

\$2030 SWOT Analysis

STRENGTHS:

- Target market clear: 20% of the adult global male population (roughly 1 billion people) believes in a shadowy elite controlling the world (YouGov-Cambridge Globalism Project [2021] and Public Policy Polling [2013]). 600M of those adults are crypto users. This represents a substantial and highly engaged audience, far exceeding Bitcoin's early adopter base of just a few thousand users between 2009 and 2011 (559 million potential \$2030 users in 2025 going into 2026, compared to around 10,000 BTC users by late 2011). The growth trajectory of crypto, at \$2.96 trillion in 2025 and projected to reach \$7.98 trillion by 2030, further amplifies this potential.
- First to market for the concept of "debt as an asset," tied to the debts to society of the kabal driving the NEW WORLD ORDER (NWO)
- Total notional debt now valued at 265 trillion USD, via our own decentralized sentiment index oracle
- Project now inversely pegged to the value of these debts via our own deflationary pegging system, thus no longer being a "theoretical pretext"; project now backed by confirmable, on-chain, built-out infrastructure as a digital derivative, creating endless asymmetry and acting as a project flywheel
- Perfectly timed: 5 years to culmination of Agenda 2030, 5+ years of growth available
- Long-term viable, Agenda 2050 also on horizon, new ways to recreate, at least 15-20 more years (probably more) of timeline still available
- Easily billed as the "most-honest crypto project in the world" due to long-term, earnest presence with no rugging and all mechanisms of trust and safety built in
- Strong use case, trustable/likeable/fun/sensible
- Strong early adopter community, strong supporters
- Healthy chart/price history
- Premise innovative and explores financial concepts/abstract means of leverage as a tool, basically a new asset class (societal debt derivative, CDO-like)
- Has potential to elevate early adopters and raise QOL for many against the backdrop of the inevitable New World Order/Agenda 2030, even at minor critical mass
- Project still very young, highly asymmetrical for early adopters
- Dedicated/active development team committed to long-term project success, working daily for almost 600 days even after hitting highs of +400,000%
- Has own original artwork, original concept/narrative
- Numerous mechanisms in place to reduce sell pressure, numerous value add-ons initiated
- Various other strong infrastructure built: Telegram (stickers, constant communications, gifs), online shop reinforcing strength of project as a brand and building trust
- Highly protected against future copycats

WEAKNESSES:

- Difficult visibility: Tendency for frequent shadow-banning on X due to project nature
- LP on \$2030 on ETH could be stronger
- X followers could be higher, TG members could be higher
- Project needs more large supporters
- Trading volumes sometimes low
- Tendency for some non-committed holders to sell on market upswings
- Sometimes hard to keep market attention amid daily launches of new shiny "meme coins" reinforced by trending narratives

OPPORTUNITIES:

- Massive awake market easy to resonate with narrative, critical mass could have societal power

- Numerous ways available to steer project, large creative canvas, Agenda 2050 looming
- Long-term nature ensures pathway for growth, creates limit on competitors that can't last
- Extremely asymmetrical

THREATS:

- Market downturns (not within the project's sphere of control)
- Hacking of team/project wallets or the smart contract itself
- Regulatory/legal threats (not within the project's sphere of control)
- Emergence of strong competitors with different narratives (only a short-term threat)