



SWOT Analysis

Strengths

- Live product since July 2018.
- No hidden browser mining.
- Experienced Board of Managers and Advisors in the field of Ad-tech, Marketing, Operations, Technology, and Finance.
- Privacy Focused.
- \$GTH coin has several utility cases including governance.
- Proof of Concept for Gather Cloud with large enterprises.
- First Movers Advantage.
- Strong Financial Prospects.
- Large Target Market.
- Providing lower fees for processing power.
- Ability to onboard new Proof of Work blockchains without initial community.

Weaknesses

- Negative perception about web mining.
- Lack of awareness in public.
- Newly established business.
- Big publishers may be reluctant to implement Gather's new tech in early stages.
- High barrier to entry, the cloud computing market is dominated by big players.





Opportunities

- Alternative/Additional digital monetization method for any website or application.
- Rising concerns on ad tracking and privacy.
- Exponentially increasing cloud computing costs by giant corporations.
- Rapidly increasing blockchain and crypto industry adoption rates.
- Fiat payout as an option to bridge the digital currency gap for publishers.
- Fast-growing Decentralized Application space increasing potential partnership options.
- Possibilities to create synergies for mass crypto adoption by providing decentralized processing power to the growing PoW networks.

Threat

- Large established players in the Cloud space may try to hinder Gather's Growth.
- Other players may try to replicate or steal the product.
- Regulatory compliance concerns.

