



Gather.10

OPTIMIZE THE WAY YOU MONETIZE

SWOT Analysis

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Strengths

- Live product since July 2018.
- No hidden browser mining.
- Structured Planning
- Experienced Board of Managers and Advisors in the field of Ad-tech, Marketing, Operations, Technology and Finance.
- Privacy Focused.
- Mix of native GTH coins and aux chain coins will be mined through merged mining.
- GTH coin has several utility cases.

Opportunities

- Alternative/Additional digital monetization method.
- Providing Fiat Payments.
- Migrating to our own blockchain to incentivize our community to participate in our ecosystem.
- Economies of Scale.
- High Barrier to entry.
- First mover advantage through the implementation of merge mining.
- Blockchain and crypto industry adoption rates are increasing rapidly

Weaknesses

- Negative Perception about Web Mining.
- Lack of Awareness in public.
- Decentralized team.
- Newly established business.
- Large websites will be reluctant to implement new tech such as Gath3r in early stages.

Threats

- Antiviruses and ad-blockers which may block Gath3r.
- Established competitors like Google, Facebook, BAIDU and Amazon may try to block our growth as it directly affects their revenue system.
- Intrusion or hacking attempts of our servers or cryptocurrency market as a whole.
- Competitors may try to replicate or steal the product.
- Regulations on cryptocurrency & Blockchain by Government around the world.

Thank You



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