

# 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**

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

**1K%**

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

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