



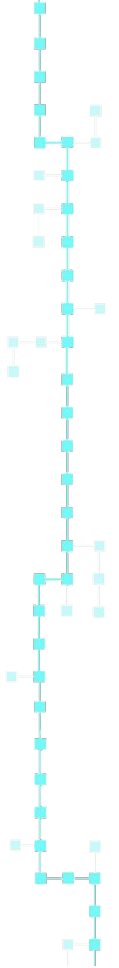
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Lecture 2: Why Now? Why Cryptocurrencies?

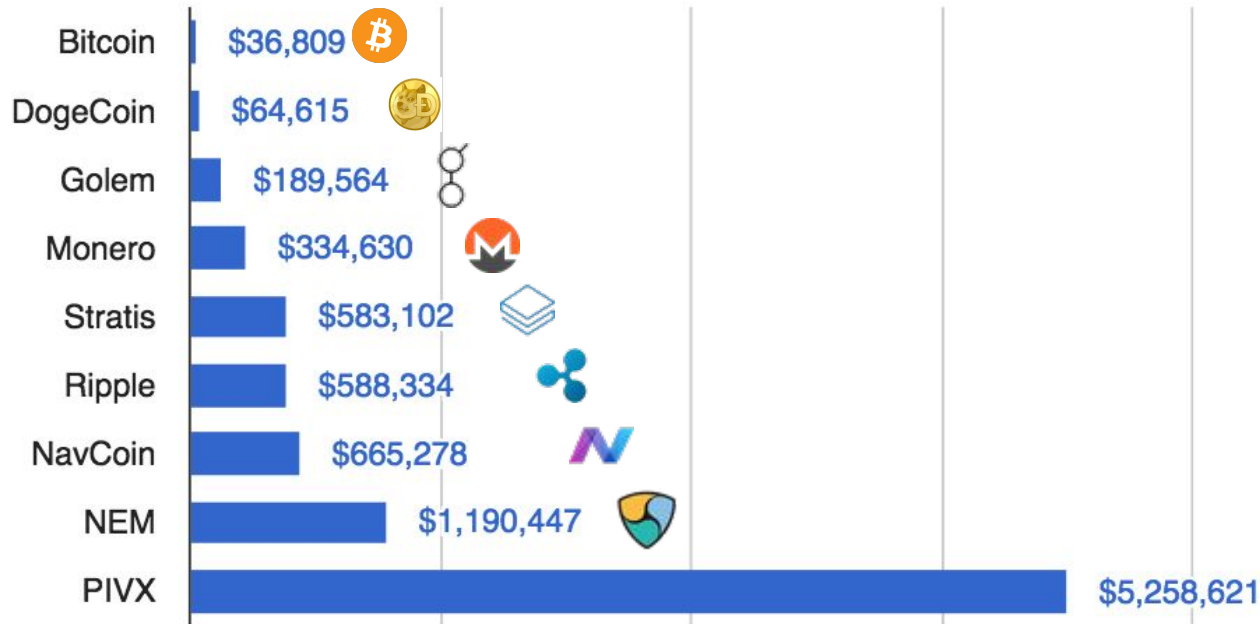


What You Will Learn

- How much is the cryptocurrency space growing?
- What is driving the growth of cryptocurrencies?
- Why are people so excited about blockchain?
- What sorts of projects are utilizing the technology?

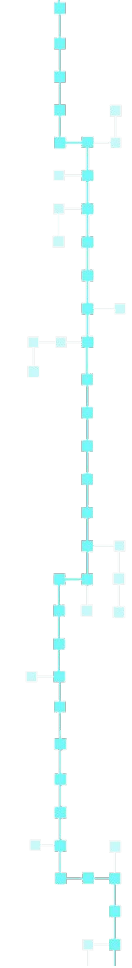


Extremely Rapid Growth!



Value of \$10,000 invested June 2016 - June 2017

Source: Coinmarketcap.com Exchange Data



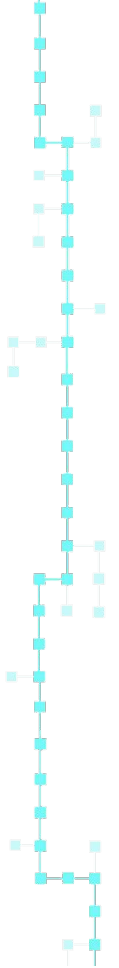
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But What is Driving this Growth?

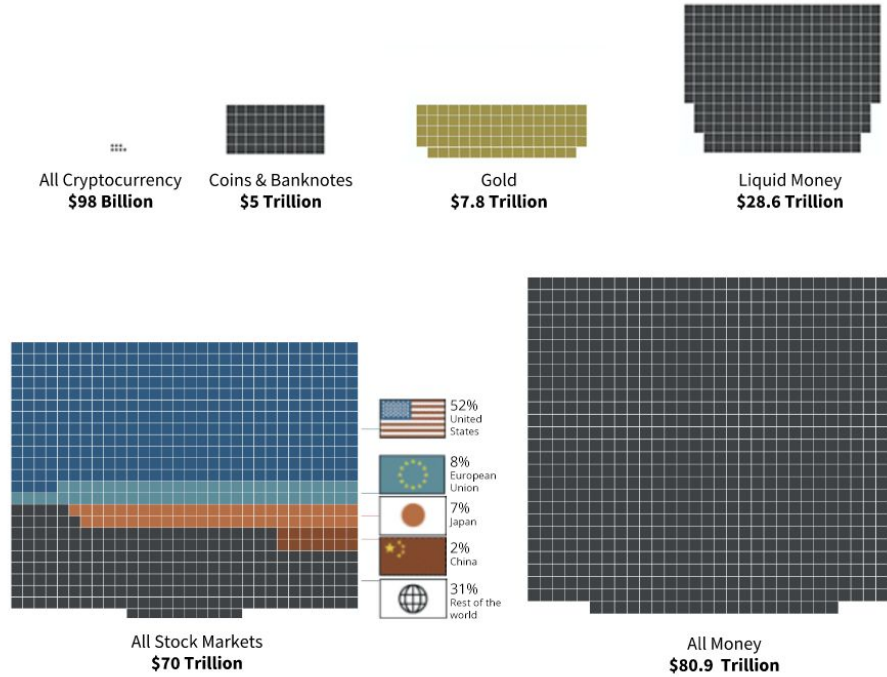
- Cryptocurrencies are aiming to be better money
- Major media attention
- Unique benefits that we covered in the last lecture
 - No central authority
 - No intermediary
 - Low cost

But most of all...

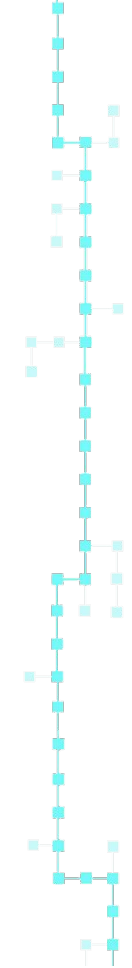
- More than just currency - blockchain technology can revolutionize computing as we know it



What does it mean to replace money...?



...As of June 2017





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**Blockchain technology has
more applications than
creating “better money”**

Coin Spotlight: Siacoin

Your **decentralized** private cloud

Welcome to a new era of cloud storage on the blockchain

- Uses blockchain technology to organize a network of storage devices
- Token used to drive the service
 - Spend Siacoin to store files
 - Receive Siacoin for sharing your computer space

 **Promising technology in fog computing**

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Coin Spotlight: Augur



Welcome to the future of forecasting

Augur combines the magic of prediction markets with the power of a decentralized network to create a stunningly accurate forecasting tool - and the chance for real money trading profits

- Decentralized prediction market utilizing blockchain technology
- Allows anyone to trade against the outcome of any event
 - Forecasting
 - Price Discovery



Promising forecasting tool

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Coin Spotlight: Steem

Steem is a blockchain-based social media platform where anyone can earn rewards.

- Utilizing blockchain for content discovery
- Reward users who interact with the social platform
 - Reward users for high-quality posts
 - Reward users who upvote high-quality posts
 - Rewards can be coins or influence

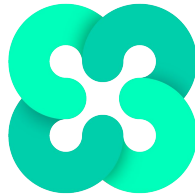


Promising decentralized community-oriented social media platform

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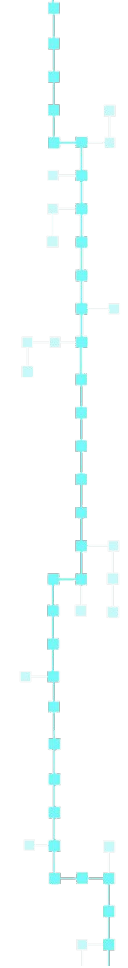
We are making more courses that use the fundamentals from this course and apply them to analyzing more tokens in the market if you enjoy these coin spotlights.



Crypto Investing

- Due to the open nature of cryptocurrency...
 - Anyone can participate
 - You have transparency and insight
 - High liquidity - easy to buy and sell
 - Rapid growth

 **For the first time the average person can participate in revolutionary ideas**



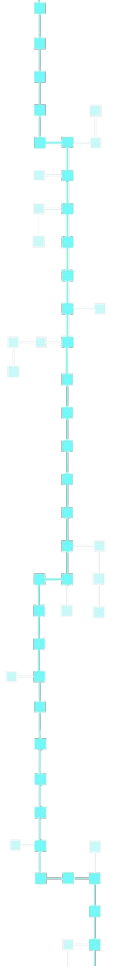


In short, blockchain is revolutionizing many industries all at once showing a promising new technology on the rise.

Be careful...

- Many scammers and hackers
- Small mistakes can be costly
- Extremely volatile market
- Very early technology

Do not invest anything you can't afford to lose.





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Lecture 2: Why Now? Why Cryptocurrencies?

