

Cracking Cryptocurrency



By Ryne Knudson



It's thought that the earliest known use of [gold](#) as currency was 643 B.C. in Lydia (present-day Turkey). Lydians mined the compound and, after figuring out how to separate the gold from silver, it wasn't long before they were using truly gold coins. A commodity (and official currency) was born. The accumulation of wealth became directly tied to access to the precious metal, spurring nations, empires and the discovery of the new world, all in the name of finding more.

Flash forward to 1861 and the first U.S. paper currency is printed following the famed gold rush. In order to legitimize the use of paper in commerce and influence global trade, the gold standard was formed. This was designed to ensure that currency could be exchanged for gold and therefore backed by something of actual value. A number of factors (including not insignificant events such as; the formation of the Federal Reserve; the Great Depression; two World Wars; not to mention the fact of the U.S. holding a majority of the world's gold,) eventually led to the American dollar itself assuming the role as the new standard bearer for global markets. The gold standard was officially ended in 1971 as dollars allowed into circulation came to vastly outweigh the value held in gold reserves. The underlying semblance of tangible value, as it pertains to gold, was retained only in principle.

But you already knew all that. The real questions are: what happens when you're able to mine not just the earth, but the internet? What happens when an economic system allows for the creation of value simply through an entity's mere existence? What happens when currency is created seemingly out of thin air?

What happens when you're able to mine not just the earth, but the internet? What happens when an economic system allows for the creation of value simply through an entity's mere existence? What happens when currency is created seemingly out of thin air?

Ways to collect crypto:

1. You can buy it
2. You can invest in it
3. You can mine it yourself.

(for those with the
technical savvy)

What Is Cryptocurrency?

This is the million dollar – actually, now technically more like multi-billion dollar – question. The real value comes from the underlying [blockchain](#) technology they're founded upon which operates on a decentralized network of computers that all have real time access to the same, continually self-updating, encrypted string of data. And the truth here is that there is no singular answer. In fact any simple answer only raises far more questions. Discussing it can quickly devolve into a "[Who's on First](#)" type situation. There are many variables at play and, whatever you learn today is something you're going to want to check on tomorrow (and the next day) as these details remain in a constant state of flux. However, there are a number of less volatile constants on which to focus.

How Do You Acquire It?

As of now, there are three ways to collect crypto. You can buy it, invest in it, or (for those with the technical savvy) [mine it](#) yourself. The name itself is derivative of the aforementioned blockchain technology that allows for encrypted information sharing. Within those programs are ways to collect or "win" crypto as it's gradually released.

While this method requires time, technical expertise and computing power it can be far easier to accept as payment or invest in the open [market](#). Note the loose application of the term "easier" here as accepting on these terms can present its own [difficulties](#) with fees, regulation and so on. Once you have taken the plunge, you need somewhere to store it and there are a few different ways or "[wallets](#)" available to keep your precious crypto ready for continuous counting.

Although there are other crypto players making great strides such as Ethereum, Ripple and Litecoin just to name a few, far and away the leader of the pack is still Bitcoin.

So You've Heard of Bitcoin...

While there is a finite amount of each type of currency, abundance is not an issue. There are no fewer than 1,000 [cryptocurrencies](#) currently in existence and each presents its own unique features and capitalization. Although there are other crypto players making great strides such as Ethereum, Ripple and Litecoin just to name a few, far and away the leader of the pack is still Bitcoin. It was created by Satoshi Nakamoto, whose actual identity in and of itself remains a [mystery](#), and has been so popularized that it has now even splintered an offshoot crypto of its own in the form of Bitcoin Cash. It has had its fair share of ups and downs, but the buzz has kept investors bullish and its dominance unwavering. It also doesn't hurt that you can actually use the currency to purchase real things which begs the question...

How Do You Use It?

As you may have guessed, much of the current environment surrounding cryptocurrency is purely speculative. Look to get a piece of the pie as the market matures with the hopes that it will someday be as good as (or maybe better than) actual money. Much of the draw comes in the idea that finances can be moved and traded unencumbered by geographic and financial barriers. A deal with your next door neighbor could be as easy to execute financially as someone who lives in the next hemisphere. There are exchanges such as Coinbase in place in order to facilitate such transactions but, as mentioned earlier, there are fees and other obstacles to this as well. There are however those that (at this moment) do [accept](#) it as payment.

What Could Possibly Go Wrong?

The advent is still in its infancy and answers to this question are already making themselves abundantly [clear](#) despite massive growth. If playing the market isn't [volatile](#) enough for you already, unclear regulation, [security concerns](#), plain uncertainty and the fact that it infringes on standard global finance should offer plenty. For what it's worth, Warren Buffet and T. Boone Pickens are [bearish](#) to say the least and crypto certainly isn't immune to typical [shadiness](#) that comes with the trading territory. While it's already illegal to create your own currency, crypto exists in somewhat of a grey area and it's anyone's guess where it will end or venture next. While some [governments](#) are taking a more wait-and-see approach to the new trade, [others](#) are operating with a heavier hand.

It may never be known if it all began more despite or in-spite of current, more traditional economic conditions but what's clear now (just about all that's clear really) is that it has financial world's attention. And already it's grown to a point where the bubble or boon potential is sure to have a significant impact on derivatives. At the close of the day, it remains to be seen whether a virtual commodity can follow a similar path to monetization as was afforded the gold ore first mined many hundreds of years prior.



Our forte is fulfilling guaranteed cost-per-lead programs with your offers and collateral. We also develop content for campaigns and client thought leadership. We can drive highly targeted traffic to your Web pages and execute ready-to-buy qualification campaigns.

Contact emedia at 312-754-6355, 800-782-6167 or inquiries@emedia.com www.emedia.com
Twitter: @emedialeadgen



Your Lead Generation Mix

Generate leads by hosting quality content on your website, and promote it via the channels it is likely to catch the attention of desirable prospects. Adding outbound methods can jumpstart your lead generation – and help you leapfrog your competitors.

About emedia

emedia has specialized in B2B lead generation, content creation, and building demand since 1999. We regularly reach more than 47 million decision makers globally, across the following audiences:

- INFORMATION TECHNOLOGY
- MARKETING & SALES MANAGEMENT
- HR MANAGEMENT
- FINANCIAL EXECUTIVES
- LOGISTICS & SUPPLY CHAIN
- SMALL BUSINESS
- MANUFACTURING
- ELECTRONICS
- ENGINEERING
- HEALTH & SAFETY
- CONSTRUCTION
- AND MORE...