

SUN ZU LAB PRESS RELEASE

In order to bring transparency to investors in the crypto market, SUN ZU Lab raises €1.5 M.



The SUN ZU Lab team

[SUN ZU Lab](#), French Fintech that produces liquidity analytics to enable cryptocurrency investors to optimize their transactions, raises its first funding round of €1.5 million, led by Elaia and joined by Kima Ventures and active business angels in the cryptocurrencies ecosystem. This funding will enable SUN ZU Lab to double its team by 2023 through the recruitment of developers, quantitative analysts and a sales team, i.e. over 15 new employees.

The world of cryptocurrencies is under the eye of regulators, more now than ever, particularly through the European Market in Crypto Assets (MiCA) bill passed on March 14 that aims at "defining global standards", according to the parliamentarian Stefen Berger (source: "[cryptonews](#)"). The mission of SUN ZU Lab is to bring more transparency to the market. By providing investors with independent, reliable, and robust quantitative information, SUN ZU Lab enables them to execute their transactions under the best possible conditions.

"Our will is to bridge the gap between the digital assets market and the traditional finance market by providing the tools and expertise required by professional investors, which they have great difficulty in finding. Today, it is clear that the digital assets market needs transparency, without conflict of interest" says Stéphane Reverre, CEO of SUN ZU Lab. "This is what we strive to produce, through our quantitative analytics and our research work."

“The cryptocurrency market, although estimated at 2 trillion dollars (source: CoinmarketCap) still lacks transparency today. By providing independent and qualitative analysis, SUN ZU Lab is a catalyst that will allow all professional investors to position themselves in this market. At Elaia, we are proud to support founding teams as complementary as that of SUN ZU Lab with the ambition and desire to revolutionize the market”, explains Alexis Frentz, Investment Manager at Elaia.

The research developed by SUN ZU Lab makes it possible to assess the liquidity of a cryptographic currency or token, and to follow its evolution over time between different platforms in order to optimize an execution strategy, to reduce transaction costs or to identify arbitrage opportunities.

“I was seduced by the unique combination of a native crypto vision and traditional finance experience of a high-level team. The technology developed by SUN ZU Lab enables unprecedented decision-making models”, says Olivier Chevillon, CEO of digital asset management company DFi Labs and Business Angel and client of SUN ZU Lab.

This need for the institutionalization of the cryptocurrency market which is being built as we speak has motivated the founding team which has more than 75 years of cumulated experience in financial markets. Stéphane Reverre, veteran CEO of capital markets and Vincent Madrenas, COO and cryptocurrency specialist embarked on the SUN ZU adventure mid-2020.

Today, the team has more than 15 employees who share the same desire to revolutionize this market by accelerating the development of innovative solutions.

About SUN ZU Lab

SUN ZU Lab is a French Fintech that aims to become the leading independent provider of quantitative analysis tools and services in the cryptocurrency market.

Benefiting from the founding team’s 75+ years of cumulated experience in international capital markets and in tech, SUN ZU Lab provides crypto professionals with unprecedented liquidity analytics in the form of quant reports, dashboards fed in real time or bespoke studies.

For more information: <https://sunzulab.com>