

Grapefruit Trading uses USDC in advanced trading strategies



Grapefruit Trading is known for providing liquidity in cryptocurrencies and offering a personalized way to trade off-exchange via their OTC desk. As a crypto-focused proprietary trading firm, Grapefruit's goal is to profit from trading in the crypto markets, no matter what the market throws at them. They are constantly on the lookout for new niche strategies, including both spot and derivatives trading. This approach requires maximum flexibility and security, which is why Grapefruit chose USDC as one of their foundational trading currencies.

“The fact that it's widely accepted and a safe form of dollars is why we use USDC. The comfort that we have in knowing we can freely convert between USDC and dollars is very important for us.”

—Joe Keefer, Trader at Grapefruit Trading

THE OPPORTUNITY

Securely speed up profitable market trades

This deeply crypto-passionate team is personally invested and truly believes in the products they trade. As they execute large amounts of volume each day, they are acutely aware of the huge risks at play. Central to their business, they needed a secure, and trusted way to move USD.

But trust and security aren't the only important things they weigh when choosing what to trade. Trading crypto requires speedy settlement, and mere seconds in delay could be extremely detrimental to a trade. Clunky interfaces and connections simply would not suffice.

They needed a currency that was as flexible as they are, with the ability to move in and out of USD all the while being extremely secure and compliant.

THE SOLUTION

Achieve speed, trust, and security

Through the Circle Account, as well as through Circle's vast partner network, Grapefruit is able to seamlessly mint and redeem USDC at any time. They can flexibly operate across multiple blockchains and access exchanges and DeFi projects at the speed of the internet by operating on USDC. As they quickly move in and out of trades, they rest assured knowing that their transactions are secure and trust that their USDC is fully backed by US dollars.



At Circle, we're helping banks and financial firms make the move to digital dollars by removing the complexity, managing the risks, and accelerating the speed to market. For banks that want to join the “money movement” from traditional to digital, it's the right time to get started.

Visit circle.com or contact us at hello@circle.com