

# Competitive Landscape

Why existing cash instruments fail Canton's institutional market | April 2026

## 1. The Landscape at a Glance

The institutional cash instrument market on Canton has one defining gap: every existing alternative is either structurally wrong for the use case, closed to non-clients, or has no economic stake in the network's success. mUSD is the only instrument being built specifically for the Canton institutional market — natively, exclusively, and with full skin in the game.

Instrument	Canton-Native	Neutral / Open	Beholden to Canton	Yield Access	Inst. Compliant
mUSD (Minted)	✓	✓	✓	✓	✓
JPM Coin	Partial	✗	✗	✗	✓
USDC / USDCx	✗	✓	✗	✗	Partial
Ethena (USDe)	✗	✓	✗	✓	✗
Tether (USDT)	✗	✓	✗	✗	✗
HSBC / deposit tokens	Partial	✗	Partial	✗	✓

## 2. Competitor Analysis

### JPM Coin / Kinexys

JPMorgan's deposit token runs on the Canton backend but serves only JPMorgan clients. It is a proprietary rail — institutions without a JPM relationship cannot access it, and it is explicitly designed to keep clients within JPMorgan's ecosystem. It will never be a neutral instrument. For the thousands of institutions on Canton that are not JPM clients — and for the repo market's need for a shared cash leg across all counterparties — JPM Coin is structurally irrelevant. It is competition in name only.

### USDC / USDCx

Circle's USDC is present on Canton via USDCx but has zero skin in the game. Circle's business model is to be everywhere — multi-chain, multi-venue, multi-counterparty. They are not beholden to Canton's success, will not facilitate relationships between network participants, and actively capture ~60% of yield generated by reserves rather than passing it to the institutions whose collateral backs the token. USDC was designed for public-chain payment flows — not for institutional securities settlement, collateral mobility, or native yield access on a permissioned network.

### Ethena (USDe)

Ethena is the most sophisticated yield-bearing stablecoin on public chains, but its architecture is fundamentally incompatible with institutional settlement. USDe is backed by a delta-neutral basis trade — long spot, short perpetuals. This structure cannot be made GENIUS-compliant, cannot pass institutional risk management frameworks, and will never be accepted as a repo collateral instrument by regulated counterparties. It is a DeFi yield product, not a settlement instrument.

### Tether (USDT)

USDT is the largest stablecoin by market cap but is effectively excluded from institutional use. Opaque reserves, no regulatory clarity, no audit history that satisfies institutional standards, and no yield pass-through. Not a relevant competitor for Canton's institutional market.

### Bank-Issued Deposit Tokens (HSBC, Goldman, etc.)

Several Tier 1 banks are piloting deposit tokens on Canton infrastructure. These will serve their own clients — similar to JPM Coin — and are single-issuer, closed-rail instruments by design. They will not function as a neutral shared cash leg across the network. Some institutions may never issue one. The neutral layer still needs to exist, and no bank has the incentive to build it.

## 3. The Structural Advantage

mUSD is not trying to compete with any of the above on their home turf. The thesis is simpler: every existing instrument either serves closed rails, lacks institutional compliance, or has no stake in Canton's success. The neutral cash leg is a vacuum, and it has to be filled by someone who is all-in on the network.

Advantage	Why It Matters
Canton-exclusive	Full alignment with the network. Cannot be replicated by a multi-chain protocol without losing the thesis.
Neutral / open	Serves every institution regardless of prime broker, custodian, or banking relationship.
Beholden to Canton	mUSD's success is Canton's success. Minted actively facilitates connections between institutions and yield.
Compliance infrastructure	Full BD/TA/ATS/PPSI stack in place pre-launch. No other Canton-native stablecoin has this at seed stage.
Skin in the game	Canton App Rewards create a direct economic link between mUSD transaction volume and Minted's revenue.
Northstar positioning	The repo settlement layer thesis is a \$5T daily market with no neutral instrument. mUSD is the only project.

## 4. The One-Line Summary

**JPM Coin serves JPMorgan clients. USDC serves everyone but no one in particular. mUSD serves every institution on Canton — and it is the only instrument that has to.**