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# \$XRP

A RESEARCH REPORT  
BY:



SIM INVESTMENT &  
NETWORKING CLUB



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# Executive Summary



Our research team arrived at a **BUY RECOMMENDATION** for \$XRP at US\$0.65, representing a 60% upside from the current market value of US\$0.41 as of 28th Jan '23

## Strong value-add to legacy systems



Ripple Lab Inc.'s XRP is widely used as a bridge currency for cross border transaction services. Implementing its in-house blockchain system known as XRP-Ledger (XRPL), the service provides 3 main advantages over existing payment infrastructure; *greater scalability, improved uptime, lower energy needs*. This blockchain ledger is developed in-house and is constantly monitored and reviewed by Ripple's own developers, ensuring faster developments over competing systems.

## Good market presence among financial institutions and individuals



Ripple Lab is competitively positioned due to its growing network of market participants who believe in its service. Standard Chartered, Stander Bank and Siam Commercial Bank have used Ripple used in B2B and B2C capacities between 2016 and 2020. Individuals are also realising XRP as a more stable cryptocurrency alternative to Bitcoin and Ethereum.

## XRP can weather the storm in risks it faces in 2023



XRP has several solutions it offers that sets it apart from competing cryptocurrencies and payment protocols. The development team at Ripple Labs has a healthy, long-term vision on how it wants XRP to be perceived by the markets. The company needs to remain resolute if it wants to weather the macro and microeconomic risks in the fiscal year ahead.



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# 1. Overview

## 1.1 Introduction to Ripple Lab's XRP




Ripple Fact Sheet	
Founded	2012
Blockchain	XRP - Ledger
Market Cap.	US\$20.9 Billion
Main Competitor	<ul style="list-style-type: none"><li>• SWIFT</li></ul>
Solutions	<ul style="list-style-type: none"><li>• Cross-border payments</li><li>• Crypto LP</li><li>• CBDCs</li></ul>

Ripple Labs Inc. was founded in 2012 and is a pioneer in the field of blockchain technology. The company mission states, 'To build breakthrough crypto solutions for a world without economic borders.' To achieve this, it created the Ripple Net; a collection of APIs and a blockchain ledger named XRPL. This infrastructure supports the cryptocurrency \$XRP. The network was designed to be faster, cheaper, and more scalable than Bitcoin, and **XRP is meant to facilitate financial transactions as a bridge currency.**


While Bitcoin (BTC) and other cryptocurrencies intend to replace traditional financial institutions, **Ripple and the XRP token aim to work with banks and financial institutions** instead. The solutions of the XRP digital asset are designed to meet financial institutions (FIs) as an efficient global payment system, crypto liquidity pool (LP) and to facilitate Central Bank Digital Currencies (CBDCs).

**By 2018, more than 100 banks were using its services.** Ripple is currently positioned to meet the transaction needs of financial institutions, businesses and individuals.

## 1.2 Components of XRP Ledger Technology



Decentralized



Modern Messaging

### XRP Ledger (XRPL)

Ripple's foundation is XRPL, the electronic ledger, used by Ripple to record transaction details including accounts, balances, and transfers. The blockchain is encrypted by key pairs, and only the owner of the private keys has the authority to approve transactions.



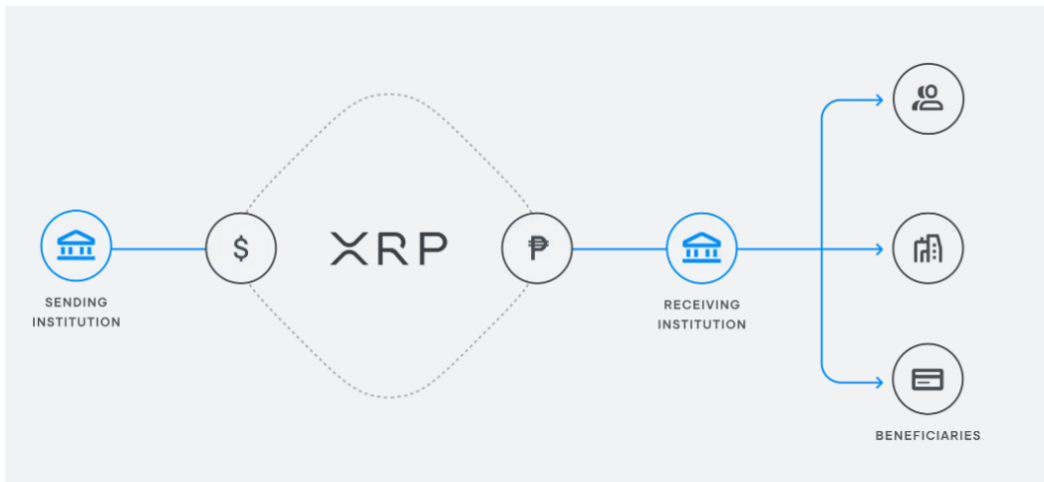
Liquidity

### Ripple Protocol Consensus Algorithm

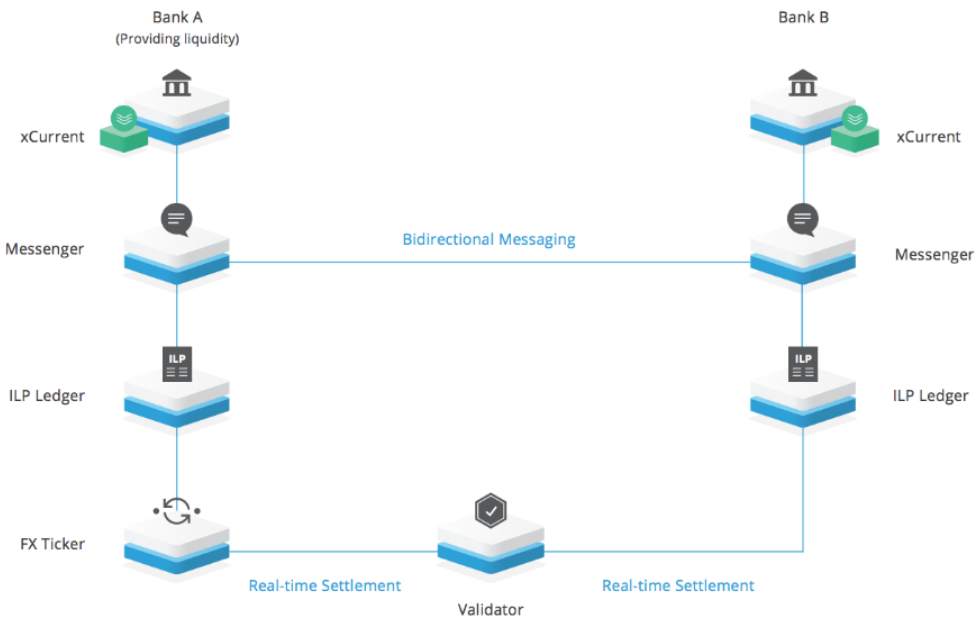
The quorum-based consensus algorithm to allow a majority of validators—servers designed to actively engage in consensus—to agree that a given set of transactions should take place in a ledger entry. The approved and permanently recorded version of the agreed-upon ledger entry is transferred to the blockchain. **This process provides transparency and accuracy of data while keeping a secure line of communication between sending and receiving parties.**

# 1.2 Components of XRP Ledger Technology

## Illustrations of Ripple Net



- Ripple serving as a **single intermediary** between sending and receiving parties



### Ripple Net facilitates:

- Transfer of **messages** with transaction data between parties
- **Verification** of data via validators in the ledger
- Transfer of **funds** using \$XRP as bridge currency

## 1.3 How XRP Derives its value

3 factors affecting the price movements of the \$XRP Coin



- Market conditions.** A healthy pool of global traders cause price fluctuations in \$XRP. These traders are swayed by market conditions elsewhere such as mid-market FX rates, interest rates, and overall trust in banking institutions. Over FY 22-23, rising fears of recession, the collapse of the FTX crypto exchange and the strengthening Dollar has contributed to the steady decline in price of \$XRP.
- Limited supply of XRP.** There is a limited amount of XRP in existence. At the asset's launch, 100 billion XRP were pre-mined. Similar to Bitcoin and other cryptocurrencies, there will never be more XRP than 100 billion. A sender burns a small amount of XRP whenever they commit a transaction, meaning the currency is deflationary, which will affect its long-term value. Not only this, the asset's value experiences manipulation by current and former employees of Ripple will be affected as well.
- Performance of Ripple's Suite of Products.** XRP's coin is backed by a ledger with several alternative uses. These services include payments solutions, building customer engagement, and treasury management. As these solutions add value to businesses, traders may consider the performance of business's partnered with Ripple as indicative of future price trends.

## 1.4 Use Cases for Ripple Net

### 3 Use Cases

#### Remittances

Anyone who needs to send low value amounts to family or friends in a different country quickly, without losing a significant slice of their hard-earned money in transaction fees.

#### SME payments

Growing businesses who need a cost-effective and efficient way to pay local and international suppliers and partners, without constraining cash flow.

#### Treasury flows

Global organizations who need to create simple, inexpensive and real-time funds transfers between their various entities and internal groups, while maximizing the value of their resources.

### XRP provides crypto-based solutions to businesses

Ripple offers services for business use; Remittances, SME payments and Treasury management.

# 1.4 Use cases for Ripple Net

# 10%

of the world's GDP to be tokenized by 2027 as projected by World Economic Forum

### Stable and secure backend infrastructure

Banks are increasingly becoming aware of cybersecurity threats and have been taking measures to keep their transaction records secure. Ripple offers an improved level of data security for transactions, owing to the cryptographic encryption that encodes data within the message. Combined with the advantages of scalability, and low-cost transactions, Ripple improves on areas where legacy systems fail to modernize

### Industrial synergies like CBDCs

As we mentioned earlier, Ripple targeted banks and financial organizations early in its lifecycle to adopt the XRP blockchain. Central Banks, may use a private version of the public XRP ledger for a stable and flexible solution for the issuance and storage of central bank digital currencies. Governments from emerging markets stand to gain most from this service.

As the WEF projects, digital assets like CBDCs are the synergies of the future.

“

With Ripple's groundbreaking technology, we can experiment with CBDCs within our existing payments infrastructure while ensuring efficient and cost-effective cross-border transfers.



YANGCHEN TSHOGYEL, DEPUTY GOVERNOR OF THE ROYAL MONETARY AUTHORITY OF BHUTAN

“

Partnering with Ripple to help create our national digital currency is part of our commitment to lead in financial innovation and technologies, which will provide the citizens of Palau with greater financial access.



SURANGEL WHIPPS JR, PRESIDENT OF PALAU

# 1.5 ESG Framework: Tokenization of Carbon Credits on the XRP Ledger

Kilowatt Hour		
Bitcoin	951.58	kWh/tx
Ethereum	42.8633	kWh/tx
XRP	0.0079	kWh/tx
VISA Visa	0.0008	kWh/tx
Mastercard	0.0006	kWh/tx
Paper Currency	0.044	kWh/tx

Blockchain and crypto is uniquely positioned to support and scale the carbon credits market by solving issues around transparency, traceability and verification. As such, the industry is seeing carbon removal players and climate fintechs lean in to leverage this technology, including the XRPL.

CO <sub>2</sub> Emissions		
Bitcoin	4.66 <sup>-7</sup>	Mt/tx
Ethereum	2.73 <sup>-8</sup>	Mt/tx
XRP	4.5 <sup>-12</sup>	Mt/tx
VISA Visa	4.6 <sup>-13</sup>	Mt/tx
Mastercard	5.1 <sup>-13</sup>	Mt/tx
Paper Currency	2.32 <sup>-11</sup>	Mt/tx

Last quarter, Thallo teamed up with Ripple and others to help its first-of-its-kind blockchain-based marketplace. Leveraging the XRPL, Thallo's platform will solve the problems with liquidity and pricing in today's carbon market, making it easier for individuals and corporations to buy and sell high-quality carbon credits. In addition, Ripple invested in Carbon Title, a company that is helping the real estate industry to achieve its carbon neutral goals with blockchain. Real estate construction accounts for nearly 40% of greenhouse emissions, and Carbon Title's platform helps building owners, developers, and contractors to understand a building's CO<sub>2</sub> emissions over time, purchase high-quality carbon credits, and apply carbon credits to achieve verifiable carbon neutrality

**Investors keen on ESG standards should note how XRP's transactions fair favourably against its competitors, in terms of energy consumption, carbon dioxide emissions and gas consumption, as illustrated by the figures on the left.**

Gallons of Gas		
Bitcoin	75.7	gal/tx
Ethereum	2.3867	gal/tx
XRP	0.00063	gal/tx
VISA Visa	0.00006	gal/tx
Mastercard	0.00005	gal/tx
Paper Currency	0.0035	gal/tx



# 2.0 Fundamental Analysis

## 2.1 Institutional Partnerships



### **Bank of America (USA)**

The second largest bank in the USA in terms of asset value, and one of the top 10 banks in the world, Bank of America (BoFA) has been working with Ripple for a long time. Although officially announced in 2020, their partnership goes further back, as some of BoFA's senior executives have been involved in setting up RippleNet's rules that guide its compliance standards for international payments. The bank has a central role in ensuring that Ripple XRP is consistent from a legal and operational standpoint.

### **Siam Commercial Bank (Thailand)**

The first bank in Thailand, Siam Commercial Bank (SCB) adopted Ripple in 2020 for launching its outward remittance service, SCB Easy. The service facilitates payments to 12 countries.

### **Santander Bank (USA)**

Santander Bank is a subsidiary of Spanish Santander Group. It focuses on North-Eastern USA and has been using Ripple since 2018. The service allowed them to launch the One-FX service that enables cross-border payments between US and EU customers.

### **Standard Chartered Bank (UK)**

The UK-based Standard Chartered bank partnered with Ripple in 2016. This partnership allowed the bank to open payments to customers in more than 50 countries in its network, making it one of the largest banks on the network. Its XRP trade has allowed it to grow its influence in notable trade corridors such as the one between Singapore and India.

## 2.2 XRP Tokenomics

Data as at 28th Jan '23

Previous Close	0.412363
Open	0.412363
Day's Range	0.411260 - 0.415274
52 Week Range	0.290579 - 0.911137
Start Date	2013-08-04
Algorithm	N/A
Market Cap	20.907B
Circulating Supply	50.80B
Max Supply	N/A
Volume	750,327,488
Volume (24hr)	750.33M
Volume (24hr) All Currencies	750.33M

Upon creation, 100 Billion of XRP was premined by its founders. Of the 100 Billion, 20% was allocated to the founders. Back in 2017, 55 Million XRP was locked in a series of escrow where 1 Billion XRP would be released every month to Ripple Labs to provide predictability to the XRP supply. Every end of the month, there would be a new escrow for the remainder of XRPs and a new month is added to the release schedule

XRP is slightly deflationary. In order to protect the XRP Ledger from spam attacks, every transaction carries a small transaction cost which would then be burned. This cost varies based on how heavy the load of this transaction is on the entire system, or the type of transaction. The costs are insignificant as they are just fractions of a cent. It is projected that it would take around 70 000 years for the XRP supply to fully run out. However, amendments can be made to the ledger to adjust these costs if ever desired.

## 2.3 Unique selling points of Ripple Net



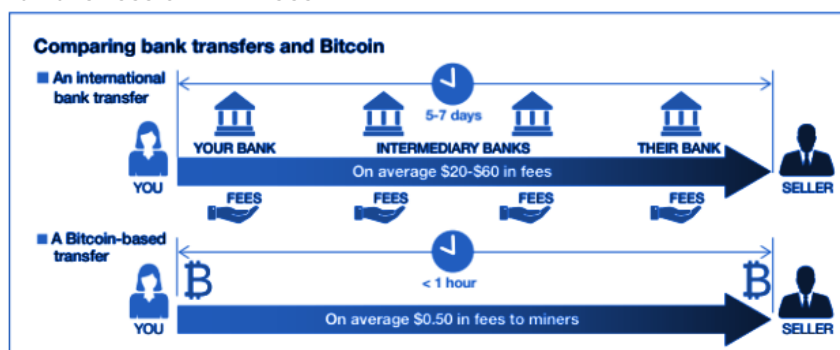
**Ripple does not control their blockchain.** Individual nodes can pick whomever they wish for their own UNLs.



**Lack of incentive for validators.** Ripple does not pay any rewards for adding new blocks to the blockchain. Experts believe that incentives tend to warp the behavior of validators when the only goal of validators should be to preserve the stability, reliability, and integrity of the Ripple network. **Such incentives led bitcoin-like crypto miners to operate mining factories under hazardous and environmentally harmful ways.**



**Speed and transaction costs.** The transaction cost of XRP is extremely low. The current minimum transaction cost required by the network for a standard transaction is 0.00001 XRP (or 10 'drops', the smallest unit of XRP). Ripple takes 3 to 6 seconds for transactions to be sorted, agreed, and added to the blockchain. **Users will gravitate towards these lower costs, speeds as awareness of XRP rises**



## 2.4 Benefits of Ripple Net

### **Scalability**

Ripple can complete 1,500 transactions per second. That's close to a standard payment processor like VISA, which manages 1,700 transactions per second. This makes it a good solution for fintech companies that need a stable infrastructure for high transaction volumes that competes with traditional payment systems like VISA and SWIFT. In contrast, classic blockchains can only handle a fraction of transactions per second, making them a bottleneck for financial operations.

### **High uptime**

Being a distributed ledger platform, XRP benefits from a global network of 150 validators on RippleNet. The network has high uptime and is stable enough to be used by several top-ranked financial institutions around the world.

### **Low power consumption**

Companies are increasingly becoming aware of sustainability and there is a growing trend among businesses to reduce energy consumption to lower carbon footprints. In some jurisdictions, sustainability compliance is becoming mandatory. Because no computing resources are needed to mine XRP, nodes can operate efficiently by only verifying and approving transactions on the blockchain. As a result, Ripple's network consumes less power than a conventional blockchain network like Bitcoin.

## 2.5 Risks involving XRP

### SEC-Ripple Lawsuit

XRP's Price vs. Bitcoin Has Hit a One-Year High Despite Treacherous Altcoin Conditions, Active Whales Benefitted

XRP Network (\$XRP) Supply Distribution (For Sanbase PRO Members)

**santiment**

Behavior Analysis Platform



Most of the speculative value for XRP was wiped away by the US Securities & Exchange Commission (SEC) when they launched an unprecedented lawsuit against Ripple Labs in Dec 2020. The SEC claimed the company had illegally issued an IPO when raising funds with the XRP token. The government agency is deeming XRP as a security based on the commonly used definition and interpretation of the Howey Test as it is the most common legal test being used to apply to securities.

**This is a landmark cryptocurrency regulation case having implications for the entire crypto industry.** A Major partner, Moneygram cut ties with XRP while its main investor, Tetragon halted their US\$200 Million investment into the company citing the lawsuit.

#### Mitigating factor:

Market is showing signs of resilience and optimism in the midst of the trial. The **graph above shows** the price ratio of \$XRP/ \$BTC hitting a one-year high of US\$0.000025 on the **continued optimism of a potential settlement of Ripple with the SEC** as of September 2022.

Later in October of 2022, Ripple obtained documents quoting former SEC Director Hinman stating cryptocurrencies like Ethereum and Bitcoin were sufficiently de-centralised and thus not subject to investigation. Given XRP's close similarity to these currencies, this news rebukes the SEC's own arguments against XRP.

Ultimately, this risk arises in an unregulated area of the markets, leading to two problems. Firstly, the more prolonged this case is, the greater the reputational and operational risk it poses to Ripple. Secondly, the ruling of the case is unpredictable as the necessary regulation needed to enforce the SEC's allegations is missing.

**Therefore, the quicker this SEC case is resolved, the quicker Ripple can recover its standing in the market. The research team projects this case to be resolved within the first half of 2023.**

## 2.5 Risks involving XRP

### Centralisation

Due to its own token distribution, tokenomics and use case as a bridge currency, roughly 60% of all XRP is actually owned or controlled by Ripple Labs. There is a high degree of centralisation as these **tokens can be spent or sold at their sole discretion and this essentially controls the supply and could potentially dilute current XRP holders**. This subjects all XRP holders to systematic risks

Furthermore, Ripple Labs can and has intervened in freezing users' funds which nullifies any illusion of censorship resistance. Therefore, the current architecture of the XRP ecosystem has essentially made Ripple Labs a more centralized and powerful version of a central bank.

#### **Mitigating factor:**

XRP's nature as a Centralised currency system is also a stabilizing force in its price movements. Currencies like Bitcoin and Ethereum have shown to be highly unstable and unpredictable partly due to their decentralized nature. **As demand for cross-border remittances grows, users will want more stable exchange rates due to currency pair becoming more liquid. This gives end-users and investors the confidence in the long-term viability as a bridge currency.**

### Regulation looms over cryptocurrencies

Cryptocurrencies are under scrutiny from government watchdogs and regulators after the vivid collapse of the biggest crypto exchange 'Futures Exchange', or 'FTX'. As FTX collapsed due to negligence and dishonesty of its owners, regulators are concerned about letting such a contagion disaster repeat itself. Cryptocurrency markets are linked by exchanges, common bridge currencies and the common blockchain coding that supports the coins.

#### **Mitigating factor:**

Regulators may be more lenient on stable-coins or coins such as XRP that provide solutions to the industry as a built-in service. Regulating such cryptocurrencies may disrupt the payment channels many companies and individuals are using to avoid transacting in fiat. Market participants are currently under pressure from rising inflation and a global recessionary outlook to spend smarter. Regulators realise this fact and may delay harsh regulations on this segment of cryptocurrencies to not cause further panic in the markets.

## 2.6 Ripple's Market Competitor



Data as at 2021



Ripple's main competitor as an interbank messaging provider is SWIFT. Launched in 1973, the Society for Worldwide Interbank Financial Telecommunications (**SWIFT**) is a **global messaging platform that facilitates the flow of financial messages and transactions between banks**. In 2022 the platform supported an average of 44,804,755 messages monthly and message volume has YTD December 2022 6%

While SWIFT is a pioneer in the instant financial messaging service, it continues to upgrade its legacy systems to keep up with XRP's blockchain. **Launched in 2017, SWIFT 'GPI', or Global Payments Innovation, to improve the standards for speed, traceability, transparency, security** of messaging information. There are currently 3,700 member banks using GPI to process over US\$300 Billion in transactions daily.

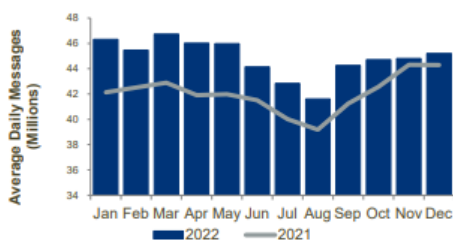
While SWIFT gpi improves on several legacy system issues, there are still 2 aspects that identify Ripple Net as the more modern payment option. Firstly, Ripple Net retains its 3-6 second settlement time while GPI has a 5 minute to 24 hour settlement period. Secondly, the flow of messages in Ripple Net is bi-directional; both buyer and seller may send and receive messages. In contrast, GPI is unidirectional.

**The biggest threat posed by SWIFT to Ripple is possible M&A action.** SWIFT is a large market player with steady earnings. It is possible that SWIFT decides to acquire other blockchain companies or Ripple itself. Such an acquisition would allow SWIFT to quickly gain ground on the head-start Ripple has had in developing blockchain technology for its payments protocol.

SWIFT gaining access to blockchain payments systems, combined with its long history of trust among financial institutions threatens to quickly cut a share from Ripple's customer base.

**Ripple has to continuously develop, update and innovate its suite of product offerings to capture the trust and business of the payments industry before SWIFT enters the field of blockchain.**

SWIFTNet FIN Traffic by Month



# 3.0 Technical Analysis

## 3.1 Indicators and Assumptions



As we are using technical analysis for investment purposes, we narrowed down the time frame from monthly, weekly to daily for a longer term outlook. Technical indicators like Simple Moving Average 50 period (MA50), the Exponential Moving Average 20 (EMA20) period and the Moving Average Convergence Divergence (MACD) are included .

We have pre-set the MACD between the 12-period EMA and 26-period EMA of closing price, signal line was set at 9-period EMA.

## 3.2 Monthly Trend Analysis



**Based on the Monthly trend analysis**, XRP has been in a downtrend since May 2021 and is fast approaching a very strong support line dating back to 2018. The support is identified as it previously acted as a strong form of resistance and subsequently, after strong price action momentum broke through this resistance, it then turned into a strong form of support level for months.

### 3.3 Weekly Trend Analysis



**Similar to the Monthly Candlesticks, the Weekly trend also shows similar traits.** Price action shows that XRP is trying to break out of its long-term downtrend. As the weekly candle has not closed, there is no confirmation yet. If the weekly candle is able to close with strong momentum and high volume upon the breakout of this downtrend line, there is a lot of potential upside ahead.



### 3.4 Daily Trend Analysis



**In the daily timeframe, price has been consolidating between the ranges of \$0.55 and \$0.25.** Based on the charts, a triangle wedge pattern is forming. There is a confluence between the monthly downtrend line (identified in blue) and the daily triangle wedge lines (identified in black).

## 3.4 Daily Trend Analysis



By adding in the Moving Average of 50 periods (MA50, red line) and the Exponential Moving Average of 20 periods (EMA20, blue line), there is a bullish crossover between the two lines which indicates a potential upside for the price of XRP. Furthermore, the MACD line has crossed above the signal line from below the zero line and this also helps to support the bullish price action. Our group predicts based on Technical Analysis that XRP will rise in prices in the near future provided there is sufficient volume and momentum coming in from buyers of XRP that would allow XRP to break free from its current price downtrend.

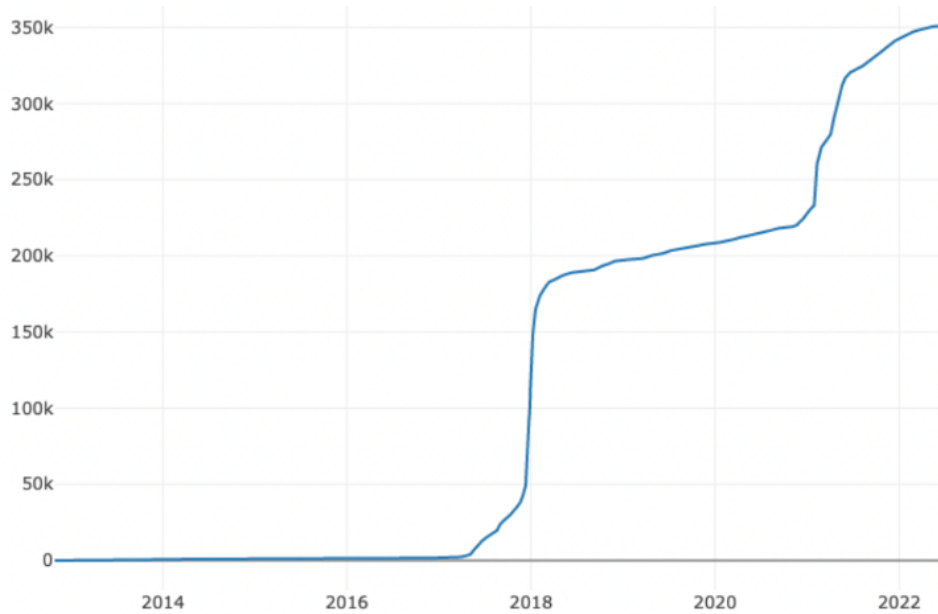
# 4.0 Sentimental Analysis

## 4.1 Social Media Chatter on XRP



Ripple has a strong Reddit following with over 330,000 subscribers to the r/Ripple subreddit. It also has 2.1 Million followers on its official Twitter page and has an active presence in updating users, marketing their products and also educating about Financial Technology.

### Reddit subscriber growth 2016 - 2022



### Weekly followers gained by Ripple's Twitter account Jan - Jul '22



XRP also has an infamous Twitter bot community known as the “XRP Army” that is known to bombard any posts associated with XRP. This dedicated community is an asset to helping bring XRP to become more adoptable. Ripple Labs also added Benjamin Lawksy, a former regulator to its Board of Directors in 2017 to help navigate through the uncertainties surrounding cryptocurrency regulation.

## 4.1 Social Media Chatter on XRP

### Mentions of \$XRP on social media

**Twitter: XRP was mentioned in 9,874 out of 1,575,276 social media posts on Twitter and Reddit on Dec 16, 2022.** This is a 15.93% increase compared to yesterday's volume. Additionally, 1,384 unique individuals are talking about XRP and it is ranked #25 in most mentions and activity from collected posts.

In the last 24 hours, across all social media platforms, XRP has an average sentiment score of 3.1 out of 5. Finally, XRP is becoming more newsworthy, with 2 news articles published about XRP. This is a 50% increase in news volume compared to yesterday.

**Reddit: On Reddit, XRP was mentioned in 0 Reddit posts and there were 3 comments about XRP.** On average, there were more upvotes compared to downvotes on Reddit posts and more upvotes compared to downvotes on Reddit comments.

## 4.2 Fear and Greed Index

### **Fear & Greed Index**

Multifactorial Crypto Market Sentiment Analysis

**Now:**  
**Extreme Fear**



alternative.me

Last updated: Jan 9, 2023

Source: *alternative.me*

# 5.0 Conclusion

## 5.1 Group forecast on cryptocurrency space

**In 2022, crypto delivered its worst performance since 2018, but investors are hoping 2023 will usher in a repeat of the 2019 market rebound.**

Rising interest rates triggered crypto winter in 2022, producing a wave of bankruptcies in the crypto industry and sending the prices of most popular cryptocurrencies tumbling. Among the 10 largest cryptocurrencies by market capitalization, Tron (TRON) was the best performer with a 27% decline. Polkadot (DOT) took the hardest hit with an 83.6% price decline on the year.

The total market capitalization of the global cryptocurrency market peaked at over \$2.9 trillion in November 2021. As of the end of 2022, that market cap now stands at just \$798 billion. Looking ahead to 2023, crypto industry experts expect more difficulties ahead for investors as rising interest rates continue to weigh on risk asset prices. Hence, our group believes that cryptocurrency space will nonetheless be challenging in the short term.

### 5.1 Group consensus recommendation

**Despite the uncertainty surrounding the potential fallout, many investors took a long term perspective and recognised the cyclical nature of the market.** Looking ahead, the evolution of the crypto ecosystem is putting subjects like tokenization, permissioned DeFi, and web3 front and center. A greater variety of use cases for non-fungible tokens outside of art, like using NFTs to certify and authenticate real world assets or as ENS domain names are more commonly realised.

The value of \$XRP is not determined purely by speculative behaviours, unlike several cryptocurrencies. The blockchain payment solutions are a consideration as well. Price movements of \$XRP are partly linked to the adoption and performance of financial institutions and companies using Ripple's suite of products.

**As such, our conclusion towards both cryptocurrency space and XRP is such that difficult times are likely to happen throughout 2023 for crypto market but if we are investing based on long term decisions, we believe that XRP has potential to break through the downtrend. Hence, we are looking at a long position for XRP.**

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Table 1. SWOT Analysis for SWIFT

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• Universal Standard SWIFT Code</li> <li>• Simple operation and secure process</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• Settlement takes 5hrs -1 Day to complete</li> <li>• Transaction fees is opaque and high</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Embracing new technology; gpi</li> <li>• Potential Merger or Acquisition in payments industry</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• No actual control over bank's operations</li> </ul>

Table 2. SWOT Analysis for Ripple Labs' XRP

<p><b>Strength:</b></p> <ul style="list-style-type: none"> <li>• Low cost of transaction and 24x7 service</li> <li>• Real-time transaction /concurrent settlement</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• XRP's majority share is owned by Ripple</li> <li>• Oversupply of XRP and potential higher future development cost</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• Revolutionise global remittance industry</li> <li>• Potential as a centralised currency</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• Other Cryptocurrency options with blockchain solutions</li> </ul>