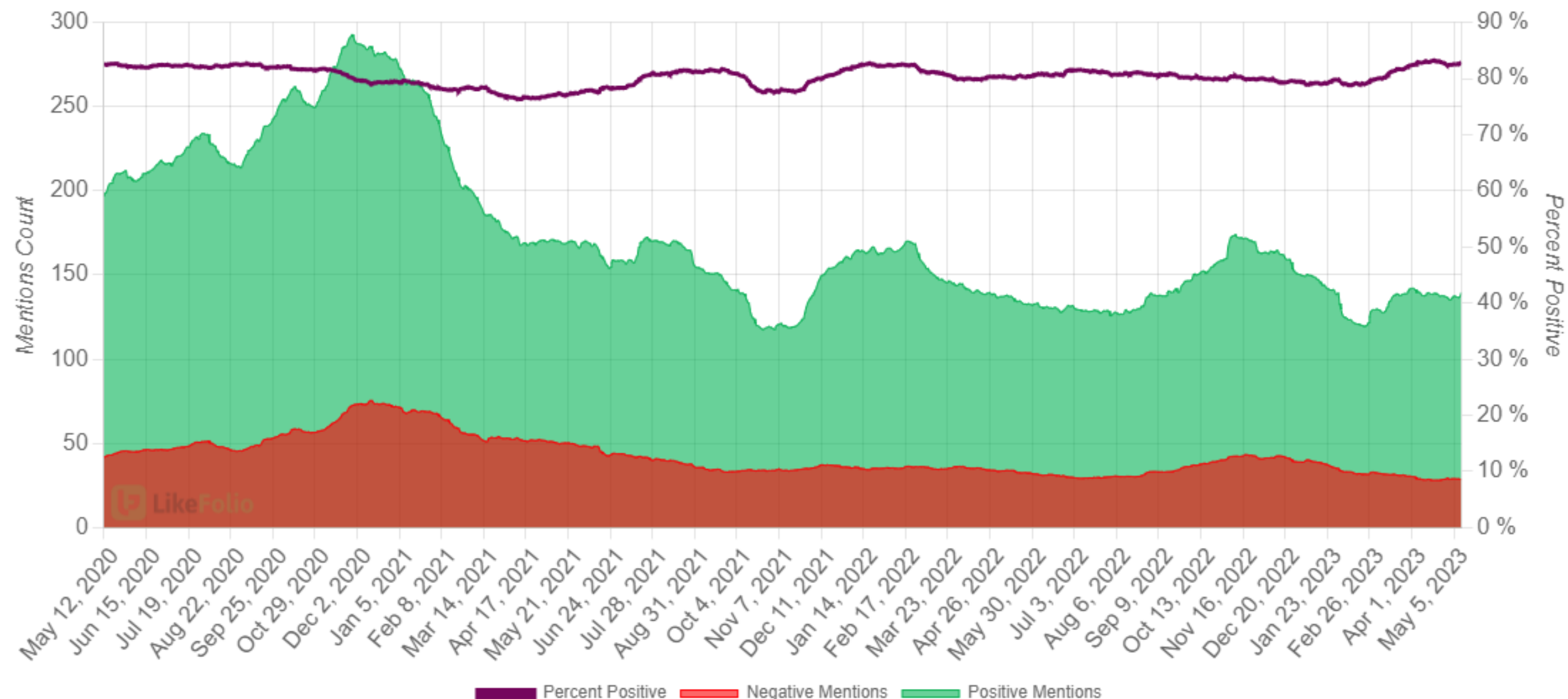


AMD: Sentiment Rising

AMD (AMD): Full Company

Consumer Happiness Mentions

90-day change: QoQ: +4%, YoY: +3%



Key Takeaway:

AMD Consumer Happiness is high at 83% positive — and rising. The company's consumer sentiment levels have received a three-point bump as consumers increasingly applaud the quality and performance of its products (namely its Ryzen processors) and reasonable price point.

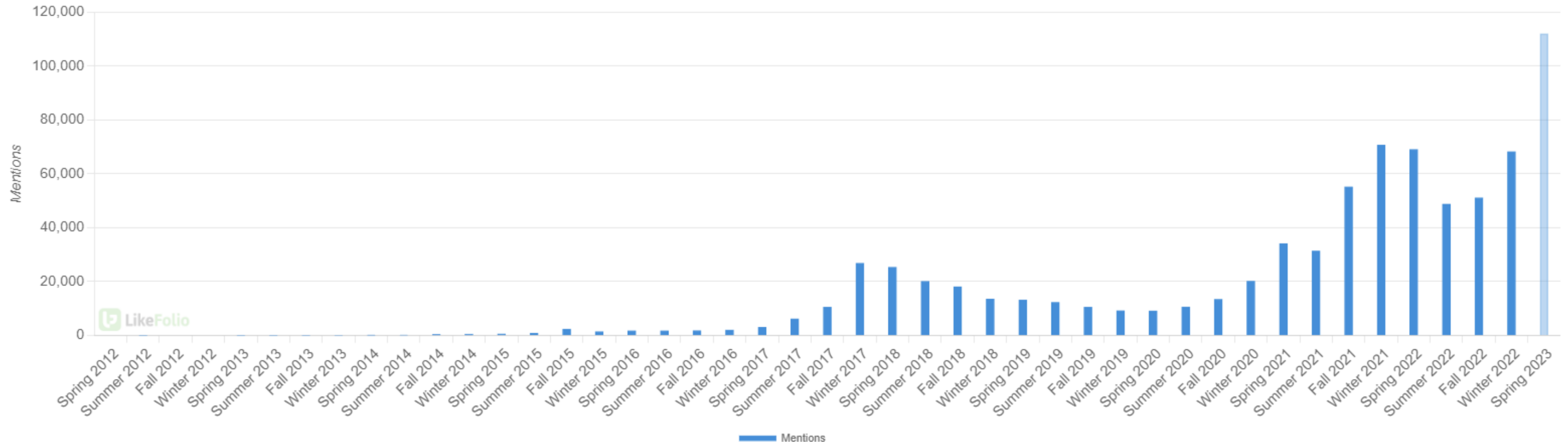




Trend Watch: Blockchain Applications

Blockchain Technology: Mentions Count

Consumer mentions about Blockchain Technology.



Macro Trend Watch:

AMD's GPUs and CPUs are optimized for high-performance computing tasks, making them well-suited for powering blockchain applications. Specifically, AMD's GPUs are known for their ability to handle complex graphics and computational tasks, while their CPUs are designed for high-speed data processing and multitasking. AMD also collaborates with blockchain companies and developers to optimize their software for AMD's hardware. This collaboration helps to improve performance and efficiency, enabling blockchain applications to operate more smoothly and effectively.

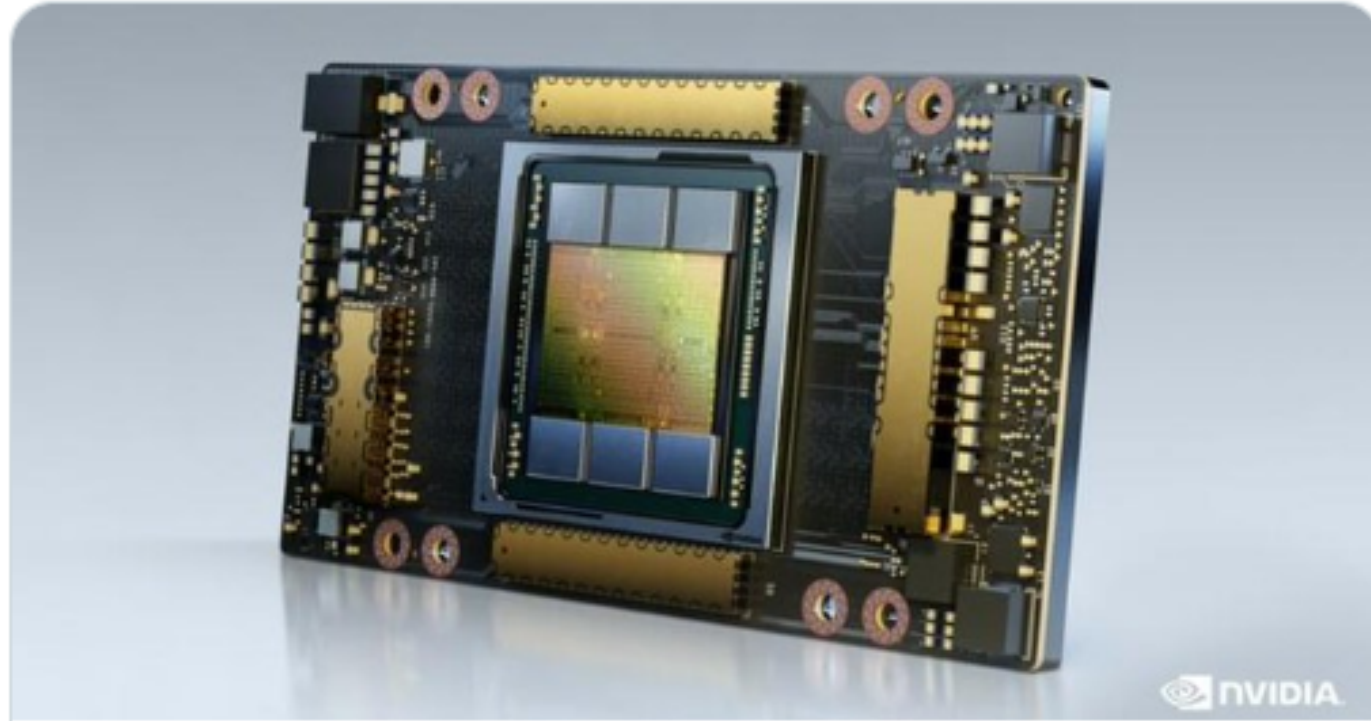




AMD: Increasingly Preferred



zerohedge @zerohedge · May 4
Microsoft Teams Up With **AMD** To Dethrone Nvidia From **AI** Chip Throne



zerohedge.com
Microsoft Teams Up With AMD To Dethrone Nvidia From AI Chip Thr...
Microsoft will provide financial support to bolster AMD's efforts, and is also working with the chipmaker on a homegrown Microsoft ...

39 109 421 168.2K



Andrew Mercnik @andrew_pureon · Feb 18
What is your preferred choice of #cpu?
@amd @intel



939 votes · Final results
6 1 5 6,222



AMD Ryzen @AMDRyzen · Mar 29
Why did you choose @AMD to power your gaming experience?



★Apex Lodestar★ @ApexLodestar
Price-to-performance. Got the AMD Ryzen 5 3600 for a great price. Then upgraded to AMD Ryzen 9 3900XT (found a deal). I got the AMD Radeon RX 6700 XT for a good price, too.



coinbase

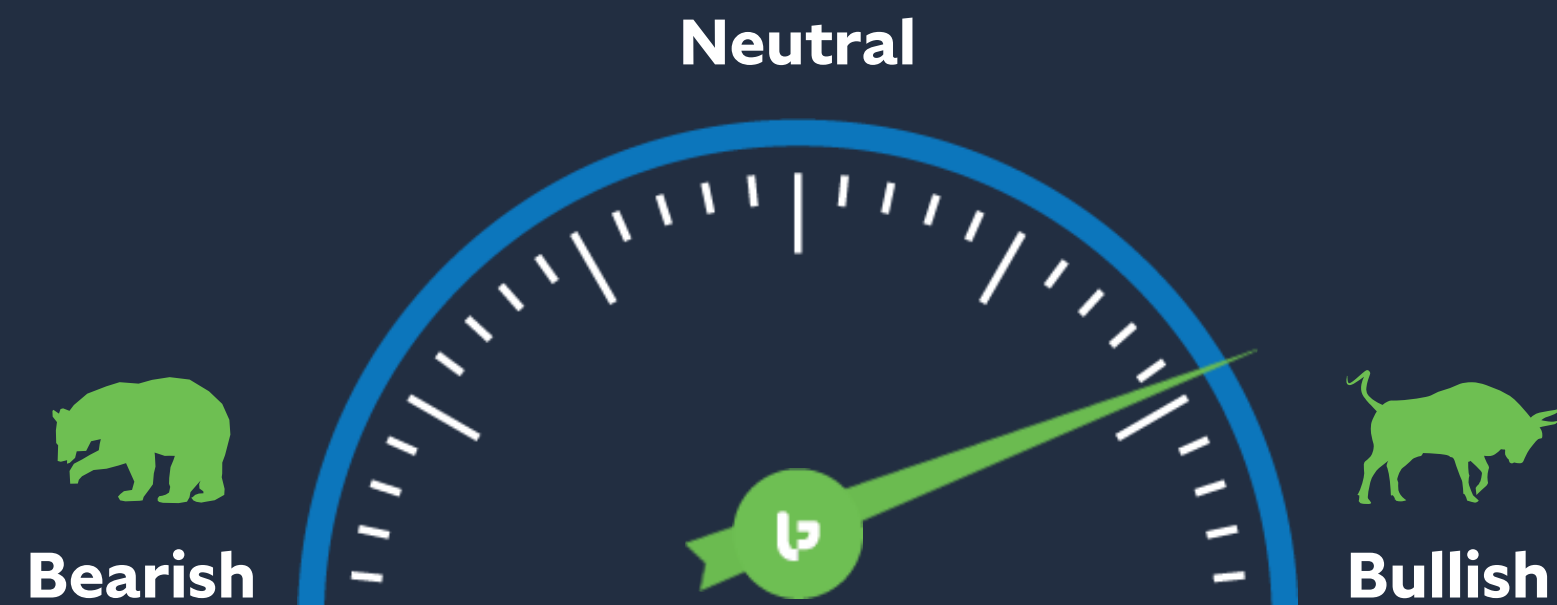


COIN

 LikeFolio

Key Points

COIN: Coinbase



Money Dial: Bullish

89

coinbase

Mentions:

+2% QoQ

Sentiment:

67% Positive, +9% YoY

Page Views:

+7% QoQ

Actionable Trade Ideas

Simple

Purchase COIN up to \$62.50/share.

Option Play

**Buy Jan 2024
90/100 Call Spread
@ \$1.60 Debit**

Max Gain: \$840 (per contract)

Max Loss: \$160 (per contract)

Risk Management

****ON ALL TRADES**, it is important to use proper risk management to correctly allocate and protect your capital.



Landon's Pick

Company Updates: COIN

Coinbase is a fintech company that provides infrastructure for the global crypto-economy. It offers cryptocurrency accounts, digital tools, and educational resources for individual investors; a crypto transaction marketplace for institutions; and technology that helps developers build crypto-based apps that can accept crypto as payment. Coinbase's exchange platform offers trading in hundreds of different cryptocurrencies. According to Coinbase, there is currently \$130 billion in assets on its platform.

Earnings Highlights: 23Q1

- Revenue dropped 34% year-over-year to \$773 million (but came in well ahead of consensus) driven by a sharp decline in transaction revenue, partly offset by subscription/services revenue that more than doubled year-over-year. (The increase in subscriptions/services revenue was largely driven by higher interest income.)
- Revenue was split roughly evenly between transactions and subscriptions/services.
- EPS improved to a net loss of \$0.34 (and also beat the Street).
- The company expects lower subscription/services revenue quarter-over-quarter and a modest increase in expenses in Q2.
- The stock rose 18% on May 5, the day after earnings were released.

After weakened macro conditions and a series of events (Terra Luna crash, FTX fallout) contributed to Bitcoin losing more than 60% of its value in 2022, COIN has rebounded 80% year-to-date. This has led to debate over whether Crypto Winter is over or not. Bulls argue that network activity is on the rise, while the bears often cite looming regulatory hurdles. One analyst noted that over the last 14 years, the crypto industry has "died" hundreds of times, yet despite constant predictions, has yet to experience a real crash.

In April 2023 Coinbase sued the SEC, asking a federal judge to force the regulator to answer Coinbase's July 2022 petition about whether existing securities rule-making processes could be applied to the crypto industry. The lawsuit followed an SEC warning to Coinbase in March that enforcement action against the exchange may be forthcoming.

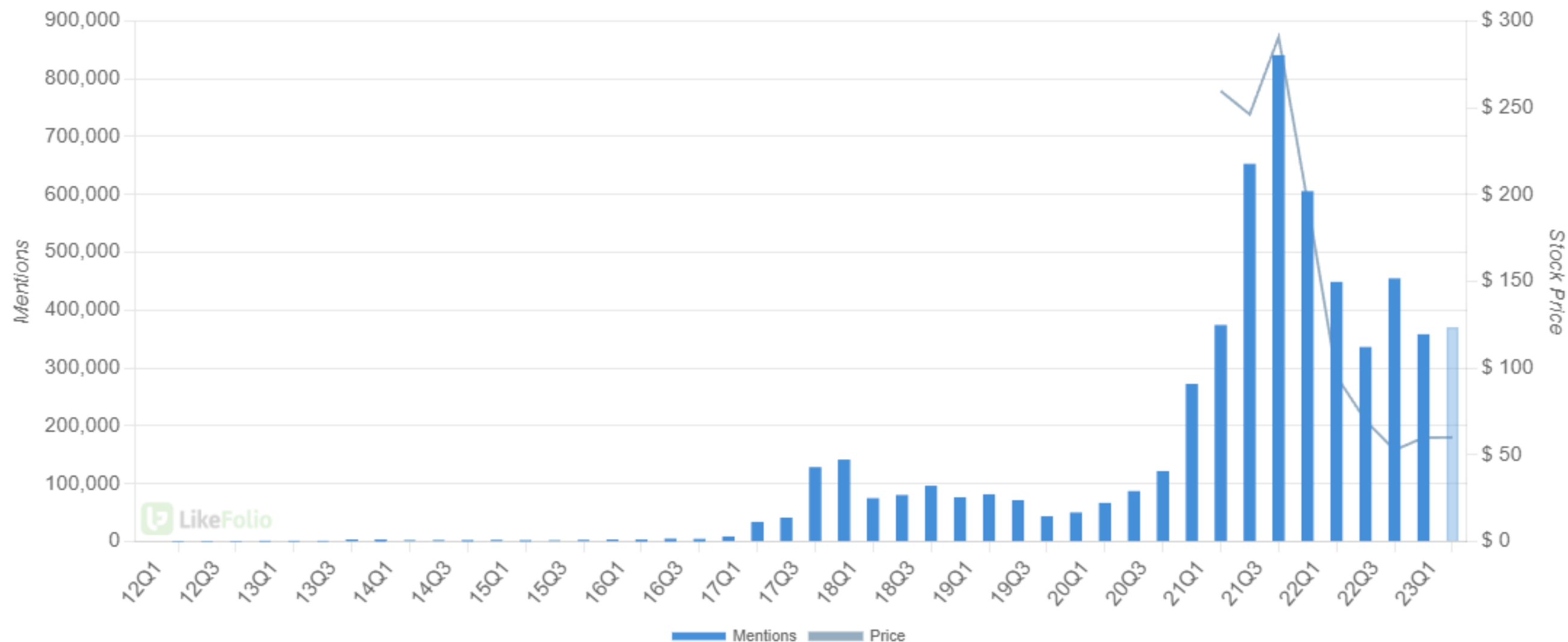




COIN: Mentions Gaining Momentum

Coinbase (COIN): Full Company

Mentions Count



Key Takeaway:

Coinbase mention volume is gaining steam in 23Q2. In the company's last report, consumer and institutional trading volume dropped on a year-over-year basis; consequently, so did mention volume, as seen in the chart above. However, the company handily beat earnings and revenue expectations, driven partially by unexpected strength in subscription and services revenue.



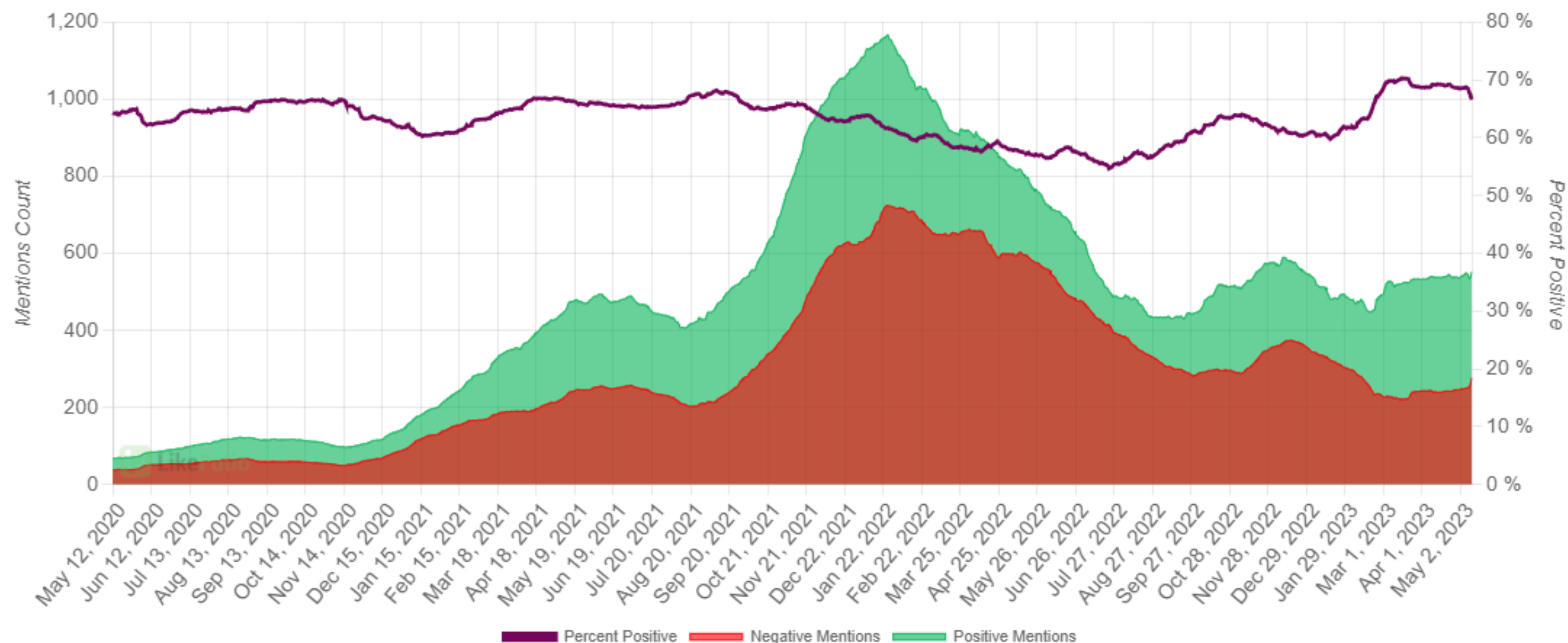


COIN: Sentiment Is Best of Breed

Coinbase (COIN): Full Company

Consumer Happiness Mentions

90-day change: QoQ: +4%, YoY: +9%



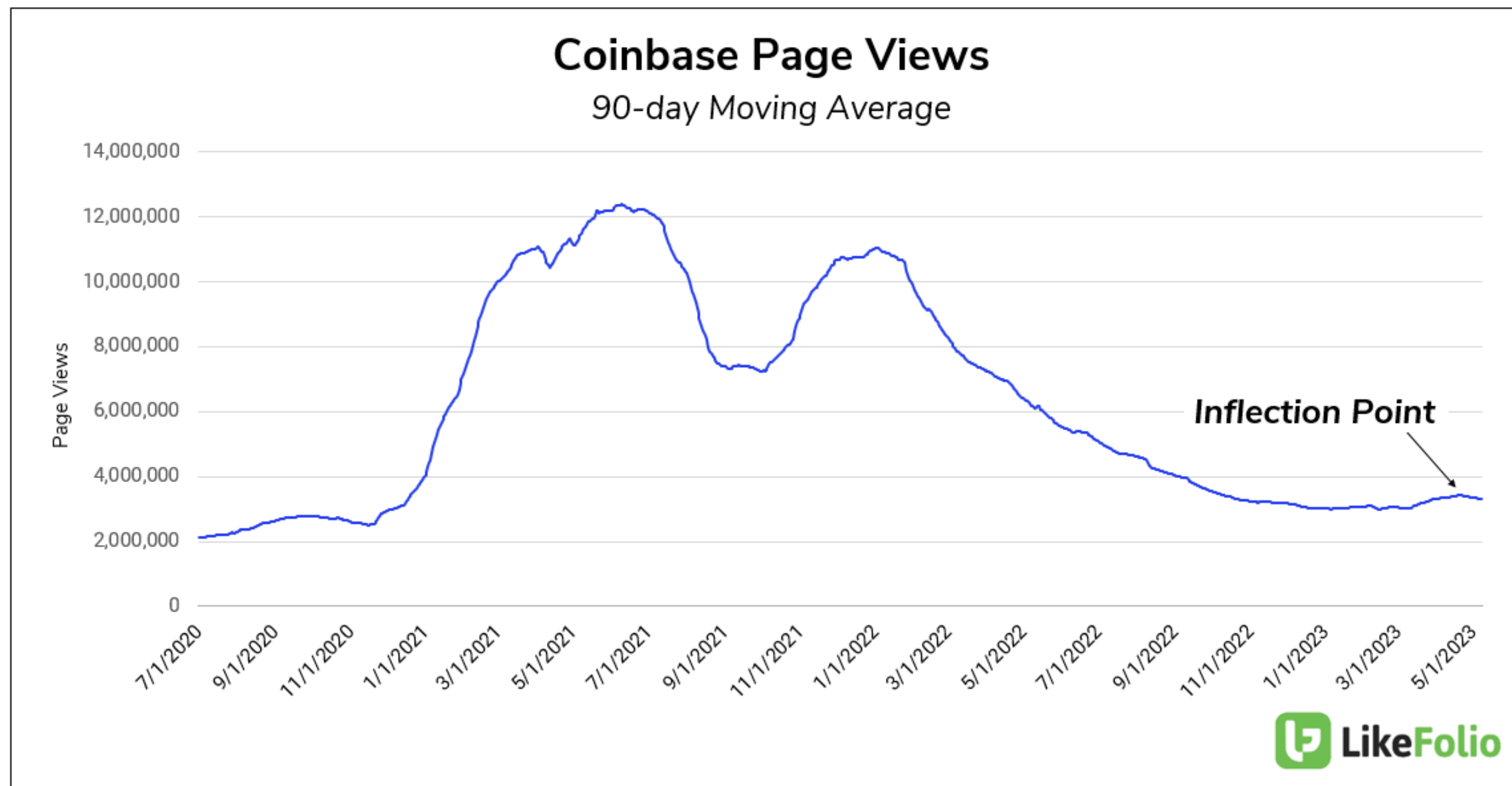
Key Takeaway:

Coinbase Consumer Happiness levels have improved by nine points on a year-over-year basis. Consumers increasingly report trust in the company, citing its regulation, compliance, and security protocols as main drivers of sentiment. In addition, the company's user-friendly and intuitive interface makes it easy to attract first-time crypto buyers and ultimately retain its user base.





COIN: Page Views Reach Inflection Point



Key Takeaway:

Page views are the most highly correlated metric to Coinbase revenue in the LikeFolio universe. These views have reached an inflection point in the last quarter, reversing a multi-year downward trend. We will be monitoring this metric for continued improvement.

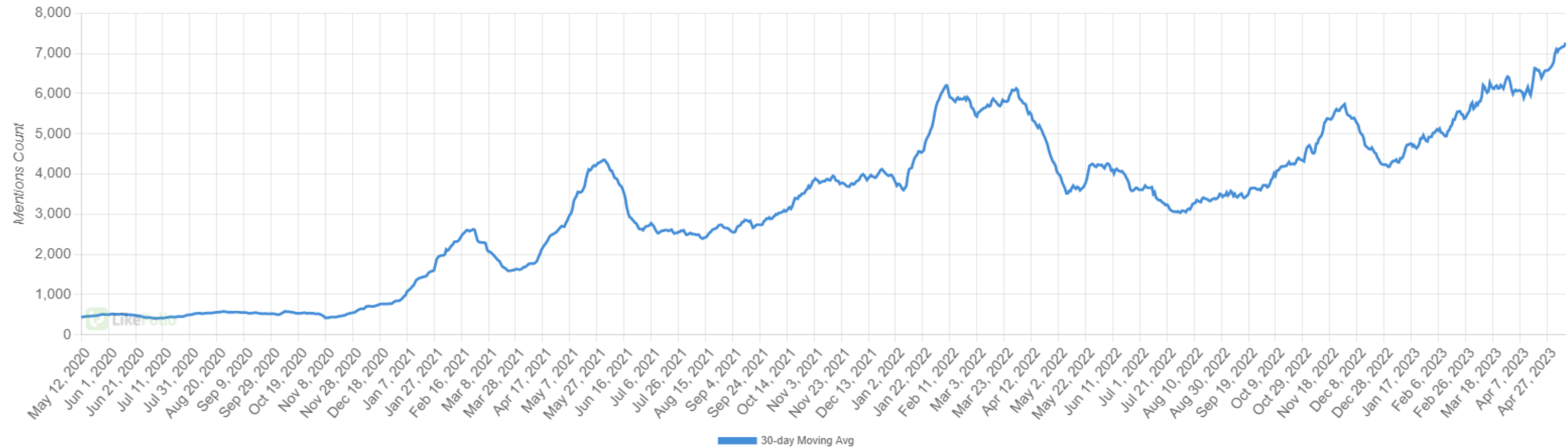




Trend Watch: Trading Cryptocurrency

Trading Crypto: Mentions Count

Consumer mentions of trading crypto currency.



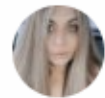
Macro Trend Watch:

Renewed interest in cryptocurrency serves as a major tailwind for Coinbase. Coinbase revenue is down significantly from prior-year highs in part because the company charges a percentage for transactions. If cryptocurrencies (like Bitcoin and Ethereum, the top drivers for COIN) continue to push higher, the company is likely to benefit tremendously.



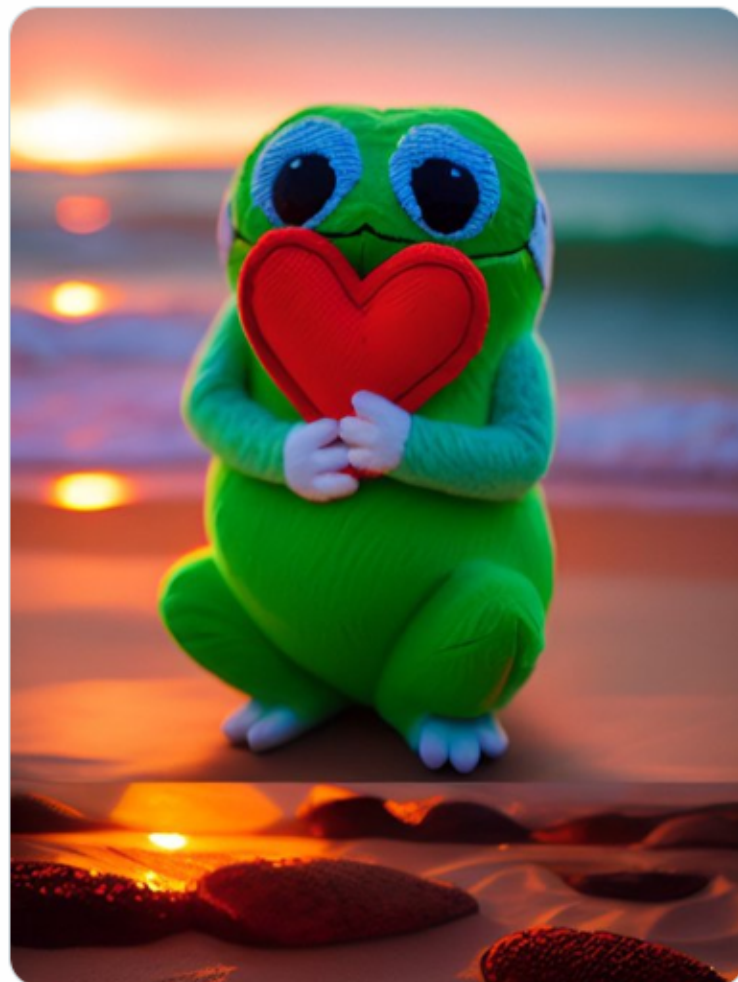


COIN: Trusted vs. Peers



karakenora.eth @Kara_Kenora · 3h

I didn't delete **Coinbase** last night during all the drama. Honestly, I like using **Coinbase**. It's easy to **use** and I'm a newb 🙄
The being said, I still have faith that they will still list **\$pepe**



2 2 20 370



Mike Dudas @mdudas · 6h

i think @coinbase is the single best crypto *company* to ever exist

more than a decade of service in the harshest of conditions

i'm forever indebted to the amazing folks who worked there and built the infrastructure to enable crypto to flourish in the usa against all odds

86 105 1,176 64.8K



Brian Armstrong @brian_armstrong · 1h

thank you! ❤️

65 10 294 12K



AlexC
@AlexC_Moduluc

It's true. Without @coinbase I wouldn't have ever purchased crypto. Didn't trust anyone else back in 2017.

5:11 PM · May 11, 2023 · 41 Views



hellocousin.eth @0xDavin · 5h

Sudooooooooo

Bank!

Bitcoin Magazine @BitcoinMagazine · 5h

JUST IN: 🇺🇸 Judge rules that BlockFi users gave up legal rights to their BTC by using the platform and all the \$300 million of crypto deposits are now property of BlockFi.

Take your #bitcoin 🟡 off exchanges!

[Show this thread](#)

1 2 409



downshift.eth @0xdownshift · 4h

this is patently absurd.

1 39



hellocousin.eth @0xDavin · 4h

i agree but tbh its rare bitcoin maxi W here

not ur keys not ur coins, as proven by the gubment

1 4



downshift.eth @0xdownshift · 4h

oh 100%, i buy on exchanges but i do not hold on exchanges.

1 2 15

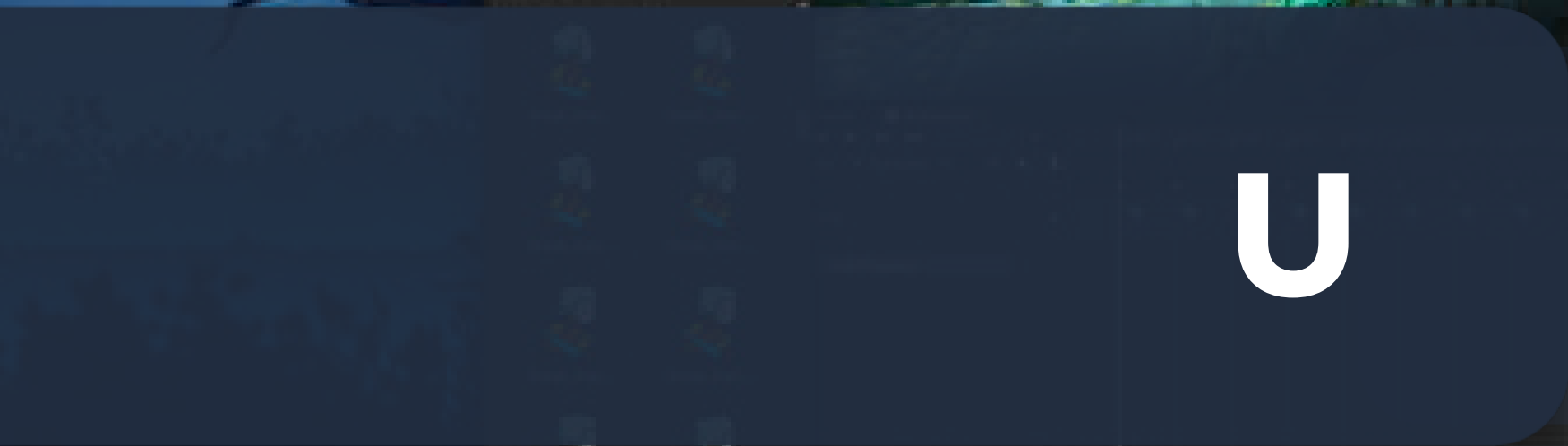
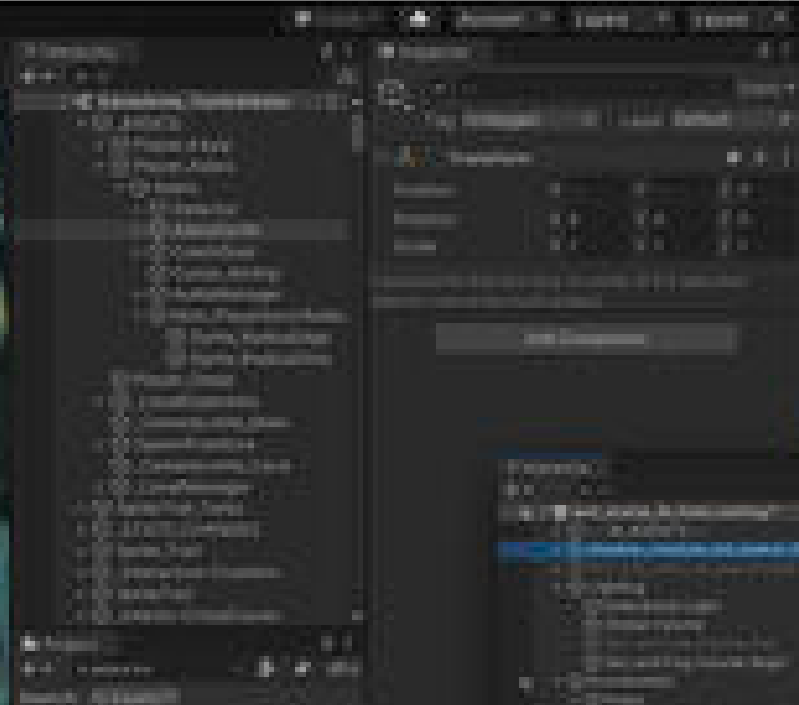
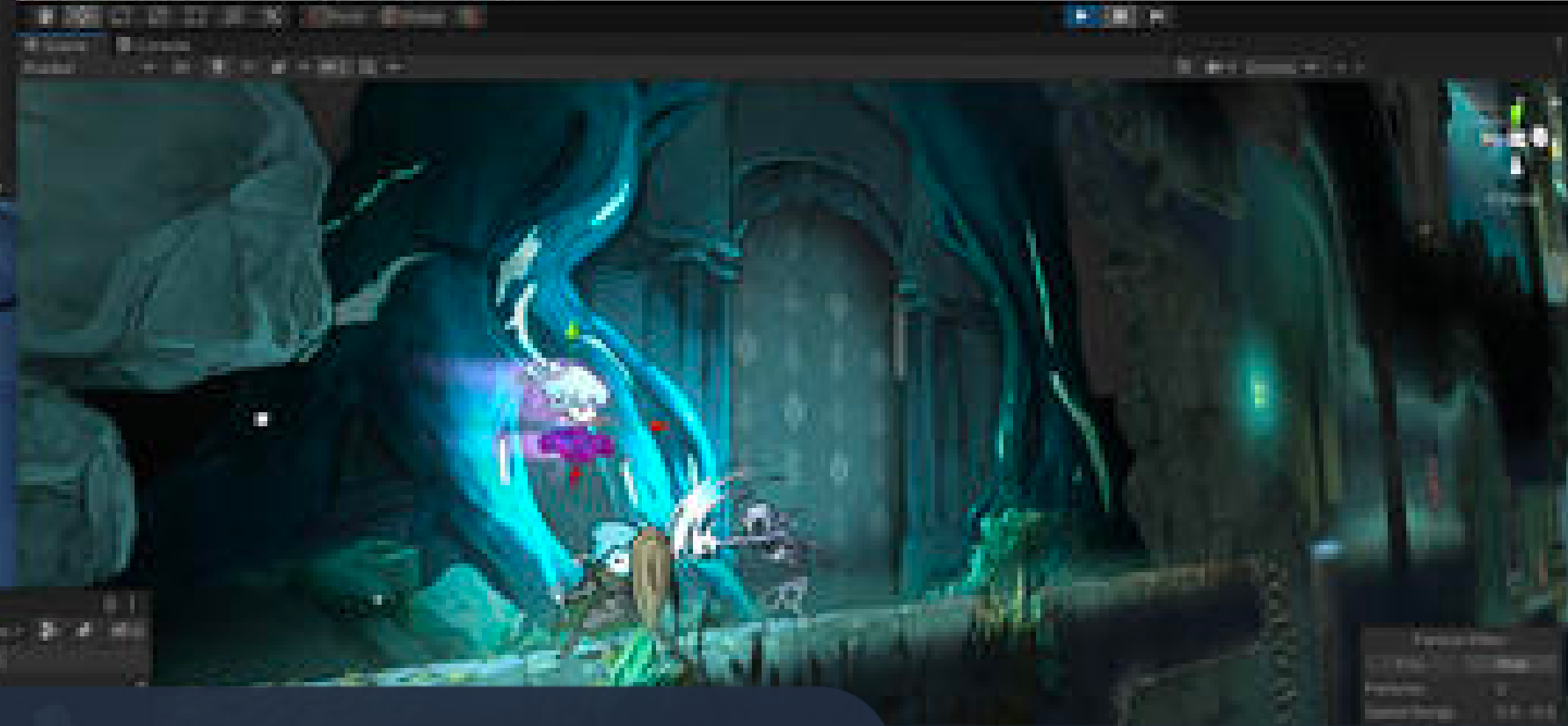
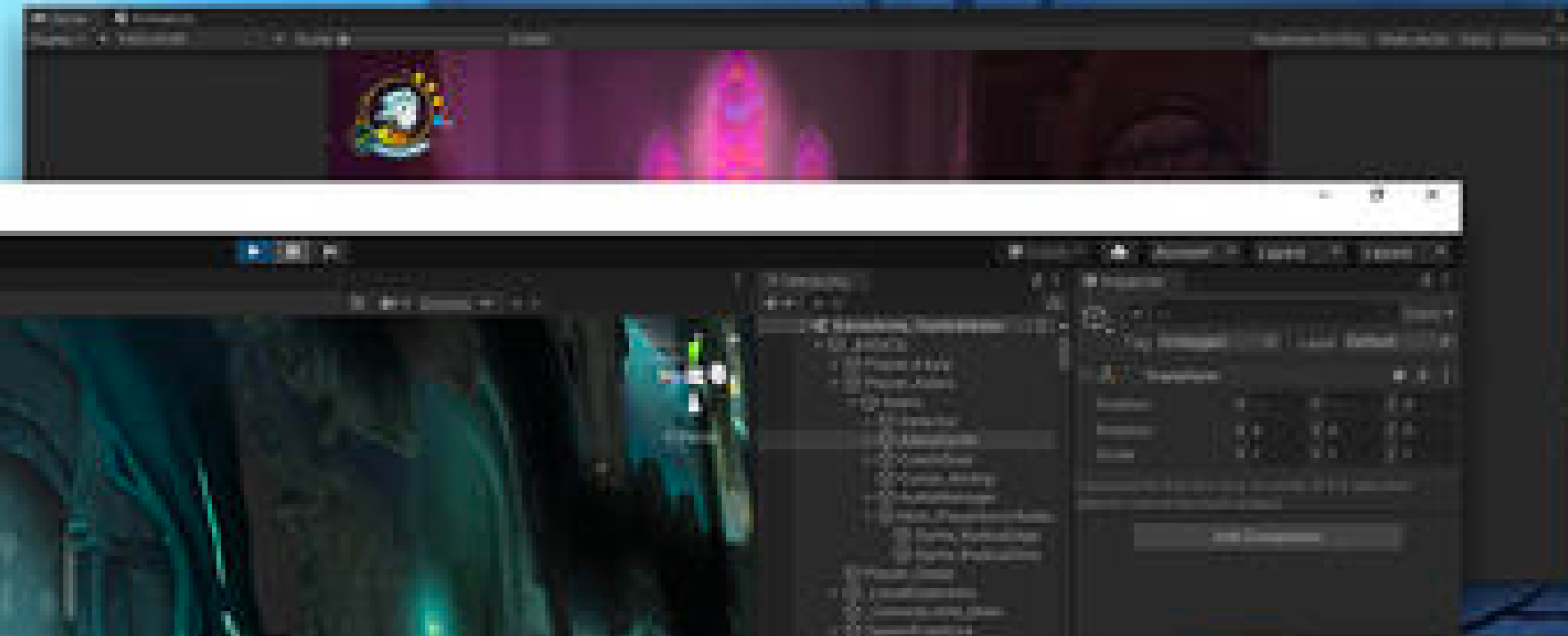
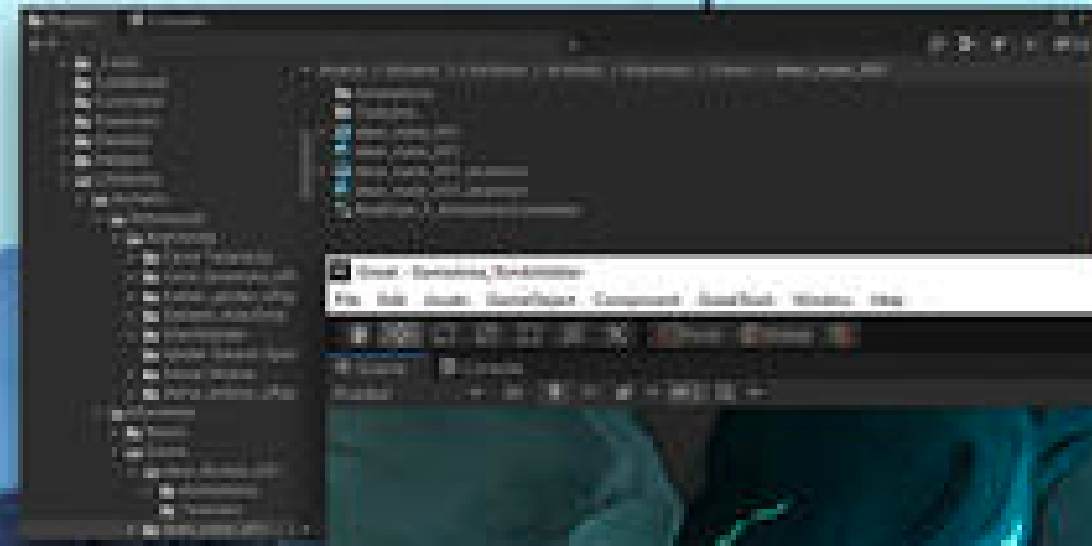


hellocousin.eth
@0xDavin

I might be dumb for this but I trust Coinbase for the most part

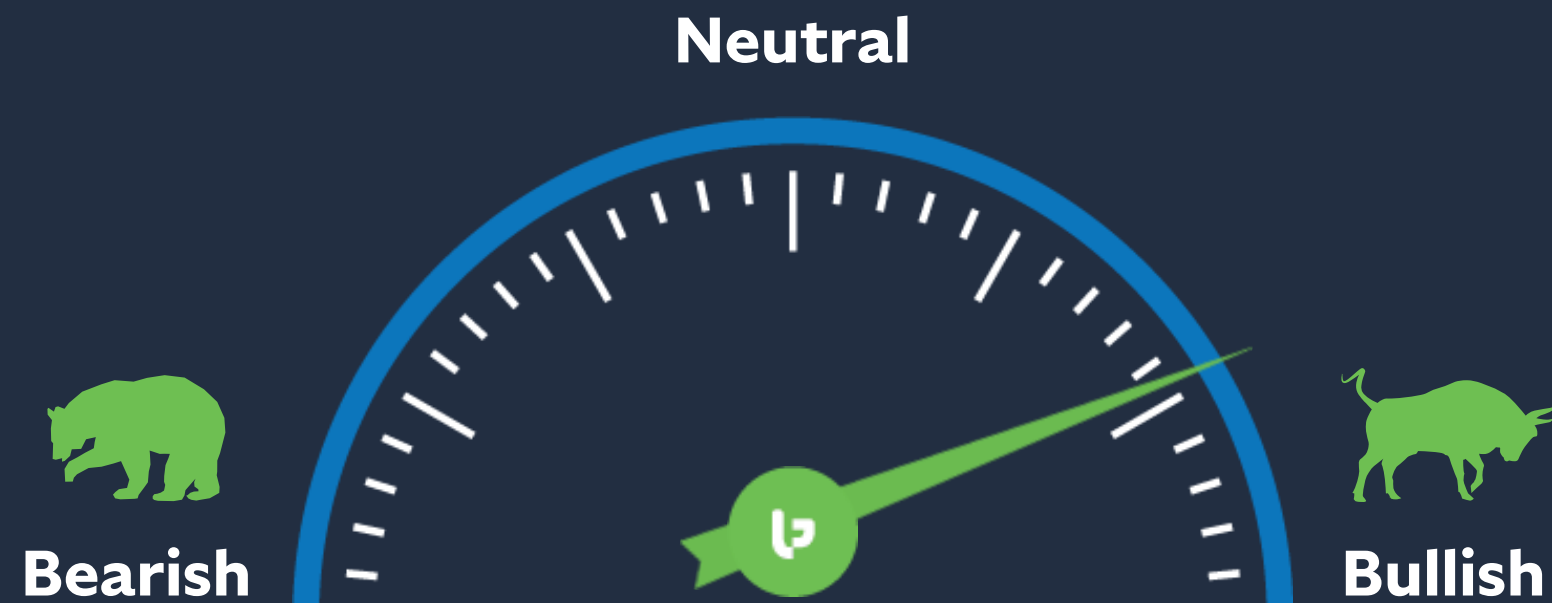
2:33 PM · May 11, 2023 · 17 Views





Key Points

U: Unity



Money Dial: Bullish

85



Mentions:

+18% YoY, +84% QoQ

Sentiment:

92% positive, +9% YoY

Global Page Views:

+34% vs. 2021

Actionable Trade Ideas

Simple

Purchase U up to \$30/share.

Option Play

**Buy Jan 2024
35/45 Call Spread
@ \$2 Debit**

Max Gain: \$800 (per contract)

Max Loss: \$200 (per contract)

Risk Management

****ON ALL TRADES**, it is important to use proper risk management to correctly allocate and protect your capital.



Andy's Pick

Company Updates: U

Unity Technologies operates a platform that provides real-time 3D development tools and services. The software lets customers create, run, and monetize interactive 2D/3D content for PCs, tablets, mobile phones, gaming consoles, and AR/VR (augmented reality and virtual reality) devices. Creators that use the platform include game developers, architects, auto designers, filmmakers, and more.

Earnings Highlights: 23Q1

- Revenue rose 56% year-over-year and beat analyst expectations. The increase was led by 101% growth in the Grow Solutions business, which accounted for 63% of total revenue. The growth was especially impressive because it was on top of strong Covid-driven growth in 1Q22.
- Unity raised the low end of its full-year revenue and its adjusted EBITDA guidance.
- Expressed excitement over the rate of adoption of artificial intelligence (AI) tools, saying it expects AI tools to be tailwinds for many years to come
- The company had several big customer wins in gaming during the period, including a partnership with Outfit7 (the company behind Talking Tom & Friends, which has more than 470 monthly active users and 20 billion downloads)
- Unity signed a deal with Cincinnati Children's Hospital to co-develop a VR-based metaverse platform to plan pediatric cardiac surgeries
- Unity signed a deal with Booz Allen Hamilton to bring digital twin capabilities to federal agencies. Digital twins are digital replications of physical assets in a virtual environment (functionality, features, behavior).
- Unity signed deals with two luxury watchmakers to showcase their products on their omnichannel platforms.

Unity recently announced plans to lay off 8% of its workforce to better position the company for “long-term and profitable growth”

In February 2023, Unity introduced a new “Decentralization” category page in its Unity Asset Store. It offers vetted solutions for developers interested in tech that enables decentralization in gaming. In this context, decentralization refers to ownership models in games that let players create, earn, or obtain in-game resources that can be sold or traded. The page will help game developers find solutions to manage digital assets and build on blockchain networks. It currently offers 14 free tools for developers. The MyMetaverse CEO referred to the launch as “a truly inspiring moment and a historic move” for the blockchain gaming industry.



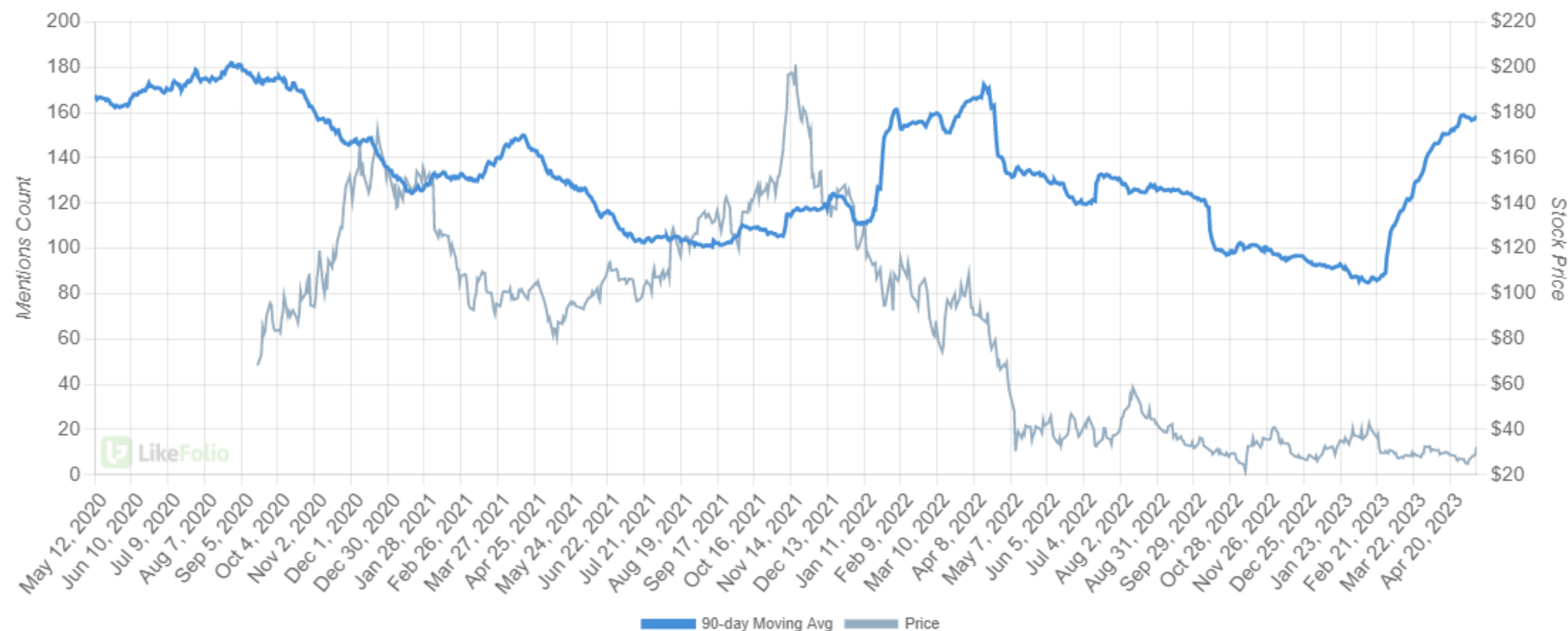


U: Mention Volume Booming

Unity (U): Full Company

Mentions Count

90-day change: QoQ: +84%, YoY: +18%



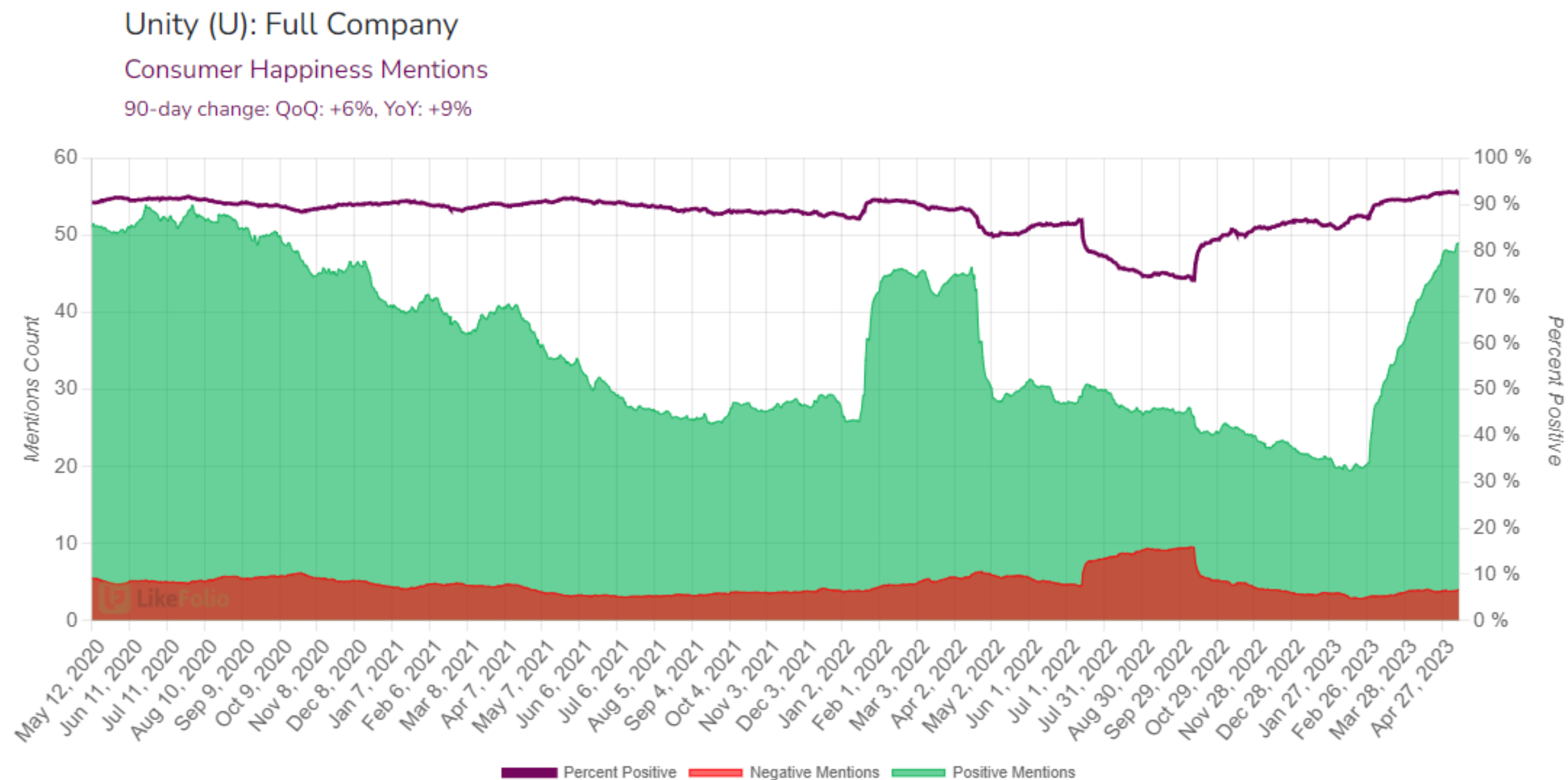
Key Takeaway:

Unity mention volume has surged in 2023, forming a stark divergence from the company's stock price. The lion's share of mentions are related to consumers' third-party use of Unity as a development tool for games and other metaverse-related projects, specifically virtual and augmented reality.





U: Sentiment High and Rising



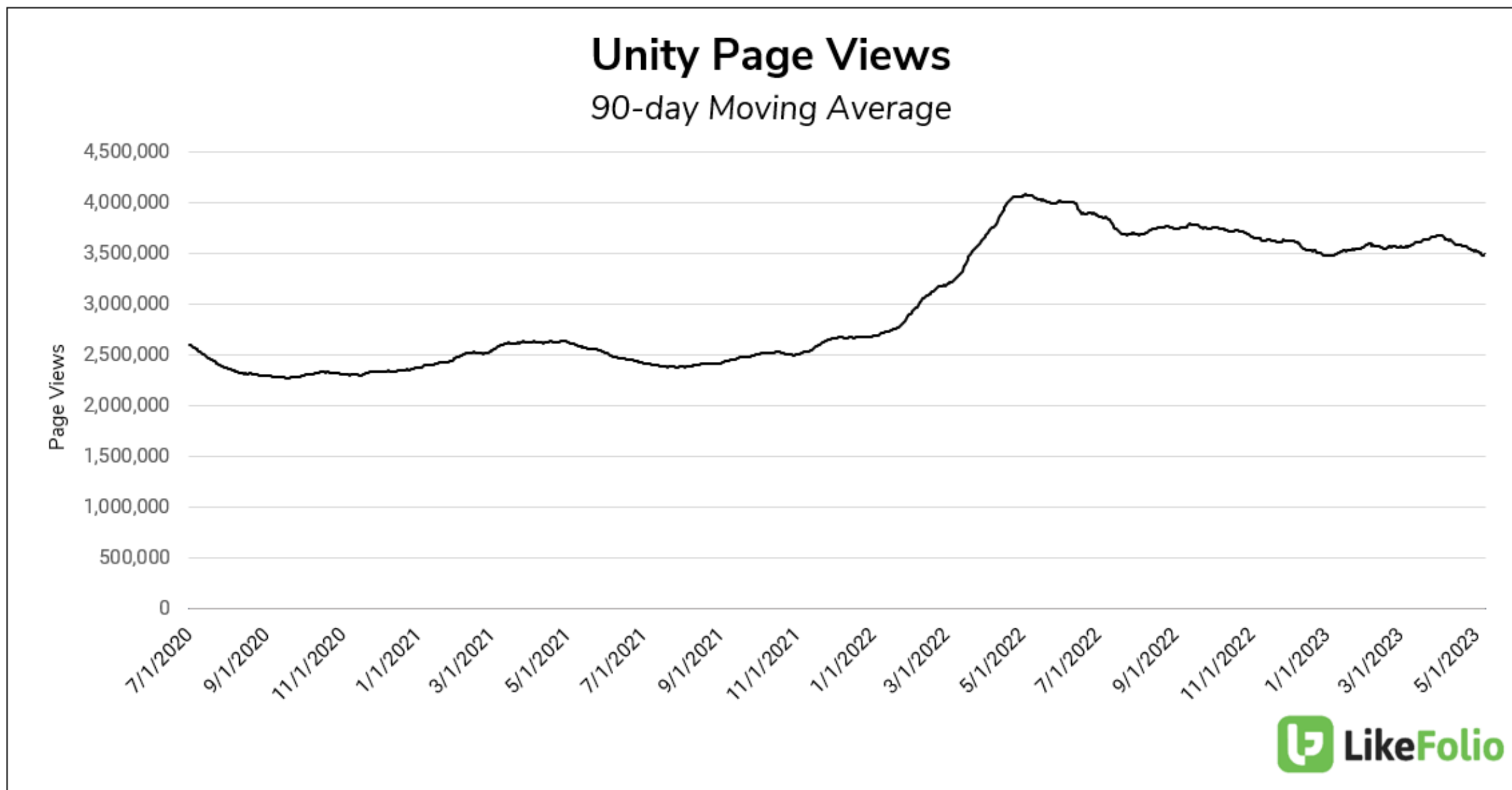
Key Takeaway:

Unity holds one of the highest levels of consumer sentiment in the LikeFolio universe: 93% positive. In addition, Consumer Happiness levels are rising quickly, a tough feat with an already high bar: +9% year-over-year.





U: Global Page Views



Key Takeaway:

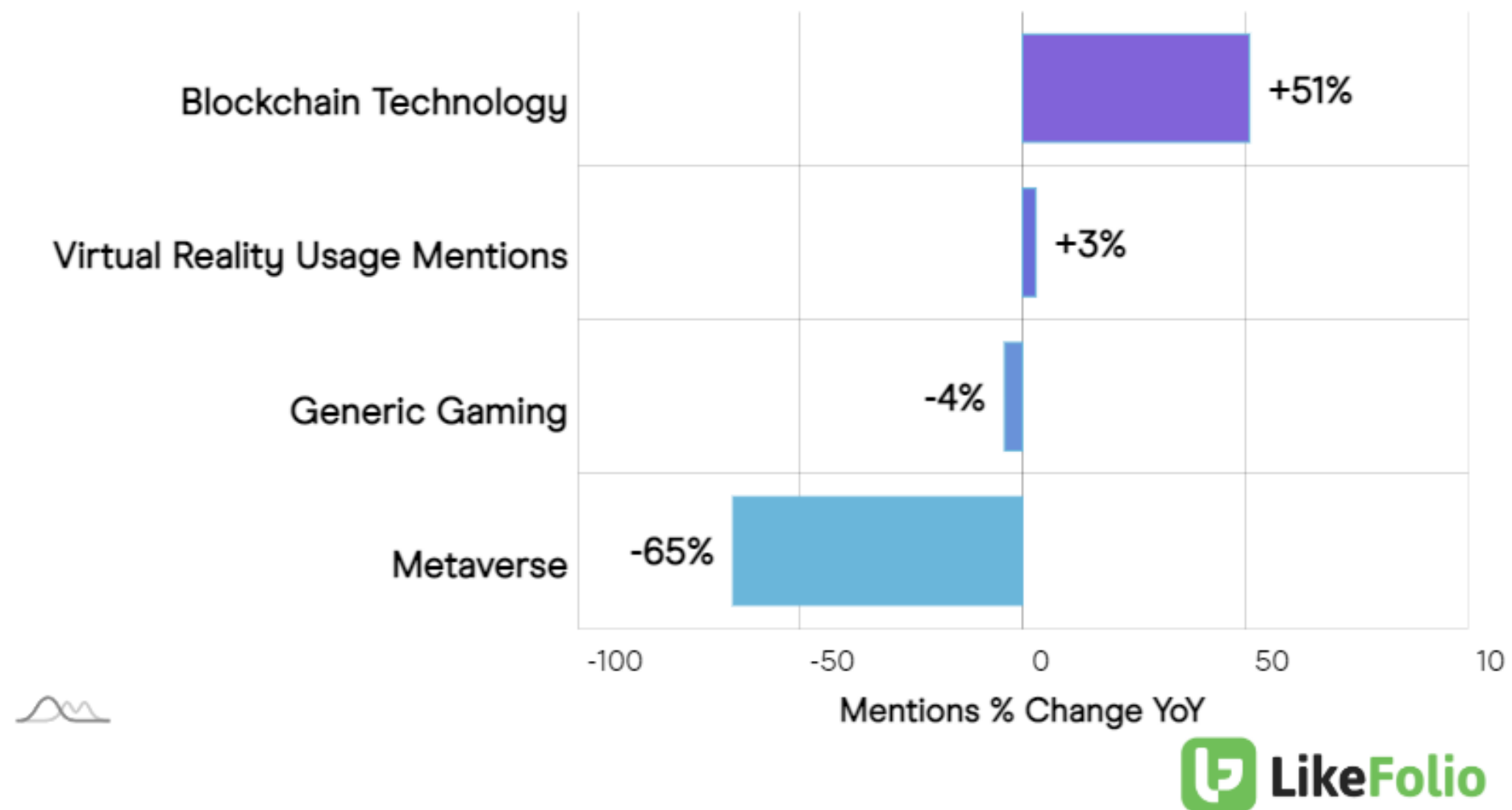
Unity global page views have slipped by 14% on a year-over-year basis. However, these views remain significantly higher on a two-year stack (up 34%) following the company's realized "metaverse" applications. The software company powers the Unity game engine, which is a popular platform used for developing video games, mobile games, virtual reality (VR) experiences, and augmented reality (AR) applications.





Trend Watch: Powering the Metaverse

YoY Change in Mentions, 90-day Moving Average



Macro Trend Watch:

Unity is a major player in several tech-based industries. While Web3 "metaverse" chatter has normalized from COVID-era highs, Unity is poised to capitalize on any future growth here. Keep a close eye on future integration of blockchain technology, specifically in gaming development. We're also watching for growth driven by the adoption of AR/VR technology.





U: Blockchain Applications



James Norman
@jameshormanson

...

The integration of DiD solutions into the #gaming industry is picking up speed. The partnership between @Oreprotocol, @DOS_Chain, & @Unity is a notable development in advancing the use of #decentralized identity in gaming.

1:28 AM · May 12, 2023 · 181 Views

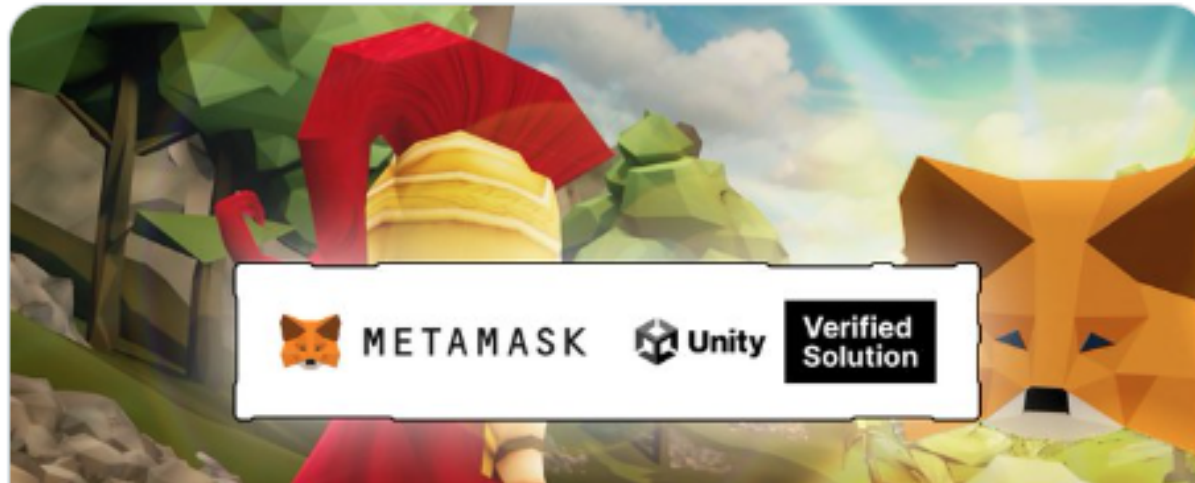


Cleev.io ✓ @cleevio · Apr 20

...

4/ @unity's game development platform added support for several crypto platforms like @Algorand, @Aptos_Network, @flow_blockchain, @Immutable, @MetaMask, @solana and @tezos.

Now it's easier for game developers to build web3 features into their games.



vronso.eth
@vronsoeth

...

In his New Year's letter, Square Enix's president Yosuke Matsuda announced the creation of several blockchain-based projects.

He also noted that the technology has great potential in the gaming segment.

Major game engine @unity now has a Metamask SDK in its Asset Store.

11/14

6:50 PM · Apr 21, 2023 · 119 Views



Salim Salis
@SalimSalis20

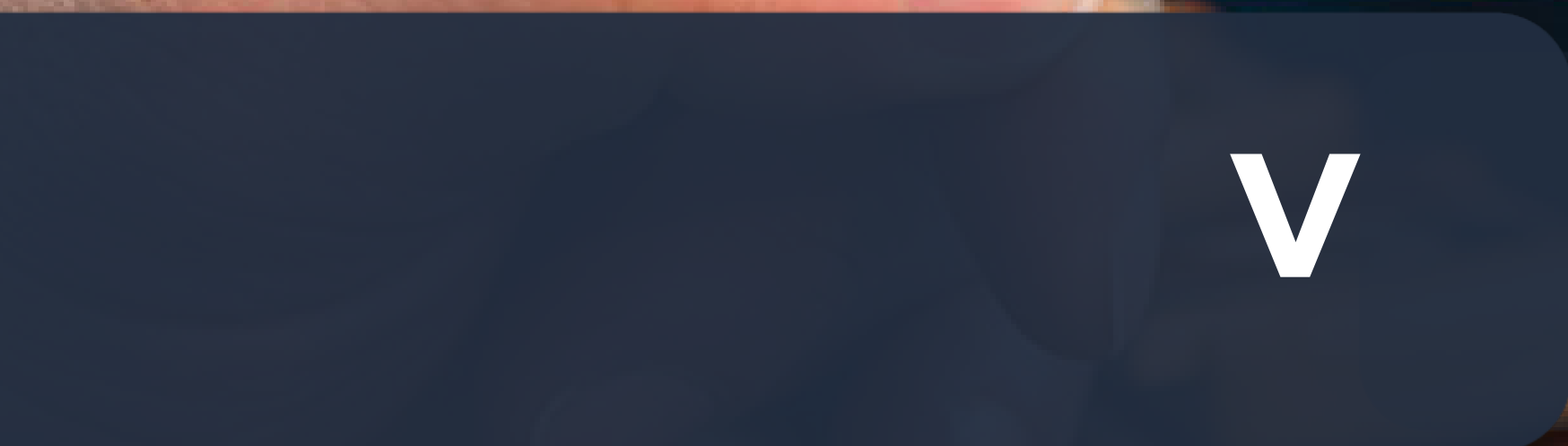
...

I'm thrilled to see #OREID become a Verified Solutions Program partner for @Unity's new decentralized asset store. With #ORE ID APIs, game developers can integrate #blockchain technology seamlessly, without adding any additional operational overhead.

10:08 PM · May 6, 2023 · 166 Views

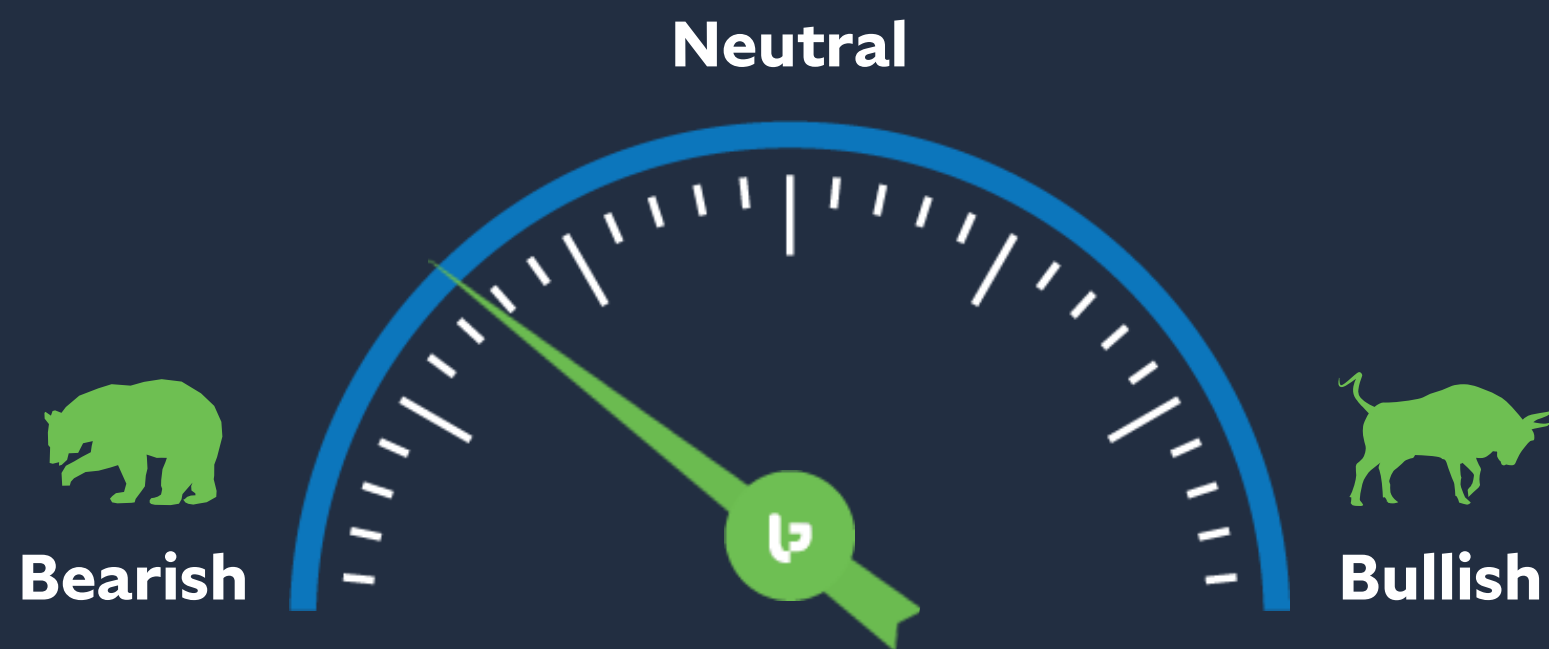
1 Like





Key Points

V: Visa



Money Dial: Bearish

29

VISA

Purchase Intent:
-36% YoY

Sentiment:
61% Positive, -3% YoY

Visa Usage Mentions:
+26% YoY, -2% QoQ

Actionable Trade Ideas

Simple

Short sell shares of V down to \$220/share.

Option Play

**Buy Jan 2024
240/230 Put Spread
@ \$4.30 Debit**

Max Gain: \$570 (per contract)

Max Loss: \$430 (per contract)

Risk Management

****ON ALL TRADES**, it is important to use proper risk management to correctly allocate and protect your capital.



Landon's Pick

Company Updates: V

Visa operates a payments network enabling transactions between merchants, consumers, banks, and governments worldwide. It also offers debit, credit, and prepaid cards, tap-to-pay, click-to-pay, tokenization, and other consumer products. Its other offerings are Visa Direct (real-time payments network), Visa B2B Connect (B2B cross-border payments network), Visa Treasury as a Service (cross-border consumer payments), and Visa DPS (fraud mitigation, dispute management, data analytics, and other services).

Earnings Highlights: 23Q2 (ended March 31)

- Revenue went up 11% year-over-year and beat the Street, driven by strong growth in payment volumes and international transaction revenue.
- Q2 payment volume increased 10% year-over-year.
- Cross-border volume increased by 32% thanks in part to the international travel rebound.
- EPS rose 20% year-over-year and also surpassed Wall Street estimates.
- Visa shares fell less than 1% on the day after the report (April 26).

Visa entered the crypto space in 2020 through a partnership with blockchain company Circle to support the USD Coin (USDC) stablecoin on certain credit cards. It continued expanding its crypto offerings before the crypto bear market of 2022 caused it to pause industry partnerships. Among its offerings is the Crypto.com Visa card which comes in five tiers and has benefits with popular retail, media, and travel companies like Spotify, Netflix, Amazon, Expedia, and Airbnb.

In April 2023 Visa revealed plans for an “ambitious crypto product roadmap.” Visa is reportedly looking for senior software engineers who can help drive mainstream adoption of public blockchain networks and stablecoin payments. Visa’s head of crypto said the company is “particularly interested in [people with] experience using Github Copilot and other AI-assisted engineering tools to write and debug smart contracts.” An April 20 job posting showed that Visa’s crypto division is looking to build “the next generation of products” to make e-commerce a seamless part of daily life.





V: Slowdown in Account Growth



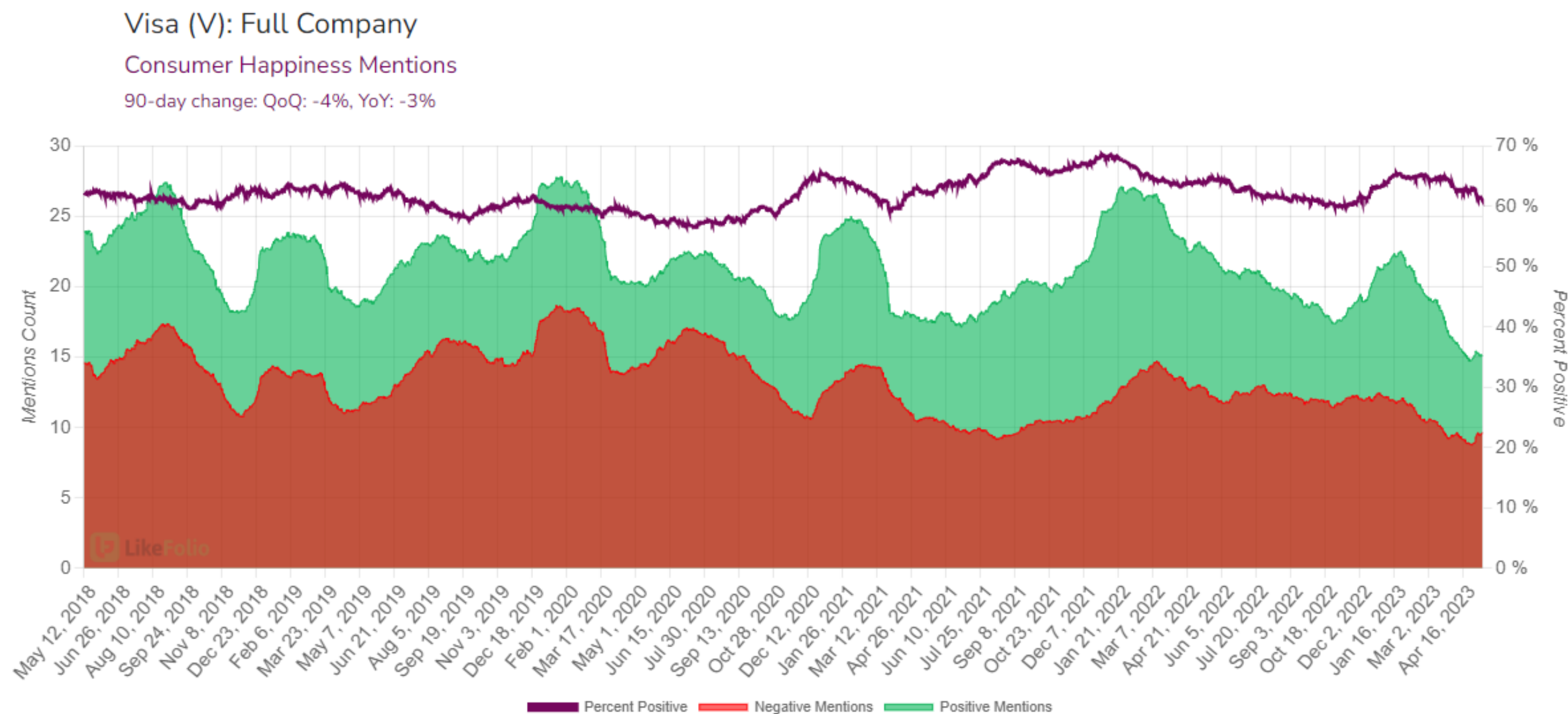
Key Takeaway:

Visa Purchase Intent — mentions from consumers creating an account or becoming a first-time customer with Visa — are recording a loss of momentum: 36% lower year-over-year. In contrast, we see comparative strength from peer American Express (AXP), whose mentions have increased by 3% as younger, affluent clients seek exclusive benefits.





V: Sentiment Slightly Lower



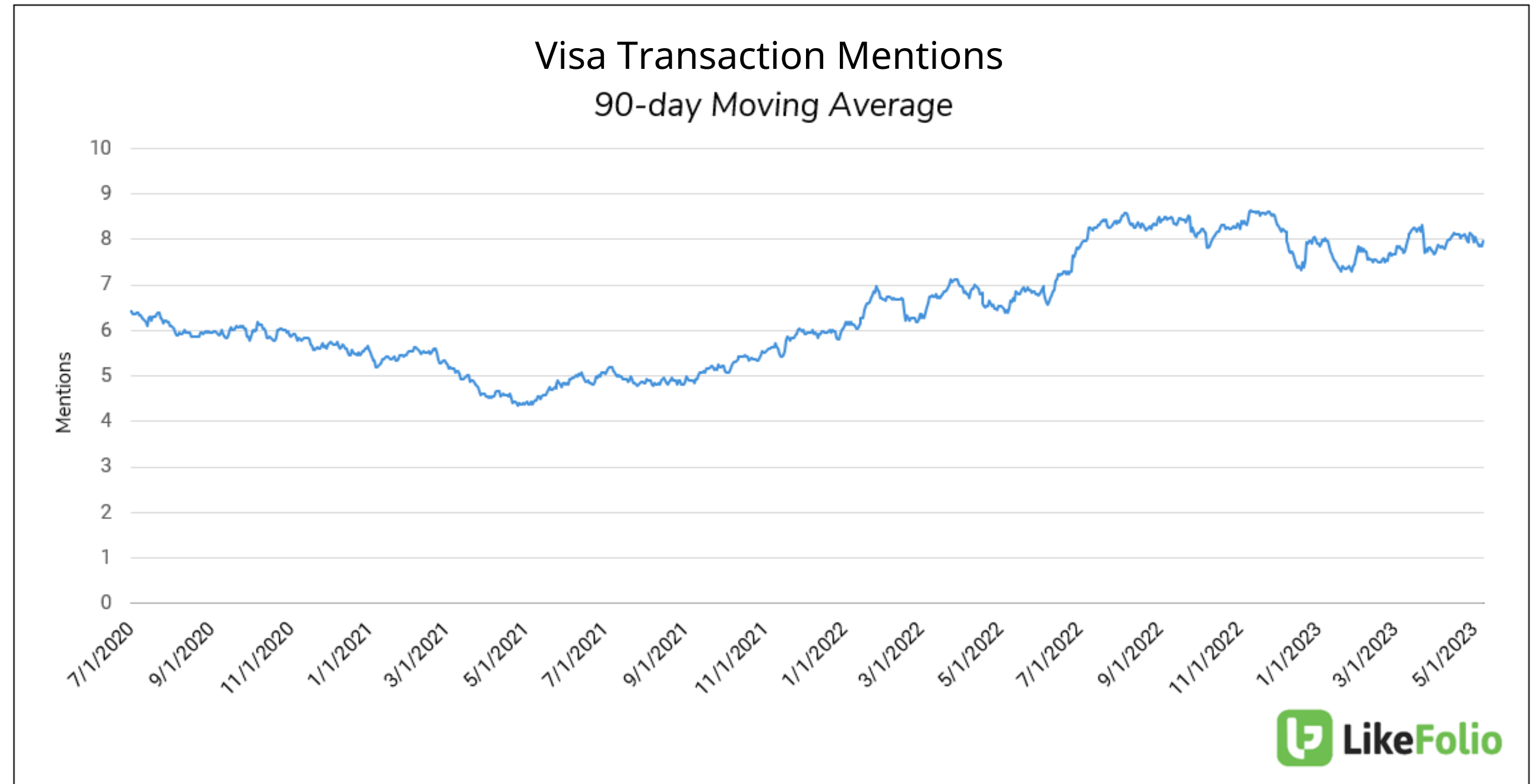
Key Takeaway:

Visa sentiment levels have dropped by 3% from 2022 levels but remain in line with the company's historical trends. Visa falls in the middle of the sentiment pack when it comes to other financial service providers, with a Consumer Happiness score of 61% positive. AXP, catering to higher-end clientele, has a score of 70% positive, while Discover Financial Services (DFS) finds itself at the bottom of the pack at 53% positive.





V: Transaction Growth



Key Takeaway:

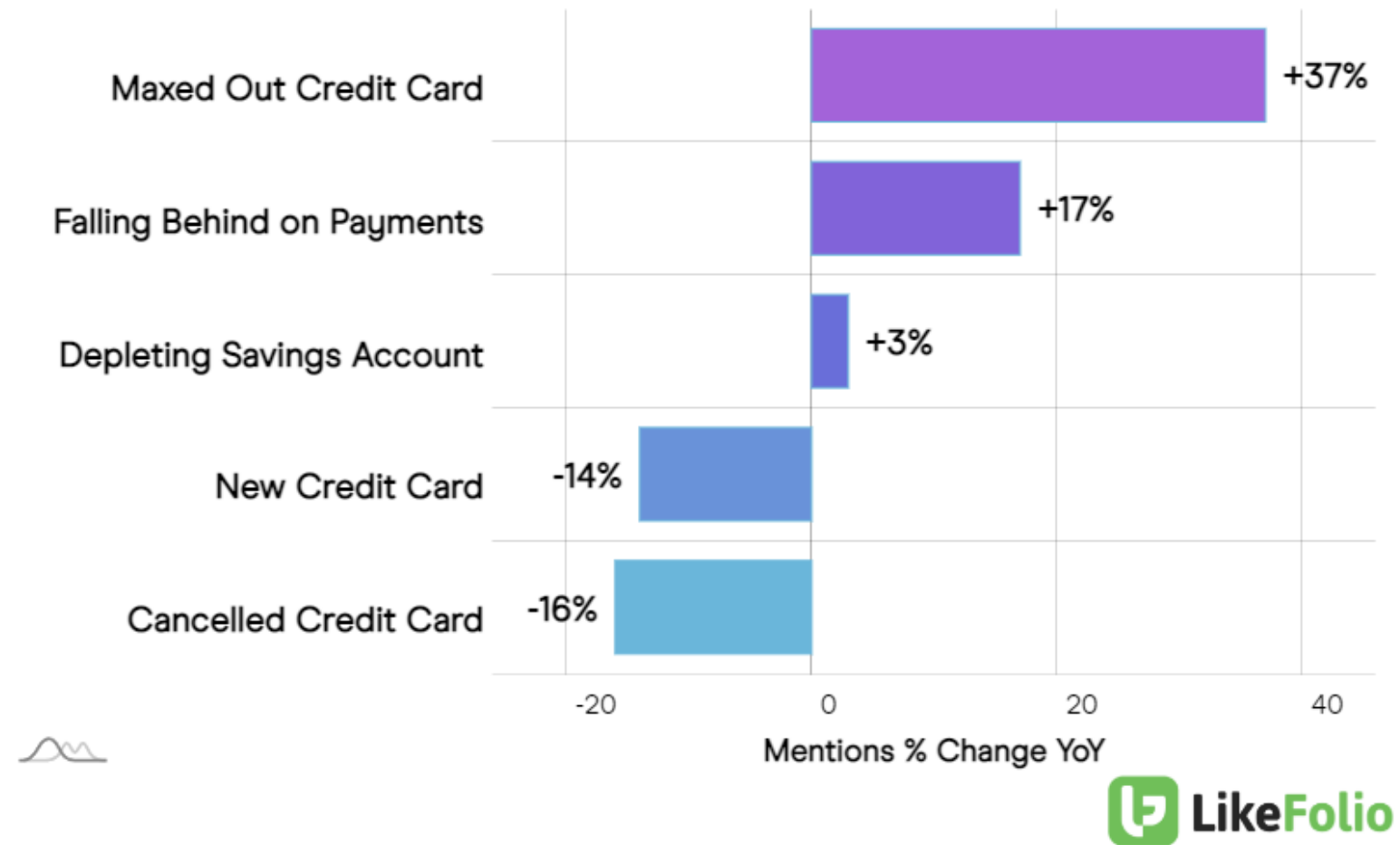
Visa usage mentions (reflective of transactions among English speakers) continue to reflect growth on a year-over-year basis. Last quarter Visa reported payment volumes rose by 10% on a year-over-year basis, driven by improved cross-border transactions. LikeFolio shows double-digit growth on the transaction front year-over-year, though about two points lower compared to last quarter.





Trend Watch: Economic Pressure

YoY Change in Mentions, 90-day Moving Average



Macro Trend Watch:

Macro pressures from high rates and inflation are weighing on consumers. Mentions of maxed-out credit cards and falling behind on payments have been ticking higher through the year. This could be an early indicator of a larger pullback in consumer spending that could negatively impact Visa.





V: Blockchain Applications



Cuy Sheffield @cuysheffield · Apr 24

We have an ambitious crypto product roadmap @Visa and just opened a few reqs for senior software engineers to help us drive mainstream adoption of public blockchain networks and stablecoin payments.

usa.visa.com/en_us/jobs/REF...

106 372 1,186 420.9K



Cuy Sheffield
@cuysheffield

Particularly interested in experience using Github Copilot and other AI assisted engineering tools to write and debug smart contracts

DMs are open

12:12 PM · Apr 24, 2023 · 14.2K Views

4 Retweets 2 Quotes 105 Likes 4 Bookmarks



Cryptoflies @Cryptoflies_ · May 10

#Visa's new #Blockchain-based platform propels small businesses forward.



blog.cryptoflies.com

Visa's New Blockchain-based Platform Propels Small Businesses Fo...
As part of the LIFT Challenge, Visa has teamed up with Agrotoken, Microsoft, and Sinqia to introduce a new blockchain-based platform...

4 21



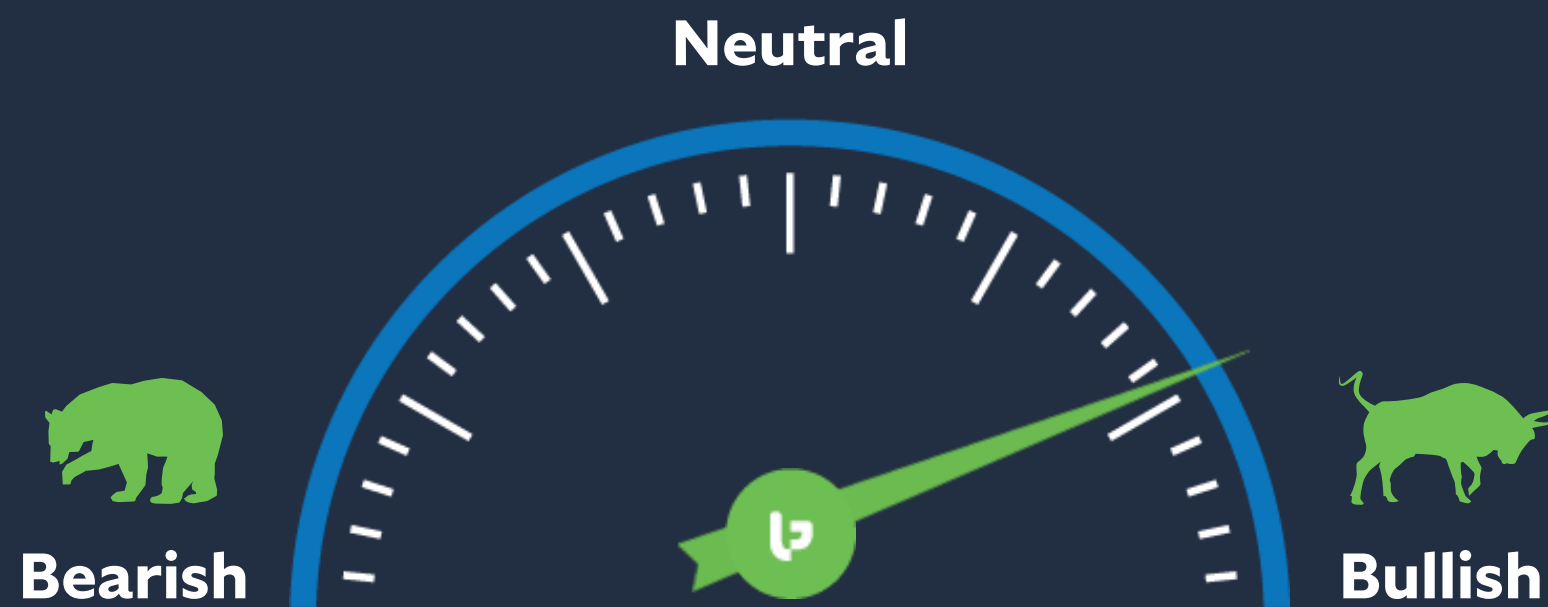
Sofi

SOFI



Key Points

SOFI: SoFi Technologies



Money Dial: Bullish

74

SoFi 

Mentions:

-8% YoY, +15% QoQ

Sentiment:

74% Positive, +3% YoY

Web Visits:

+59% YoY

Actionable Trade Ideas

Simple

Purchase SOFI up to \$5/share.

Option Play

**Buy Jan 2024
5/10 Call Spread
@ \$80 Debit**

Max Gain: \$420 (per contract)

Max Loss: \$80 (per contract)

Risk Management

****ON ALL TRADES**, it is important to use proper risk management to correctly allocate and protect your capital.



Landon's Pick

Company Updates: SOFI

SoFi is a fintech company that offers a range of financial products and services enabling users to save, spend, borrow, and invest their money. Its goal is to be a one-stop shop for digital financial services. Among its offerings is SoFi Invest, a mobile investment platform that includes active investing accounts, robo-advisory accounts, and digital assets accounts. Digital asset accounts are a source of higher-margin revenue for the company.

Earnings Highlights: 23Q1

- Revenue was up 43% to a record \$460M (beat) for its eighth-straight quarter of record revenue.
- Added over 433K new members; quarter-end total members up 46% year-over-year to ~5.7 million.
- Total deposits were up 37% to \$10B; 90% of SoFi money deposits are from direct deposit members.
- Higher quality clientele in terms of credit score – median FICO score was 749 for new direct deposit accounts in Q1. High-quality depositor base allows SoFi to keep loan funding costs down.
- Added ~660k products; quarter-end products up 46% year-over-year to ~8.6 million.
- Raised full-year guidance.

SoFi Invest is currently incentivizing new account creations by offering up to \$100 in Bitcoin for opening a new account. The app offers 24/7 trading in BTC, ETH, DOGE, ADA, and 26 other cryptos. SoFi charges a markup of 1.25% on crypto transactions.

A recent SoFi Investor Study showed that 85% of investors planned to change how they invest this year. The report reflected strong interest in crypto among SoFi's younger (Gen Z, Millennial) member base. Among the key findings:

- Most common regret in 2022 – not buying more crypto at lower prices.
- Crypto was the most common non-stock investment in 2022.





SOFI: Mention Volume Building

SoFi (SOFI): Full Company

Mentions Count

90-day change: QoQ: +15%, YoY: -8%



Key Takeaway:

Mentions for SoFi's core technology brand continue to power higher on a quarter-over-quarter basis, following a robust first quarter. SoFi touts a myriad of consumer financial services from personal loans and banking to insurance and refinancing options. The company is effectively courting a young generation who appreciate SoFi's one-stop-shop positioning for financial services and strong digital presence.



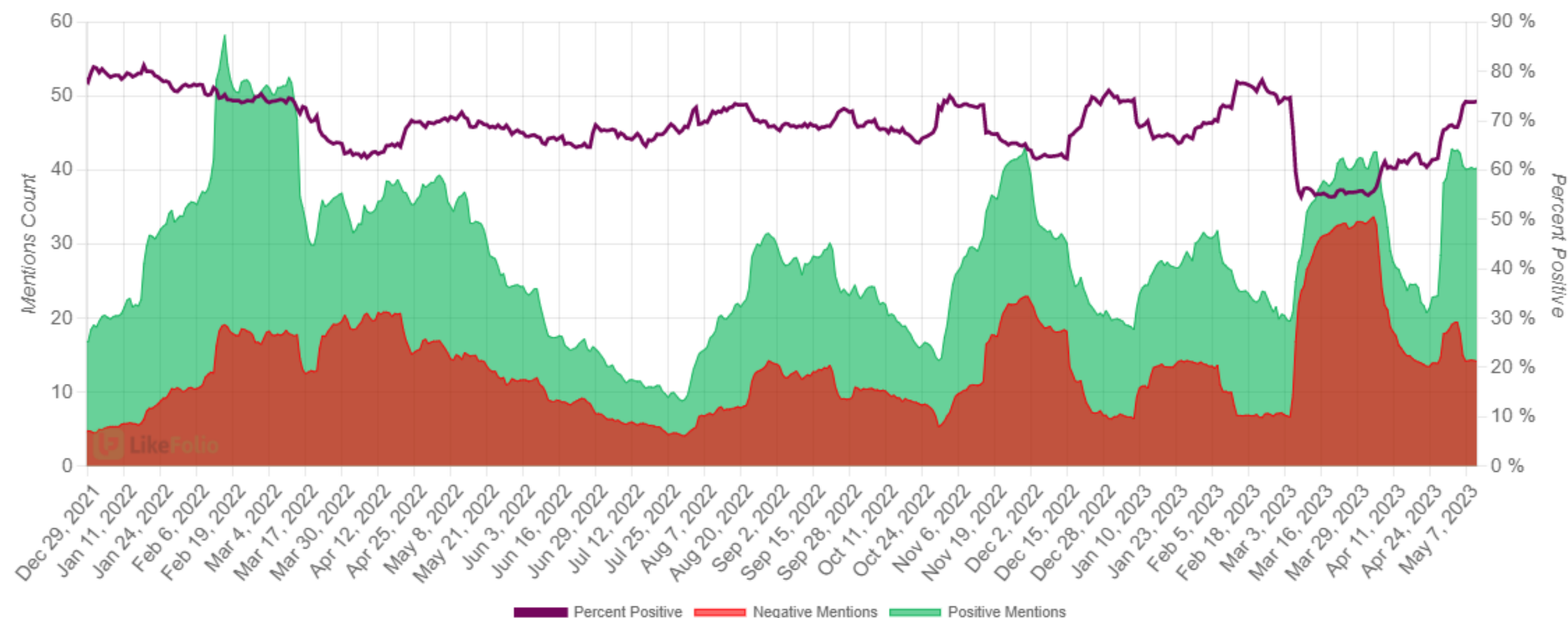


SOFI: Sentiment Recovery Underway

SoFi (SOFI): SoFi Technologies brand

Consumer Happiness Mentions

30-day change: QoQ: +1%, YoY: +3%



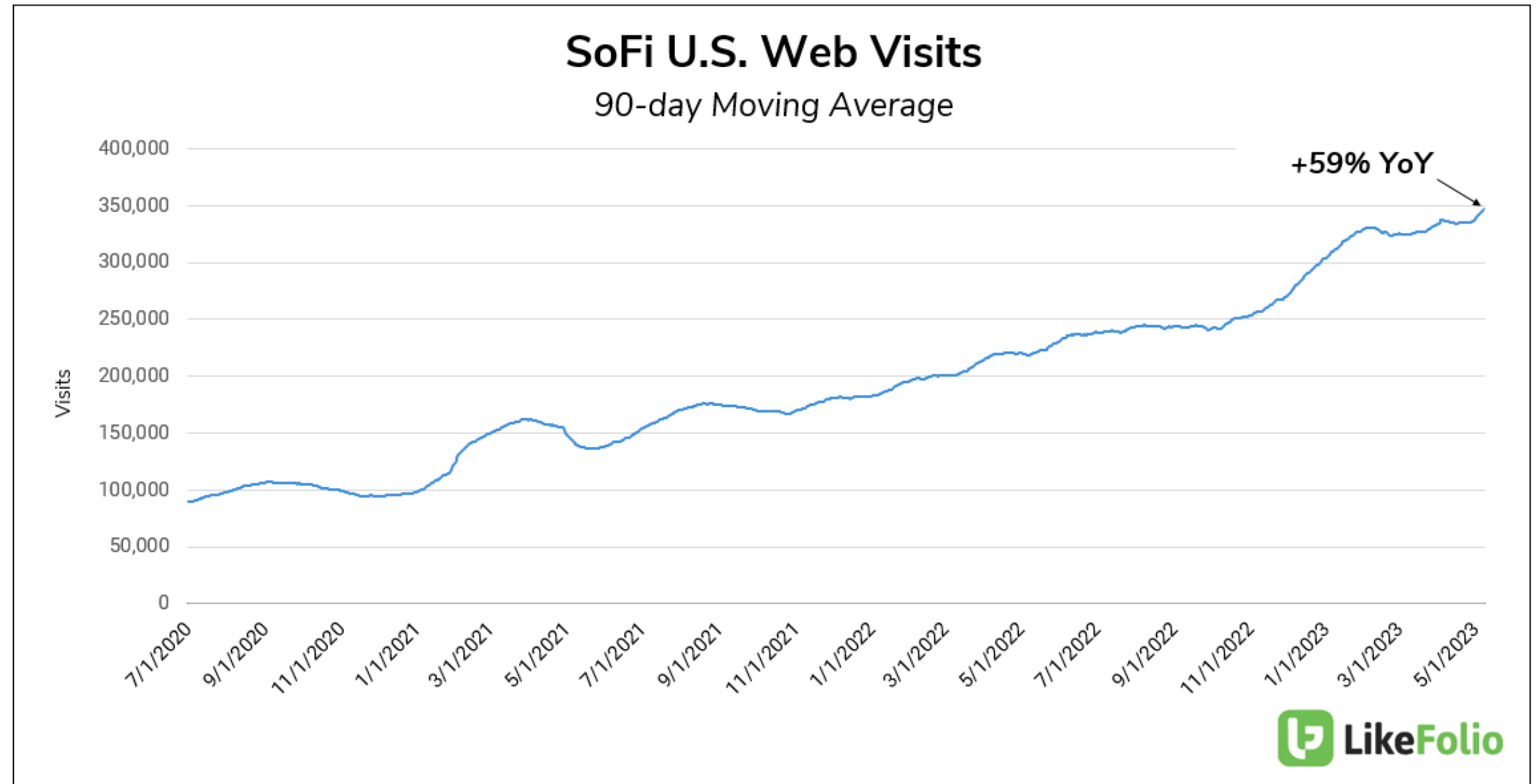
Key Takeaway:

SoFi made headlines a few months ago for suing to block the Biden administration's student loan pause. The politicized negative backlash has since subsided, with Consumer Happiness levels currently recording a complete recovery and even pushing three points higher on a year-over-year basis. SoFi's Consumer Happiness rating of 74% positive is one of the highest in the LikeFolio universe for financial services.





SOFI: Web Traffic Surging



Key Takeaway:

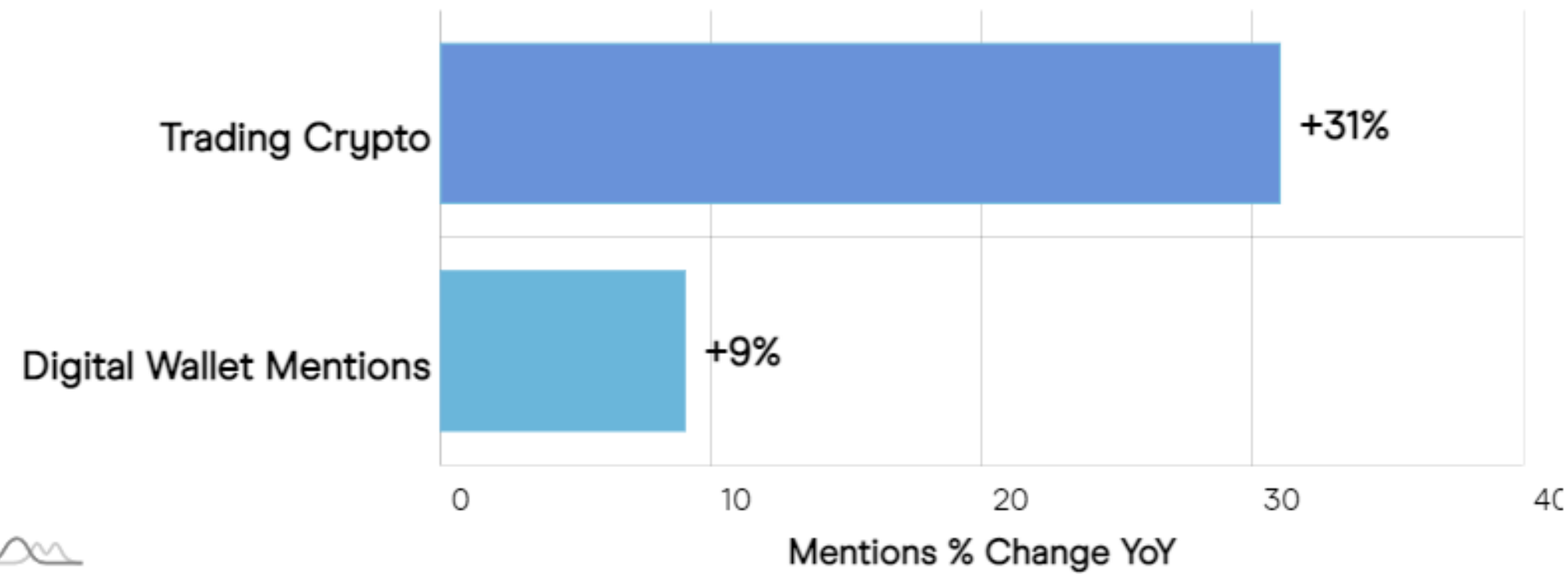
SoFi web visits accelerated in 2023 and are currently trending 59% higher on a year-over-year basis. For reference, near the end of 2022, SoFi's web traffic growth rate was 40% year-over-year. This is a positive nod toward increased user engagement, service adoption, and audience expansion.





Trend Watch: Digital Wallet Adoption

YoY Change in Mentions, 90-day Moving Average



Macro Trend Watch:

SoFi continues to benefit from increased consumer adoption of and preference for digital wallets. Mentions of using a digital wallet have increased by 9% year-over-year. SoFi allows users to add cards to its digital wallet and allows its virtual debit card to be uploaded to third-party wallets, including Apple Wallet, Samsung Wallet, and Google Pay. In addition, SoFi's app allows traders to trade Bitcoin, Ethereum, and Litecoin alongside stocks and ETFs on the same platform.





SOFI: Attracting New Users



Michael.Rohland ✓
@MichaelRohland7



I just spent over an hour walking my mother through @SoFi on FaceTime screenshare.

She now plans to open an account and move money over to get that 3.75%, and I'm sure not long after will set up Invest and Relay.

[\\$SOFI](#) has built something magical. [@anthonymoto](#) 🙌

4:14 PM · Jan 21, 2023 · 9,781 Views

11 Retweets 1 Quote 117 Likes



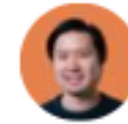
Bre 🇺🇸
@texasbreann



finally switched to @SoFi love this app omg

1:35 PM · Apr 24, 2023 · 89 Views

1 Like



Eric Bahn ❤️ ✓ @ericbahn · Mar 26



Lazyweb request: what is your favorite high-yield personal savings bank account?

77 2 40 42.8K



Brandon Taleisnik
@btaleisnik



I switched over to @SoFi recently and have been impressed with the smooth experience. They've currently got 4% Savings, 1.2% Checking!

11:57 PM · Mar 26, 2023 · 184 Views



Dr.
@Futureinvestme9



[@SoFi](#) Building a super app 🧑‍💻

8:49 PM · Apr 19, 2023 · 33 Views





Trend Watch Summary: Power of Blockchain

Blockchain and crypto-adjacent trends are some of the fastest-growing macro behaviors in the LikeFolio universe.

The technology empowers consumers and businesses to operate efficiently and, in many cases, cut out the middleman. This is increasingly important to consumers who have reported degrading faith in larger institutions.

We've identified five traditional publicly traded companies that have a pot in the blockchain fire in some capacity.

It's important to note that for many of these names, blockchain technology is only one component of the business model.

However, we'll continue to monitor to understand if and when blockchain integrations positively (or negatively) impact overall levels of Consumer Happiness and demand.

Enjoy!



Disclaimers

The material in this presentation is for informational purposes only and does not constitute an offer to sell, a solicitation to buy, or a recommendation or endorsement for any security or strategy, nor does it constitute an offer to provide investment advisory or other services by LikeFolio, SwanPowers LLC, or its employees.

This information is not investment or tax advice.

SwanPowers LLC and LikeFolio is not an investment advisor or a broker dealer.

Investing in securities involves risks, and there is always the potential of losing all your money.

Before investing in any strategy, consider your investment objectives and speak with a professional.

Past performance does not guarantee future results, and the likelihood of investment outcomes is hypothetical.





LikeFolio

Copyright 2023, SwanPowers LLC