



LONGFIN'S ACQUISITION OF ZIDDU.COM ADDED OVER \$2B TO ITS CURRENT VALUATION, BUT WE FOUND IT TO HAVE LITTLE VALUE

March 15, 2018



Sorry!
**...your
business is
WORTHLESS**

RESEARCH SUMMARY

Longfin had a Reg A+ IPO on December 13, 2017, originally at a \$382.5M market cap which ballooned to its \$3.27B market cap today from its acquisition of Ziddu.

Ziddu, a cryptocurrency microlending company, has a business model that doesn't make sense because Ethereum is too volatile to use for loans.

Ziddu.com's website history shows that Ziddu coin is only a basic ethereum token and wallet that got rebranded by Longfin in December 2017 as a microlending story.

Longfin recently engaged in dilutive financing with Hudson Bay Capital, a fund known for financing microcap, speculative companies that most funds would not invest.

Longfin's company headquarters in New York City is a WeWork shared office space for fledgling entrepreneurs.

Longfin had a Reg A+ IPO on December 13, 2017, originally at a \$382.5M market cap which ballooned to its \$3.27B market cap today from its acquisition of Ziddu.

Ziddu, a cryptocurrency microlending company, has a business model that doesn't make sense because Ethereum is too volatile to use for loans.

Ziddu.com's website history shows that Ziddu coin is only a basic ethereum token and wallet that got rebranded by Longfin in December 2017 as a microlending story.

Longfin recently engaged in dilutive financing with Hudson Bay Capital, a fund known for financing microcap, speculative companies that most funds would not invest.

Longfin's company headquarters in New York City is a WeWork shared office space for fledgling entrepreneurs.

Read full article on Seeking Alpha [here](#).



Independent institutional-grade research focused on identifying asymmetric risks in small and micro-cap equities.

LEGAL DISCLAIMER

As of the publication date of our reports, White Diamond Research, along with its clients, affiliates, and related entities, may have a short position in the securities discussed and stand to realize significant gains in the event that the price of the stock declines. Use White Diamond Research at your own risk. You should do your own research and due diligence before making any investment decision. No information contained in our reports should be interpreted as financial advice.

© 2026 White Diamond Research LLC