

COINBASE-ICS

Cracking the code on Cryptocurrency



BITCOIN

Market Cap: \$615 Billion
Original crypto currency's price topped \$50,000 in just over a decade. Highly secure, it runs on a blockchain whose transaction ledger is added to by solving cryptographic puzzles.

ETHEREUM

\$235 Billion
Monetary uses aside, Ethereum enjoys huge support among software developers looking to design sophisticated business applications. Its technologies can power non-fungible digital collectibles.

TETHER

\$62 Billion
Popular with investors due to its consistency as a so-called "stablecoin" backed by government-issued currencies such as the Euro or the U.S. dollar. Traders often look to it as a hedge against volatility.

BINANCE

\$47 Billion
One of the world's largest cryptocurrency exchanges: Its Binance Coin can not only be used to pay bills or trade on the platform, but it can be swapped for other cryptocurrencies.

CARDANO

\$41 Billion
Uses "proof-of-stake" technology to speed transaction processing, minimize energy usage, and streamline validation by doing away with the problem-solving techniques similar to Ethereum.

XRP

\$28 Billion
Leverages the power of Ripple's blockchain (a money transfer network that's designed for financial service providers) to facilitate payments, currency exchanges and other transactions.

DOGECOIN

\$26 Billion
Originally started as a joke to mock Bitcoin. Based on the Doge (dog making silly comments) viral Internet meme, it's acquired a dedicated community of fans—including billionaire Elon Musk.

USD COIN

\$26 Billion
Backed by the U.S. dollar, as the name suggests, and powered by the Ethereum blockchain, USD Coin is designed with an eye toward delivering 1 USD for 1 USDC. Usable for transactions worldwide.

POLKADOT

\$14 Billion
Sometimes referred to as the "blockchain of blockchains," this Swiss open-source protocol enables software developers to connect various blockchain solutions to form a single cryptocurrency network.

UNISWAP

\$11 Billion
Decentralized crypto exchange runs on the Ethereum blockchain. Uses an automated liquidity model to help manage trading. In effect, transactions aren't aided by a bank or broker but instead by smart contracts.

2541%

Bitcoin's increase in value in less than a decade.

1.7B 1K%

Number of digital wallets expected to be in use by 2023.

Recent increase in rate of crypto theft in less than six months.

\$2T

Largest Market Cap for cryptocurrencies to date.

17%

Share of adults in the U.S. who now own Bitcoin.

67%

Share of Millennials worldwide who see Bitcoin as a safer investment than gold.

50M

Number of Americans likely to invest in crypto in the next year.

1.6M

Total number of Bitcoins mined since the currency's launch in 2009

TOP 10 CRYPTOCURRENCY EXCHANGES | To trade cryptocurrency, you'll need to set up an account with a crypto exchange. Typically accessed via a downloadable app and/or website, these providers allow you to buy and sell digital currencies online. As you research potential solutions, factors you'll want to consider include which specific currencies that they trade in, fees and overall security. • **Coinbase** • **Binance** • **Bittrex** • **Gemini** • **Coinmama** • **Kraken** • **eToro** • **Cash App** • **Robinhood** • **Gate.io**

CRYPTOCURRENCY PROS AND CONS

PRO Quick, affordable two-party transfers	CON Security makes lost keys, passwords hard to recover	PRO Offers highly-secure encrypted transactions	CON Less liquid than real cash—a digital equivalent	PRO Friendly to new technology and apps, fueling innovation	CON Private nature boosts potential for use in illegal activities	PRO Provides greater efficiencies and more expedient exchanges	CON Traded 24/7, highly volatile in valuation, can shift any time
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