**Glossary**

**Address**

A place where cryptocurrency can be sent to and from using a string of letters and numbers.

**Airdrop**

A marketing campaign that distributes a specific token or cryptocurrency to an audience.

**AML**

Stands for anti-money laundering: a set of international laws to combat individuals or criminal organizations laundering money through cryptocurrencies into real-world cash.

**Bear**

A person who believes that prices in a given market will decline over an extended period. In a bear market, traders are more likely to sell than to buy.

**Bull**

A person who is optimistic and confident that market prices will increase. Someone who buys an asset low and sells it high.

**Cliff**

A period of time owners must hold on to their investment. This is done to protect other investors from losing money due to someone dumping all their investments.

Cryptocurrency

A digital currency that uses cryptographic technologies to secure its operation.

**DeFi**

Stands for Decentralized Finance. The DeFi movement is based on the idea that the financial system should not be controlled by monopolistic third-party providers who can always stop or decline your transactions.

**Exchange**

Digital marketplaces that allow customers to trade cryptocurrencies for fiat money or other cryptocurrencies.

**FUD**

Stands for Fear, Uncertainty and Doubt. Usually said when someone is spreading negative, misleading or false information to influence the perception of certain cryptocurrencies.

**ICO**

Stands for Initial Coin Offering. Any blockchain or cryptocurrency company looking to raise funds to create an app, service or new coin can use an ICO to raise funds.

**IDO**

Stands for Initial Dex Offering. An IDO refers to the launching of a cryptocurrency on a decentralized exchange (DEX). In an IDO, a blockchain project makes a coin’s first public debut on a DEX to raise funding from investors.

**INO**

Initial NFT Offering involves offering a set of NFTs for a certain period of time. The NFTs sold in the INO represent different kinds of artwork, games, fashion accessories, metaverses, music, photographs, and videos. INO solves many of the challenges for artists and creators selling art NFTs and collectibles. Anyone can issue limited edition NFTs through decentralized platforms with the advantages of instant liquidity and cheaper listing cost.

**ITO**

Initial Token Offerings are similar to ICOs but focus more on offering the community special tokens in the form of software or usage in an ecosystem.

**KYC**

Stands for Know Your Customer, these are checks that crypto exchanges and trading platforms must complete to verify the identity of their customers. It is mandatory to complete in order to ensure that the customer is not part of corruption or bribery.

**Market Cap**

This is the collective value of a cryptocurrency. It is calculated by multiplying a single coin’s price by the number of coins in circulation.

**MetaMask MetaMask**

is a cryptocurrency wallet that is available as a plugin for Internet browsers such as Chrome and Firefox. It allows users to manage, transfer and receive Ethereum and ERC-20 tokens without needing to download the whole blockchain in the process.

**NFTs**

Non-Fungible Tokens are cryptocurrencies that do not possess the property of fungibility, meaning that every unit of this token is not the same as another unit of the same token.

**Public Address**

A public address is the cryptographic hash of a public key, allowing the user to use it as an address to request for payment.

**Private Key**

A private key generally refers to an alphanumeric string that is generated at the creation of a crypto wallet address and serves as its password or the access code. Whoever has access to a private key has absolute control over its corresponding wallet, access to the funds contained within, and can transfer or trade assets and use the account for other purposes. BullPerks will never ask you for your private key!

**ROI**

Stands for Return on Investment. This measures the profitability of your investment.

**Seed Phrase**

The seed phrase is a generated list of 12 to 24 words in a specific order used by crypto wallet users to regain access and control of their funds. This means that any third party who knows your seed phrase can potentially move your funds to another wallet address. BullPerks will never ask you for your seed phrase!

**Staking**

Participation in a proof-of-stake (PoS) system to put your tokens in to serve as a validator to the blockchain and receive rewards.

**TGE**

Stands for Token Generation Event. A Token Generation Event is simply the creation of tokens by a company that is running off the Ethereum blockchain that typically is working in the utility space. Because these types of tokens are tiny slices of a product, the creators typically refer to the token sales as token generation events as opposed to ICOs.

**Token**

A digital unit designed with utility in mind, providing access and use of a larger crypto economic system. A blockchain startup can issue tokens to give its buyers certain privileges and access to certain products and services in the future.

**Token Swap**

In the context of MegaCapital, Token swap refers to a direct exchange of a certain amount of one cryptocurrency token for another done by using a special exchange service (e.g. PancakeSwap)

**Venture Capital**

A form of private equity is provided to fund small, early-stage firms considered to have high growth potential.

**Vesting**

Vesting is a form of investment that locks the investor into their given tokens for a lengthy period of time to raise a token’s value stability in the market.

**Wallet**