



May 7<sup>th</sup>, 2021

# Digital Gold

A Gerber Kawasaki Crypto Chronicle

# Crypto Basic Breakdown



## What exactly is a cryptocurrency?

Cryptocurrencies are digital currencies that use cryptographic technologies to secure their operation.

The concept of a digital currency secured by cryptography has existed since at least as early as 1983 when American cryptographer David Chaum introduced e-cash. However, the first cryptocurrency to truly achieve mainstream recognition was Bitcoin (BTC), which launched in January 2009.

**#Crypto**

[Source Here](#)

## What is decentralized finance?

Decentralized finance (DeFi) is a concept where financial products are available on a public decentralized blockchain network making them open to anyone to use rather than going through a middleman like banks or brokerages.

Decentralized finance, or DeFi, aims to use technology to remove intermediaries between parties in a financial transaction.

Regulation and oversight of DeFi is minimal or absent. In the future, however, DeFi is expected to take over and replace the rails of modern finance.

**#DeFi**

[Source Here](#)

# Crypto by the News



## [S&P Goes Live With Bitcoin, Ethereum Crypto Indexes \(May 3, 2021\)](#)

- S&P Dow Jones Indices launched its first three cryptocurrency indexes on May 2. S&P's crypto indexes are poised to further normalize bitcoin and ether data among Wall Street traders.

## [Gemini Taps Mastercard for Its Crypto Rewards Credit Card \(April 27, 2021\)](#)

- Gemini has partnered with Mastercard for its crypto rewards credit card that was first announced in January of this year. The card is scheduled to launch this summer in all 50 states of the U.S.

## [Metromile Will Embrace Bitcoin For Insurance Premium And Claim Payments \(May 6, 2021\)](#)

- Auto insurance company Metromile soon will let policyholders pay premiums with cryptocurrency and even receive claim payouts in digital currency as well. The latest in a trend of institutions to adopt and utilize digital currency.

## [Ether's 1,500% Jump Is Just the Start for Crypto Faithful \(May 4, 2021\)](#)

- Crypto enthusiasts are predicting even higher price targets for Ether after the token gained 1500% in the past year, hitting \$3.5k this week. Some anticipate it hitting \$5k or \$10k by early next year.

# Crypto Considerations



**HOW WILL BITCOIN ETFS\*  
CHANGE THE MARKET?**



**WILL GOVERNMENTS KEEP  
TRYING TO BAN CRYPTO?**



**WHICH CRYPTO WILL GAIN  
ATTENTION NEXT?**

**Tweet us your thoughts!**

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**\*EXCHANGE TRADED FUND**

# Additional Resources



[Gerber Kawasaki Digital Assets Site](#)

[Bitcoin + Ether: An Investor's Perspective](#)

[Does Bitcoin Have an Energy Problem?](#)

Email us at [info@gerberkawasaki.com](mailto:info@gerberkawasaki.com)

Have questions? Reach out to one of our **GK Advisors** via the [Gerber Kawasaki website](#), we would love to hear from you!

Til next time,  
**Ima**

## Crypto Key Terms

**CRYPTOCURRENCY** – Cryptocurrencies are digital currencies that use cryptographic technologies to secure their operation.

**SMART CONTRACT** – A smart contract is a computer protocol intended to facilitate, verify or enforce a contract on the blockchain without third parties.

**EXCHANGE TRADED FUND (ETF)** – A security that tracks a basket of assets such as stocks, bonds, and cryptocurrencies but can be traded like a single stock.

Source: <https://coinmarketcap.com/alexandria/glossary>



## Most Active Cryptocurrencies (as of 8:18 AM on May 7, 2021)

NAME	PRICE	+/-	%	MARKET CAP	CIRCULATING SUPPLY
Bitcoin	57,364.5469	983.66	1.74%	1,034.00 B	18,072,712
Ethereum	3,522.0842	32.61	0.93%	381.65 B	108,728,346
Mooncoin	1.1503	0.01	1.13%	258.59 B	224,791,347,806
Bodhi	3,543.5767	15.20	0.43%	141.74 B	40,000,000
Binance Coin	633.8079	-0.53	-0.08%	98.58 B	155,536,713

Source: <https://markets.businessinsider.com/cryptocurrencies>

