



# Bitcoin

(BTC)

Long Idea: 2020 Price Target = \$14,000

Last Updated: 2/3/20

2025 Price Target = \$40,000

Price: \$9,300  
Market Cap: \$170B  
Circulating Supply: 18,197,737 BTC  
Maximum Supply: 21,000,000 BTC

52 Week Low / High: \$3,370 / \$13,813  
52 Week ROI: 54%  
12 Week ROI: -12%  
Geo%: 80% US, 16% International, 4% JPY

Liquidity 24h:  
\$30B  
65% of the Crypto Market Cap  
Market Rank: #1

**US Companies that support Bitcoin:**  
Microsoft, Paypal, Starbucks, Overstock.com, DISH Network, Intuit, Newegg, Expedia, Cheap Air, Gold, Silver Exchanges and Purse.io.

## Valuation

<https://coinmarketcap.com/currencies/bitcoin/>

Bitcoin is an digital currency that enables instant payments to anyone, anywhere in the world; using peer-to-peer technology to operate with no central authority. Allowing online payments to be sent directly from one party to another without going through a financial institution. Giving people full control over their own money, encrypted and secure, backed by the Blockchain system. Blockchain is a public encryption method that both keeps transactions safe and ensures each one is unique. All transactions are available to the public while everyone remains anonymous, nobody can cheat, scam, or fraud the system. Bitcoin has the most experience in the cryptocurrency field, as well as first mover advantage. A key aspect when dealing with new breakthrough technologies.

The US Dollar is following the footsteps of all previously failed fiat currencies. Since its issue in 1913, the US dollar has lost 92% of its value. Even after revaluation the USD dropped another 41% in value. The US has been increasing the supply of dollars by 13% every year to pay off its debt. Due to this, the dollar is losing its value at an exponential rate, The USD remains on the edge of hyperinflation. Whenever fiat currencies collapse, precious metals such as gold typically are used against inflation and economic recession. Judging by the current fiat currency situation, **The future of money is best in the hands of Blockchain technology** and Digital Gold AKA Bitcoin. The most profound aspect of Bitcoin is the Limited Supply, Maxing out at 21 Million Bitcoin. This means the only fluctuation in Bitcoin will be the Demand. With the over time increase in Demand, the price of Bitcoin will fluctuate short-term, but always be on the long-term rise.

January Avg Data	2017	2018	2019	2020	2021	2022	2023	2024	2025	Assumptions
Market Cap (Billions)	\$16	\$228	\$70	\$135	\$184	\$240	\$320	\$400	\$600	As more and more people across the globe learn about Crypto, many will first try the Crypto Veteran: Bitcoin.
Cap Growth	40%	1325%	-69%	93%	36%	30%	33%	25%	50%	
Price	\$1,000	\$14,500	\$7,000	\$9,000	\$14,000	\$20,000	\$26,000	\$30,000	\$40,000	With more widespread information and the collapse of Fiat Currency, more people will be inclined to try crypto. No matter the Short-Term Volatility, Bitcoin will constantly increase in value.
Growth	40%	1450%	-107%	22%	36%	30%	23%	13%	25%	
Supply	16M BTC	17M BTC	18M BTC	18.2M BTC	18.4M BTC	18.5M BTC	18.6M BTC	18.7M BTC	18.8M BTC	
24h Volume	\$500M	\$10B	\$16B	\$30B	\$34B	\$42B	\$50B	\$62B	\$80B	

## Fundamentals

### Drivers:

- ➔ Fiat currency Inflation will continue to increase exponentially, making people think twice about the longevity of their countries fiat currency. Many will seek Digital Gold in the form of Bitcoin.
- ➔ In the Short Term, speculation largely drives the current demand for Bitcoin.
- ➔ Long Term demand will be driven by Bitcoin's future utility as a medium of exchange.
- ➔ Other countries with the highest populations of people, will transfer from Fiat to a much more reliable Digital Currency. Citizens in countries of hyperinflation already rely on cryptocurrency to survive.
- ➔ There is huge incentive for Mining Bitcoin (You get Bitcoin), as it improves the security software of Blockchain. This means constant increasing security for everyone who uses Bitcoin.
- ➔ With a Limited supply of 21 Million Bitcoin, the only Long Term fluctuation in BTC will be the Demand.
- ➔ Crypto seeks to decentralize currency and move away from Financial Institutions.

### The Bottom Line:

**More and more companies and applications will use cryptocurrency** to protect their users, as well as social media networks. There is already Crypto powered Entertainment and Video Games. In this Digital Age, Digital Items hold significantly more value to younger generations than Metals or Cash.

There is a project called "Lightning Network" that **upgrades Bitcoin's Blockchain to have Scalable, Instant Bitcoin Transactions at even lower costs.** The Lightning Network will practically get rid of Bitcoin's flaws and secure its place in the top of the Crypto World.

As technology gets better, more secure and easier to use Crypto will be adopted by more and more people, just like every technological advancement that's ever existed.

For example, People doubted cars would replace horses for years, same with the mobile phones and especially with the Internet. **Cryptocurrency is the next BIG technological advancement, The Internet of Money. Bitcoin is Digital Gold.**

### Forks:

Bitcoin Cash, Bitcoin SV, Bitcoin Gold, and Bitcoin Diamond

### Risks:

- ➔ America could outright ban Crypto Exchanges and Mining, a few other Governments have done this.
- ➔ Short Term Volatile Market.
- ➔ Little Regulation.
- ➔ Satoshi Nakamoto owns about 5% of Bitcoin, 1 Million of the 21 Million Maximum
- ➔ Future currency, But currently a Volatile Investment Opportunity
- ➔ Young Adaptive Technology
- ➔ China is in the midst of converting from fiat to their own form of Cryptocurrency.

### Pros+

- ➔ Massive Growth Potential
- ➔ Identity Safety (Anonymity)
- ➔ Individual control over money
- ➔ Individual wallet security
- ➔ Largest Market Capitalization
- ➔ 20 Minute Transactions
- ➔ Decentralized Currency
- ➔ Bitcoin is Digital Gold
- ➔ Backed by Algorithms and Blockchain
- ➔ Blockchain cannot be hacked
- ➔ Limited Supply of Bitcoin
- ➔ Borderless Currency

### Cons-

- ➔ Short Term Volatility
- ➔ Satoshi Nakamoto owns 5% of Bitcoin
- ➔ Mining Increasing in Difficulty
- ➔ Irreversible Purchases + -
- ➔ First Mover Disadvantage (Other Coins have already innovated off of Bitcoin's flaws) + -
- ➔ News Media Misrepresents Crypto
- ➔ Exchanges are Banned in some countries
- ➔ Bitcoin Mining requires a lot of energy

