

ETC Cooperative



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2025 Q1 Report

June 24 2025

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Table of Contents

Restructuring.....	3
Roadmap Research.....	3
Development and Infrastructure.....	4
Comms and Marketing.....	4
ETC Cooperative Marketing.....	4
Social Media Engagement:.....	4
Content Generation:.....	4
Collaborative Partnerships:.....	5
Conclusion:.....	5
ETC COOPERATIVE Website Stats Q1.....	6
ETC COOPERATIVE Social Media Stats Q1.....	8
LinkedIn.....	8
X (Twitter).....	10
Instagram.....	10
Transparency Reports.....	12
Financials.....	12
For the quarter ended March 31, 2025 ("Q1 2025").....	12
Q1 2025 Financial Results.....	13
Income.....	14
Unrealized (Loss)/Gain on ETC.....	14
Financial Position.....	15
Assets.....	16
Liabilities & Equity.....	16

Restructuring

In the first quarter of 2025, the COOP was still grappling with the effects of a major restructuring process that occurred in the fall of 2024. This transition period was marked by the departure of several key team members, including the Social Media Manager, Senior Editor, and Executive Director. These departures significantly impacted the organization's day-to-day operations and overall capacity, prompting a period of reflection and reorganization.

In response, the COOP began working closely with the Board of Directors to address the leadership gap and ensure continuity during this challenging time. The COOP has been exploring interim solutions to maintain operations, including redistributing responsibilities among remaining staff and volunteers.

Additionally, the organization has been actively investigating new funding streams and evaluating potential structural changes that could enhance stability and resilience in the long term. These efforts are part of a broader strategy to strengthen the COOP's foundation, support its mission, and better prepare it for future growth and challenges.

Roadmap Research

The COOP, in collaboration with the Board of Directors, has been actively working to extend and refine its long-term roadmap. This strategic effort is focused on building a clearer vision for the future—one that aligns with the organization's values while adapting to the evolving needs of the ETC ecosystem and community.

Key areas of exploration include forging new partnerships with like-minded organizations to expand reach and impact, leveraging technology to improve operational efficiency and ecosystem engagement, and identifying innovative approaches to programming, communications, and resource development. These initiatives are aimed at not only strengthening the COOP's current state but also creating a more resilient and forward-thinking organization.

By thoughtfully expanding its roadmap, the COOP seeks to position itself for sustainable growth, deepen its community connections, and enhance its ability to deliver meaningful value to the ETC ecosystem well into the future.

Development and Infrastructure

During this quarter, the ETC Cooperative focused its development and infrastructure efforts in ensuring the continued stability and reliability of the Ethereum Classic network. Core client maintenance remained a top priority, with attention given to performance monitoring and general upkeep. While no major feature upgrades were introduced this quarter, ongoing support and housekeeping work contributed to a solid operational baseline.

On the infrastructure side, the network demonstrated robust and uninterrupted performance throughout the quarter. The median daily transaction count was approximately 20,000, with an average block size of 1 kilobyte and a consistent block gas limit of around 8 million gas units. The average gas price during the quarter was 2.6 Gwei, and roughly 1,000 new smart contracts were deployed, indicating sustained developer interest.

Monitoring infrastructure was kept in good condition, ensuring prompt detection of eventual anomalies and preserving the security and responsiveness of the network. Additionally, we continued to evaluate small improvements in observability and deployment processes, laying some groundwork for future operational enhancements.

Comms and Marketing

The Communications and Marketing team was reduced to a single member during this period. In the absence of a clear new direction from an Executive Director, the team focused on maintaining core communication channels through resourceful and strategic efforts. This included utilizing content from the POW conference, repurposing previously developed evergreen materials, and collaborating with community volunteers to produce social media content. These efforts helped ensure the COOP's visibility and engagement with its audience despite limited capacity and leadership guidance.

ETC Cooperative Marketing

Social Media Engagement:

In the first quarter, the Cooperative continued to carry out social media campaigns to strengthen ties with the Ethereum Classic community and attract new participants. Using Twitter, LinkedIn, Facebook, Instagram, CoinMarketCap, and more, we shared key updates, provided relevant content, and engaged with the community.

Content Generation:

Following the departure of our editor, the COOP made the strategic decision to prioritize efficiency by focusing on reusing and repurposing evergreen content. With the team operating under reduced capacity, this approach has allowed us to continue delivering consistent and meaningful content to our community without overextending our limited resources.

Evergreen content—such as educational articles, community highlights, and key messaging about the COOP’s mission—was carefully selected and adapted for various platforms, ensuring that it remained relevant and engaging. This strategy not only helped bridge the gap during a period of transition but also highlighted the value of building a strong content library that can be drawn upon in times of change.

While this approach is a temporary solution, it has proven effective in maintaining communication and presence across our channels, and it has reinforced the importance of sustainable content planning as we move forward.

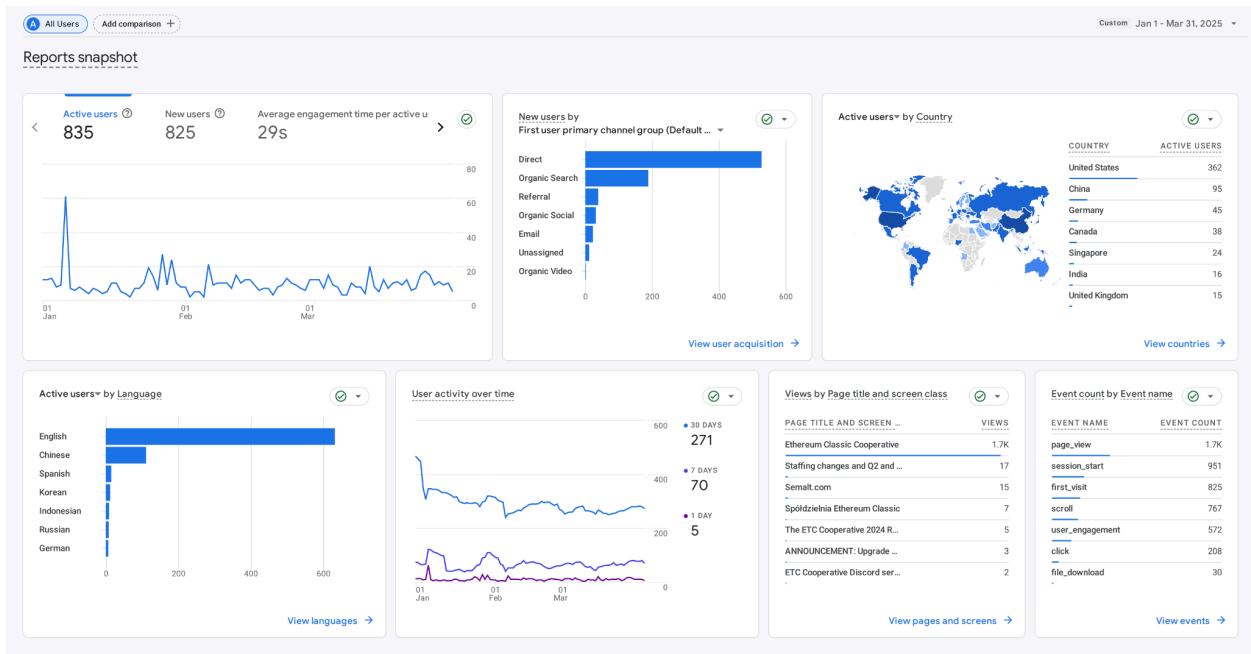
Collaborative Partnerships:

During the first quarter, the Cooperative continued to seek partnerships with pertinent organizations and projects to expand the influence of Ethereum Classic. To that end, we began preliminary talks with *The PoW Alliance*. More details to follow in Q2.

Conclusion:

Despite the challenges of operating with minimal staffing and without clear leadership from an Executive Director, the Communications and Marketing team successfully upheld the COOP’s presence and engagement. Through a combination of resourceful strategies—leveraging POW conference materials, repurposing evergreen content, and collaborating with dedicated community volunteers—the team maintained essential communication channels and ensured continuity. These efforts demonstrate the resilience and adaptability of the COOP during a time of transition, laying a foundation for future growth and renewed strategic direction.

ETC COOPERATIVE Website Stats Q1

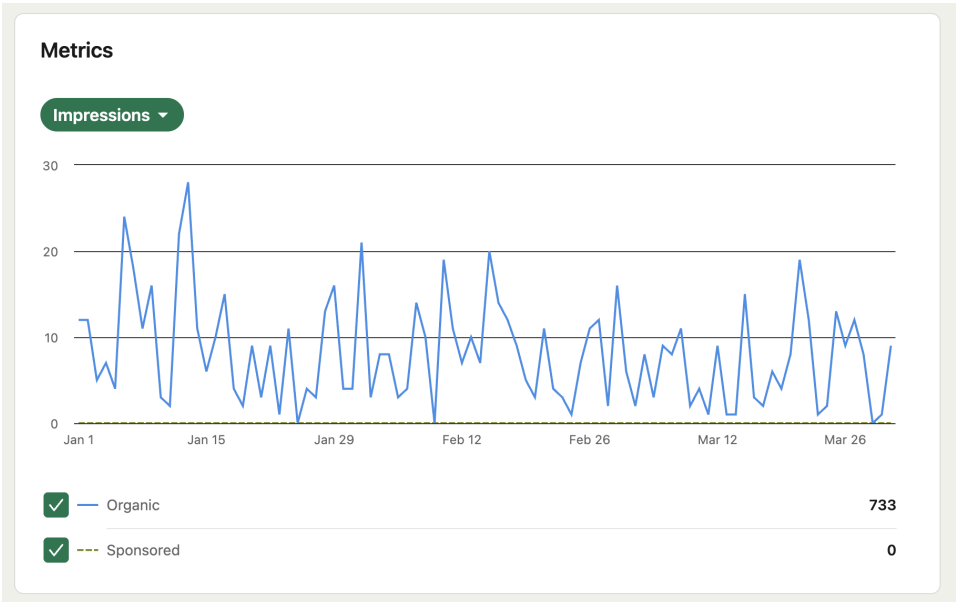
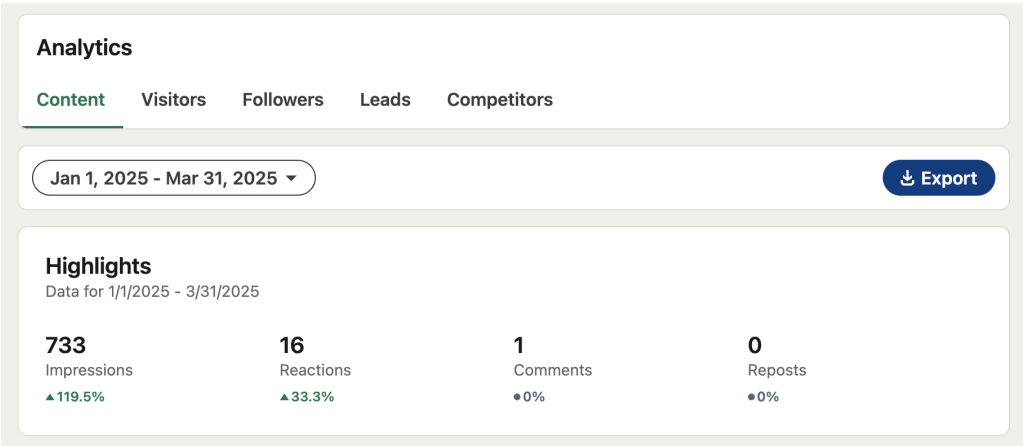


QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					<div> <div>↓ Clicks</div> <div>Impressions</div> </div>
etc cooperative					<div>23</div> <div>48</div>
michael parenti 2023					<div>3</div> <div>61</div>
ethereum classic mining					<div>1</div> <div>266</div>
etc pow					<div>1</div> <div>53</div>
etc cloud mining					<div>1</div> <div>42</div>
etcpow mining					<div>1</div> <div>35</div>
pow summit					<div>1</div> <div>17</div>
ethereum classic mining app					<div>1</div> <div>5</div>
etc classic mining					<div>1</div> <div>2</div>
jameson lopp					<div>0</div> <div>333</div>
Rows per page: 10					<div>1-10 of 311</div>

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Country ↑					<div> <div>↓ Clicks</div> <div>Impressions</div> </div>
United States					<div>45</div> <div>2,744</div>
Canada					<div>22</div> <div>264</div>
United Kingdom					<div>7</div> <div>425</div>
India					<div>7</div> <div>299</div>
South Korea					<div>6</div> <div>177</div>
Germany					<div>4</div> <div>205</div>
Pakistan					<div>4</div> <div>73</div>
Russia					<div>2</div> <div>217</div>
Netherlands					<div>2</div> <div>83</div>
Argentina					<div>2</div> <div>76</div>
Rows per page: 10					<div>1-10 of 155</div>

ETC COOPERATIVE Social Media Stats Q1

LinkedIn



Follower highlights

157

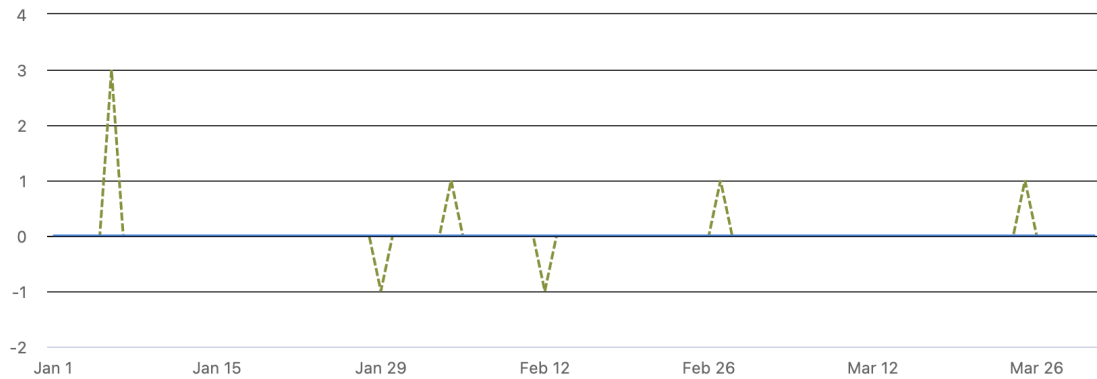
Total followers

4

New followers in the last 90 days

▲300%

Follower metrics



☒ Sponsored

0

☒ Organic

4

Followers

155 **▲1%**

New Followers

4 **▲300%**

Posts

63 **▲75%**

Impressions

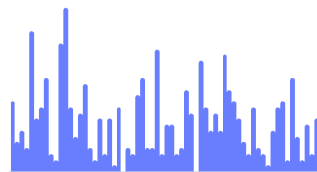
717 **▲116%**

Clicks

288 **▲162%**

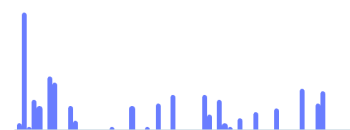
Engagement Rate

41.70% **▲111%**



Average Impressions Per Post

11 **▲116%**



Average Clicks Per Post

5 **▲162%**



Average Engagement Rate Per Post

0.66% **▲111%**

X (Twitter)

Tweets

84 ↗ 53%

Retweets

84 ↘ 19%

Impressions

39,465 ↗ 22%

Engagements

1,013 ↘ 18%

Replies

33 ↗ 23%

Clicks

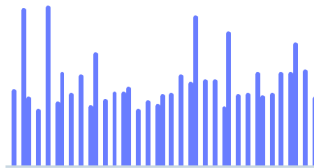
256 ↘ 30%

Likes

494 ↘ 10%

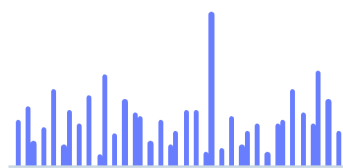
New Followers

118 ↗ 33%



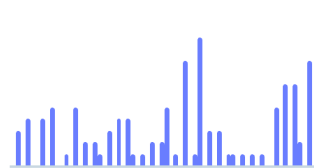
Average impressions per tweet

470 ↘ 20%



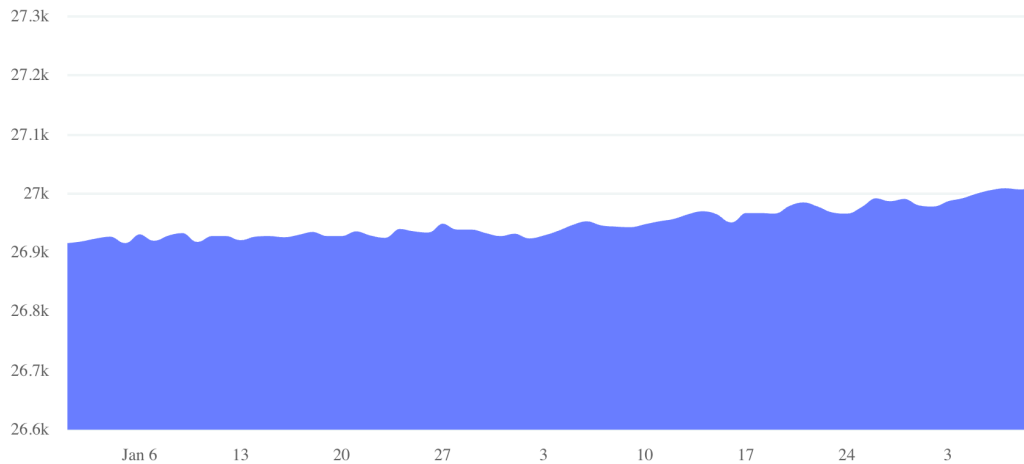
Average engagements per tweet

12 ↘ 47%



Average clicks per tweet

3 ↘ 57%



Instagram



Top gender and age
Male, 25-34



Top place
Shenzhen, Guangdong

Posts

5 ↘ 88%

Impressions

223 ↘ 56%

Post Reach

170 ↘ 30%

Likes

7 ↘ 85%

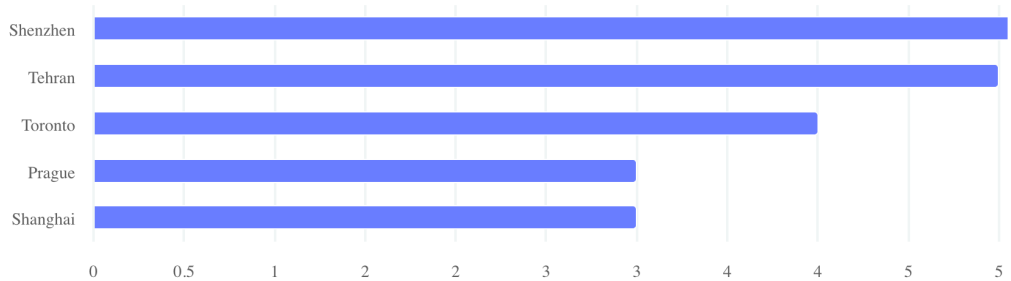
Comments

1 ↗ 100%

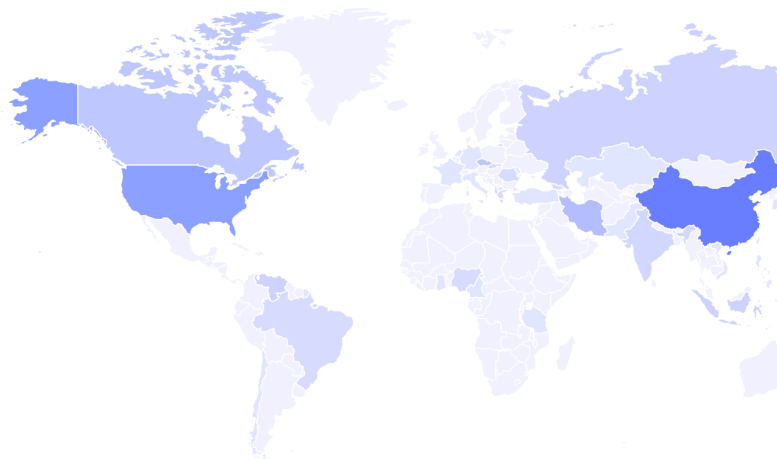
New Followers

7 ↗ 134%

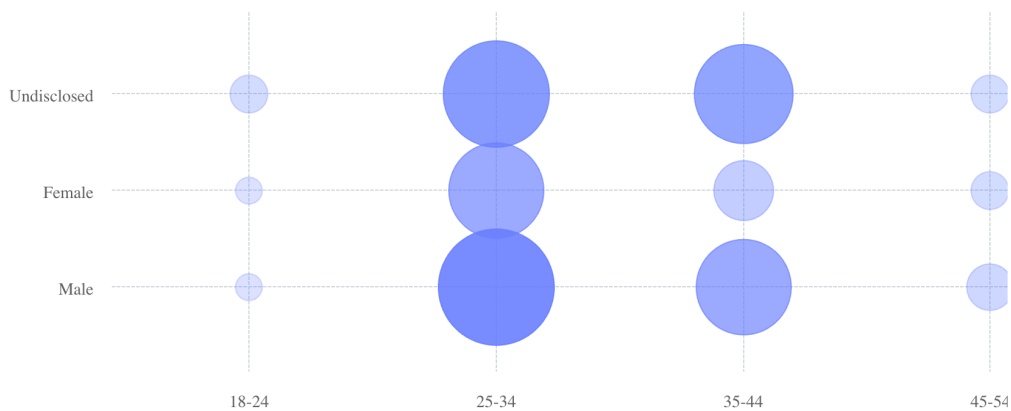




Rank	Cities	Your Fans
1	Shenzhen, Guangdong	6
2	Tehran, Tehran Province	5
3	Toronto, Ontario	4



Rank	Countries	Your Fans
1	China	20
2	United States of America	14
3	Iran (Islamic Republic of)	8



Rank	Gender and Age	Your Fans
1	Male, 25 to 34 years old	20
2	Undisclosed, 25 to 34 years old	17
3	Undisclosed, 35 to 44 years old	15

Transparency Reports

Throughout 2024 and 2025 the ETC Cooperative has been publishing reports on our activities quarterly.

- Q1 2024 Transparency Report
- Q2 2024 Transparency Report
- Q3 2024 Transparency Report
- 2024 Retrospective

All of these reports and regulatory filings can be found in the [Filings page](#) on the ETC Cooperative website.

Financials

For the quarter ended March 31, 2025 ("Q1 2025")

While following general accounting principles, these figures and charts may not be in strict compliance with IFRS ("International Financial Reporting Standards") or FASB "Financial Accounting Standards Board").

Q1 2025 Financial Results

Income Statement (Profit and Loss)

ETC Cooperative

For the 3 months ended March 31, 2025

Account	Q1 2025	
Gross Profit	\$-	
Operating Expenses		
Wages		\$137,975
Staff Wages	\$137,975	
Infrastructure		13,459
Infrastructure-Hosted Services	13,459	
Overhead & Management		7,586
General & Administrative	2,598	
Professional Service providers	1,796	
Bank & Coinbase Charges	1,679	
Software	1,008	
Presentations	331	
Filing Fees & Franchise Fees	174	
Total Operating Expenses		159,020
Operating Income		\$(159,020)

Due to significant changes in the organization, we are no longer comparing actual expenditures to a budget or previous years. This is because we are now in maintenance mode and spending has decreased significantly.

Currently, spending is focused on wages, infrastructure costs, and overhead & management costs.

Contract wages are for 1 full-time developer, 1 part-time finance/admin staff, and 1 part-time communications staff.

The largest infrastructure charges are for the following:

- Rivet
- AWS
- Blockscout
- Digital Ocean

There are also some very limited travel and other communication costs, general expenses, some legal/accounting, as well as tax work.

Costs are now generally about \$50k a month.

Income

Historically, the ETC Cooperative earned income from the arrangement with Grayscale LLC as well as donations and sponsorships. Under the Grayscale arrangement, 1/3 of fees collected by Grayscale, related to their Grayscale Ethereum Classic Trust, were contributed to the Cooperative. Sponsorships related to any conferences held are either included in income, if they are general purpose, or offset to expenses, if they are for a specific event/activity.

March 2022 was the last month in which the ETC Cooperative earned fees from Grayscale as the 2-year agreement came to an end. The ETC Coop started 2025 with \$0.4M USD and 67.4K ETC Tokens.

As of March 31, 2025, the ETC Coop had 67,400 ETC tokens in its custody account. The market value at March 31, 2024 was \$1,131,407.

The ETC Cooperative will not be sustainable in the future, without new sponsors or a significant increase in the market value of the ETC tokens held.

Unrealized (Loss)/Gain on ETC

These figures represent the difference between the book value of ETC, included in the financial information, and the market value as of a certain date. The book value is the value or exchange rate at which the ETC was purchased and recorded in the financial records, in US dollars.

This value will remain in the books until the ETC is sold. However, it over or understates the actual value of the ETC held at a certain point in time and thus the liquidity of the ETC Cooperative.

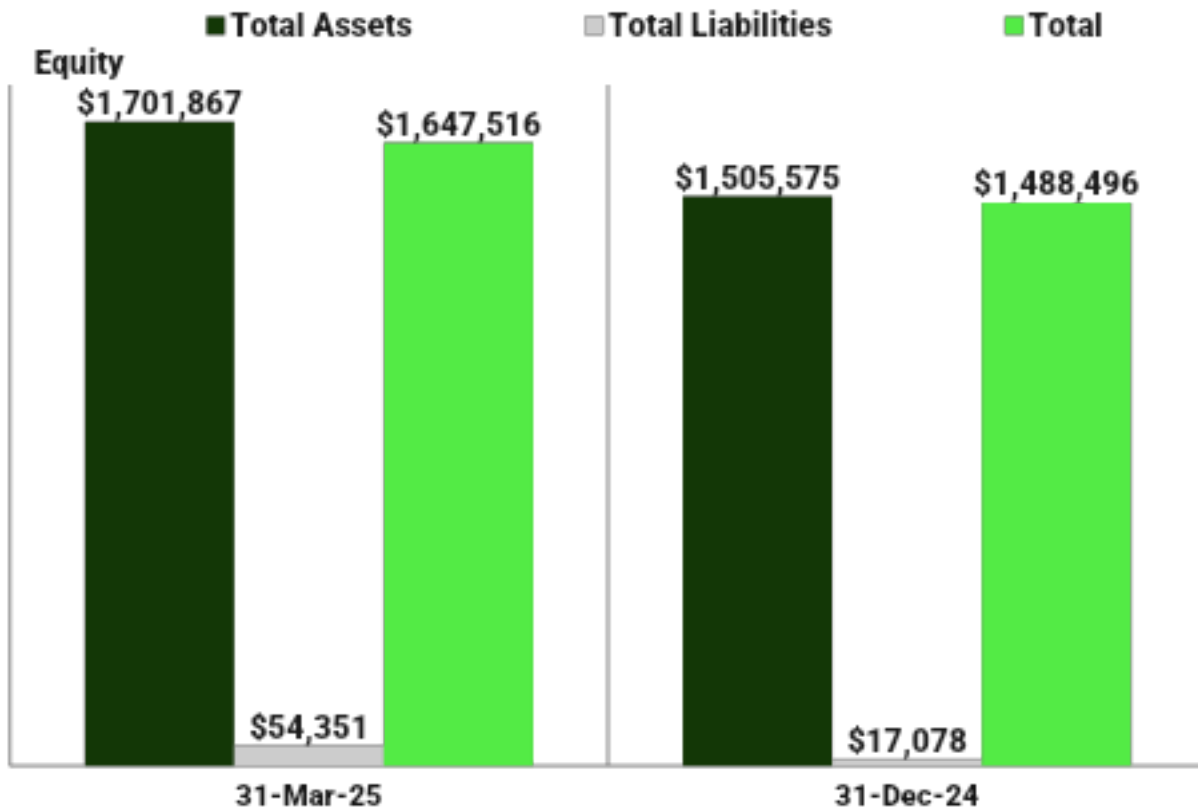
To present a more accurate picture of the unrealized gain or loss is presented, which shows what would have been reported if the ETC held had been sold.

This will change each period to reflect the current rate at the end of the reporting period (i.e., March 31, 2025, for Q1 2025).

Financial Position

Financial Positions in \$US

	31-Mar-25	31-Dec-24
Assets		
Cash & Cash Equivalents	\$242,862	\$395,226
ETC (at book value) ¹	\$1,240,293	\$1,240,293
Other Crypto (at book value)	\$7,170	\$7,170
Due from Grayscale	\$0	\$(0)
Prepaid Expenses & Deposits	\$15,251	\$59,179
Total Assets	\$1,505,575	\$1,701,867
Liabilities		
Accounts Payable & Accrued Liabilities	\$17,078	\$54,351
Due to Grayscale	\$0	\$0
Total Liabilities	\$17,078	\$54,351
Equity		
Retained Earnings	\$1,647,516	\$3,374,127
Net Income/(Loss) for the year	\$(159,020)	\$(1,726,611)
Total Equity	\$1,488,496	\$1,647,516
Total Liabilities & Equity	\$1,505,575	\$1,701,867
<i>ETC at Market Value¹</i>	<i>\$1,131,407</i>	<i>\$1,685,318</i>
Liquid assets ²	1,374,268	2,080,544



Assets

The assets consist of cash, ETC tokens, and prepayments. The increase in prepayments is due to timing differences and the difference in cash is due to Q1 2025 expenditures.

Liabilities & Equity

Accounts payable and accrued liabilities were predominantly composed of accrued accounting expenses and consulting fees.



ETC Cooperative