



## **Shaping the Future of Web3: SUN ZU Lab's Vision for Transparent Digital Asset Markets**

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### Summary:

- SUN ZU Lab, the Paris-based Digital Asset Data Solutions Provider, welcomes Tim Draper (Draper Associates) and Fun Fair Ventures to its capital. Elaia, the historic investor, renewed its trust in the team and the vision.
- Founded in 2020 by Stéphane Reverre (CEO) and Vincent Madrenas (COO), SUN ZU Lab is a leading solutions provider on a mission to bring better data and transparency to the global web3 ecosystem. SUN ZU Lab leverages its deep market microstructure expertise and cutting-edge technology to collect the most granular market data from major liquidity venues, analyze it, and deliver actionable insights and solutions through real-time dashboards and API streams.

In a post-FTX world, digital assets providers are more than ever under the scope of regulators and institutional investors who are getting more and more demanding in the level of service they expect. In this world, SUN ZU Lab has developed the relevant tools to help market makers and token issuers better perform together for the benefit of investors. SUN ZU is empowering their relationship with liquidity analytics and monitoring in order for each side to get the best results in total transparency.

SUN ZU Lab was co-founded by traditional finance veteran Stéphane Reverre, who has launched and developed many trading activities at some of the most significant financial institutions (Société Générale, Millennium Partners...), and Vincent Madrenas, who spearheaded the creation of an electronic trading platform dedicated to digital assets at French start-up SESAMm. With a team of top-notch capital market professionals, the company provides tools and services targeted to institutions to improve market access and efficiency.

SUN ZU Lab has made significant breakthroughs in 2023, signing Tier-1 clients from the industry. After an initial round of €1.5M in 2022, this new money will be used to invest in technology and product development. Stéphane Reverre: “We are very proud to join Draper Associates’ portfolio of visionary disruptors, along with trailblazers such as Tesla, Coinbase, or Robinhood, and delighted to see Elaia renew their trust in our vision of a more efficient digital marketplace where confidence in trading infrastructure is such that adoption becomes very natural. This round is a testimony towards the relevance of our mission to the overall ecosystem at a time when regulation is getting more and more demanding.”

### **Quote from Tim Draper:**

**“SUN ZU Lab has the right vision on the missing elements needed to institutionalize the digital assets market. I believe the team is perfectly positioned to make its contribution.”**

The new money will be used to continue product development, including some recruitment. And, of course, to continue to bring the best products to our existing and future clients.

**About SUN ZU Lab:**

SUN ZU Lab is a leading data solutions provider based in Paris, on a mission to bring better data to the global crypto ecosystem through independent quantitative analyses. We collect the most granular market data from major liquidity venues, analyze it, and deliver our solutions through real-time dashboards, API streams, and historical files. SUN ZU Lab provides crypto professionals with actionable data to monitor the market.

**About Draper Associates:**

Founded in 1985 by Tim Draper, Draper Associates is the leader in early-stage venture capital and continues to invest in technology companies that show exceptional promise. The firm's investments have included Coinbase, Baidu, Tesla, Skype, SpaceX, Twitch, Hotmail, Focus Media, Robinhood, Carta, and other industry unicorns at the early stage. Draper Associates has built a reputation for encouraging entrepreneurs to drive their businesses to greatness, transform industries with new technologies, and build platforms for extraordinary growth, jobs, and wealth creation. Send plans to [plans@draper.vc](mailto:plans@draper.vc). To learn more, visit [www.draper.vc](http://www.draper.vc)

**About Elaia:**

Elaia is a venture capital firm specializing in funding early-stage technology companies. The firm focuses on software, internet, and digital media startups and has a strong track record of backing companies that become successful and profitable. Elaia's team includes experienced investors and entrepreneurs who provide valuable guidance and support to the startups in their portfolio. With a focus on helping companies scale and grow, Elaia is a valuable partner for any entrepreneur looking to launch a technology business.

**About FunFair Ventures:**

FunFair Ventures helps early-stage web3 projects through funding and advisory. Using private capital, they provide value and ongoing support to investment partners. Having developed, scaled, and exited their ventures, the team has practical experience in web3 technology and tokenomics. Since its inception in late 2021, FunFair Ventures has executed 35 investments, 25 of those in the last 12 months. <https://funfair.ventures>