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“Almost all of the many predictions now being made about 1996 hinge on the Internet's continuing exponential growth. But I predict the Internet will soon go spectacularly supernova and in 1996 catastrophically collapse.”

- Robert Metcalfe, founder of 3Com, 1995

Though the quote above is infamous for its prophetic inaccuracy, its reference is usually without any of the context that led ***Metcalfe*** - inventor of the *Ethernet* –
To make such a bold prediction.
For in June of 1996, less than a year after the seemingly ridiculous claim, 3 of the biggest internet service providers in the US were down for 13 hours due to a small bug in the code used to update software. So the prediction wasn’t without a rationale.
Flash forward to today, and a 13 hour country wide internet blackout seems equally as ridiculous a concept, the subject matter only of a *Tom Clancy* tale, or the impending sign of the apocalypse. The success of the internet and its adoption into the mainstream, has in many ways little to do with its technological advancements. Granted the technological has been important, a vision of a *Youtube* running on 56.6k modems is just as dark as the aforementioned *Clancy* novella, but the once dreary text heavy database of information is now a sexy, glossed over, photo-shopped version of itself, and the stories of its early stalling and false starts, forgotten – like embarrassing childhood memories, only revisited by parents and grandparents alike.

In summary, the rise of any new technology does not come without its problems and consequently its naysayers.
Cryptocurrency is no exception.

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From scaling problems and transaction fees, to "*51% attacks"* and everything in between the *'space'* is rife with the kind of problems that could have at any point sent cryptocurrency back to its ideological beginnings.

For the birth of cryptocurrency was not born out of the same kind of necessity that traditional *fiat* solutions were, instead its inception was created somewhat of the reverse; the failures of the financial institutions that govern our world - 2008 gave way to a *revolution* that anarchists hailed as the beginning of the end.
But it was not to be. Despite the best intentions of the anonymous – and now infamous - creator of Bitcoin, ***Satoshi Nakamoto*** – the world remains much the same.

The very same financial establishments that failed us, essentially remain in control. Though, *Bitcoin* has finally become a speculative investment which can no longer be ignored, it has not provided the kind of 'liberation' that was postulated in its anarchist origins.
Yet over 10 years after its inception, as Bitcoin is finally taking the center stage, the freedom it was promised to provide is afforded not by the construct itself, but by its "offspring". The *Ethereum* platform, proposed in late 2013 by ***Vitalik Buterin***, who argued that *Bitcoin* needed a *'scripting language'* has become the kind of innovation that is typical of a predecessor.
AOL messenger and MSN, presented many their first instant message, a long time before mobile phones did. And though *BBM* introduced the world to 'MSN on the move' – it is *Whatsapp* that now runs the show.
Everyone had a *MySpace*, but ***everyone*** has *Facebook*.
Although the examples above seem to signify a decline in one in lieu of adoption of the new, it is actually a dynamic rendering illustrating the evolution of technology to meet the needs of the new.

As aforementioned, *(ED: for the western world at least.) Bitcoin* is a speculative investment. With a minimal use case, its adoption has been slow and cautious, villainized for years as a means for drug dealers and other unsavory elements to make money without any consequence. *(ED: - despite the numerous arrests and seizures of funds by governments around the world, thanks to its most indistinguishable characteristic, its public blockchain.)*

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Even as ‘fiat’ currencies around the world collapse due to hyper-inflation, and mining *Bitcoin* in said countries becomes as effective as working a job – its application remains hypothetical – announced ‘dead’ for the 383rd time as recently as *October* of this year.

Ethereum on the other hand, is not speculative.
That is, it wasn’t invented solely for use as currency or a store of value.
It has and was invented for practical application.
If *Bitcoin* is the mobile phone, then *Ethereum* is **Android OS**. *(ED: Yes we’re ignoring iPhone in our analogy.)*
The mobile phone made headway with text messaging and MMS, but it was *BBM*, *Whatsapp*, *Snapchat*, the *Google Play* store and every other application designed for modern smartphones, *(ED: - that turned that word application into the cooler and more generation-whatever shortened version of ‘App.’)* that turned something we do, into something everyone **needs** to do every day, **forever**.
Ethereum has become such a powerhouse in the cryptocurrency space, that miner fees recently have actually exceed those of *Bitcoin* – even though (a single **BTC**) is worth well over 20 times the value of (**ETH**).
This proves if nothing else, utility is everything.

What we’ve given you here is obviously a very brief, concise, and biased summary of numerous technological advancements that have had incredible sociological, and economical impact on entire generations of people and will continue to do so, and we’ve done this to accentuate and associate our product with these kind of significant advancements. You’d be a fool to take our word for it, do your own research and understand what has lead us here.

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More bang for your buck

With the birth of Bitcoin, came the concept of Ethereum. And through its platform came; the evolution of the blockchain trustless ecosystem - smart contracts.
Working applications deployed within the same environment, 'immune' to traditional forms of manipulation – smart contracts present a completely autonomous environment governed by algorithms to operate and make decisions.
It quickly became apparent smart contracts are not just efficient due to their lack of human oversight, they are more effective because of it.
Consequently, utilized correctly smart contracts can provide a vast array of services not initially realized, governed solely by these cryptographic equations, they can provide trusted and secure transactions for much more than *CryptoKitties*.
With monetary value recognized to cryptocurrency, it wasn't long before products were deployed to provide financial application for these assets - i.e. interest bearing accounts, and consequently utilization as collateral for loans.

Not governed by the legalities of fiat currencies, these loans can be provided without credit scores, or lengthy and intrusive applications – once the cryptocurrency is stored with the provider, funds can be provided, at significantly lower interest rates, with the freedom of deployment defined by the provider.
With many centralized *(ED: this word is important.)* providers giving significant rates on cryptocurrency deposits - even '*stablecoins*' *(ED: immune to fluctuations in price associated with cryptocurrency they are pegged to a specific fiat currency – typically the dollar.)* for the investor it is essentially risk free, and more profitable to switch your fiat currency to cryptocurrency and 'bank' with one of these providers.

And thus, centralized finance *(ED: or Ce-Fi)* for cryptocurrency is born. This long winded explanation was necessary, for to understand decentralized finance, it's important to understand the opposite.
Decentralized finance (more commonly known as De-Fi) is exactly the same concept with the same array of products but instead of relying on a company or organization to provide the solution, the aforementioned power of the autonomous smart contract is employed.

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The smart contract allows an investor to essentially anonymously interact with various financial product offerings, providing collateral *(ED: or liquidity)* for lending, whilst accumulating interest on their investment in the various means associated with their platform of choice.

Despite the various benefits over its fiat counterpart, adoption remains limited. This is a relative term, but much the same as many had a *Myspace* - many did not.

As Bitcoin dominates headlines once again, and the much revered institutional investment begins, the ‘space’ has begun to evolve. No longer the intimidating, tech heavy environment it once was, much like the internet before it, the roads into the cryptocurrency space are now paved, and signposted accordingly. And whilst the news that *PayPal* will be introducing cryptocurrency may indicate mainstream adoption has already began, this new era of retail investment needs not to just be the speculative interest that peaked the 2017 bull run – but a credible introduction into the vast utility of crypto.

This isn’t *Myspace* anymore, this is Facebook – and everyone needs one.