

CRYPTOCURRENCY

Redefining the Future of Finance

Cryptocurrency has soared into a \$200B industry, taking the world by storm.

At the heart of cryptocurrency is a rich history of innovation. Among the forces of change are three S's:

The Evolution of Cryptocurrency

- 2009** Bitcoin is created as the first Blockchain-based digital currency.
- 2011** Litecoin is created.
- 2012** Ripple is created.
- 2013** The first Blockchain-based digital currency, Bitcoin, is valued at \$120.00.
- 2018** The first Blockchain-based digital currency, Bitcoin, is valued at \$12,000.
- 2017** Over 1,000 cryptocurrencies are created.
- 2015** Cryptocurrencies are used to fund a charity.

Future

Decentralized finance (DeFi) is on the rise.

Breaking down these terms

- Cryptocurrency (crypto)** A digital currency created from cryptographic principles. It is used to purchase goods and services.
- Blockchain** The underlying technology for cryptocurrencies, a public ledger that records transactions digitally.
- Smart Contracts** An innovative way that a block can be used for other than just storing, sending, and receiving contracts.

What are the practical advantages of cryptocurrencies and why is the world paying attention?

The Real Value of CRYPTOCURRENCIES

Crypto is an investment in tomorrow's financial system—decentralized finance (DeFi).

Today, crypto offers cutting-edge advantages that are diverse and transformative.

- Privacy** Used for online purchases, it allows users to remain anonymous.
- Value Storage** As the first digital asset, it is a store of value.
- Blockchain** Digital money that is issued and managed by a network of computers.
- Privacy** Cryptocurrencies, the underlying technology, offer the privacy of a cash transaction.

- Digital Ownership** Can be used to purchase digital assets like art, music, and virtual real estate.
- Digital Gold** Bitcoin is often referred to as digital gold.
- Decentralized Apps (dApps)** Can be used to create and manage digital assets.

How can cryptocurrency be used?

- Payments**
- Value Storage (store of value)**
- Utility**
- Transaction**

Bitcoin is the most widely used cryptocurrency, accounting for 80% of the market.

As of January 2024, Bitcoin is valued at \$42,000 and has a market cap of \$840 billion.

Other cryptocurrencies include Ethereum, Litecoin, and Dogecoin.

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The Key Players in the CRYPTO LANDSCAPE

The cryptocurrency ecosystem is growing rapidly. Worldwide, private and public sector responses to potential across many domains.

- Private Actors**
 - Investment Firms
 - Private Equity
 - VCs
 - Startups
 - Public Utilities
 - AVCs
- Public Actors**
 - Regulators
 - Crypto Watchdog
 - Government
 - Research
 - Central Banks
 - Trade
 - Law
 - Other
- Applications**
 - Wallets
 - Tools
 - Banking
 - Blockchain
 - Payments
 - Collateral
 - Blockchain
 - Cross-Border Transactions
 - Banking
 - Other

Crypto is gaining on the global stage, bolstered by new policies and mass adoption.

What comes next?

THE BIG PICTURE

As crypto gains momentum, the longer-term implications of cryptocurrencies are compelling.

- Privacy** Anonymous transactions protect users from financial surveillance.
- Access** People's can finance themselves and invest in the global economy.
- Efficiency** Faster transactions and lower fees.
- Security** Proof-of-work, proof-of-stake, and other consensus mechanisms.
- Programmable Money** Smart contracts and decentralized finance (DeFi) applications.

Reached in decentralized and autonomous systems, cryptocurrencies are creating real-world value in the financial world.

Cryptocurrencies are transforming a new digital age, unlocking countless investment opportunities across the global economy.