

Marquee investors rally into Coinrule funding round as auto crypto trading takes off



Twitch, Google's Fitbit and Kayak founders among other investors to join the \$2.2m funding round as Coinrule monthly revenues hit 43% MoM growth with more crypto investors getting proactive

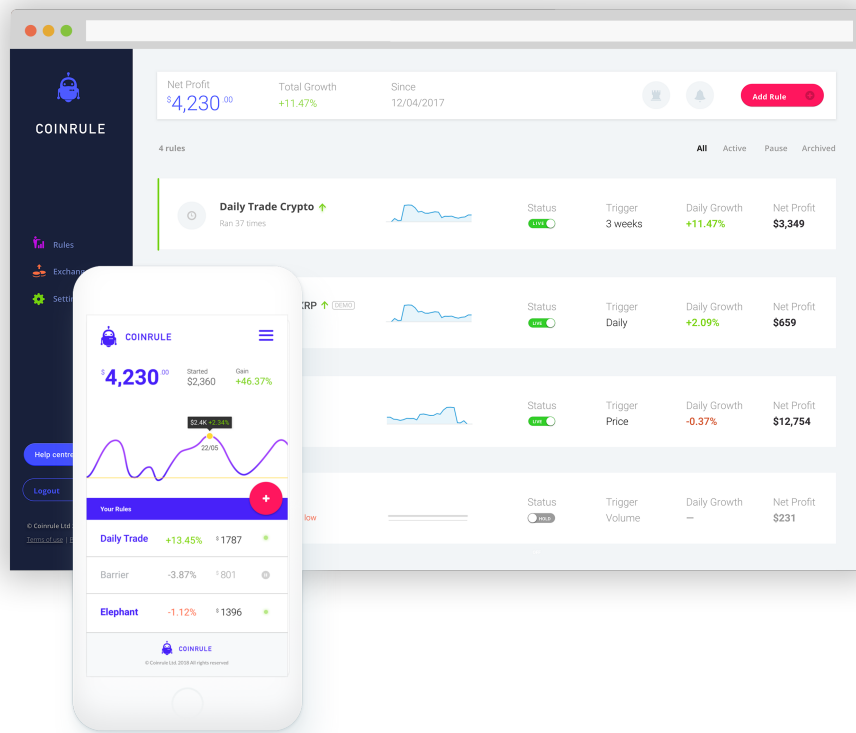
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Fintech startup [Coinrule](#) which provides individual and retail cryptocurrency investors an automated crypto trading platform for their assets, has today announced a \$2.2m seed funding round. A range of decorated tech founders and investors participated in the round including Fitbit founder James Park, Twitch founder Kevin Lin, Kayak founder Paul English and a fund in which Naval Ravikant is an investor among others*. Coinrule has also joined the [YCombinator S21 cohort](#).

Founded in 2018, by Gabriele Musella, Oleg Giberstein and Zdeněk Höfler, Coinrule enables cryptocurrency investors to create and test automated trading strategies for their assets to benefit from market opportunities but also to protect them against adverse events. It was created with the mission to increase the accessibility of trading strategies and models, typically the preserve of investment banks and hedge funds, for anyone. In effect, Coinrule provides algorithmic trading without having to learn a single line of code.

Users can access one of 4 plans: one is free, the others charge a tiered fee for Hobbyist, Trader and Pro plans.



Coinrule: auto trading strategies in action

Gabriele Musella, co-founder of Coinrule commented: "Coinrule is perfectly placed between two super trends, hyper financialization and the growth of automation in the world. We are bridging these trends to bring everyday crypto currency holders the opportunity to seize market opportunities. This funding and joining the YCombinator programme has put us in a good place to deliver our mission for financial inclusion by giving people the tools to compete in a new world of trading."

 Coinrule founders: (L to R) Zdeněk Höfler, Gabriele Musella and Oleg Giberstein

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Coinrule has grown rapidly over the last 12 months and now has over 80,000 users trading assets worth £100m every month. In any given month, users are creating over 100,000 strategies on the platform as they seek greater ownership of their assets.

“Crypto trading volumes account for over 10% of US equity trading and there are more than 60m active crypto traders worldwide. Moreover, our insights tell us there are some 360m people owning crypto assets worldwide with 82% who are keen to act quickly to market changes but feel constrained by the lack of means to do so. The opportunity is clear and present for Coinrule to help a range of people with crypto assets to generate value and protect their assets. Over the next 5 years, we plan to expand our user base to over 2 million and automate \$100 billion in crypto trading volume” added **Gabriele Musella**.

“The world of finance is changing. Up to 90% of global markets are managed by bots and run by investment banks and hedge funds, leaving the average investor with few tools to compete. Learning to trade manually is difficult and time consuming and the relative knowledge of professional and hobbyist investors is very different, and so is their access to opportunities.”

 Coinrule: empowering people to grow and protect their crypto assets

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Coinrule's vision is to become an investment ecosystem that allows users to backtest strategies, copy trades from expert investors in the marketplace, find arbitrage opportunities and automatically find the best prices across exchanges. Coinrule has already integrated its offering with global crypto exchanges including Coinbase, Binance, Kraken, Bitstamp among others.

Gabriele Musella concluded: "The new world of finance requires levelling the playing field between regular traders and hedge funds. Until that point is reached, we will continue to innovate and increase accessibility of the Coinrule platform to all. Long term, we intend to expand into traditional assets such as stocks as well as the new field of Decentralised Finance. Adding decentralised apps to Coinrule strategies would open endless opportunities like staking coins, smart routing and trading synthetic assets. All of this will be possible from one single interface enhanced with the power of automation."

Coinrule is uniquely positioned to become the link between the old world of finance and the new, offering an automated SaaS trading solution across all assets and platforms,

*Other investors include: Matteo Franceschetti's Superfund (Founder of Eight Sleeps), **Zilliqa Capital** (a blockchain crypto fund), YC Alums Fund, **Urban Innovation Fund** (a

Silicon Valley fund), **NZVC**, Startup Leadership Program (SLP Angels), **CV VC**, Kube VC, **NV Ventures**, Christophe Lassuyt, Robin Bade, Justin Hamilton, Stelios Gerogiannakis and Dan Scarfe.

About Coinrule

Coinrule enables retail investors with crypto assets to automate their investments across multiple platforms to protect your funds and catch the next great market opportunity - algorithmic trading without having to learn a single line of code. Coinrule was founded by Gabriele, Oleg and Zdenek in 2018 to help more people take control of their cryptocurrency assets. In doing so, this will inspire normal people to learn more about investing and access trading tools that are currently only available to professional traders.

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