

# THE NEXT GEN COIN

*The Profit Opportunity of a Lifetime*





Banyan Hill's

**STRATEGIC FORTUNES**



# THE NEXT GEN COIN: THE PROFIT OPPORTUNITY OF A LIFETIME

By Ian King, Editor of *Strategic Fortunes*

---

**O**N a warm August morning in 2013, I had a meeting that would change my life. It was with a group of venture capitalists and hedge funders, and it was for one key reason: To discuss how bitcoin would shape the world.

As we ate breakfast, Barry Silbert, our featured guest, took the floor.

Now, you may not know Barry's name offhand. But as the founder and CEO of Digital Currency Group, he's a *force* in the bitcoin world.

As I discovered that day, Barry and I share more than a love of bitcoin. We both started at Salomon Brothers in the late '90s. I was in bond trading, and he was on the other side of the firm in asset management.

After Salomon, Barry then went on to start a business called Second Market, a popular trading exchange for pre-IPO (initial public offering) stocks.

He's got a knack for recognizing big opportunities.

When I think back to that breakfast, I can still hear his words today:

*"I've invested a substantial portion of my net worth in bitcoin, and I believe this will one day be the world's global reserve currency."*

At the time, that was quite a statement.

Bitcoin was still trading below \$100. And it would be four and a half years before 2017's crypto mania swept the price up to \$20,000.

Finance types, like myself, had heard of bitcoin, but very few were taking it seriously. We knew it was a new form of digital money where ownership was tracked by an underlying ledger called the blockchain.

The blockchain allows users to send something of digital value peer-to-peer without needing a central intermediary like a bank or payment processor.

Back then, bitcoin was still a fringe techno-libertarian movement. It wasn't tied to a central bank or government entity, making it popular with "end the Fed" types.

Bitcoin was also notorious as a currency used by criminals to buy and sell illegal goods on the dark web. To top it off, it was incredibly volatile, and investors were subject to criminal hacks on their bitcoin wallets.

In fact, it had recently dropped 60% a few months before our meeting after a significant exchange was hacked.

But after hearing Barry's pitch, I realized I needed to learn more. If this was the next big thing, I didn't want to miss out.

Over the next few years, Barry nailed it. Bitcoin blew up!

It went from \$100 that day to a high of \$20,000 in 2017 — a 19,900% gain. This was the peak of "bitcoin mania" before the brutal pullback part of the cycle.

But bitcoin's emergence was only the start of the blockchain revolution. There are now tens of thousands of cryptocurrencies with various use cases. The one common theme in crypto is transacting without a middleman.

That's why we're tapping into the next generation of tech — with a cryptocurrency that's **poised to rally 1,000% by the end of this decade.**

## The Web's Upgrade Is Imminent

Before looking into all the possibilities cryptocurrencies will bring, let's take a trip backward to see how far we've come in just three short decades.

I remember the first time I signed into AOL at a friend's house.

*Pshhhkkkkkkrrrrkakingkakingkakingtshchchchchchchchch\*ding\*ding\*ding\**

The modem's screech was the noise that exemplified the beginning of the internet, which was still dubbed "the information superhighway" at the time.

This was **Web 1.0**. Major media companies like ESPN, Yahoo Finance and CNN controlled the available content. There was minimal user interaction or content generation on the web.

Some people had personal webpages in Web 1.0, which were mainly linked to the creator's favorite websites or photos. There weren't tools available to let anyone create content.

But when **Web 2.0** arrived in the mid-2000s, it changed the world.

This was the start of real user interaction. Social media allows anyone with an internet connection to share their experiences, thoughts and opinions. Now, we can post our children's birthday photos on Facebook, create silly dance moves on TikTok, or share controversial political thoughts on X (formerly Twitter).

Web 2.0 unleashed a wave of innovative companies with market caps in the trillions. It enabled podcasting and music streaming (Spotify), vlogging (YouTube and TikTok) and social networking (LinkedIn).

With all these new markets, analysts believe that the internet created *\$10 trillion* of economic value. Basically, the internet now rules the world!

Even though Web 2.0 unleashed some of the biggest companies on Earth, there was a downside. It turned out that companies with a first-mover advantage could monopolize our data while charging a fee to use their services.

Sometimes these fees are noticeable, like how Uber or Airbnb take a percentage every time you need a ride or a place to stay. And sometimes they aren't, like the curated ads you see on Facebook, Twitter or Google.

Soon, user data became the world's most valuable commodity. It allowed Big Tech firms to control the internet. And their algorithms had one mission — to capture your attention by choosing what you might want to watch or read.

Don't get me wrong. Gmail, Airbnb, Facebook and the like are useful platforms. But the downside is that Big Tech companies like these now have access to our entire digital life- including what we like on Facebook, the photos we upload on Instagram and even intimate conversations.

Google Maps can help you find the nearest gas station or pharmacy, but it also maintains your travel record and knows where you are.

Amazon stores a record of every item you've purchased off their e-commerce site. That's why the world is ready for the next iteration of the internet — **Web 3.0**.

This is a next evolution of the digital world where users will take back control of their data. And lucky for us, there's one transformative technology that will catapult us into this new age — blockchain.

## The Rise of Blockchain

A blockchain is simply a distributed ledger that ensures data accuracy with computer code.

Each blockchain has a native digital currency, called a cryptocurrency, used to keep tabs on who owns what within that specific network.

Since each user's transaction history is stored on this distributed ledger, a blockchain allows for transactions without a middleman or centralized entity to approve of them.

And that's where bitcoin comes in.

See, bitcoin was the first iteration of cryptocurrency.

That means bitcoin isn't tracked by one organization, like your bank, or a payment processor such as PayPal. It's tracked by a distributed network of computers that approves transactions and updates the decentralized ledger.

And this decentralized ledger is highly secure. It's considered immutable because a hacker would have to change the transaction history on every computer on the network to invalidate transactions.

But blockchain technology isn't simply an alternative form of currency or payment mechanism.

Simply put: It will give us more control of our private data — ushering in the age of Web 3.0.

It will lead to massive disruption in many areas of the economy, like real estate, insurance, health care, energy, supply chains, media and governments, to name just a handful.

Here are just some examples of this Web 3.0 at work:

- **Decentralized Property Registries** — Proof of ownership of real-world items like houses, cars and other assets. Blockchain can substitute the databases kept by the Department of Motor Vehicles and the local property registry.
- **Decentralized Internet of Things Transactions** — Devices can securely communicate and transact without an intermediary, leading to massive changes in transportation and energy.
- **Decentralized Content** — Musicians and artists would no longer rely on platforms such as Spotify and YouTube to monetize their digital content. They will be able to track and manage it as a digital asset.
- **Decentralized Finance** — Centralized exchanges would be replaced by smart contracts, and banks replaced by immutable vaults. Plus, algorithms would do away with your local mortgage broker.

Building this decentralized future won't be easy — and it won't happen overnight.

But like all technologies of the past half-century, adoption happens slowly at first ... and then all at once.

We witnessed this with the internet. The number of global internet users jumped from 300 million in 2000 to 2 billion in 2010 — to \$5.45 billion by mid-2024.

Smartphones are another example. They barely existed 15 years ago. And now the average American spends over four and a half hours a day on one!

Investors are waking up to the reality that the future arrives faster than we think. For example, no one had even thought of electric vehicles ten years ago. Now, it seems like an EV future is inevitable. I already own two hybrids!

That's why now is the time to buy into the future of this technology — before it gains mainstream adoption. And if we look back in history, we can see we're at the ideal time to invest in this new market.

## Why the Time is Right for Crypto

One of the best lessons I've learned over the past 25 years is that market cycles tend to rhyme. The specific investments may change, but we still have the same cycles of mania and bust.

In that regard, cryptocurrency is almost a mirror image of the dot-com boom. Each era started with an innovation that triggered a revolution.

For the dot-com era, it was the moment when Tim Berners-Lee invented the hypertext transfer protocol — which allows the internet to communicate information — in 1989.

Decades later, in October 2008, Satoshi Nakamoto dropped the bitcoin whitepaper and launched the cryptocurrency era.

Both of these events were breakthroughs that led to investment manias. And each mania ended when investors believed the technology wasn't ready to change the world.

In 1999, every company was adding “dot-com” to their name. And in 2017, companies were trying to figure out how to tokenize their products on the blockchain.

Eventually, the hype always wears off. Investors realize that the technology isn't quite ready for prime time, and they give up on the idea. That leads to sharp selloffs and bear markets.

Both dot-com and cryptocurrency investors suffered through brutal ones. During the dot-com crash from 2000 to 2002, the Nasdaq lost 78% of its value. Likewise, bitcoin dropped 84% in 2018.

After another surge between 2020 and 2021, bitcoin dropped as low as 74 % in 2022.

And so, cryptocurrency investors experienced the same regretful feelings dot-com investors did a couple of decades prior.

Remember that time? Investors shunned dot-com stocks. Anything internet-related was radioactive. And it's understandable — they were still shell-shocked from losses when the bubble burst.

But looking back, selling stocks such as Amazon at \$10 and Google at \$50 was the worst investment mistake of the 21st century. An investment of \$1,000 in each of those stocks would be worth well over \$300,000 today.

Even though the stocks were severely depressed, the internet increasingly became part of our everyday lives. This was the rise of Web 2.0. And now I don't even remember life without the internet.

Just like dot-com companies, cryptocurrencies are here to stay. I'll say it now: Buying cryptocurrencies now is akin to buying dot-com stocks in 2004.

The road map is clear. The only thing left is deciding whether or not you're willing to follow it.

## The Next Gen Coin Leading the Cryptocurrency Revolution

Right now, the aftermath of the cryptocurrency bubble resembles the emergence from the dot-com lull of 2002 to 2004.

Cryptocurrencies are following the same pattern. And that's why right now is the best time to add exposure with the Next Gen Coin as it embarks on its journey to surpass bitcoin.

Of course, the Next Gen Coin I'm talking about is **Ethereum (ETH)**.

In late 2013, a 19-year-old computer science prodigy named Vitalik Buterin rocked the crypto world when he published the Ethereum whitepaper.

It was the most consequential event in crypto since Satoshi Nakamoto introduced the world to bitcoin in 2008.

Before the arrival of Ethereum, cryptocurrencies had one functionality: they were an immutable form of digital money that could be sent anywhere as easily as sending an email.

Ethereum changed everything. It has all the properties of bitcoin — it's decentralized, portable and immutable. However, it's also programmable. It allows for smart contracts that contain “if this, then that” conditions.

Ethereum is known as a Layer 1. It's like a Lego set. It allows developers to build new applications on top of a blockchain.

For instance, **if** my Uber doesn't arrive on time, **then** the fare is refunded. Or **if** my Uber arrives on time, and **if** the driver doesn't speed along the way, **then** a payment is made from my account.

Transactions can be programmed to run autonomously when specific conditions are met without a centralized intermediary.

Ethereum also created a standardized token, called the ERC-20, that allowed developers to build other tokens with specific uses in the Ethereum network.

Since ERC-20 was born, tens of thousands of these Ethereum-based tokens were created. These are used to provision digital resources like cloud storage, computational power and network bandwidth.

In 2017, Ethereum sparked the cryptocurrency mania. New coins were popping up left and right for any industry imaginable.

There was a token for religion (Jesuscoin), dentists (Dentacoin) and supply chain management (Bananacoin). Some of these cryptocurrency tokens increased as much as 100,000% in just a few days.

Since the overwhelming majority of these new tokens were built on Ethereum, the price of ETH increased by 17,600% in less than a year. It started 2017 at \$8 and peaked one year later at \$1,420.

And then the bear market arrived. ETH dropped 94% over the next year, while most overhyped cryptocurrencies went to zero.

But after a solid rebound off the lows, Ethereum is now the world's second-largest cryptocurrency with a \$294 billion market cap. That's about one-quarter the size of bitcoin, which currently supports a \$1.23 trillion market cap.

However, Ethereum's programmable language makes it more functional than bitcoin. And its underlying protocol suggests that there might be less ETH in existence in the future. Because of this, I believe Ethereum's market cap will eventually cross over bitcoin's.

### 3 Catalysts to Push ETH Higher

Even though there are thousands of cryptocurrencies already built off the Ethereum blockchain, Ethereum is still in its early stages of development. That's good news for us because there are three major catalysts coming in the next few years that will propel its price higher...

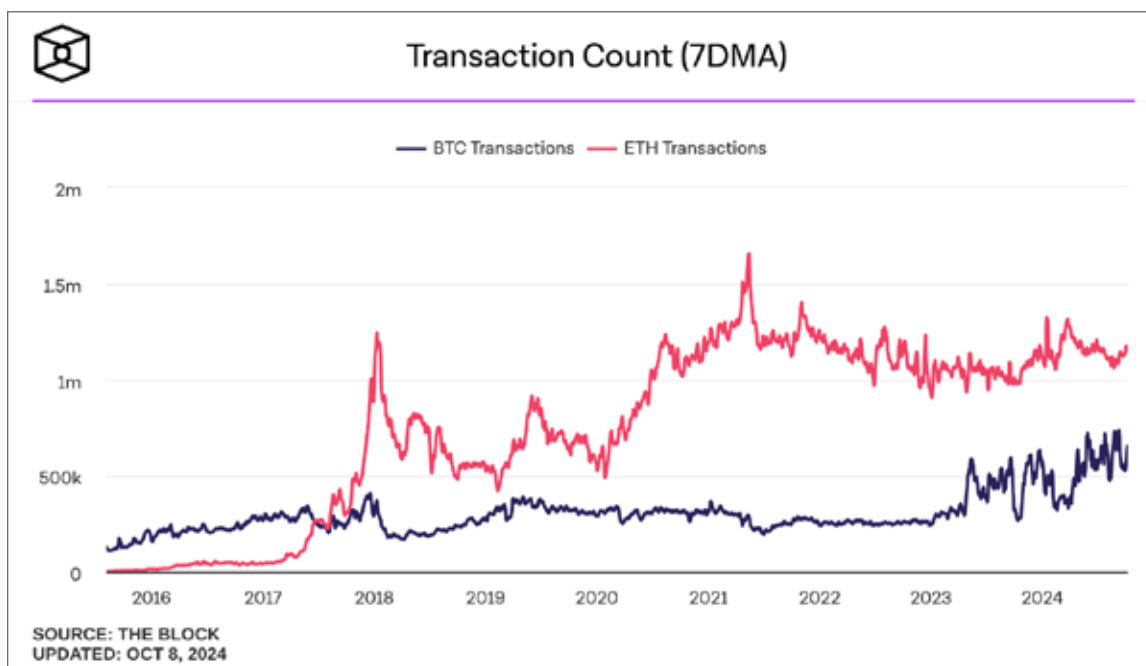
#### No. 1 — The Next Gen Effect.

The Next Gen Effect is when the 2.0 version surpasses the 1.0 version. When that happens, massive profits can be made.

Ethereum took the first major step in its upgrade to Ethereum 2.0 with the merge in mid- September 2022. This update will change the way transactions are secured and add to its underlying blockchain.

It's important because cryptocurrency's biggest limitation is speed. When the network is crowded, transactions can take several days to process.

Speed is particularly essential for Ethereum since daily transaction volume is surging (more on why in a minute):



Before the upgrades started, Ethereum could only process 17 transactions per second. Bitcoin is even worse, at a measly seven transactions per second. That's fast enough to run a small network but won't cut it as the base layer for our smart contract future.

When the updated Ethereum 2.0 fully deploys, it will break this transaction history into a smaller, more condensed form. Rather than one blockchain, Ethereum will become many blockchains that run in parallel.

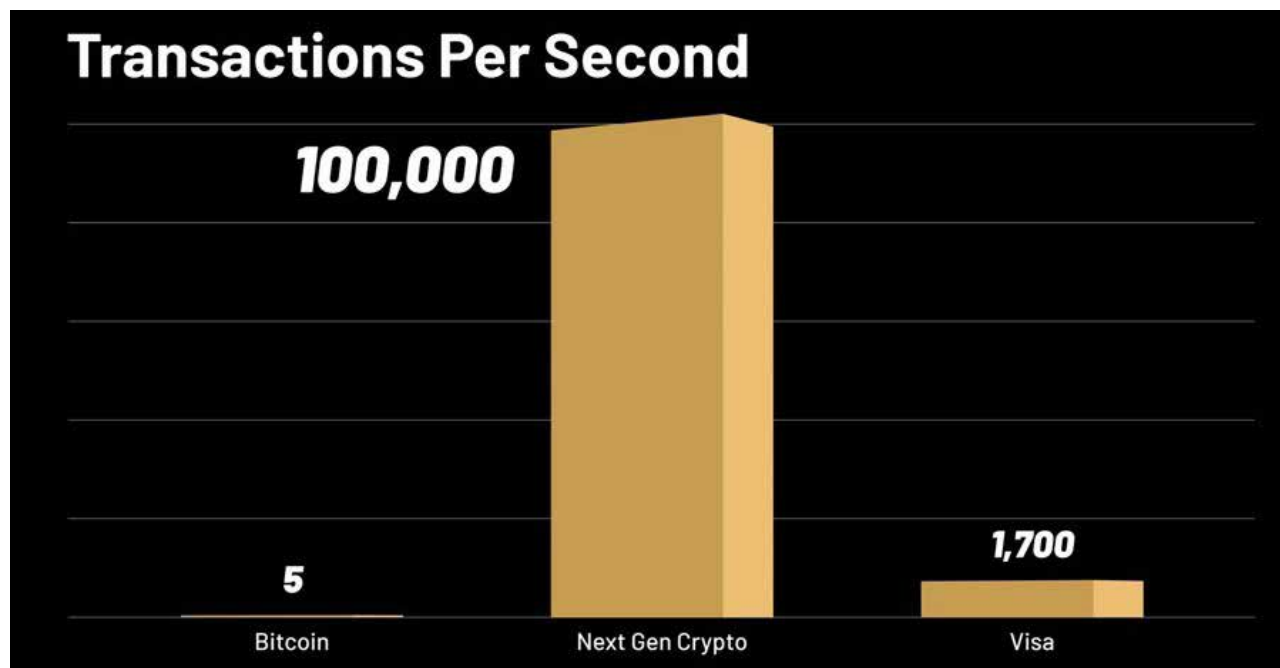
If ETH 2.0 is successful, the lighter version has the potential for the network to handle 100,000 transactions per second, giving it an even bigger advantage over all other cryptocurrency networks.

ETH 2.0 also brings with it new token economics. Before the merge, around 14,600 ETH were issued each day. That's an annual inflation rate of 4.6%. However, after the merge, that rate drops to 1,600 ETH per day, or an annual inflation rate of 0.49%.

As network usage increases on Ethereum, more fees will be paid in ETH, which will then be burned. And with a lower issuance rate each day to off-set the amount burned, ETH supply could enter a deflationary state.

That means that with fewer ETH circulating, each token could be worth more after the merge. This would increase ETH's value.

Also, once the upgrade is complete, Ethereum's one blockchain will become many blockchains running in parallel. This will break Ethereum's transaction history into smaller, more manageable parts. And it will reduce network congestion and scale it to handle up to 100,000 transactions per second.



## No. 2 — Institutional interest is increasing.

The 2017 bull market was driven by retail investors. For institutional investing, there weren't any good solutions for holding sizable amounts of cryptocurrencies, and the technology was largely unproven.

Since then, the ways that institutions can hold and trade cryptocurrencies have dramatically improved.

We saw this happen in 2021 when the New York Stock Exchange launched the Bakkt exchange, a platform for trading futures contracts on bitcoin and Ethereum. This was big — it was the first exchange that settled trades in the underlying cryptocurrencies.

But even that's nothing compared to where we are with institutional interest in crypto today.

As of July 2024, there are eleven spot bitcoin ETFs and nine spot Ethereum ETFs.

And the institutions responsible for these funds include big names such as Fidelity, BlackRock and Franklin Templeton.



BlackRock CEO Larry Fink said that “[crypto] ETFs are step one in the technological revolution in the financial markets” and that “Step two is going to be the tokenization of every financial asset.”

That’s the next point of focus for institutions in crypto.

The concept Fink is talking about here is that you can create tokens on a blockchain that represent ownership rights to real world assets (RWAs), such as precious metals, real estate, art, bonds or stocks.

Essentially, this blockchain could then be used as the network by which we can trade ownership stakes over these RWAs the same way we trade ownership stakes in companies via stocks on the New York Stock Exchange.

Big banks are already at work on this.

Citigroup and crypto project, Avalanche led a proof-of-concept project that showed it’s possible to issue and store tokenized versions of private equity funds on behalf of clients in a way that is compatible with existing bank systems.

And Goldman Sachs announced that it is working on three RWA projects which are expected to launch by the end of 2024.

This opens the door for more Wall Street firms to experiment with RWA tokenization.

The market for RWA tokenization is massive. By some estimates, it could be worth between \$3.5 trillion and \$10 trillion by 2030.

That’s too big an opportunity for Wall Street to pass up so we are likely to see institutional interest in crypto continue to climb.

### **No. 3 — Ethereum is the base layer for a decentralized financial future.**

Decentralized finance, or DeFi, is the term to describe an open financial system. One that doesn’t rely on institutions or political entities to exist.

Bitcoin was the first iteration of DeFi. It’s a form of money that can be used to transfer value anywhere in the world, as easily as sending an email.

However, the next wave of DeFi will open up the entire financial services market to anyone anytime. And the majority of it will likely be built on Ethereum.

Securities, such as stocks and bonds, will be tokenized and traded on smart contracts on decentralized exchanges.

Recent comments by a commissioner of the Commodity Futures Trading Commission described it best when he said:

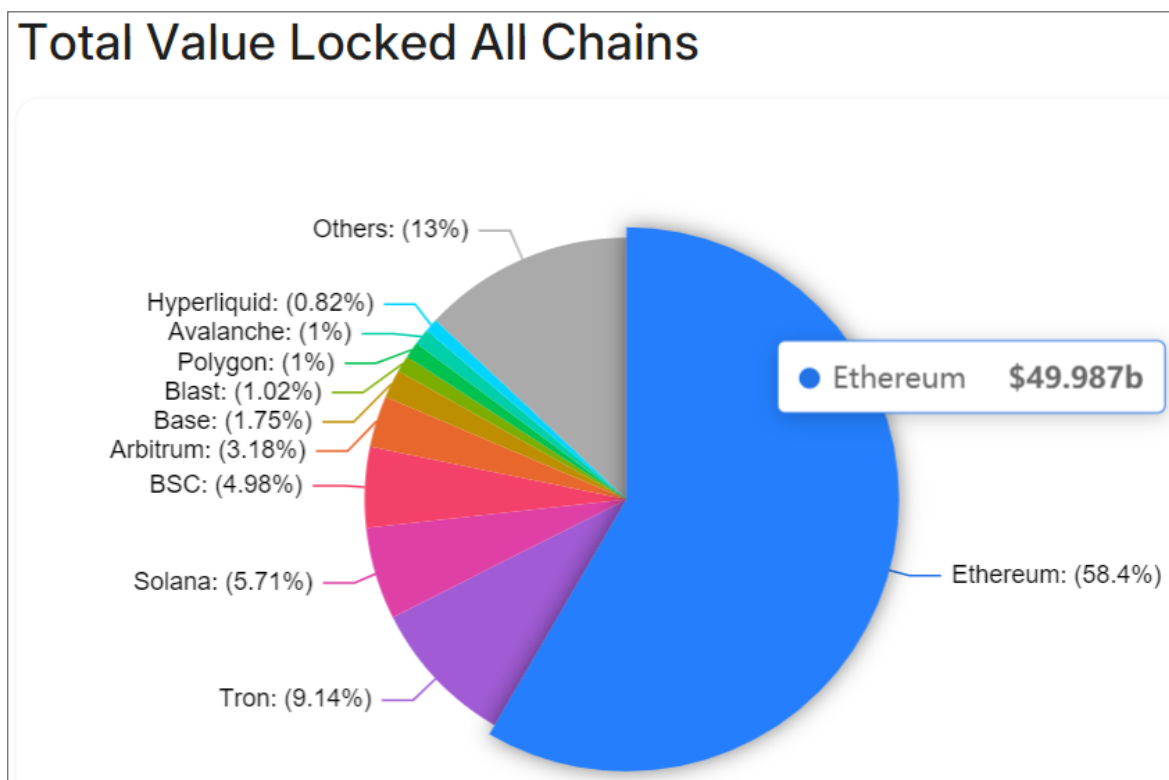
*If bitcoin is email, a one-trick pony ... but obviously revolutionary, Ethereum goes far beyond that. It’s more like the internet. When I think about DeFi, it’s obviously revolutionary and could lead to a massive disintermediation of the financial system.*



Ethereum already stands at the head of the pack in terms of the number of DeFi applications on the blockchain and the amount of value held in those DeFi apps.

This is measured using a metric called total value locked (TVL) which measures the total value of digital assets that are locked or staked in a particular DeFi app.

If you tally the TVLs for all defi apps based on the blockchain they are built on, Ethereum is the clear winner with nearly \$50 billion in value locked up on chain, representing a market share of 58% compared to other blockchains.



It is clearly both the top choice and the legacy choice for developers looking to build DeFi apps and users looking to utilize DeFi apps.

With these three catalysts, I expect Ethereum to soar tenfold in the next few years as the Next Gen Effect occurs.

## Ethereum's Value Is Right Where We Want It

The first thing to consider when buying a cryptocurrency is that you aren't buying a currency or a stock — you're buying a share in a network.

The more demand for the network, the more valuable the network's cryptocurrency becomes.

For example, imagine that in order to use Facebook, there was a monthly fee that could only be paid in Facebook tokens. To get a Facebook token, you first have to purchase it from someone who bought into a finite supply before you did. As Facebook's network grows, so does the value of the tokens needed to access Facebook.

This is what gives cryptocurrencies value. The more demand there is for the network's resources, the higher the price of the token.

The simplest way to look at the valuation of any cryptocurrency is to look at its network value to transaction ratio, or NVT. This takes the network value and divides it by the nominal number of daily transactions.

NVT is the cryptocurrency equivalent of the price-to-earnings ratio used to value stocks.

Currently, Ethereum's NVT is 90 (at the time of publication). That's near its 2021 level, even though the price of ETH is up 215% since then.

Even though the network value has grown more than three times, daily transactions have grown even faster. That would be equivalent to a stock growing earnings faster than its price.

In comparison, bitcoin is valued 318% higher with an NVT of 26.

Remember: While bitcoin is currently more widely owned, there are limited use cases. It's a digital store of value that can be used to transact — without a middleman.

On the other hand, Ethereum's upside is considerably larger. It can serve as a digital store of value but tops bitcoin with its smart contract functionality.

With ETH's three catalysts and its potential to trigger the next generation of Web 3.0, it's a no-brainer to add Ethereum to your portfolio. And the time to buy is now — before it's too late!

**Action to take: Buy Ethereum (ETH).**

BUY ACTION TO TAKE	
<b>CRYPTO:</b>	<b>Ethereum (ETH)</b>
<b>EXCHANGE:</b>	<b>Coinbase</b>
<b>STORE IT ON:</b>	<b>Coinbase</b>

## How to Buy

If you're new to investing in cryptos, we recommend buying ETH on Coinbase. If you're interested in setting up a Coinbase account, you can check out our step-by-step guide, ***Making \$1 Million: How to Buy Your 1st Bitcoin***, on the **Special Reports** tab of our web portal.

**Note:** You don't have to own an entire coin. All cryptocurrencies are divisible down to pennies, so you can purchase half of one or even one-tenth just to get your feet wet.

Regards,



Ian King  
Editor, *Strategic Fortunes*



Banyan Hill  
P.O. Box 8378  
Delray Beach, FL 33482 USA  
USA Toll Free Telephone: (866) 584-4096  
Email: <http://banyanhill.com/contact-us>  
Website: [www.banyanhill.com](http://www.banyanhill.com)

LEGAL NOTICE: This work is based on what we've learned as financial journalists. It may contain errors and you should not base investment decisions solely on what you read here. It's your money and your responsibility. Nothing herein should be considered personalized investment advice. Although our employees may answer general customer service questions, they are not licensed to address your particular investment situation. Our track record is based on hypothetical results and may not reflect the same results as actual trades. Likewise, past performance is no guarantee of future returns. Certain investments carry large potential rewards but also large potential risk. Don't trade in these markets with money you can't afford to lose. Banyan Hill Publishing expressly forbids its writers from having a financial interest in their own securities or commodities recommendations to readers. Such recommendations may be traded, however, by other editors, its affiliated entities, employees, and agents, but only after waiting 24 hours after an internet broadcast or 72 hours after a publication only circulated through the mail.

(c) 2024 Banyan Hill Publishing. All Rights Reserved. Protected by copyright laws of the United States and treaties. This report may only be used pursuant to the subscription agreement. Any reproduction, copying, or redistribution, (electronic or otherwise) in whole or in part, is strictly prohibited without the express written permission of Banyan Hill Publishing. P.O. Box 8378, Delray Beach, FL 33482 USA. (Telephone: 866-584-4096)

IKA0014