

introduction
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<https://coinmarketcap.com> * This is a live look at the whole market - which is open 24/7 365 days. Click around - have a look. Each is a different asset that does something different using cryptographic technology. There are about 150 really good projects in the top 400. The rest are garbage, or even just hyped up ideas with no actual product yet. Out of the 150 good projects, 25 or so are VERY investable, and have big well known partners etc.

<https://medium.com/babb/what-is-a-crypto-asset-1f0fcc517887> * This short article will help to look at this market as different Crypto assets, and not the term Cryptocurrency.

<https://www.youtube.com/watch?v=Pr2PzF6ATJ0> * This simply explains the most simple asset to understand, the one called Bitcoin.

<http://money.visualcapitalist.com/worlds-money-markets-one-visualization-2017/> * Current comparison in Markets.

<https://medium.com/@digifox/why-cryptocurrency-trumps-traditional-saving-and-investing-methods-significantly-c7a3628f4613> * Why?

<https://cointelegraph.com/> * The best Crypto News site.

(optional short videos regarding high level ethos. Both non technical)

<https://www.youtube.com/watch?v=rc744Z9IjhY>

<https://www.youtube.com/watch?v=EZh1-Zqff0w>

35 Crypto terms and words to help

<https://blog.goodaudience.com/blockchain-terminology-d903758d6bd>

So many big corporations and banks are already using blockchain technology:

<https://www.blockchain-council.org/blockchain/top-10-companies-that-have-already-adopted-blockchain/>

<https://www.techrepublic.com/article/5-companies-using-blockchain-to-drive-their-supply-chain/>

The Ethereum eco-system blockchain as an amazing set of DAPPS called DEFI (decentralised finance) - a basic intro:

<https://www.forbes.com/sites/lukefitzpatrick/2020/05/20/defi-is-reinventing-global-finance-faster-than-the-fed-can-print-money/#7f115d8953f3>

Decentralised Finance is one example of what can be built upon ethereum.

<https://www.youtube.com/watch?v=1wX5xPTgw2Q>

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Some great reasons to invest in the Crypto Asset:

1. Your value always stays yours. There is no middleman.
2. You become your own bank when you own crypto.
3. Your assets have real world utility - therefore value.
4. You don't have a certificate like stocks - you actually have the thing that does the thing on its decentralised network - You own the life blood of the eco-system, function, or Dapp.
5. No government involvement. Only tax on capital gains, but this is hard for them to manage outside USA. Also there are now 'Crypto to Merchant' Credit Cards.
6. Blockchain technology is about to play a crucial role in every industry and corporation you can think of. Type in any corporation and blockchain to google.
7. Investment is getting easier and more user-friendly..
8. Forecasts are bullish as the market is coming towards a bull run due to the 4 year market cycles Crypto does (historically).
9. Crypto is also a hedge against the Fiat system - the nemesis of central banks - which have big problems proven by QE / Printing.
10. Crypto has no hard correlation to any other market (stocks, commodities, Fiat currency markets, interest rates), so is a great diversification tool.

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Risks:

1. Elite could block Fiat entry to Crypto = get crypto soon.
2. Elite could and try to block Fiat exit from Crypto = Use Wirex or Crypto.com Visa Credit cards (Crypto to value). Localbitcoin.com will allow selling crypto to cash.
3. Elite could turn the internet off. Unlikely they will do this for a \$20 trillion problem, and that would mean a near 100x gain for current investors. The elite might turn off the http protocol (small % chance) and that doesn't affect crypto. The elite can't mess with anything on the blockchain, nor price.