**HIVE Blockchain Technology**

**What Is It**

HIVE Blockchain Technologies Ltd. Is a TSX. V-listed company who used blockchain to access Canada’s capital market. HIVE uses green technology to power their data centre not only in Canada but internationally in Scandinavian countries i.e. Sweden and Iceland. The green power facility continually mines in the cloud for digital currencies such as Bitcoin and Ethereum. HIVE’s platform allows user to create portfolio of crypto-coins as well as see transparency in the cost of operations needed to deploy digital currency mining.

HIVE was incorporated in 1987 in Vancouver Canada and at the time was known as Leeta Gold Corp. In 2017, Leeta Gold Corp. commenced trading on the TSX and began trading under the ticker symbol HIVE. In October 2017 and January 2018 data centres were acquired in Iceland and Sweden, respectively, which was part of the GPU mining expansion. In August 2020, BitCoin mining operations were installed in Quebec which is HIVE’s most efficient and green mining system.

**Why This Matters**

HIVE provides individuals with a platform to sell, buy and trade crypto-currency in sustainable and efficient manner. All while being able to transfer these funds directly to a recipient anywhere and any time without a third party and extra costs. Many individuals in our current present day often look at the environmental stewardships of a company before deciding to use their platform. This aspect allows HIVE to stand out from its competitors all while minimizing the cost of network hash rates due to a more efficient data mining system and cost of operating expenses. This in turn minimizes the transfer fee for HIVE as compared to its competitors. Keeping users happy with a more effective transferring platform and keep costs low so user can have more profits.

**Why This May be Interesting**

Unlike other blockchain mining companies; HIVE’s data centres in both North America and Europe uses green technology to run their facilities. Adopting the European standards of environmentally ethical and friendly processes allowed them to reduce costs in North America all while gaining the trust of investors where operating margins were met in an ethical manner.

**Resources**

https://www.hiveblockchain.com/operations/overview/

https://ca.finance.yahoo.com/quote/HIVE.V/profile?p=HIVE.V

https://www.newswire.ca/news-releases/hive-blockchain-increases-bitcoin-mining-production-immediately-with-the-purchase-of-1-240-next-generation-miners-while-upgrading-its-gpu-chips-to-mine-ethereum-in-the-cloud-828763111.html