

Cryptocurrency



Introduction

Cryptocurrency is a digital currency that can be exchanged online as a form of payment for goods and services. While efforts to establish these types of currencies have been circulating for decades, Bitcoin's arrival in 2009 marked a watershed moment. Since then, cryptocurrency has steadily gained more legitimacy. Its backend transactional technology, blockchain, proves itself a strong, secure solution that's ripe for broad application. Thousands of cryptocurrencies are now available, and many companies now issue their own 'tokens,' which can be traded for the goods and services that they provide. **Investors are bullish.**



The unruly road to relevancy

Strategically, understanding new technology is always vital for leaders. The once uncertain propositions of apps, AI and cloud storage yesterday are today's complex algorithms and cryptocurrencies. Despite its frontier-town idiosyncrasies – the inherent volatility, its proliferation and potential for dramatic spikes and dips – cryptocurrency is definitely mainstreaming.

Still, its character remains, well... cryptic. You can have it, but not necessarily physically hold it. There are thousands of options available. The accompanying jargon introduces an entirely new lexicon to the typically staid financial dialect. There remains some obscurity as cryptocurrency transitions from the realm of the strictly speculative and stabilizes into a more respected vehicle.

Understanding the Crypto Lexicon

Cryptocurrency

Digital currencies that use cryptographic technologies to secure their transaction.

Blockchain

A distributed ledger system that manages and records transactions across a decentralized database. It requires a triple-entry digital record that the sender, receiver and third-party must confirm, which promotes a high degree of trust. Blockchain technology is tamperproof and maintains an unprecedented level of security.

The appeal and the advantages

The speed of transactions can be virtually instantaneous. With multi-day delays, traditional banking systems have reason to fret. Where there is speed there are savings, which any business appreciates. All this is built upon the blockchain technology, which is the highly secure, decentralized ledger system that anchors the exchanges – this alone is poised to have a seismic effect on transactions and technology. Some welcome the idea that cryptocurrency wrests some control from central banks that manage the money supply. And naturally crypto appeals to speculators who believe that buying in now will pave the way for future gains.

Backers and builders

Cryptocurrency's reputation now reaches beyond high-risk speculators to attract common retail investors, thanks largely to dramatic price swings. Elon Musk recently purchased \$1.5-billion of Bitcoin and intends for Tesla to accept it as payment. Paypal, Apple and Facebook are clearly stamping out their own unique positions. The recent IPO issued by cryptocurrency exchange platform Coinbase generated \$85-billion upon its launch. Central banks are tracking and committing resources to it. In short: there's momentum.

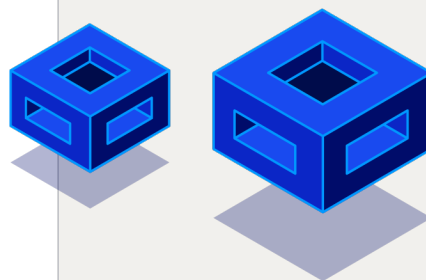
Understanding the Crypto Lexicon

NFTs

Non-Fungible Tokens are one-of-a-kind digital assets that can be bought or sold. Consider NFTs as certificates of ownership for original virtual or physical assets – think collectables like art, trading cards and more. As with cryptocurrency, confirmation of ownership is stored on a blockchain ledger.

HODL

Hold on for Dear Life. A rallying cry in response to the cryptocurrency market's characteristic volatility. Once purchased, prepare to weather the ride.



1/4

of Americans think cryptocurrency will be in common use within the next 10 years



Among those who know about crypto/bitcoin

One-half (**53%**) of Americans think cryptocurrency will be in common use within the next 10 years

1 in 6

of Americans think cryptocurrency is a fad that will not be in much use (if at all) 10 years from now

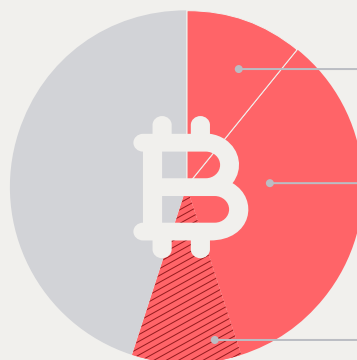


Among those who know about crypto/bitcoin

37% of Americans think cryptocurrency is a fad that will not be in much use (if at all) 10 years from now

55%

of Americans have no perspective on Bitcoin/crypto because...



11% have never heard of it

44% have only heard the name and don't know anything about it.

Among those who know

10% think it will be the dominant currency of the future

Bank on exceptional research

The momentum of growth and interest around cryptocurrency suggests that its influence is only going to accelerate in coming years. Do you want to better understand and prepare for cryptocurrency's potential impact on your industry and operation? The Angus Reid Group can help you generate a clear understanding of the issues at hand so you can explore the road ahead with clarity and purpose.

**QUESTIONS THAT MATTER.
ANSWERS THAT COUNT.**

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