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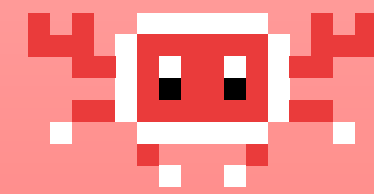
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GAME MARKET CAP

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VIETNAM



CRYPTOCURRENCY MARKET REPORT 2021

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Dear All,

“Vietnam Cryptocurrency Market Report” is an annual activity hosted by the Kyros Ventures and Coin68 team. We are proud of being the pioneer in providing insightful columns and knowledge about the cryptocurrency market in Vietnam, not only for the community but also for projects that are under development in this country whose crypto market is remarkably dynamic.

To satisfy the demand for knowledge in this rapidly changing industry, it is a tremendous honor for our Kyros Ventures and Coin68 team to introduce you to the “Vietnam Cryptocurrency Market Report 2021”. This report will guide you through fascinating pieces of information about the cryptocurrency market in Vietnam, especially GameFi which is a field that recently has received enormous interest from the community.

The report also features Ancient8 - the biggest Blockchain Gaming Guild in Vietnam and GameMarketCap - the leading media unit about GameFi news and insights. Besides, we would like to thank the community as well as our partners who have joined hands with us to make this report successful.

Lastly, from the bottom of our hearts, we wish nothing but our readers to gain the most profound and valuable insights from this report.

Zane,

Founder of Kyros Ventures & Coin68



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VIETNAM BLOCKCHAIN & CRYPTO MAP

GameFi



Gaming Guild



Solution



Media



Game Studio



DApps & DeFi



Community



Blockchain Project



Exchange



VC



Education



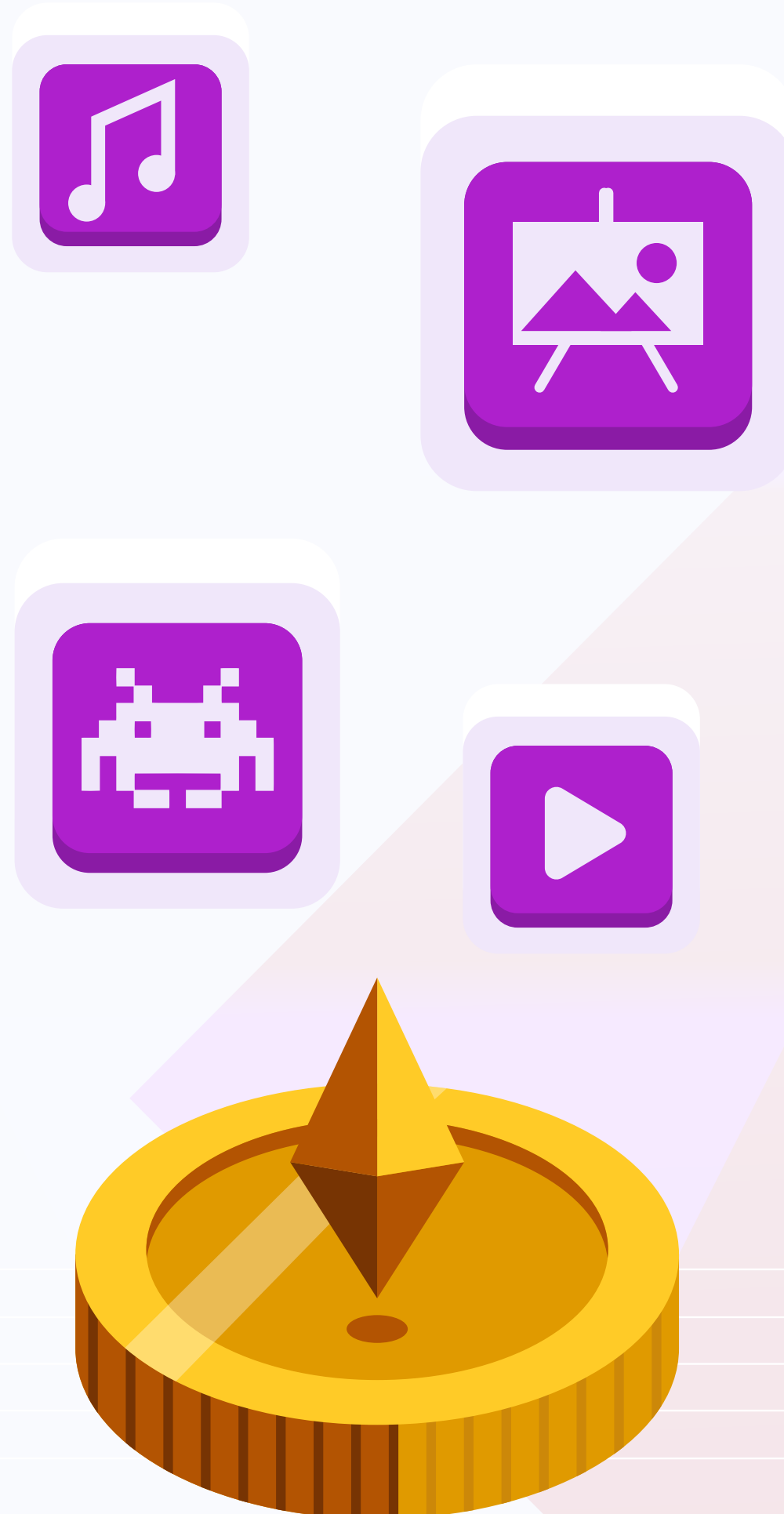


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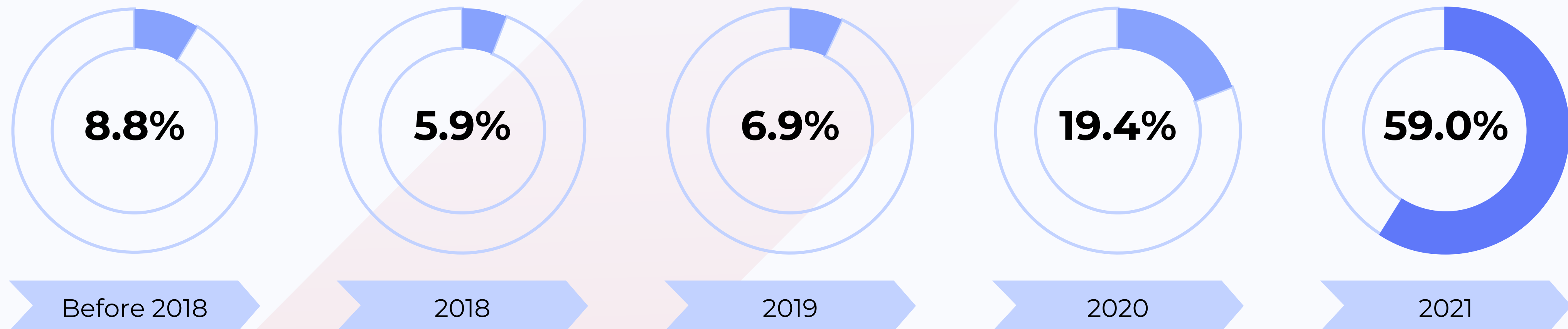
VIETNAM INVESTORS



YEARS OF EXPERIENCE

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Almost **60%** of the surveyees have just joined the crypto market in 2021. A majority of them get to know the market by **doing their own research**, which makes up **42.8%** of the total participants.

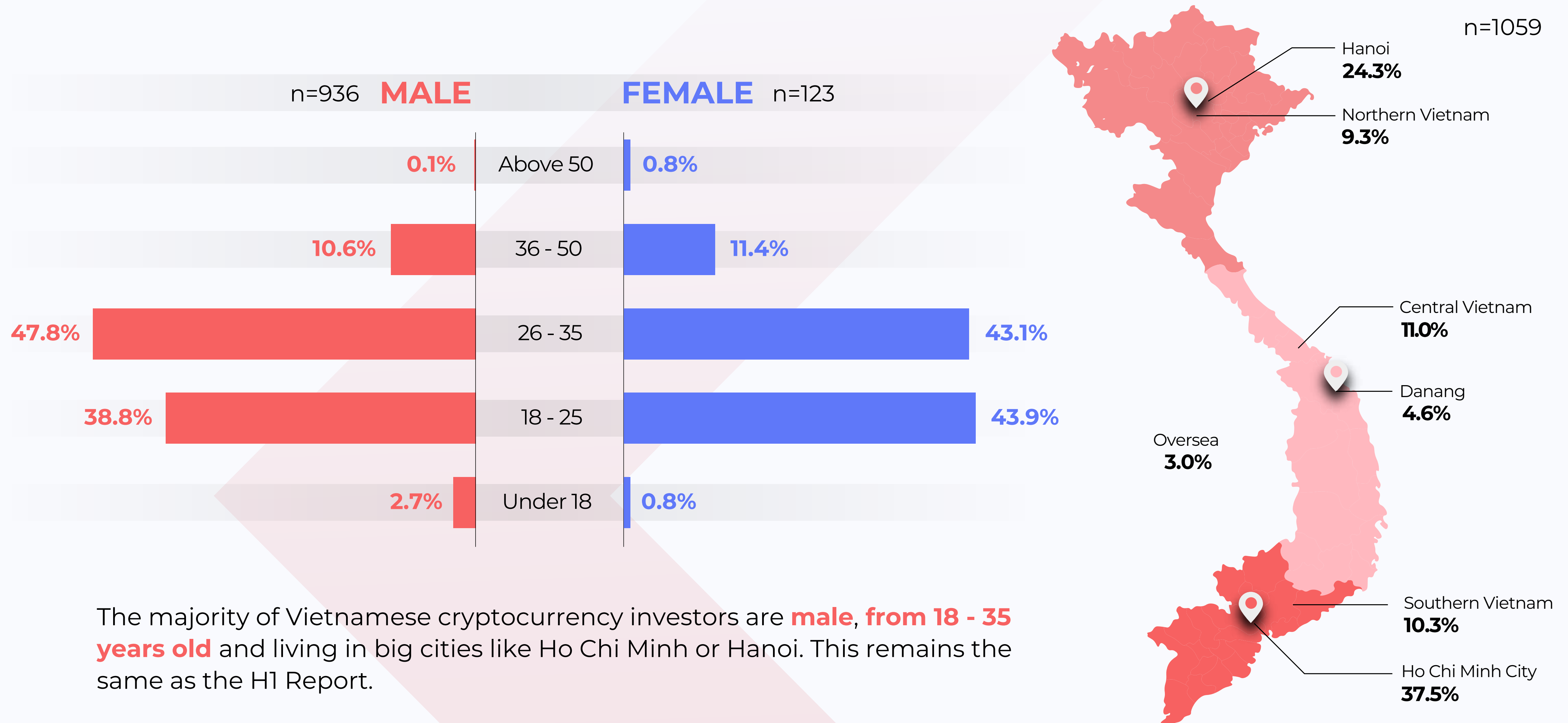


MARKET APPROACH

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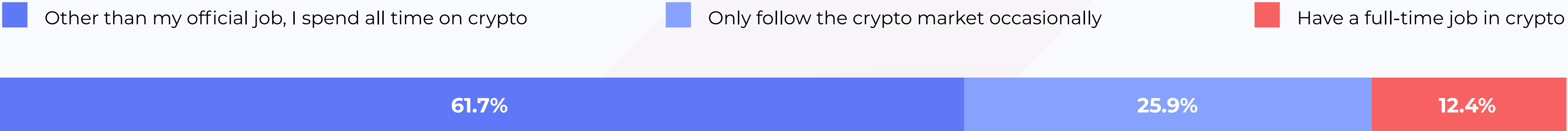


DEMOGRAPHICS



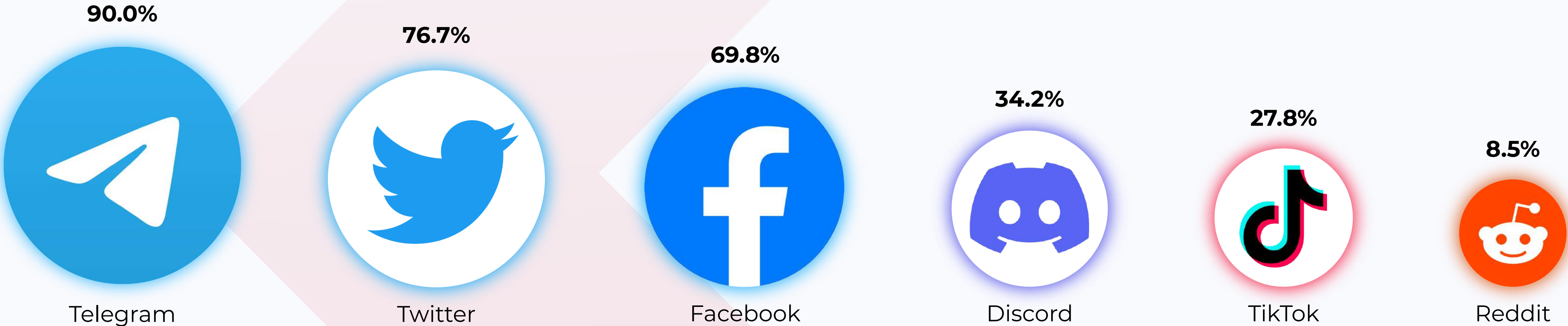
TIME SPENT ON CRYPTO

n=1059



POPULAR SOCIAL MEDIA

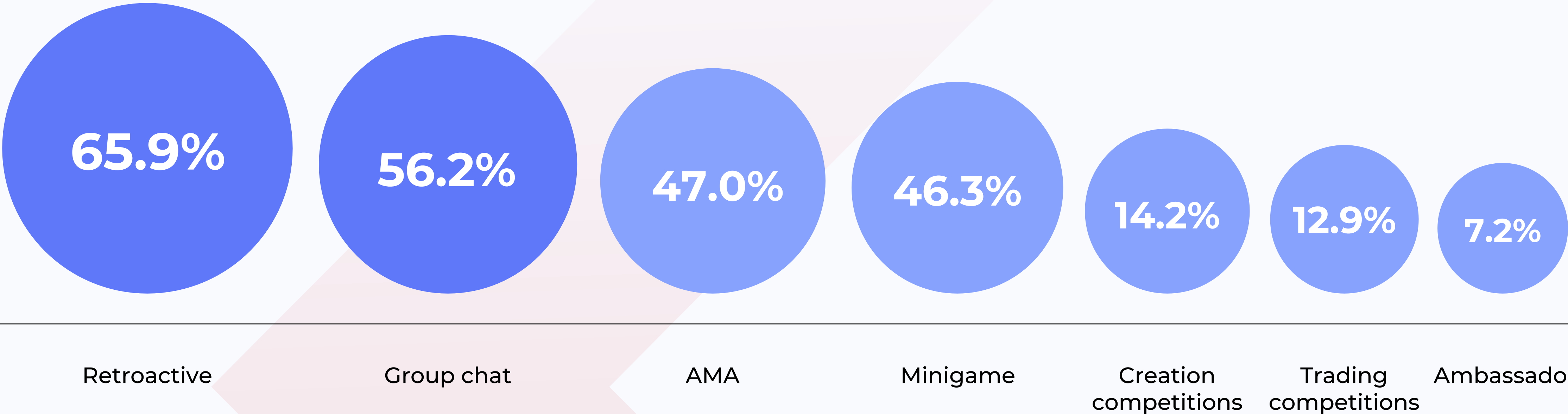
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Telegram and **Twitter** are the two most used social networks to follow the market and acquire crypto knowledge, respectively accounting for **90%** and **77%** of all the mentioned channels.

FAVORITE COMMUNITY ACTIVITIES

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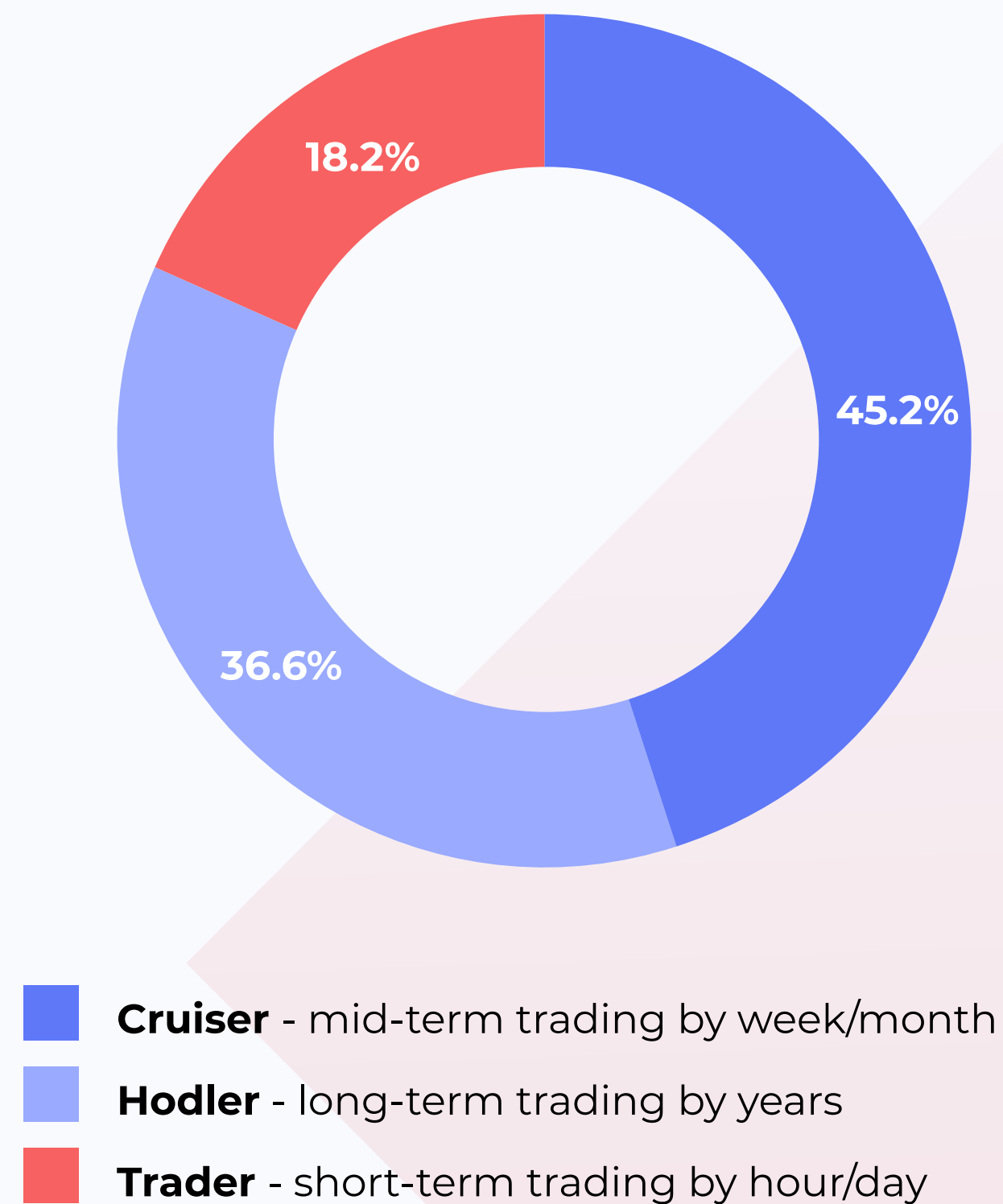
Retroactive, **Participating in projects' group chats** and **AMA events** are the 3 most preferred community activities chosen by the surveyees. This remains unchanged from the H1 Report.

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INVESTING BEHAVIOR

TRADING STYLES

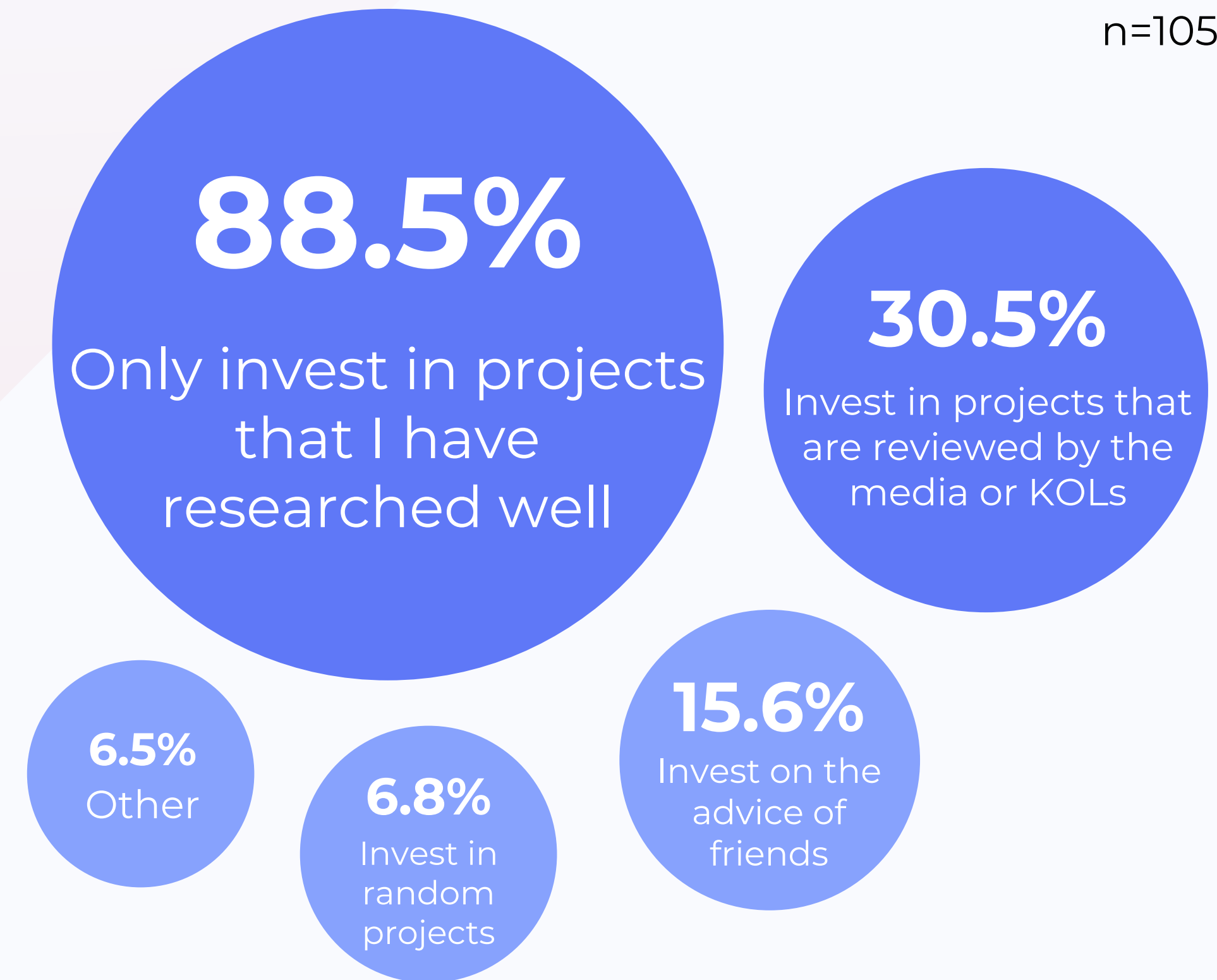
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More than **45%** of the surveyees are **Cruisers** (mid-term trading by week/month).

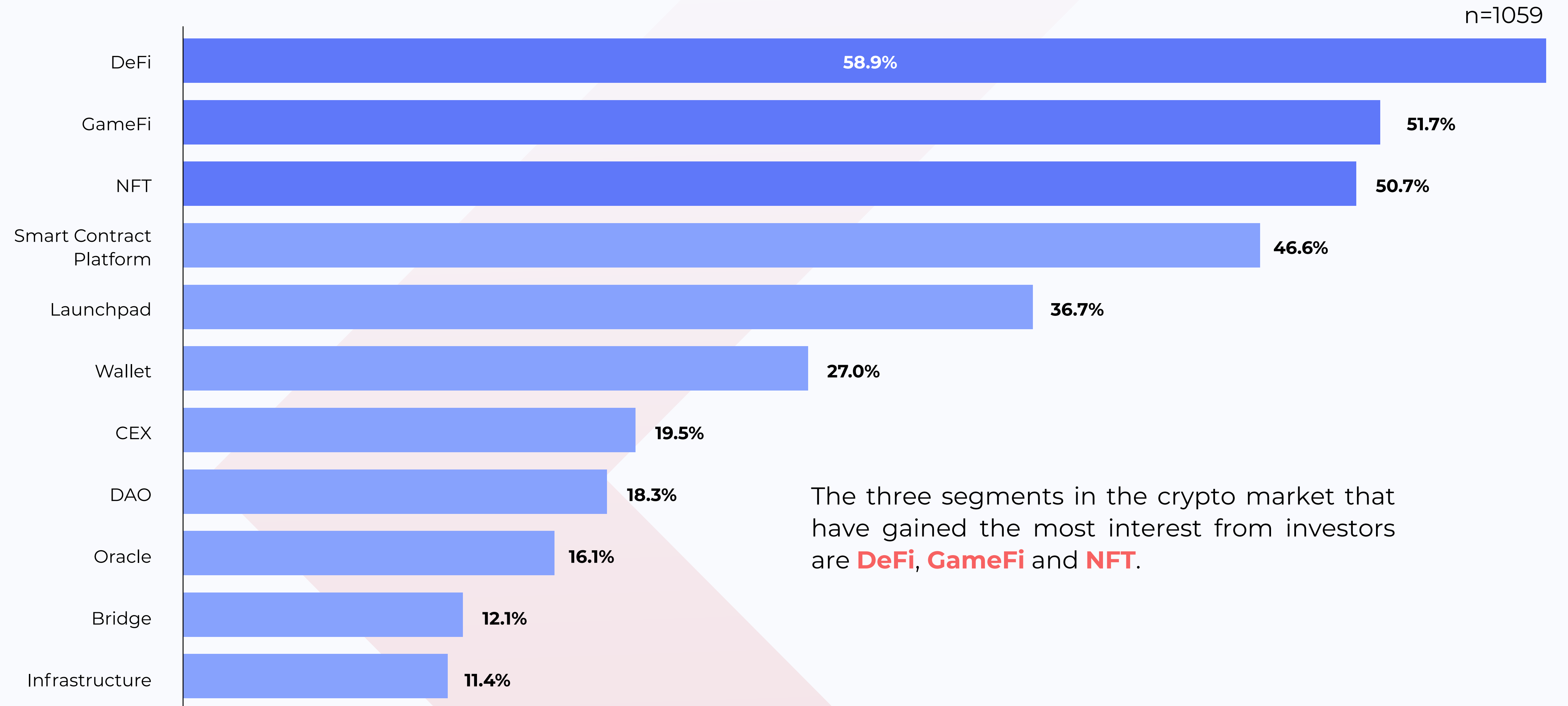
INVESTMENT PRINCIPLES

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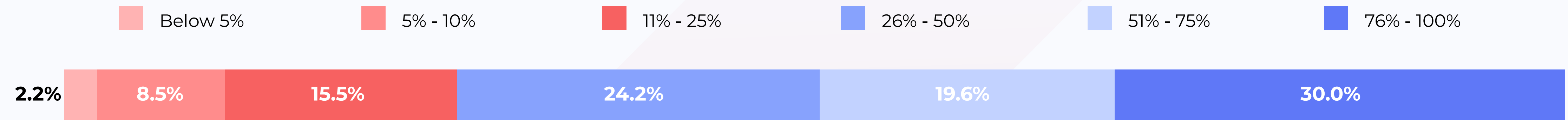
When participating in the crypto market, most investors choose to invest in projects that **they have researched and known well**. Besides, many investors choose to invest in **projects that have been reviewed by the media or KOLs**.

MOST INTERESTED CATEGORIES



CRYPTO ALLOCATION IN TOTAL ASSETS

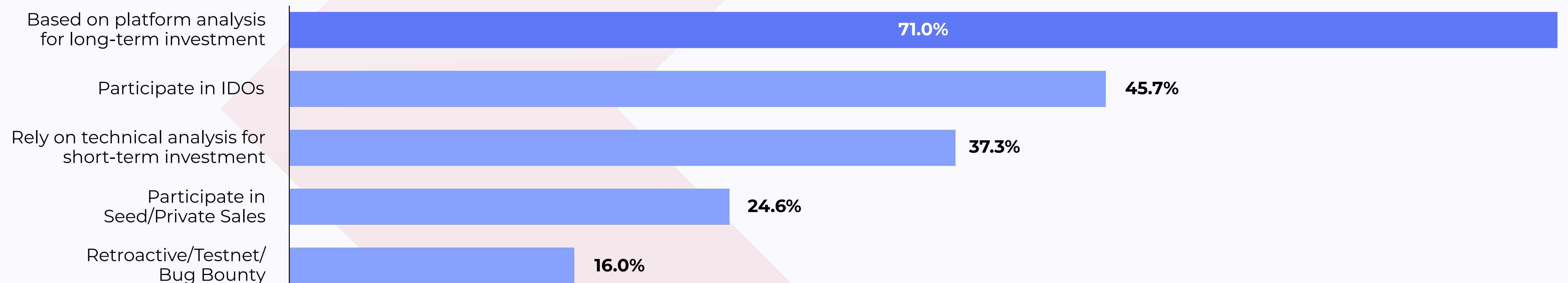
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Crypto accounts for a fairly large proportion in the surveyees' portfolio when up to **30%** of investors allocate from **76% - 100%** of their assets to crypto.

PROFIT OPTIMIZATION METHOD

n=1059

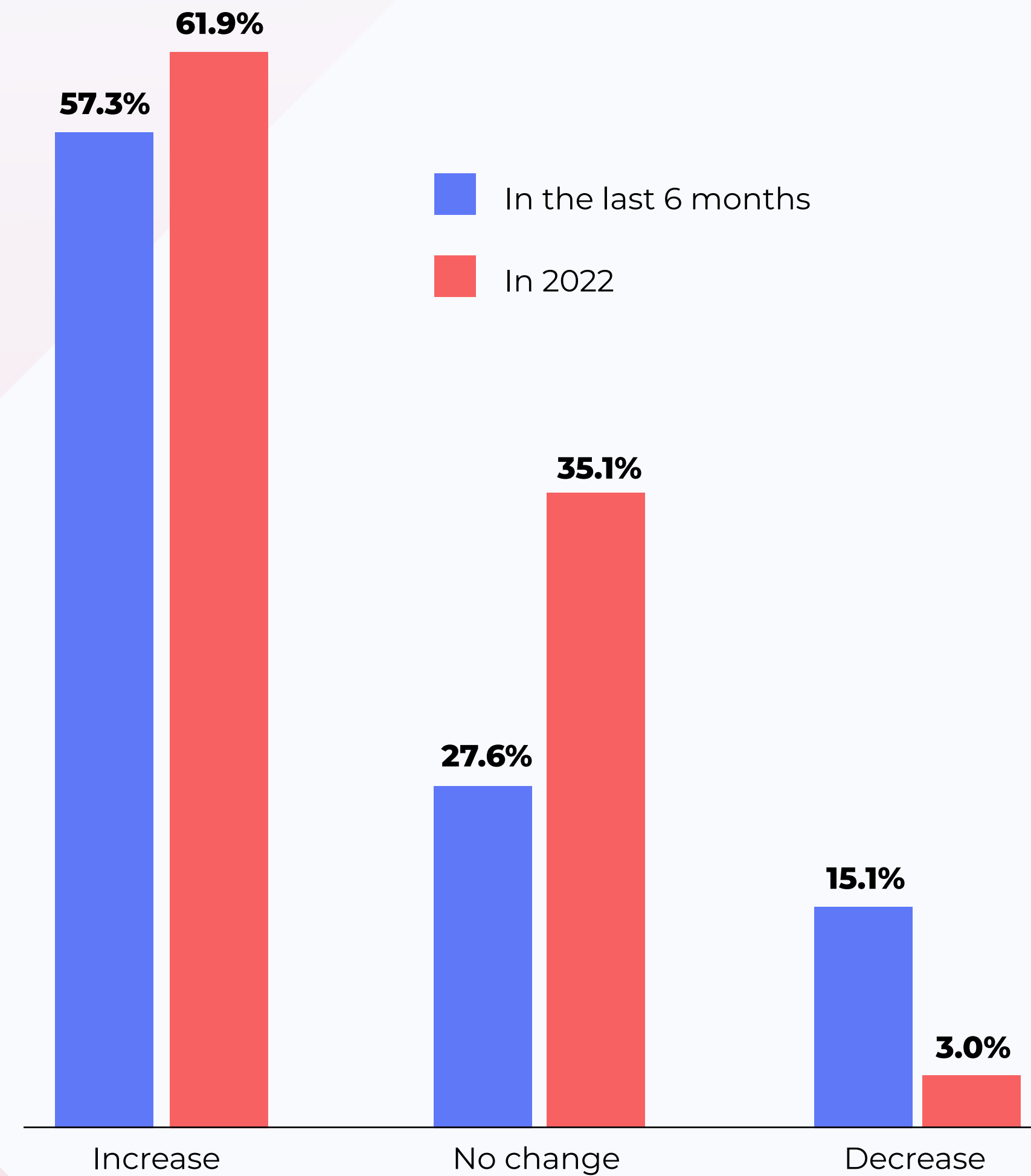


Most investors choose to **analyze the platforms for long-term investment** or **participating in IDOs** to optimize profits.

CHANGE IN CRYPTO ALLOCATION

n=1059

More than **57%** of the respondents **have increased their crypto allocation** in the last 6 months and **61.9%** of them say that they will **continue to increase the allocation** of their assets to crypto in 2022. This has proven that the crypto market still retains its popularity and is gradually gaining the trust of more investors.





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GAME MARKET CAP

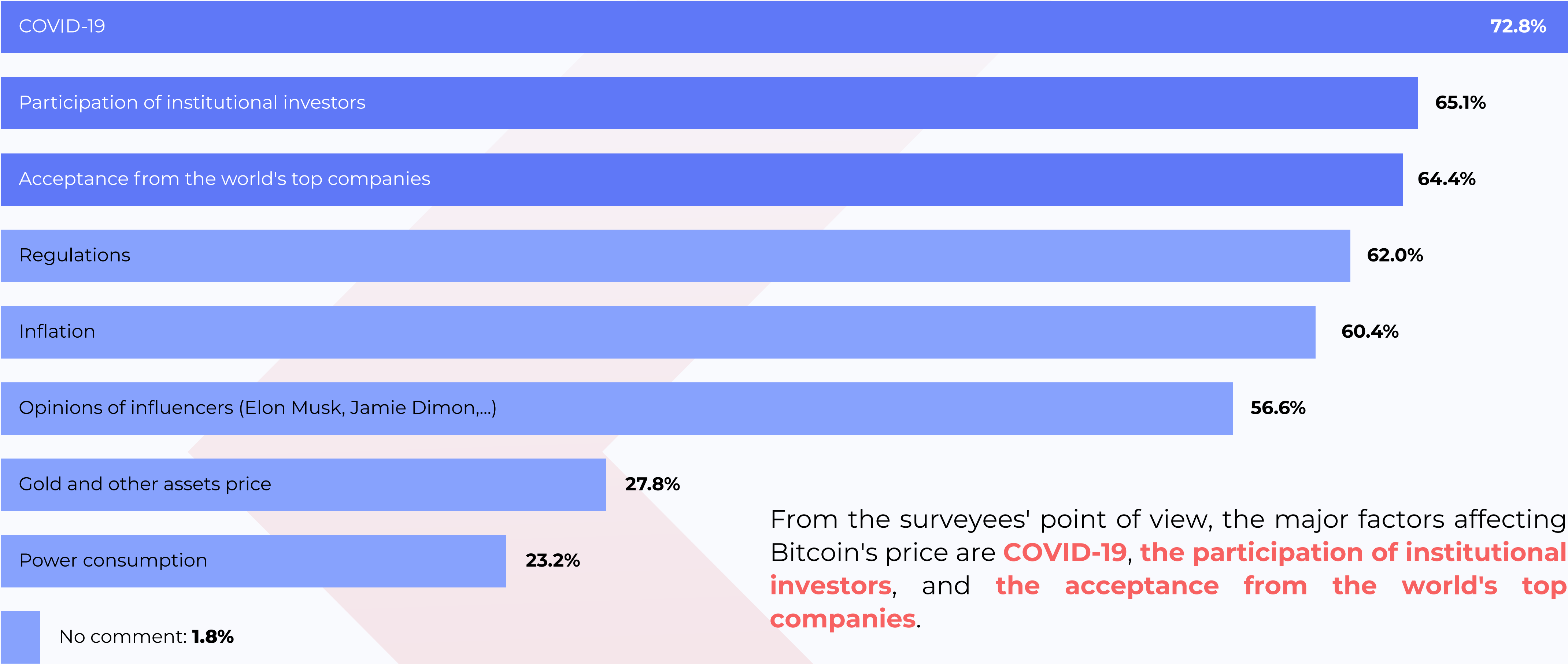


MARKET OVERVIEW



FACTORS AFFECTING THE BITCOIN PRICE

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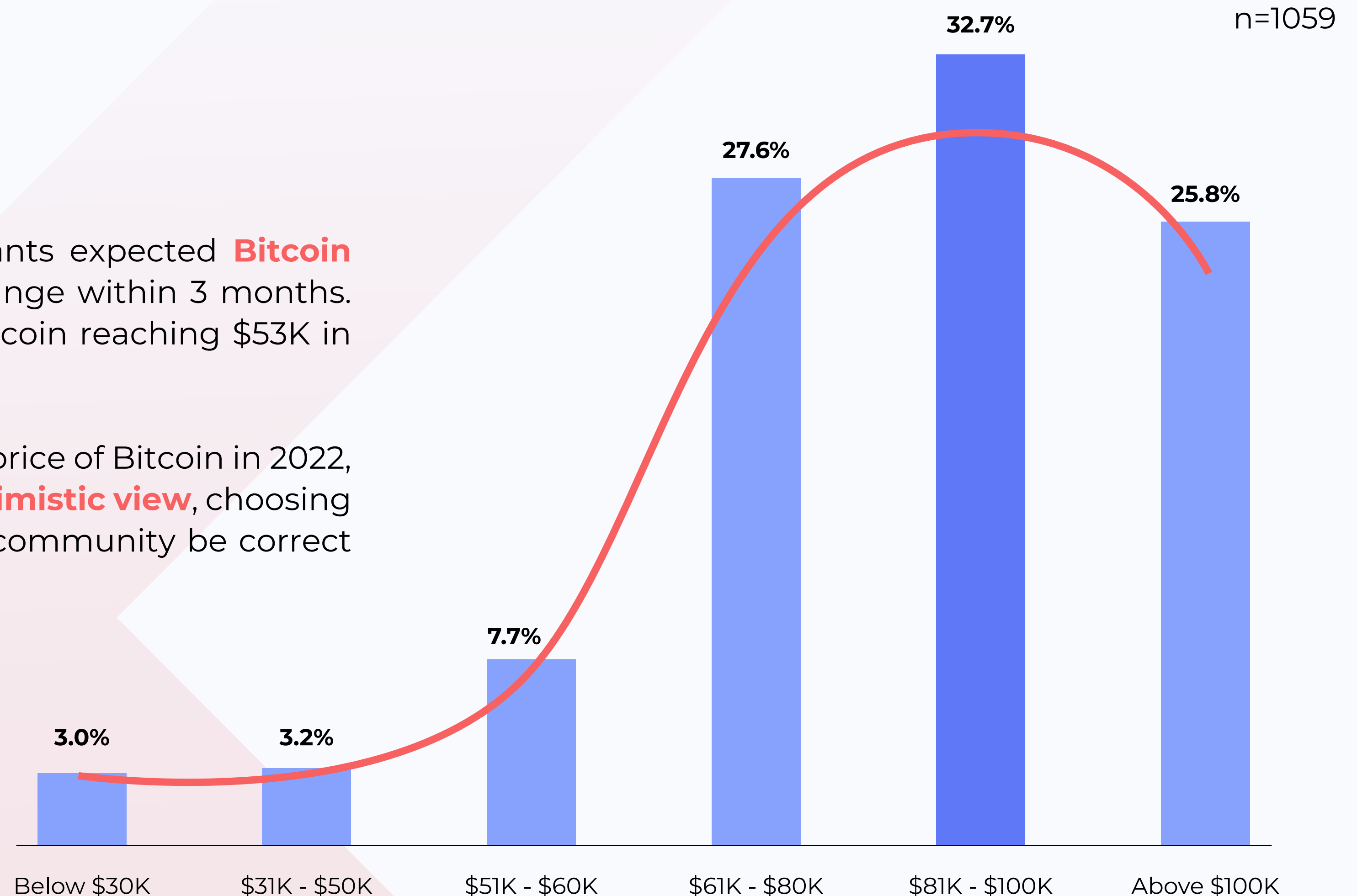


From the surveyees' point of view, the major factors affecting Bitcoin's price are **COVID-19, the participation of institutional investors, and the acceptance from the world's top companies.**

BITCOIN PRICE EXPECTATION IN 2022

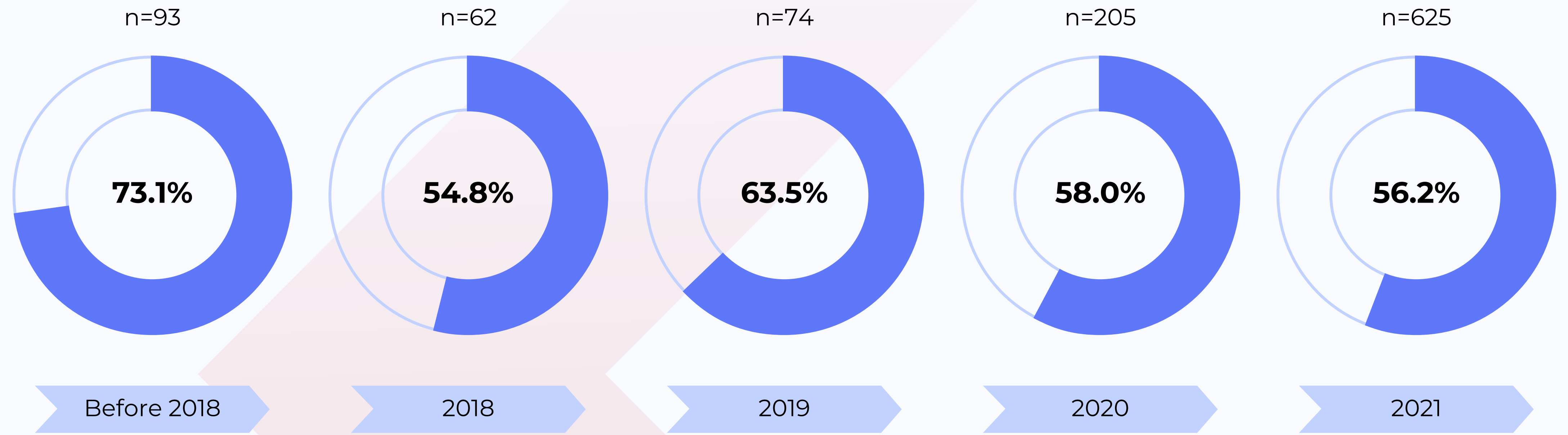
In the H1/2021 survey, 40% of participants expected **Bitcoin price would reach the \$45K - \$60K** range within 3 months. **This became true**, with the price of Bitcoin reaching \$53K in early September.

When being asked about the expected price of Bitcoin in 2022, the majority of respondents have an **optimistic view**, choosing the **\$81K - \$100K** price range. Will the community be correct again?



BITCOIN PRICE EXPECTATION BASED ON TIME OF MARKET PARTICIPATION

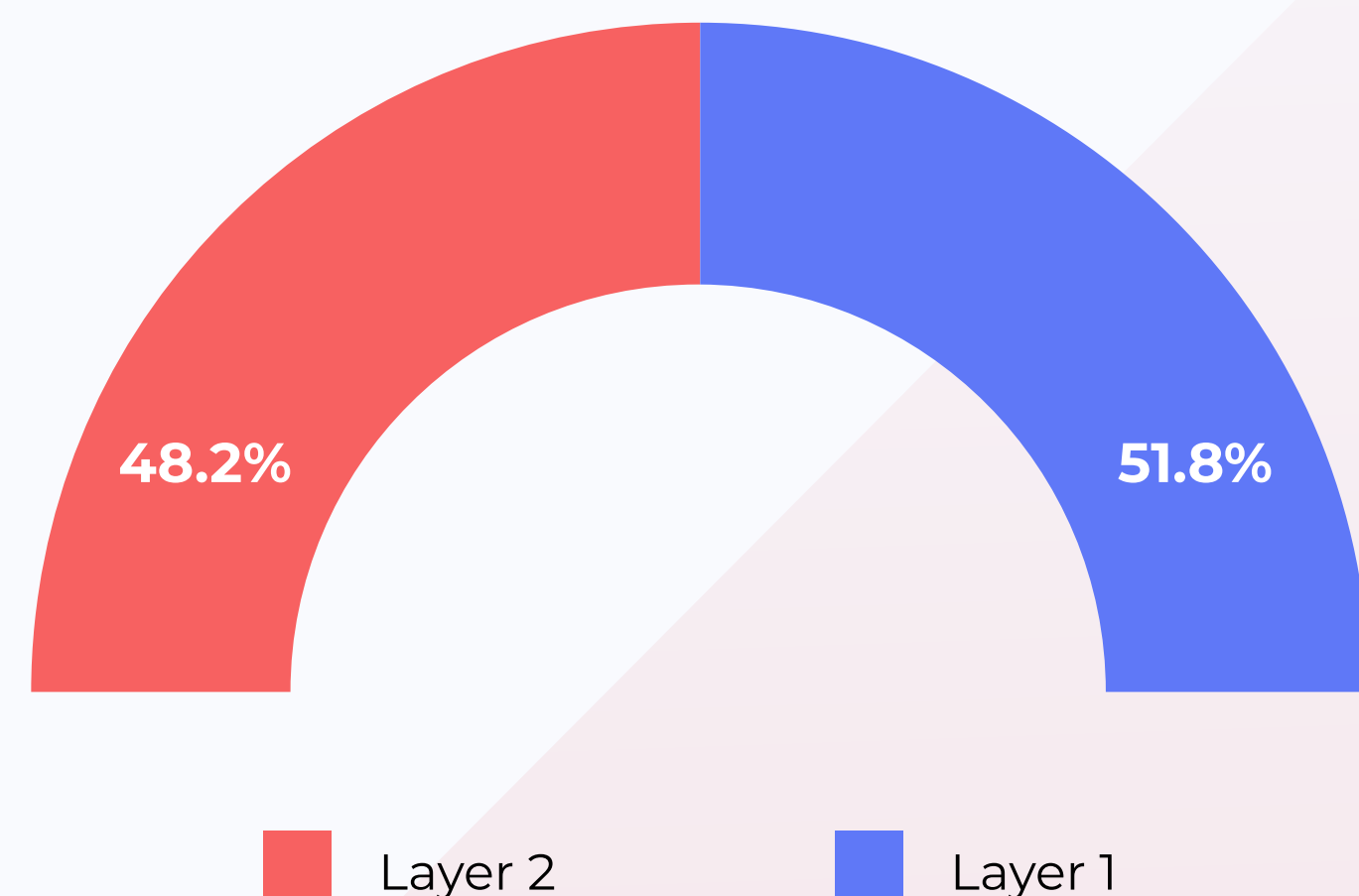
Percentage of participants expecting bitcoin price > \$80K in 2022



Participants who joined the market before 2018 have the most positive outlook for the price of Bitcoin. **73.1%** of them expect **the price of Bitcoin to reach more than \$80K in 2022**.

GROWTH EXPECTATION OF SMART CONTRACT PLATFORMS

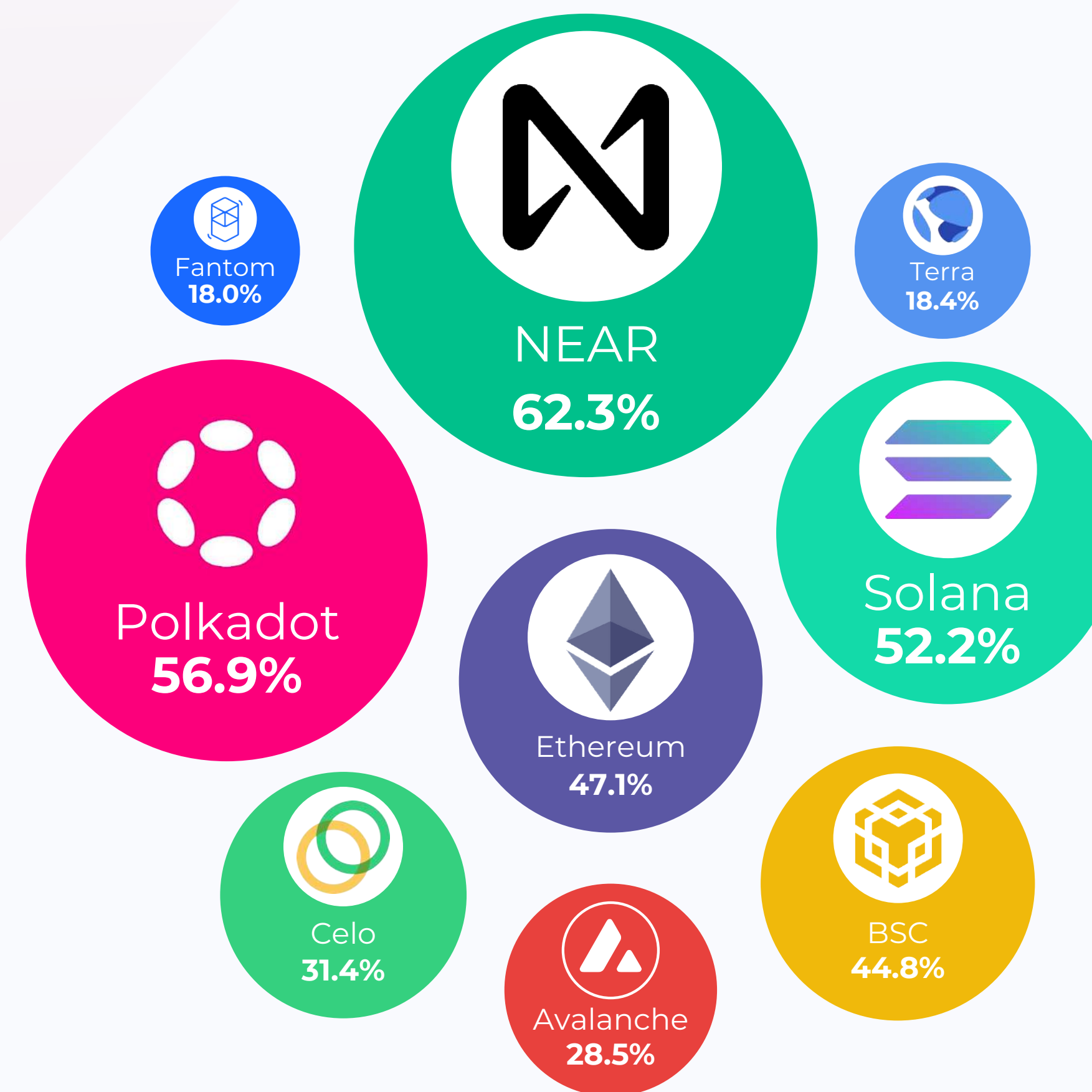
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Investors expect more from **Layer 1** platforms than Layer 2, accounting for **51.8%**. **NEAR** and **Polkadot** are the two Layer 1 platforms with the **highest expectations** in 2022.

MOST AWAITED LAYER 1 PLATFORMS IN 2022

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MOST ANTICIPATED CATEGORIES IN 2022

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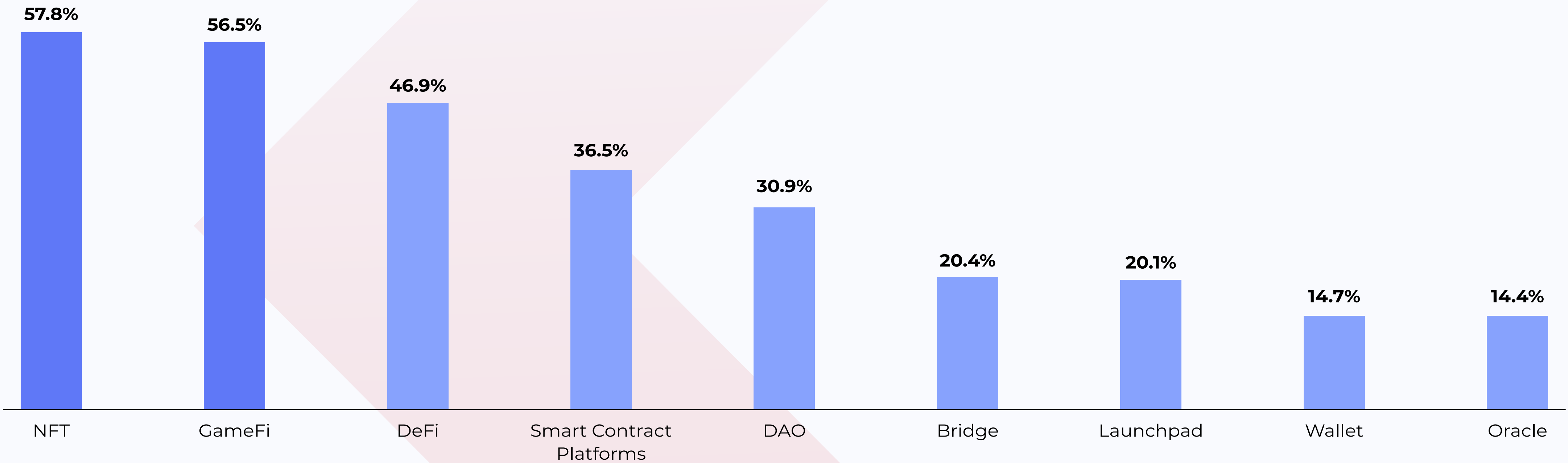
IN H1/2021 SURVEY

- #1 Smart Contract Platforms
- #2 Ethereum and Layer 2
- #3 NFT and GameFi

IN THIS SURVEY

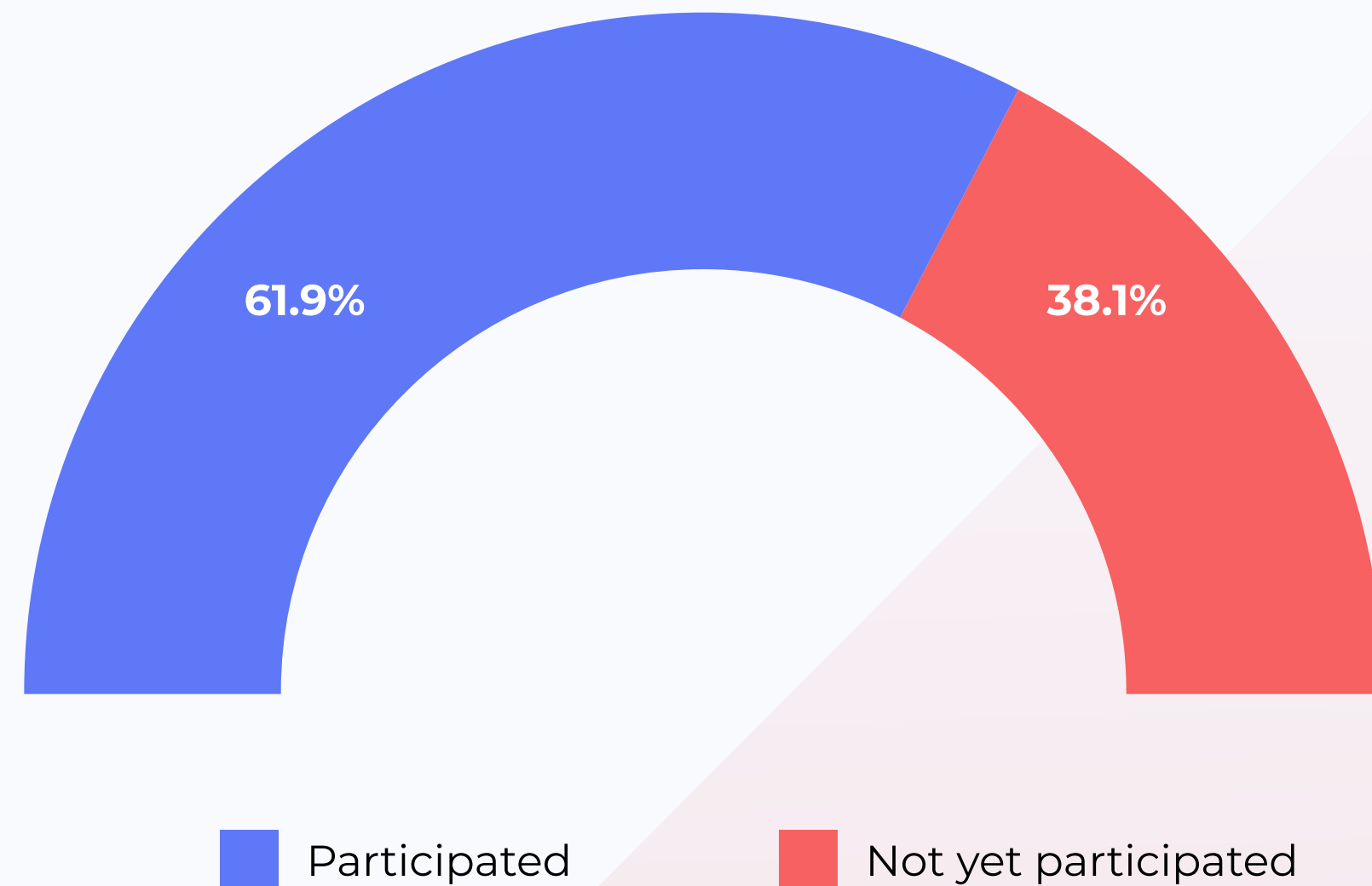
- #1 NFT and GameFi
- #2 DeFi
- #3 Smart Contract Platforms

In the H1/2021 survey, only **18% of the total participants** expected NFT & GameFi to be the dominant trends. Yet in this survey, more than half of the participants believe that **GameFi and NFT will become the biggest trends in 2022.**



GAMEFI PARTICIPATION

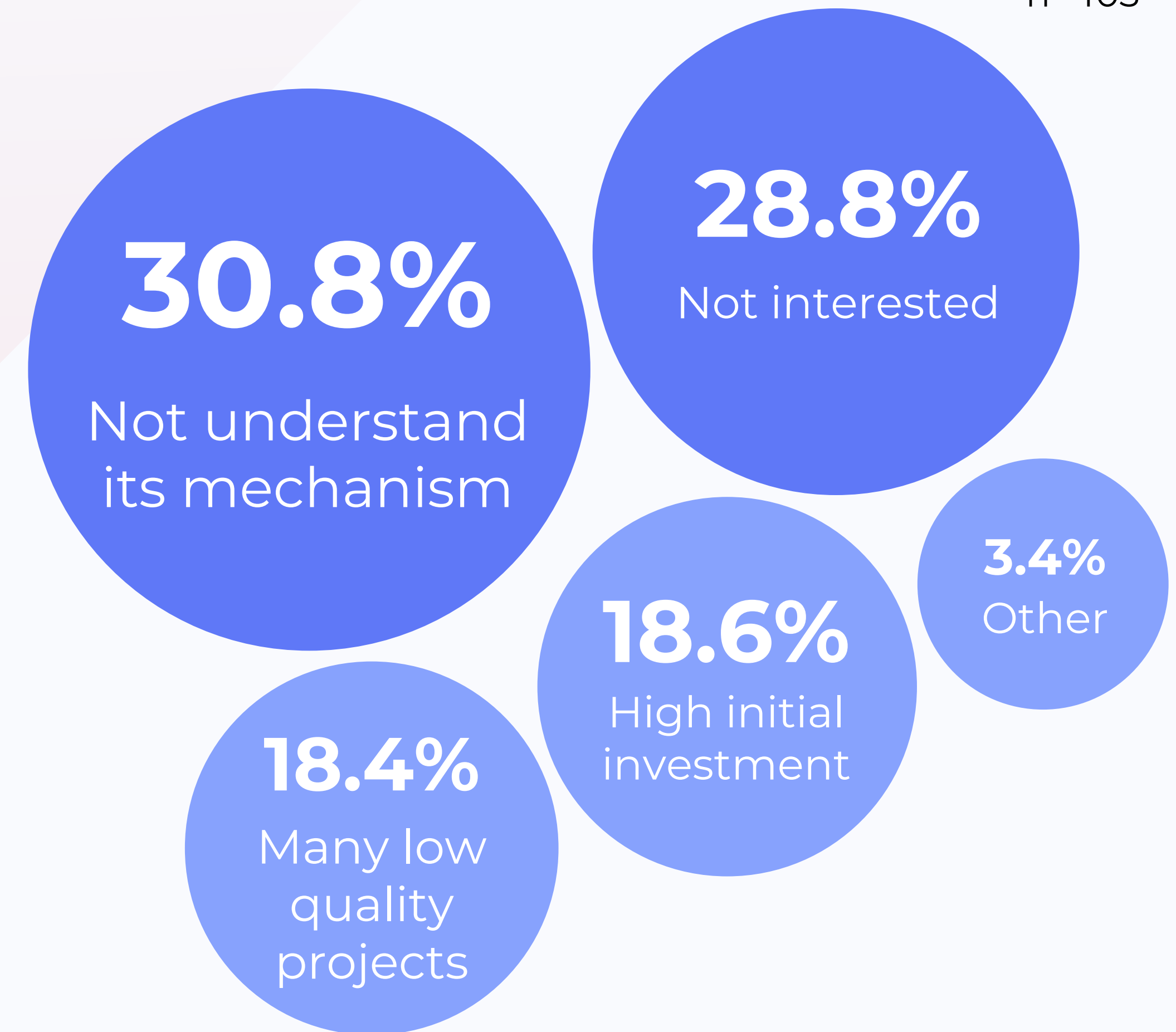
n=1059



The percentage of people who have joined GameFi is **61.9%**. For those who haven't joined GameFi yet, their biggest obstacles are **not understanding GameFi mechanism** or **not being interested in this category**.

REASONS FOR NOT PARTICIPATING IN GAMEFI

n=403





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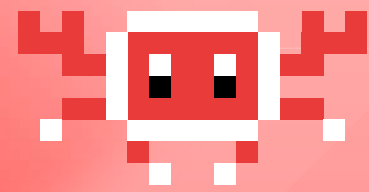


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GAME MARKET CAP

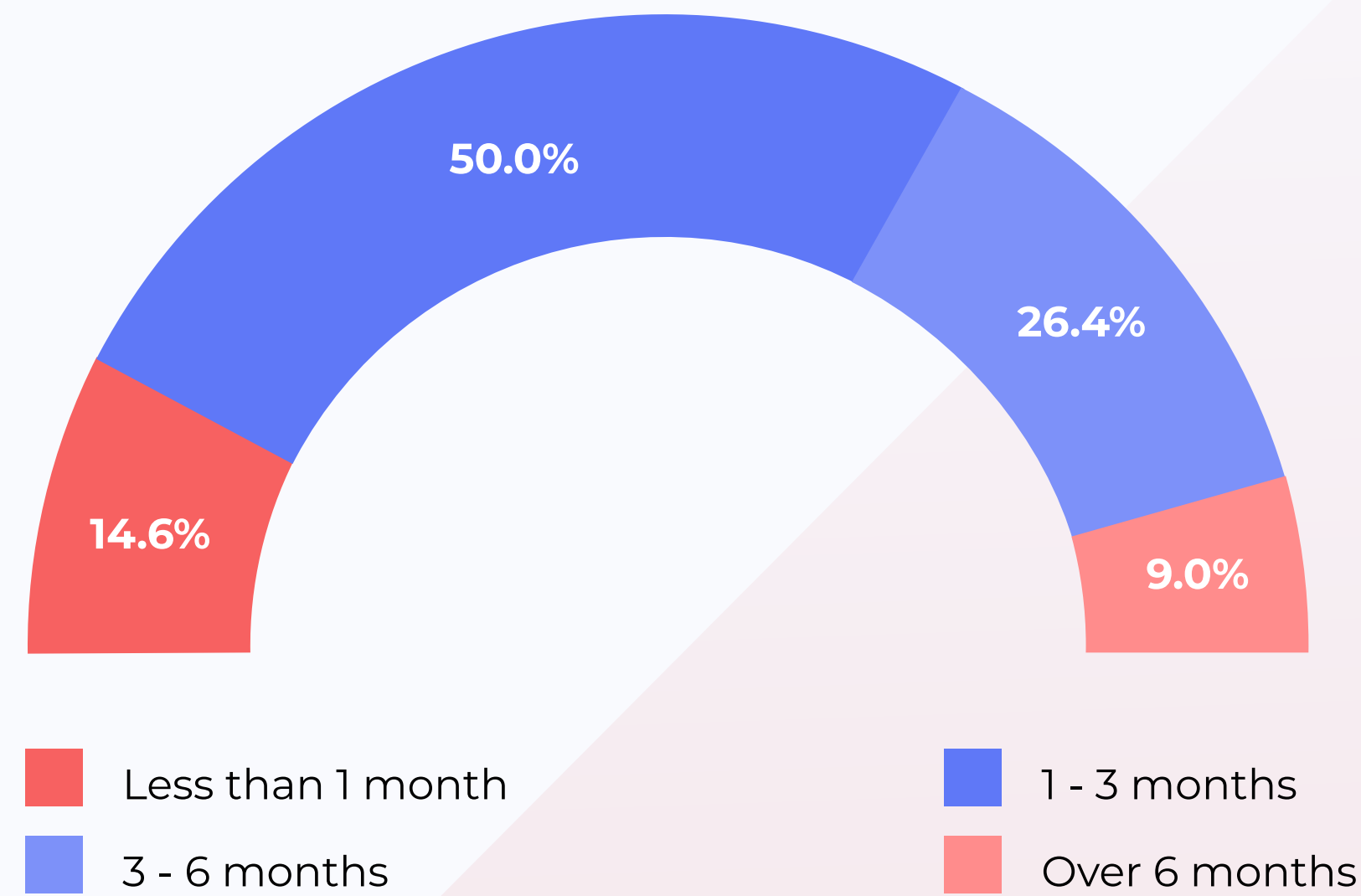


GAMEFI INVESTING BEHAVIOR



TIME OF PARTICIPATING IN GAMEFI

n=656



50% of GameFi investors have just joined the crypto market in 2021, especially within the past **1-3 months**.

The **GameFi** and **Play-to-Earn** trend is still focusing more on the **"Earn"** part rather than the **"Play"** part, so unsurprisingly, the 2 biggest reasons for joining GameFi are **profits from playing games** and **profits from investing in tokens** which account for **67.5%** and **66%** respectively.

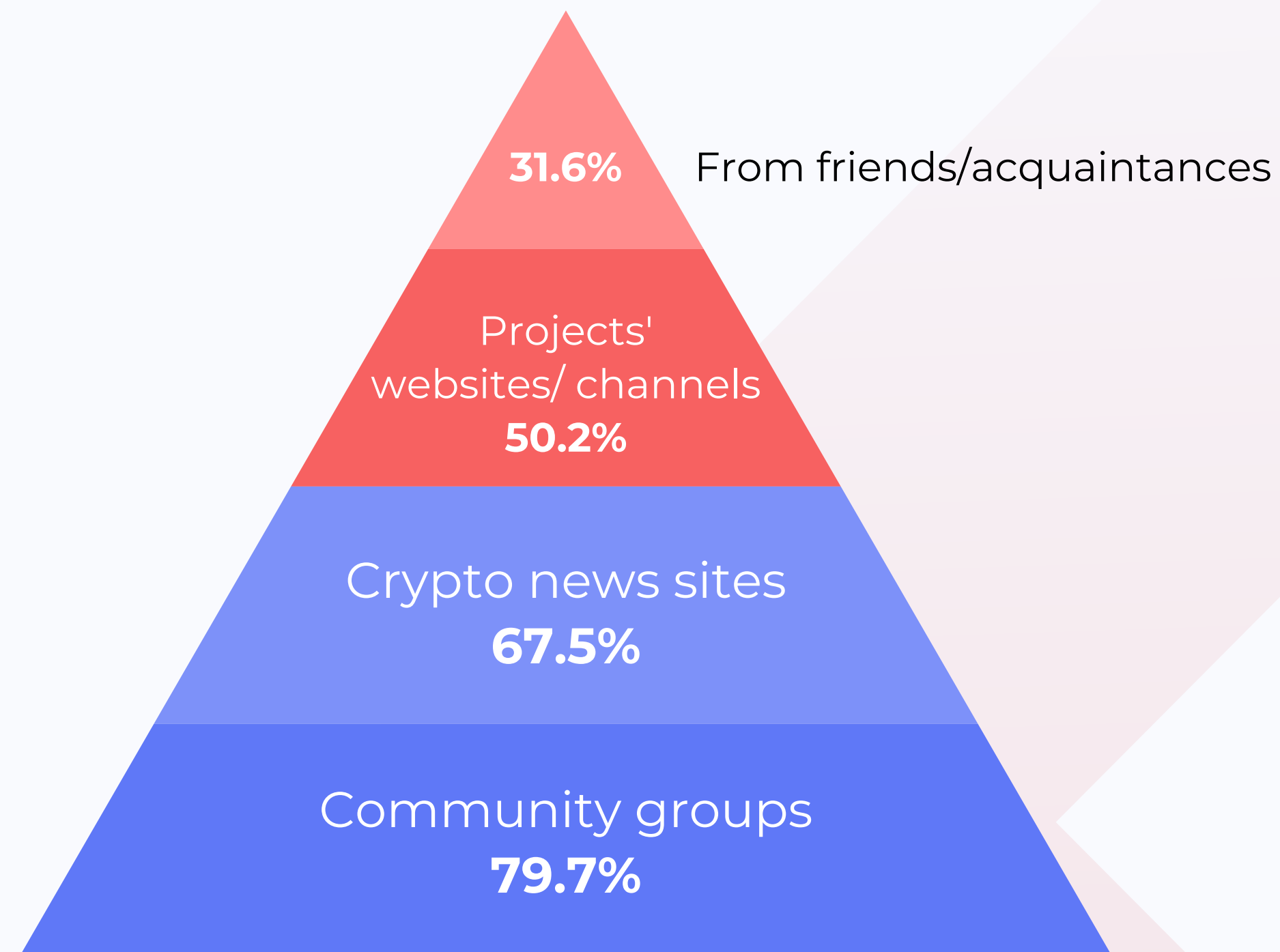
REASONS FOR PARTICIPATING IN GAMEFI

n=656



GAMEFI INFORMATION SOURCES

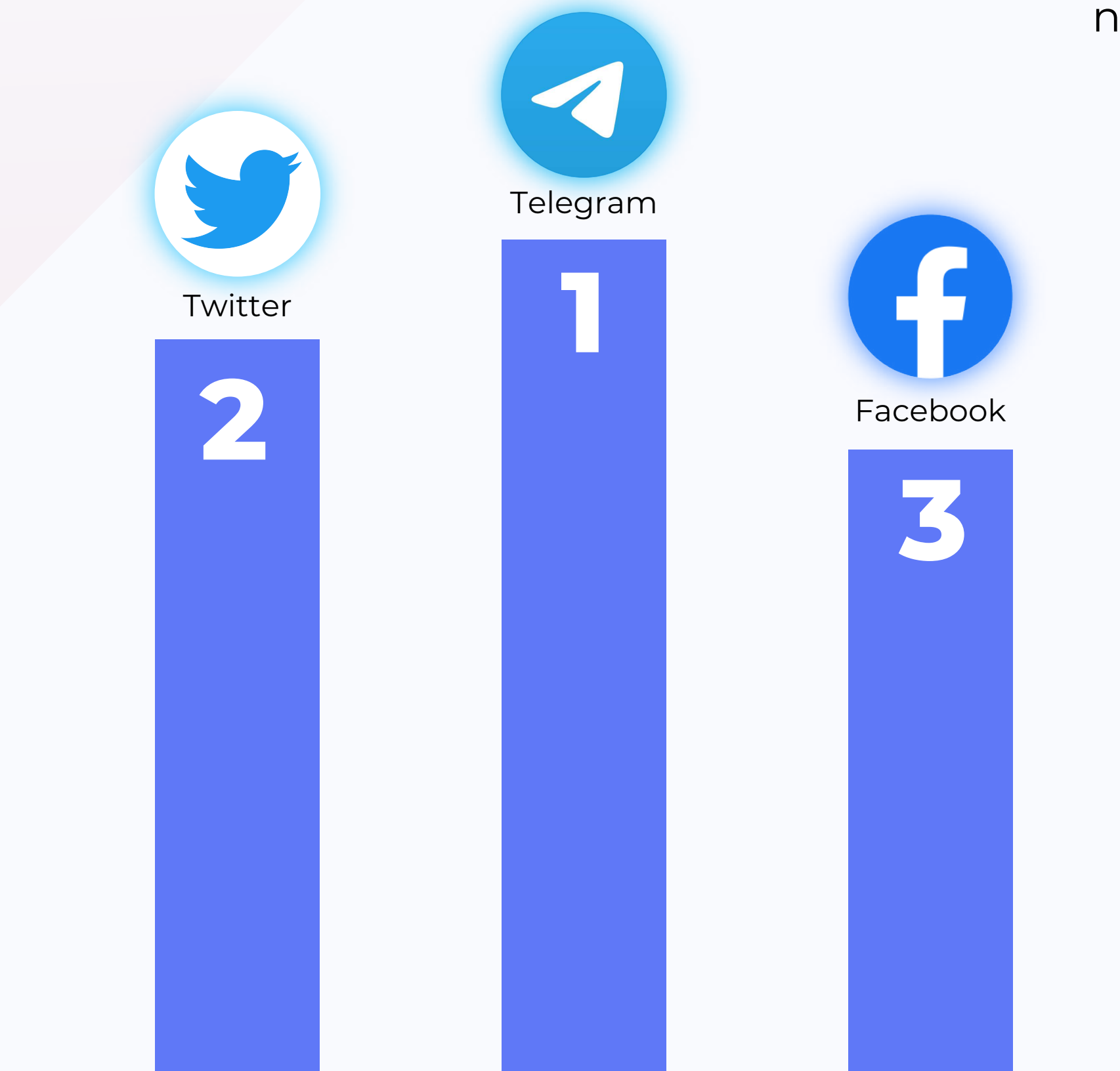
n=656



The two main sources of information that investors use to approach and research GameFi projects are **community groups (79.7%)** and **crypto news sites like Coin68 (67.5%)**.

MOST POPULAR MEDIA CHANNELS IN GAMEFI COMMUNITY

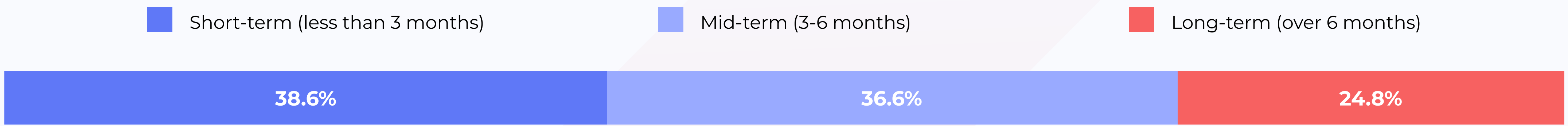
n=656



Telegram, Twitter and **Facebook** are the 3 most used social networks to learn about the GameFi market.

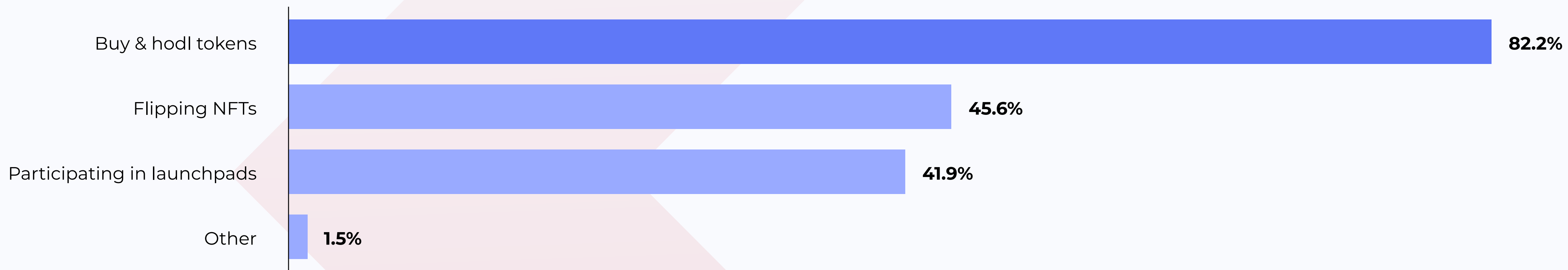
GAMEFI INVESTMENT STYLES

n=656



GAMEFI INVESTMENT METHODS

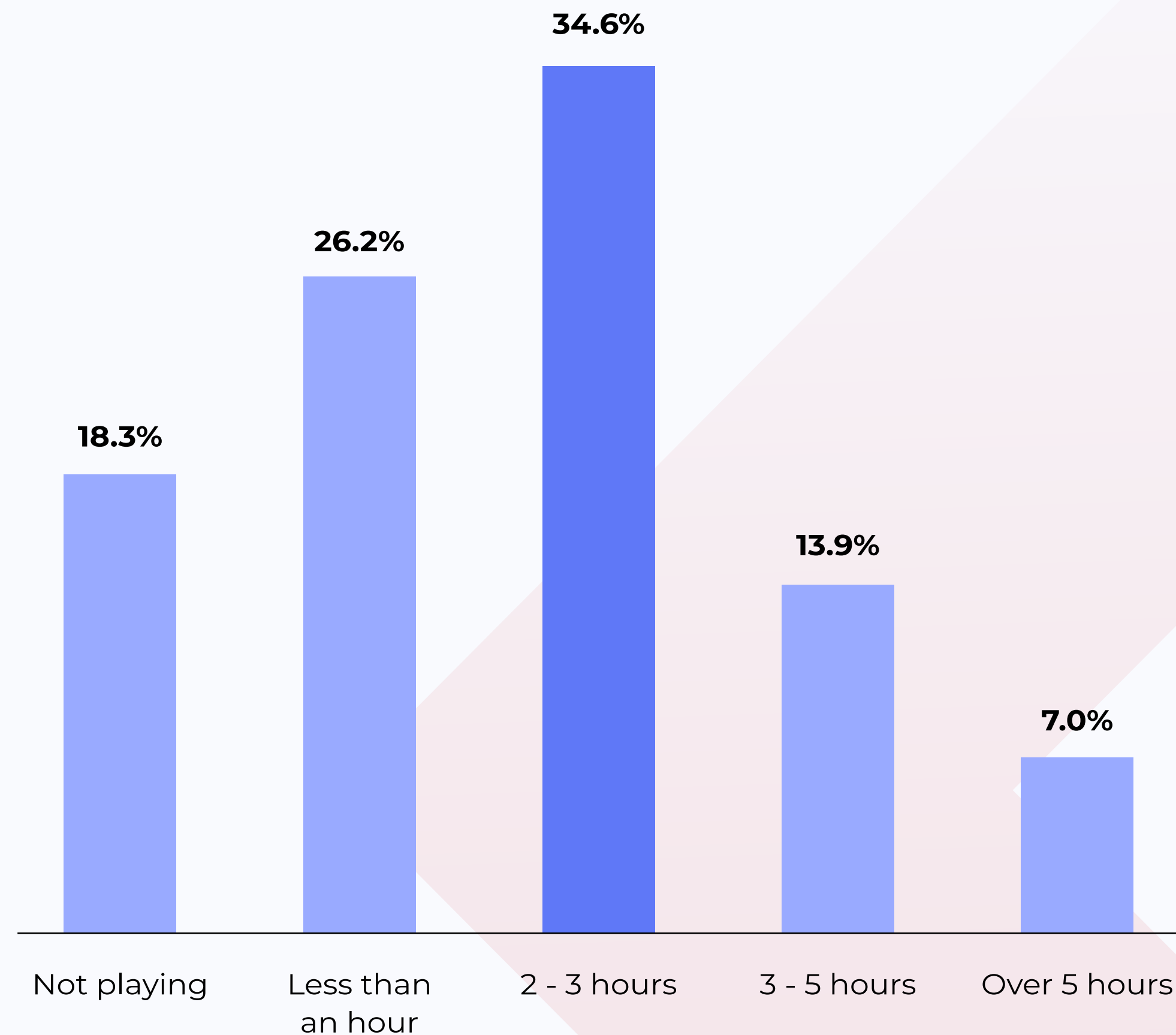
n=656



The majority of respondents invest in GameFi projects in the **short-term (38.6%)** and **mid-term (36.6%)**. Investment trends are genuinely diversified but still focus on **buying and holding tokens**. Also, **flipping NFTs** and **participating in launchpads** were the answers that were strongly picked by our surveyees.

TIME SPENT ON PLAYING GAMES PER DAY

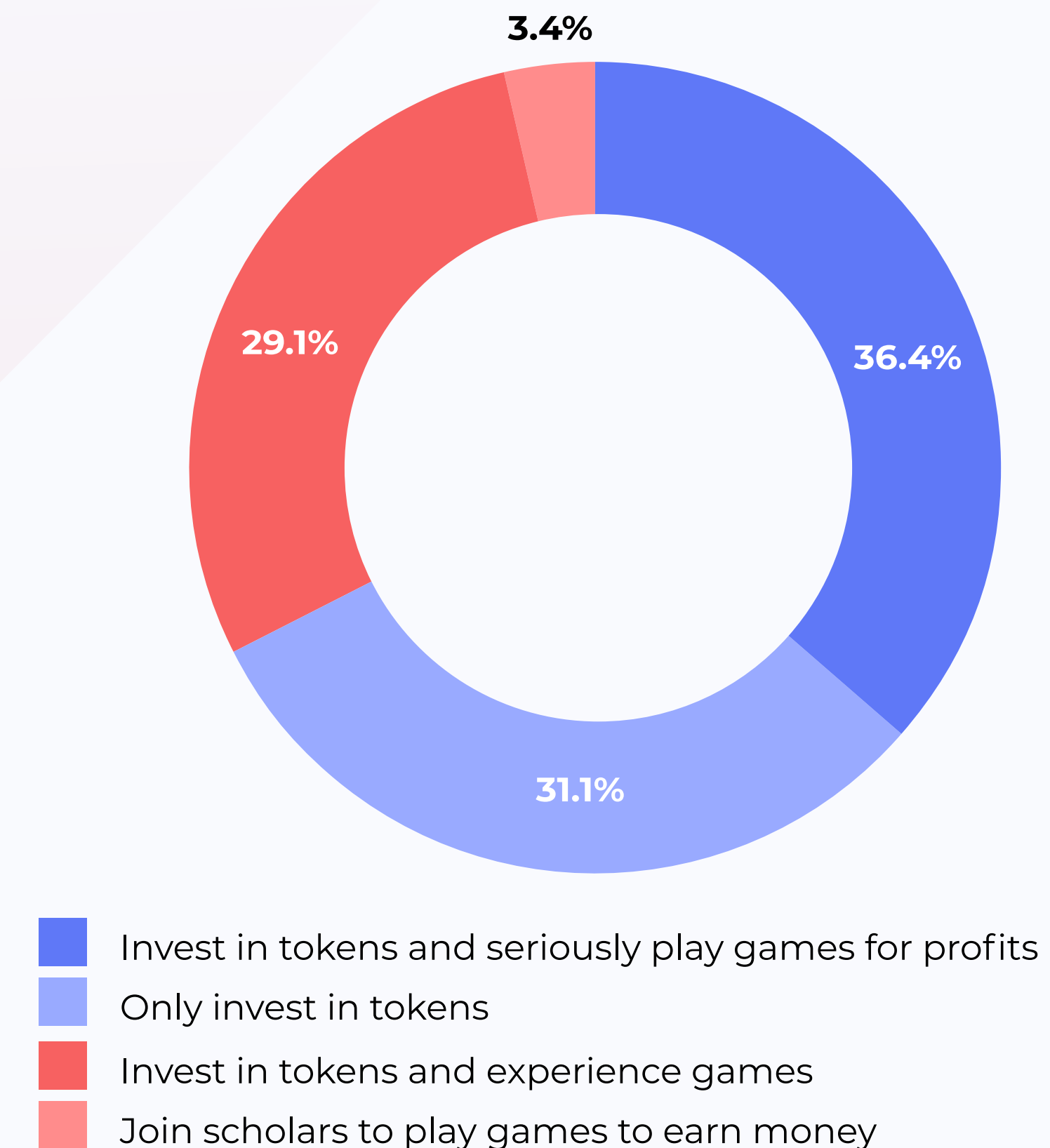
n=656



34.6% of investors spend an average of **2-3 hours** a day on playing games.

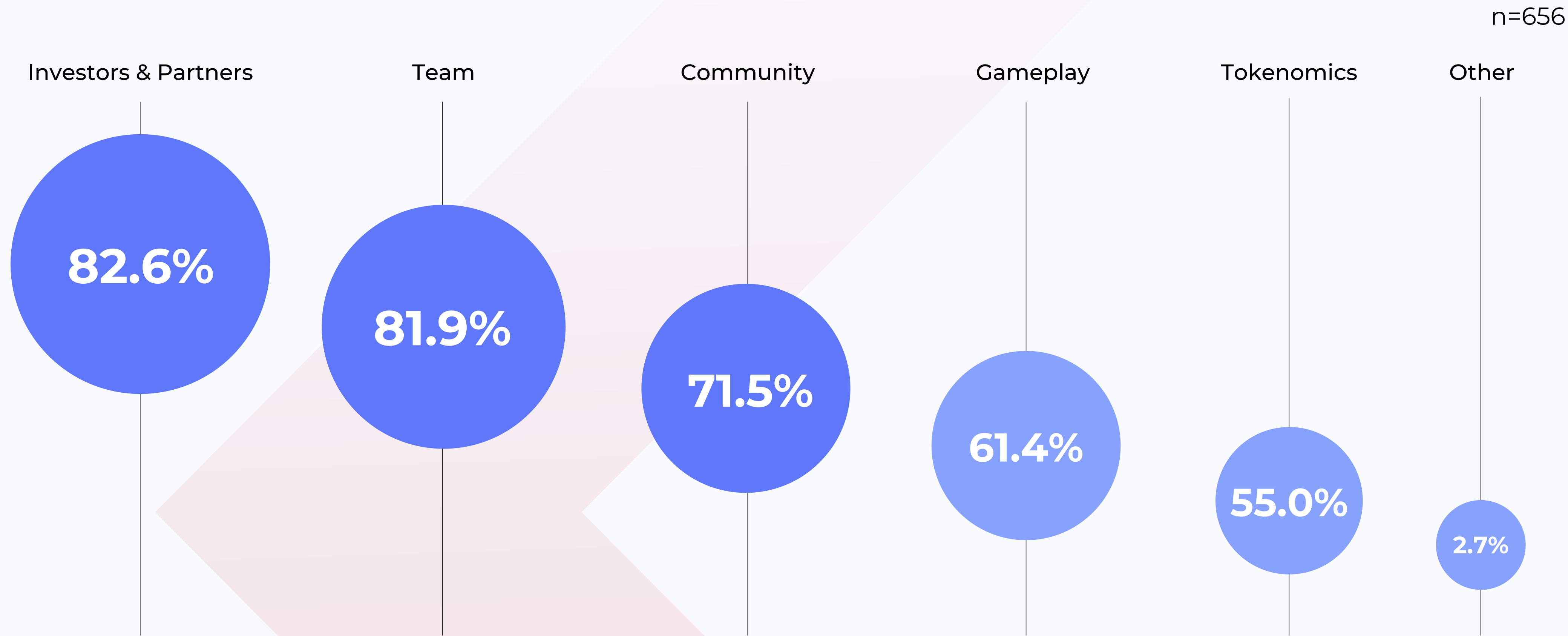
LEVEL OF GAMEFI PARTICIPATION

n=656



Most respondents chose to **invest in tokens and seriously play games to make a profit**, accounting for **36.4%**. Meanwhile, a large number of respondents do not play games **but only invest in tokens**, which accounts for **31.1%**.

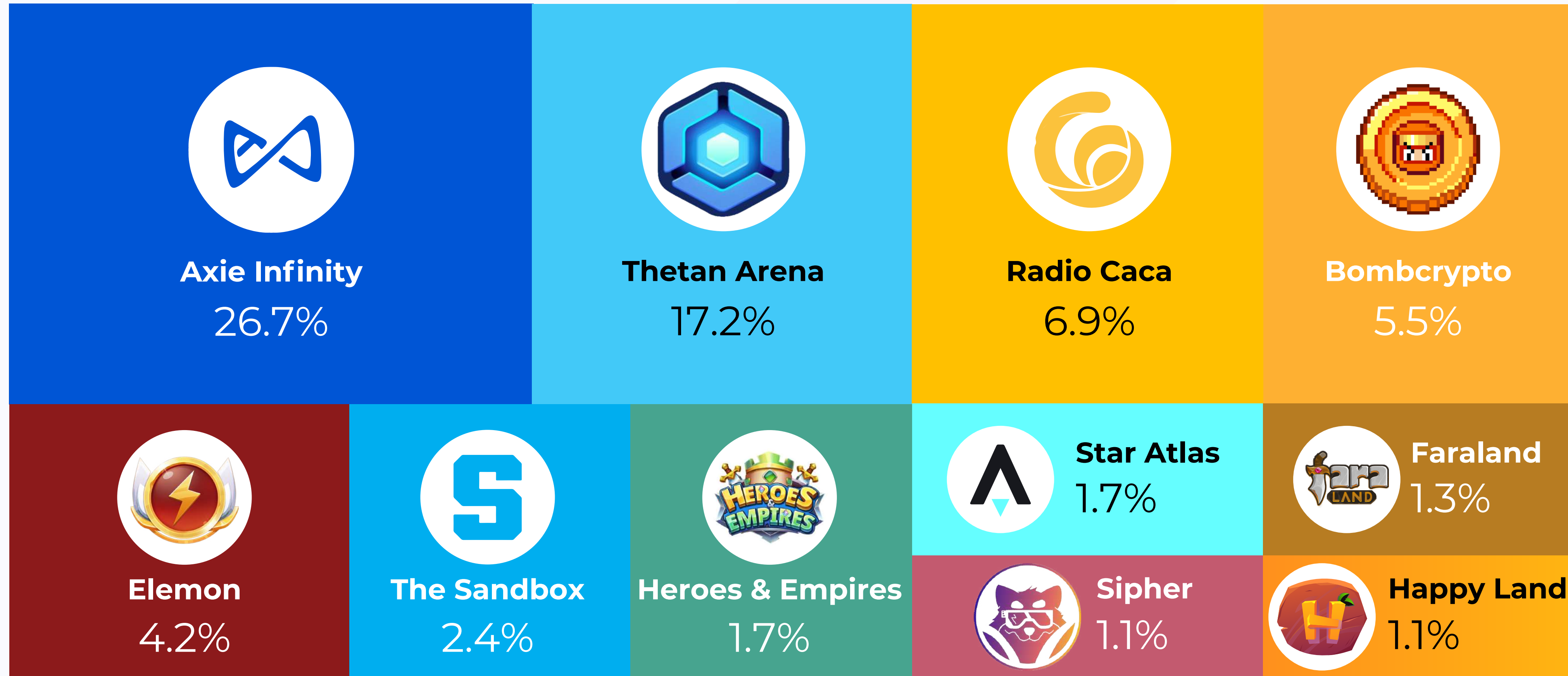
MOST IMPORTANT CRITERIA WHEN INVESTING IN GAMEFI



Investors & Partners, **Team** and **Community** are the most important factors when investing in GameFi. Gameplay is yet to be the most important factor for investors to make decisions.

FAVORITE BLOCKCHAIN GAMES

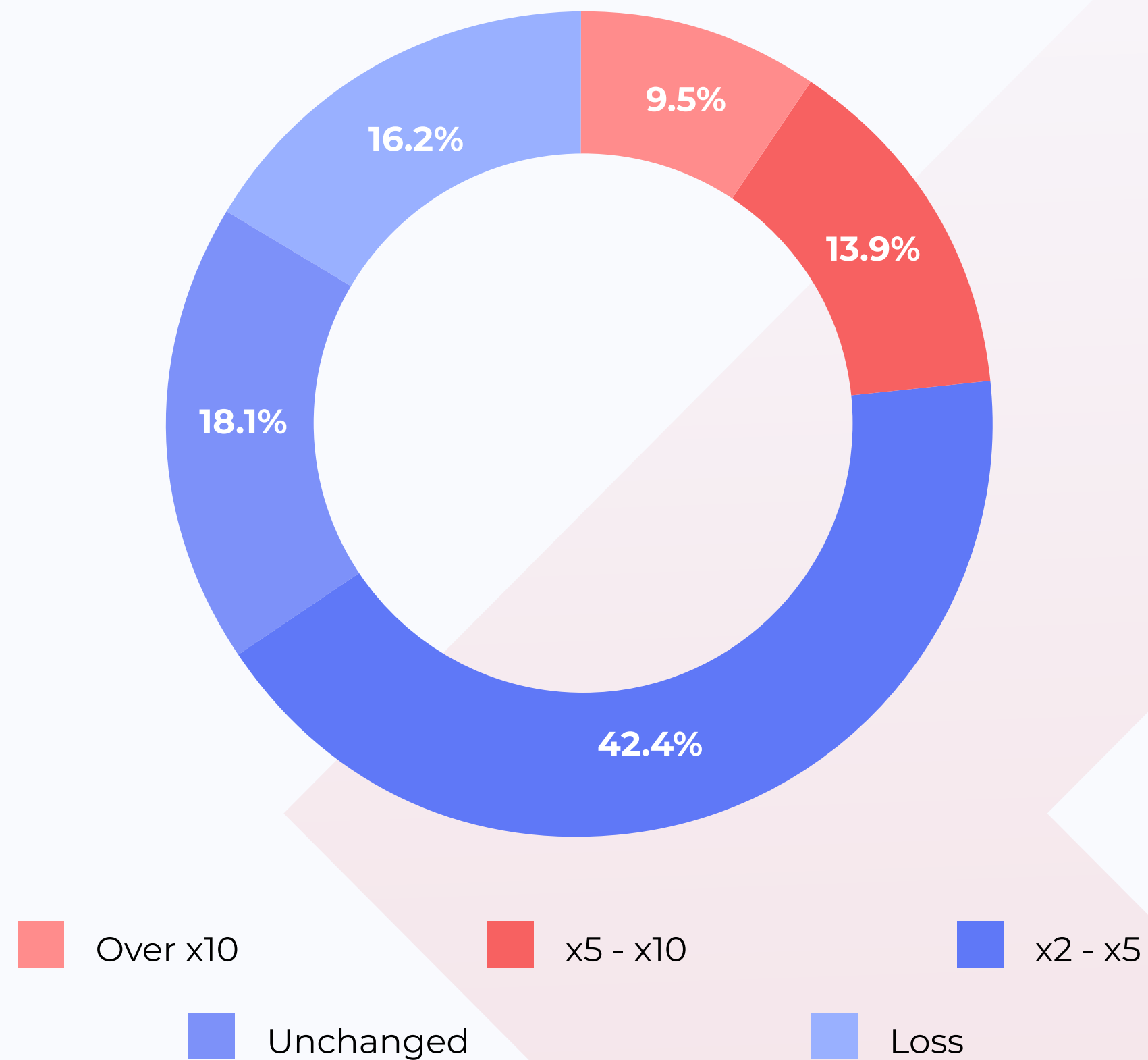
n=619



Axie Infinity is the most popular game with **26.2%** of votes, closely followed by new GameFi projects like **Thetan Arena**, **Radio Caca**, or **Bombcrypto**.

PROFIT FROM GAMEFI

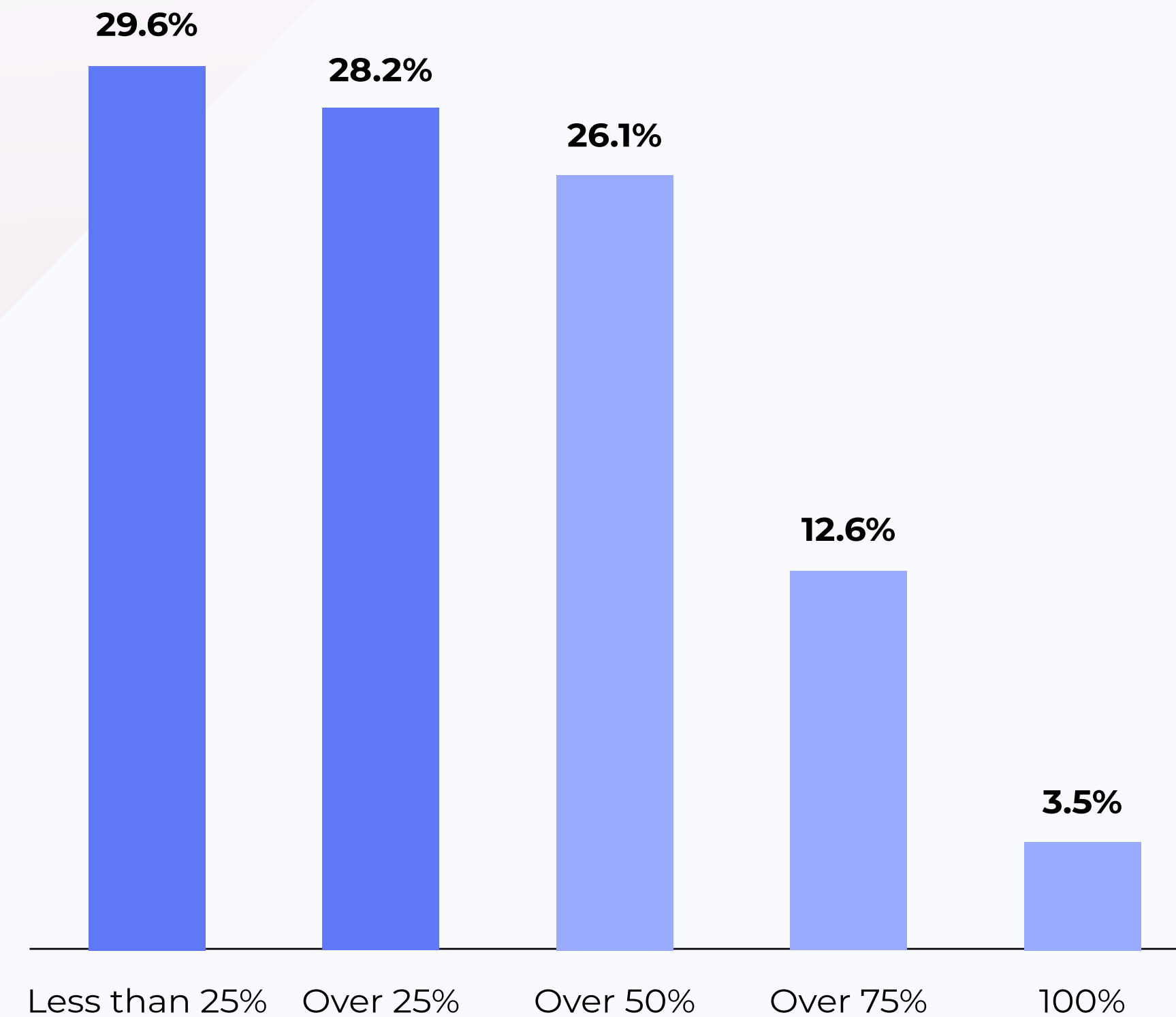
n=656



Most of the respondents (42.4%) realize the returns of **x2 to x5** from GameFi.

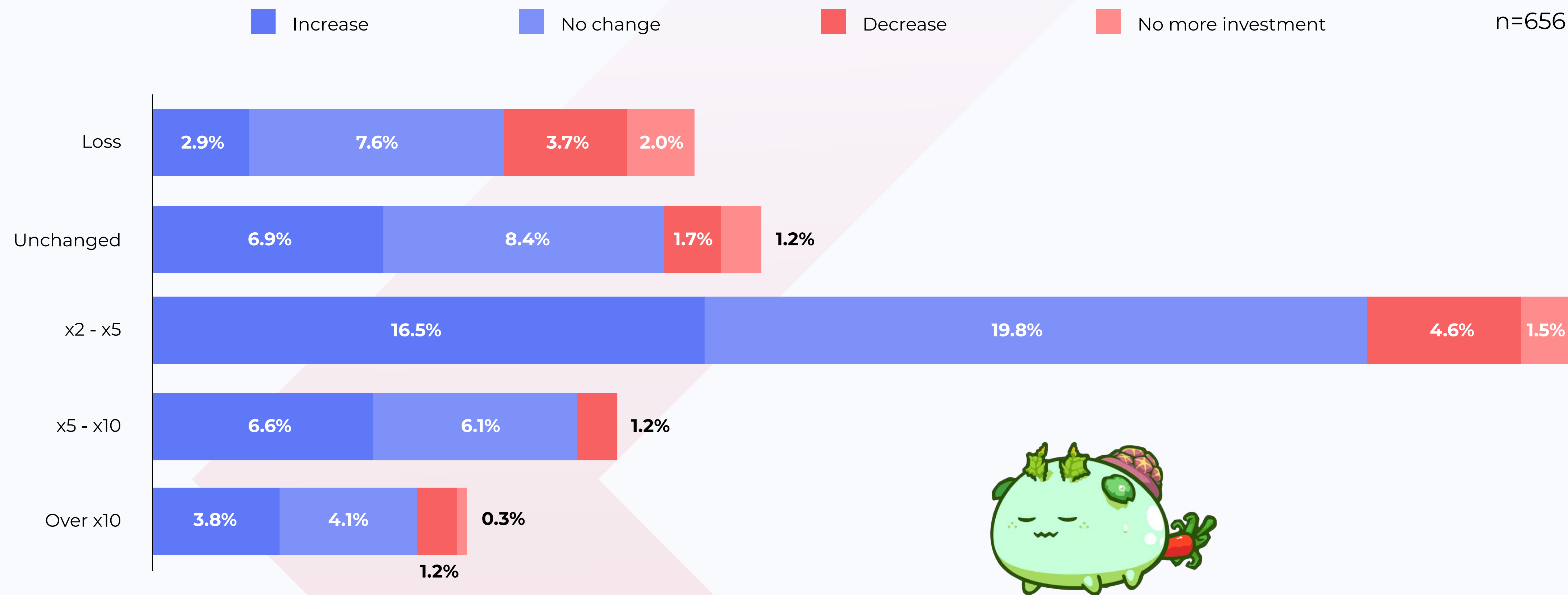
GAMEFI ALLOCATION

n=656



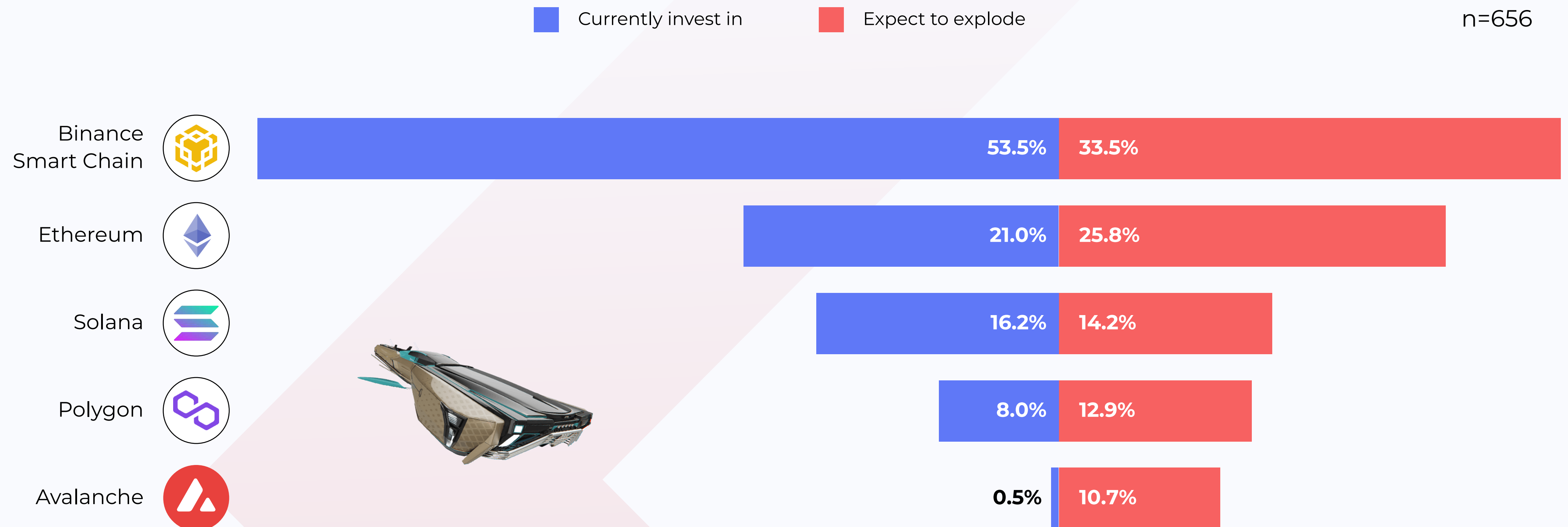
More than half of the respondents say that they only allocate **less than 50%** of their total assets to GameFi.

GAMEFI ALLOCATION CHANGES BASED ON PROFIT



Investors still believe in the potential of GameFi as most have mentioned that they would **maintain** or **increase** their allocation to GameFi.

ECOSYSTEMS WITH THE MOST GAMEFI INVESTMENTS



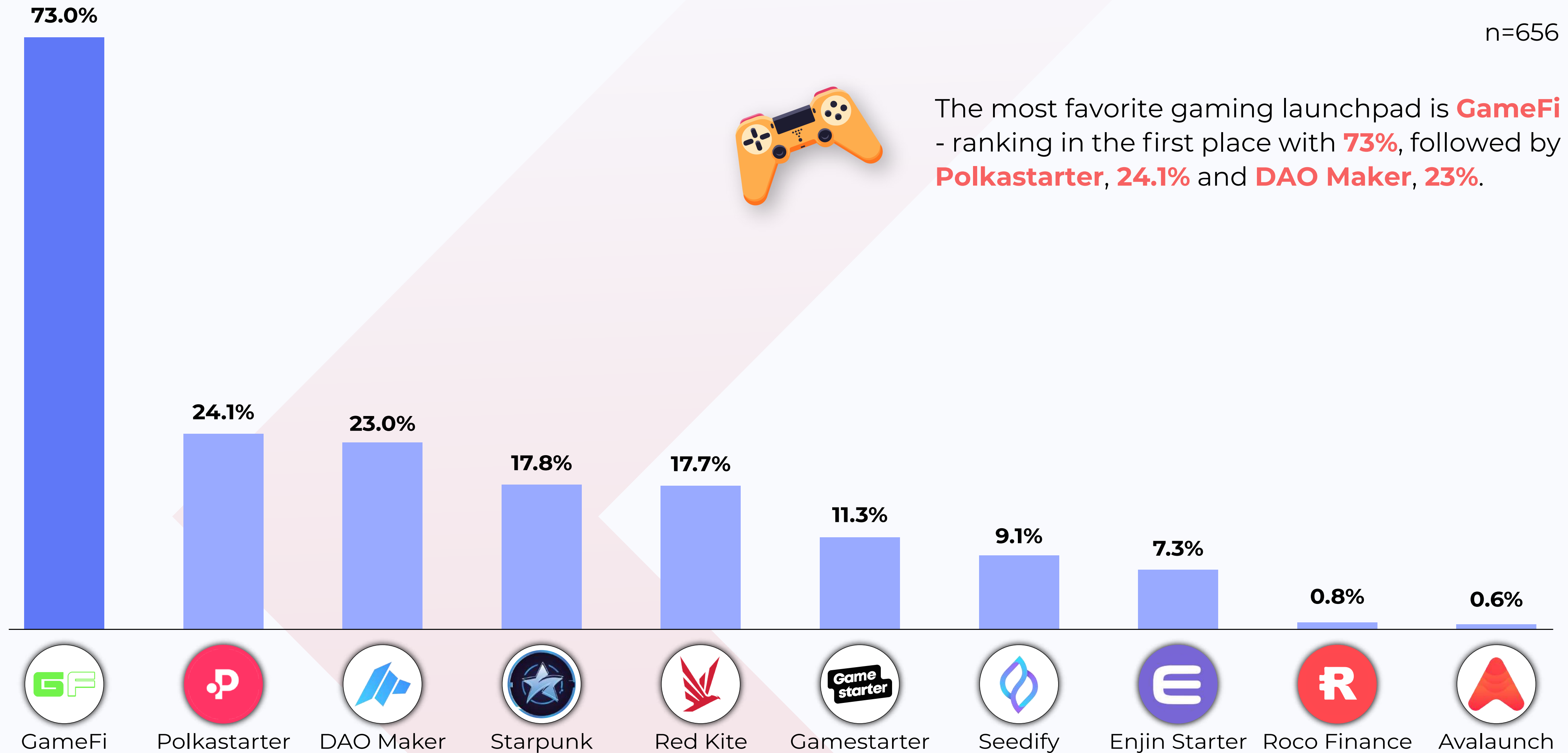
GameFi projects built on **Binance Smart Chain** attract the most investors at the moment. However, **Avalanche** may be the name that would see significant growth in 2022.

FAVORITE GAMING LAUNCHPADS

n=656

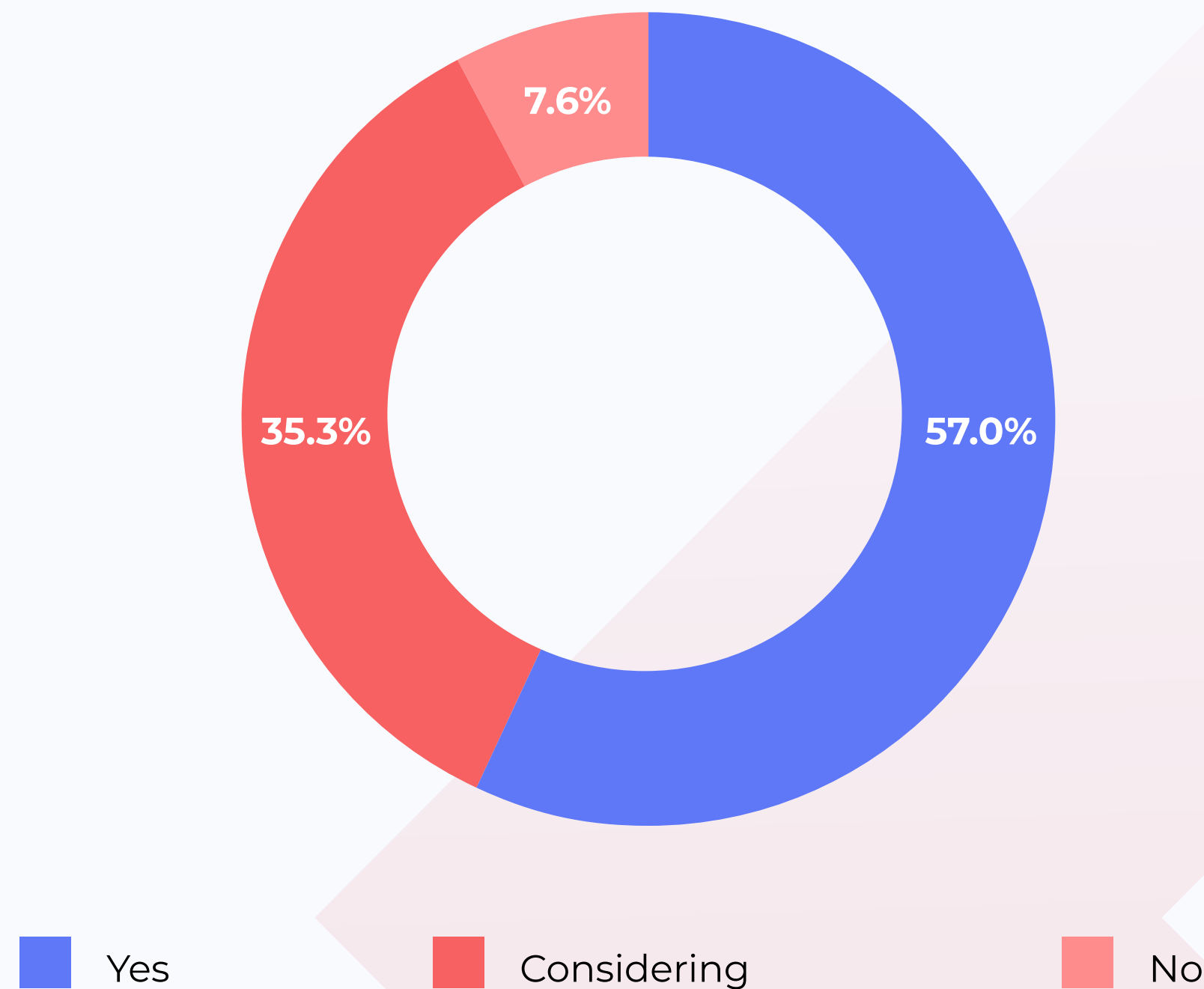


The most favorite gaming launchpad is **GameFi** - ranking in the first place with **73%**, followed by **Polkastarter**, **24.1%** and **DAO Maker**, **23%**.



INTENTION TO JOIN GAMING GUILDS

n=656



Gaming Guild is still a new concept to the Vietnamese market, yet the benefits brought by gaming guilds are beyond doubt. **57%** of the surveyees answered **"Yes"** to their intention of joining gaming guilds. Could gaming guild become a new trend in 2022?

IMPORTANT FACTORS WHEN JOINING GAMING GUILDS

n=656



According to the survey, the 2 most important factors when joining a gaming guild are the **percentage of profit sharing** and **community**, which respectively mark up **77.3%** and **74.8%**.



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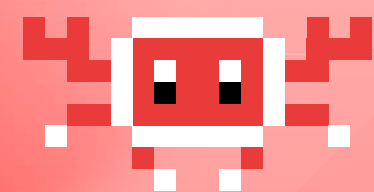


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GAME MARKET CAP

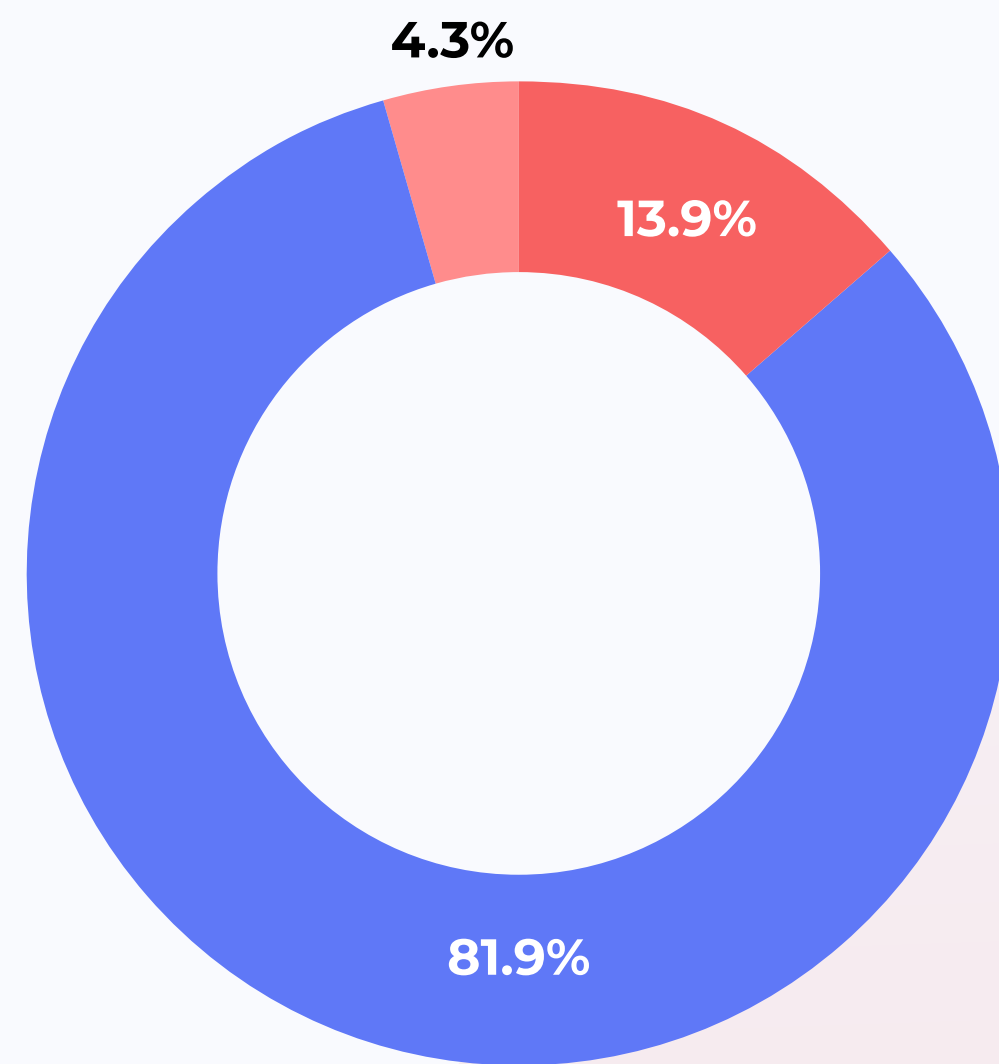


OPINIONS ON GAMEFI



OPINION ABOUT THE FUTURE OF GAMEFI

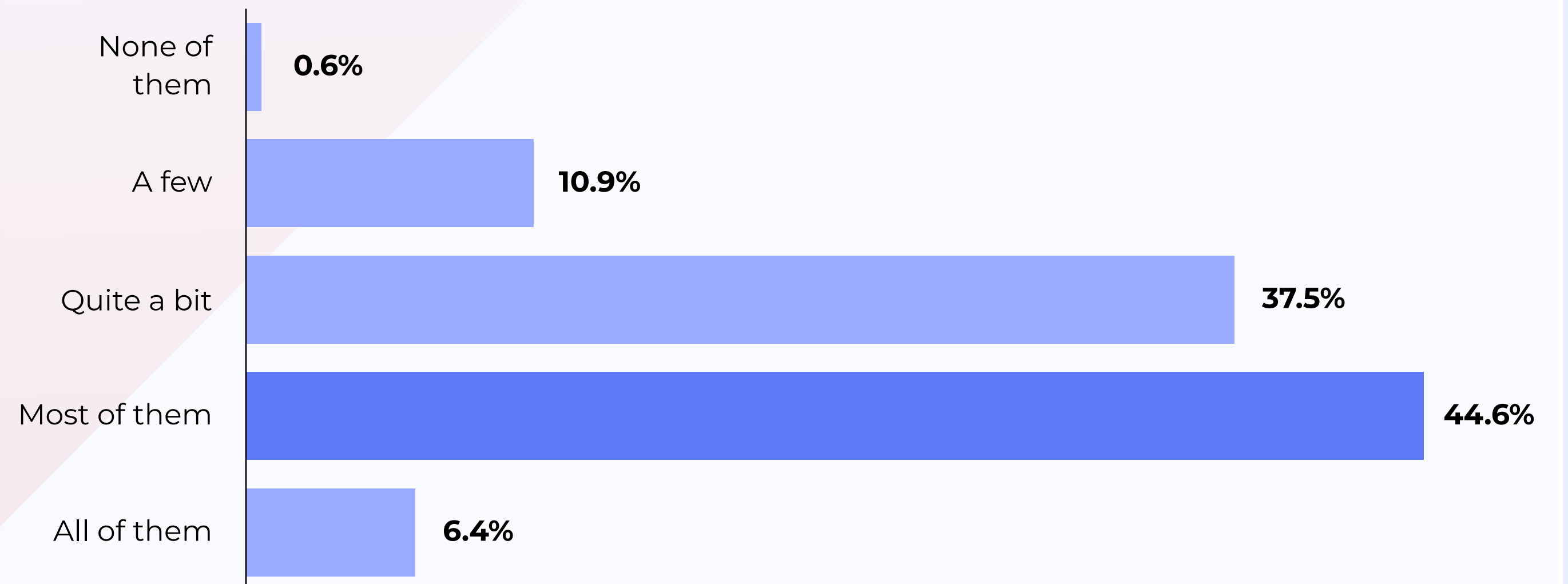
n = 656



- No opinion
- It's a fad
- GameFi has real use cases and potential of long-term development

OPINION ABOUT THE PARTICIPATION OF TRADITIONAL GAMING COMPANIES IN GAMEFI

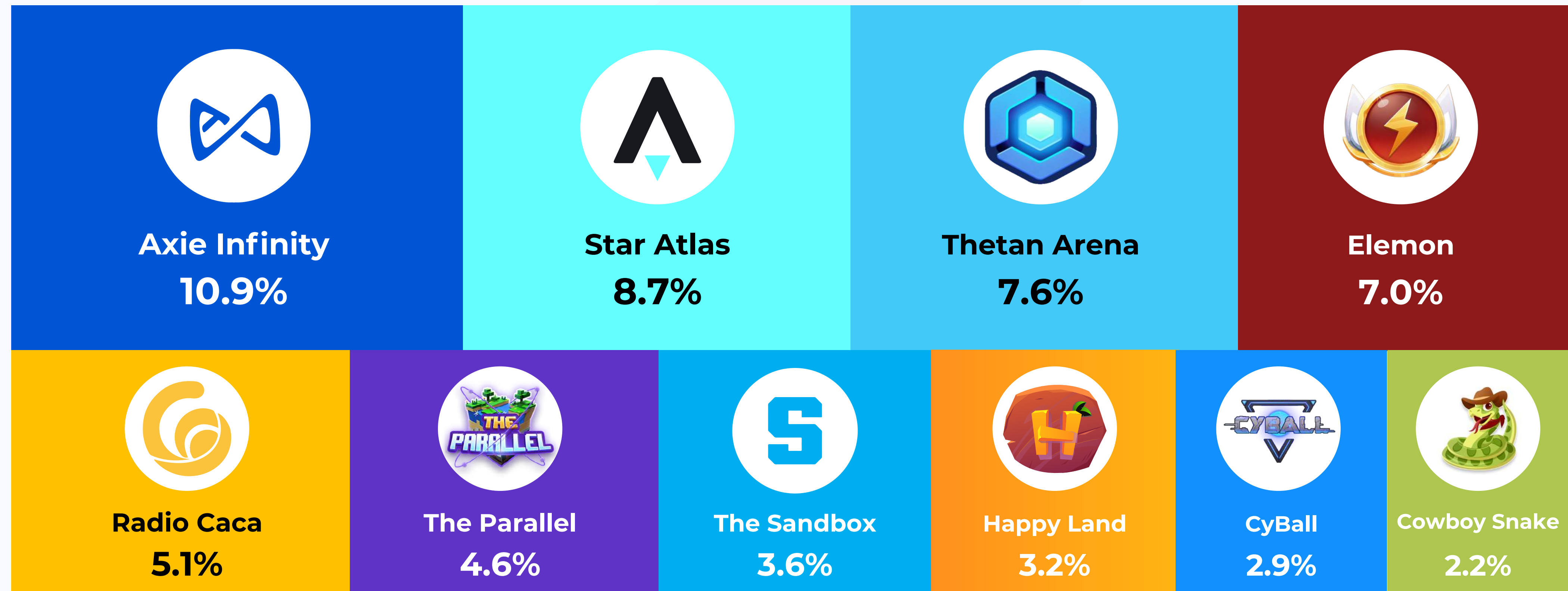
n=670



Most investors are **optimistic** about the future development of GameFi. They believe that within the next year, **most** traditional gaming studios will start developing games on blockchain.

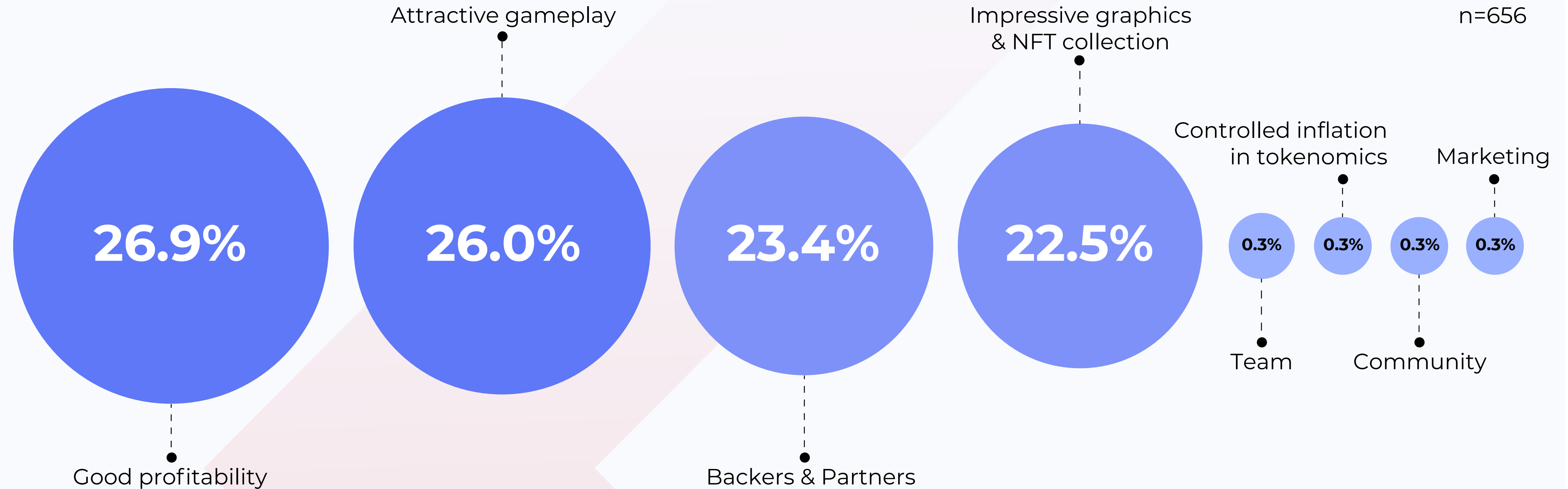
TOP 10 MOST AWAITED GAMEFI PROJECTS IN 2022

n=587



Axie Infinity still gains the most trust from investors for its exponential growth in 2022. Besides, **Star Atlas** and **Thetan Arena** also receive a lot of expectations from players.

FACTORS THAT MAKE A GAMEFI PROJECT SUCCESSFUL



Currently, most GameFi users deem that **profitability** is the biggest factor that makes a GameFi project successful. Besides, **attractive gameplay** is an important ingredient here where those easy-to-play, easy-to-learn, and easy-to-make-money games can draw the attention of the community more quickly.

SPECIAL THANKS



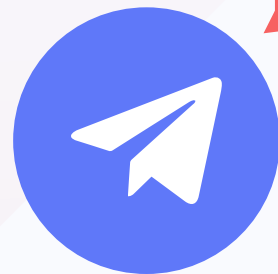
DISCLAIMER

This report is for informational purposes only and reflects the actual results of a market survey conducted in the end of 2021. All information and interpretations contained in this report shall not constitute investment advice. This report is conducted for non-profit purposes, Coin68, Kyros Ventures, Ancient8 and GameMarketCap do not receive funding from any of the projects or communities featured in this report. We hope that readers can understand and appreciate the truthfulness and integrity of the report. Thereby hopefully everyone will continue to support and spread these values for the upcoming reports.

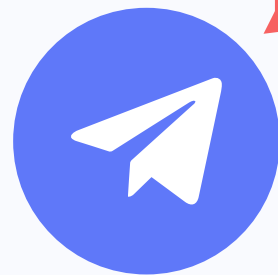
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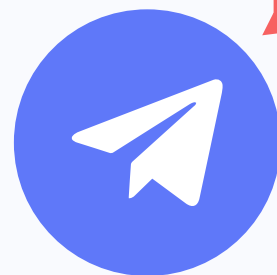
Trading



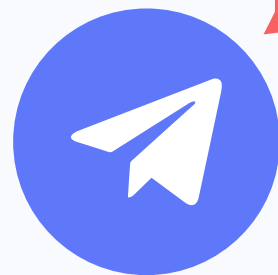
News



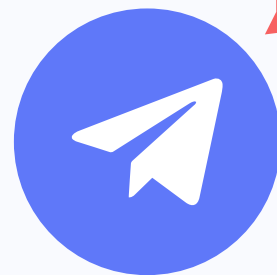
Insight



Chat



Channel



Chat



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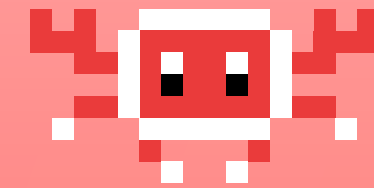


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THANK YOU!

