

ARE CRYPTOCURRENCIES GOLD 2.0?

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What are Cryptocurrencies?

A cryptocurrency is a digital asset designed to work as a medium of exchange that uses strong cryptography to secure financial transactions, control the creation of additional units, and verify the transfer of assets.

Although there are 2,000 different so called cryptocurrencies in the market today , Bitcoin is still very dominant and controls more than 51.5% of the total crypto market, and therefore we mostly refer to this currency.



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INSIGHT & OPINION

Why bitcoin may be the new gold for savvy investors

Michael Edesess says bitcoin's rapid gains don't necessarily make it a bubble, and its price could keep rising because investors see it as a store of value, given its independence from inflation



The connection between cryptocurrencies and gold fascinates many.

The question “will bitcoin replace gold?” generates not less than 6,630,000 results on Google.

The term “Bitcoin is the new gold” generates 117 million results.



By ALESSANDRA SCOTTO DI SANTOLO

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EXPRESS

Home of
the Daily and
Sunday Express

Bitcoin price BOOST: 'You
WANT to own it!' Expert says
cryptocurrency will REPLACE
gold



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OPINION | **CURRENCY**

Bitcoin Is the New Gold

Invest in it, perhaps. But don't try to shop with it.

By [Noah Smith](#)

51 January 31, 2018, 6:00 PM GMT+8

From **Crypto**



THE LEDGER • BITCOIN

Why Bitcoin May Not Be Digital Gold After All





Gold vs. Crypto Similarity 1

Both are global
decentralized
currencies





Gold vs. Crypto Similarity 2

Both are private
and confidential



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Gold vs. Crypto Similarity 3

Both diversify
portfolios





Gold vs. Crypto Crypto - Win 1

Immediate
trading and easy
storage

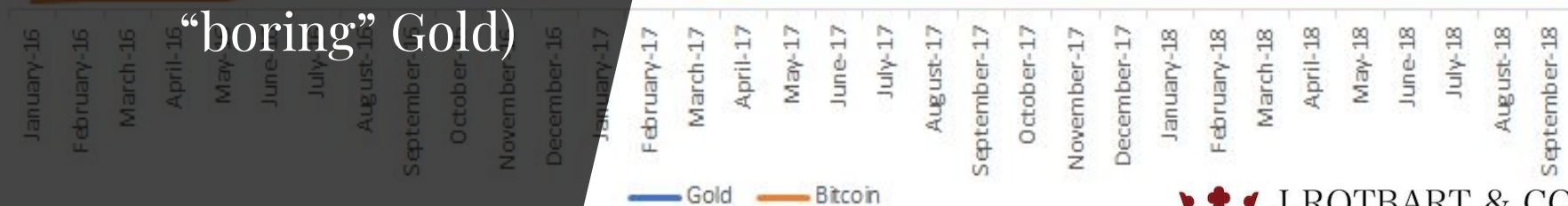


Prices of Bitcoin and Gold in USD

Gold vs. Crypto Crypto - Win 2

Rapid price appreciation

(Exciting when compared to the “boring” Gold)





Gold vs. Crypto
Gold - Win 1

3,000 years of
track record



Gold Price Has Crushed the Market More Than 2:1 So Far this Century

Indexed at 100 December 31, 1999



Gold vs. Crypto
Gold - Win 2

Gold is a stable
earner

Gold

S&P 500

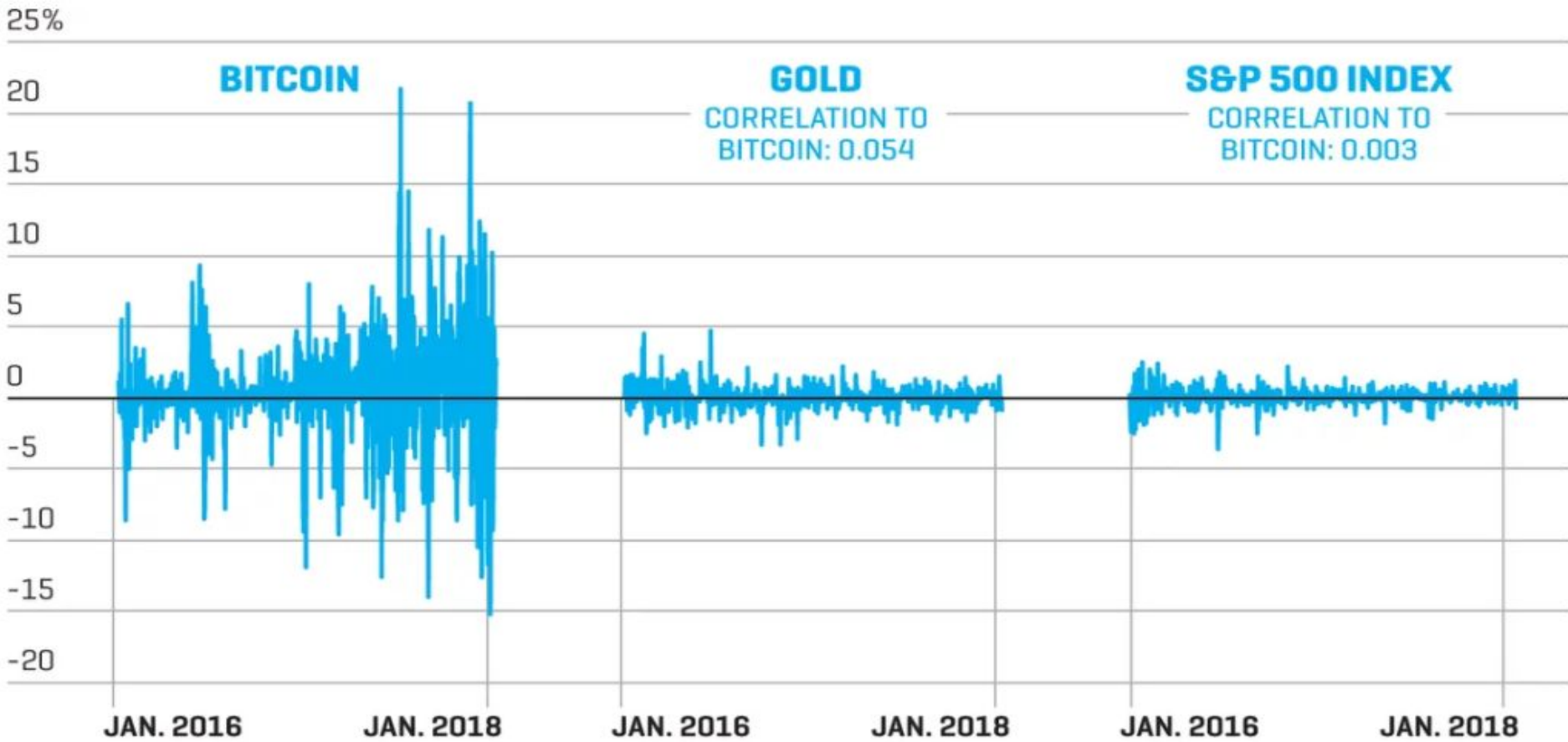


Gold vs. Crypto
Gold – Win 3

Low Volatility



DAILY PERCENT CHANGE IN PRICE OF BITCOIN, GOLD AND S&P 500



SOURCES: S&P GLOBAL; CITI PRIVATE BANK; BITCOINTCHARTS



Gold vs. Crypto
Gold - Win 4

Gold is highly
TRUSTED



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Old School vs. New Kid On The Block

QUALITIES	GOLD	CRYPTOCURRENCIES
Intrinsic value	✓	✗
Low Volatility	✓	✗
Recognised globally	✓	✓
Highly Liquid	✓	✗
Confidential	✓	✓
Low transportation and storage fees	✗	✓



Connecting You to Cryptocurrencies and Gold

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Thank You!



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