



July 16th, 2021

Digital Gold

A Gerber Kawasaki Crypto Chronicle

GK's Take on Crypto News



[Vitalik Buterin Is Involved in a New Documentary About Ethereum \(July 14, 2021\)](#)

- Ethereum: Infinite Garden will be the first feature length film about Ethereum ever created, and they are looking for ETH donations to fund it. The founder of Ethereum, Vitalik Buterin, will be involved in the project as well.

[Cryptocurrency Trading Volume Plunges As Interest Wanes Following Bitcoin Price Drop \(July 12, 2021\)](#)

- Trading volumes at the largest exchanges fell more than 40% during June as the price of Bitcoin hit a monthly low ~ \$29,000. Even with this dramatic drop, however, trading volume is still higher than last year.

[Google Searches for 'Bitcoin Price' Reach 7-Month Low \(July 15, 2021\)](#)

- Web data shows that the general population's interest in Bitcoin has waned as searches for the asset's price have reached a low for this year. Record low queries often indicate the lowest point of a bear market.

[Square to Create a Bitcoin Division \(July 15, 2021\)](#)

- Square has pledged to create an open developer platform as their latest project, which is still yet to be named. Jack Dorsey, their CEO, tweeted about the division citing Bitcoin as their main focus for the network. More news to come soon.



Latest in Crypto

Ethereum is hitting the Big Screen?

A team of filmmakers is fundraising to accumulate \$1.5 million dollars in Ethereum in order to create the first feature-length film on the topic. The team is diving into the history behind the crypto network / token and bringing it to a screen near you (eventually).

The team is turning to the crypto community to crowd-fund the project, hoping to have the crypto crowd as an executive producer on the film. They plan to have it reach a major film festival in 2023 and then get further distribution from there.

#ETHCinema

[Click Here to Learn More](#)

Is Bitcoin losing steam?

Google searches for 'Bitcoin price' have hit a low after several weeks where the crypto's volatility was not strong enough to draw constant attention from crowds.

Search queries usually indicate bullishness to an extent and curiosity at the very least. Bitcoin, however, has a community of loyal followers who dedicate themselves beyond the realm of Google-searching. Historically, Bitcoin always finds a way to lure the crowds back in over time – while it may have taken a moment out of the spotlight, it's not losing steam just yet.

#BTC

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Crypto Considerations



**VIRTUAL LAND IS ON THE RISE –
PROVIDING A WHOLE NEW SET
OF OPTIONS IN DIGITAL ASSETS**



**BITCOIN AND OTHER CRYPTOS
HAVE BEEN EXPERIENCING THE
SUMMER SLUMP BUT MAY
BOUNCE BACK SOON**



**ARE WE IN THE BEGINNING
STAGES OF THE DIGITAL
FINANCIAL TRANSFORMATION?**

Tweet us your thoughts!
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Crypto Key Terms

BEAR – Someone who believes that prices in a given market will decline over an extended period of time. Opposite of bull.

BULL – A person who is optimistic that market prices will increase over an extended period of time, known as ‘bullish’.

CORE WALLET – A core crypto wallet is able to contain the entire blockchain versus just a piece of blockchain.

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



Most Active Cryptocurrencies (as of 10:30 AM on July 16, 2021)

NAME	PRICE	+/-	%	MARKET CAP	CIRCULATING SUPPLY
Bitcoin	32,032.0859	358.86	1.13%	579.65 B	18,072,712
Mooncoin	0.2698	0.00	0.66%	60.64 B	224,791,347,806
Ethereum	1,924.0387	17.82	0.93%	209.50 B	108,728,346
Binance Coin	310.8011	-3.45	-1.10%	48.34 B	155,536,713
ATMChain	9.2536	-0.18	-1.96%	43.12 B	4,660,285,460

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



Additional Resources



[Gerber Kawasaki Digital Assets Site](#)

[Gemini Learn Page](#)

[OnRamp Education and Research](#)

Have questions? Feel free to reach out to one of our **GK Advisors** via the Gerber Kawasaki website, we would love to hear from you!

Til next time,
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