

The background features a large, semi-transparent Bitcoin logo. A white plus sign is positioned in the upper right quadrant of the logo. The entire image has a blue gradient overlay.

# Cryptocurrency Start-up Guide

Published by

**Encryptoza**

"We make understanding Crypto simple"

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# GETTING STARTED WITH CRYPTO!

Getting started with cryptocurrencies can be an exciting, yet daunting adventure for some.

In this **Free Crypto Start-Up guide**, we will give you some great tips to help get you get started. After reading this guide you will be better equipped to start investing in Cryptocurrencies right away!

Before we begin, we must first mention that, investing and trading in Crypto can be immensely profitable but there are **no guarantees** that you will become a crypto millionaire. It is not an easy short-cut to wealth - Investing in Crypto requires effort, patience, and a great amount of knowledge.

Secondly, never invest more than what you can afford to lose. We always encourage our members that are new to Crypto, to **not invest 100%** of their money unless ofcourse they're experienced investors and know what they're doing, even so investing 100% of your net worth or savings in an asset can be quite a risky move. Let's get straight into it!



# WHY IS CRYPTOCURRENCY SUCH AS BITCOIN SO POPULAR?

To understand why Bitcoin has become so popular, you need to first have a basic understanding of how the current **fiat monetary system** works.

Have you ever wondered why **\$100, R100** or even **€100** cannot get you as much goods or services as it could 10 years ago? Have you ever wondered where money came from and how it comes into existence? Have you ever wondered why the rich continue to get richer and the poor continue to get poorer?

Have you ever wondered why governments and large corporates can raise billions and billions of dollars while some people can't even qualify to simply open a bank account?

The answer is straightforward yet complex one - "**Central Banks or Federal Reserve Banks**", as they call themselves are the main reason behind this. You see.. A nations currency is created and managed by a **Central Bank**. A central bank is responsible for bringing money into circulation. They do this by using a fancy term called "**Quantative Easing**" which refers to the introduction of new money into supply.





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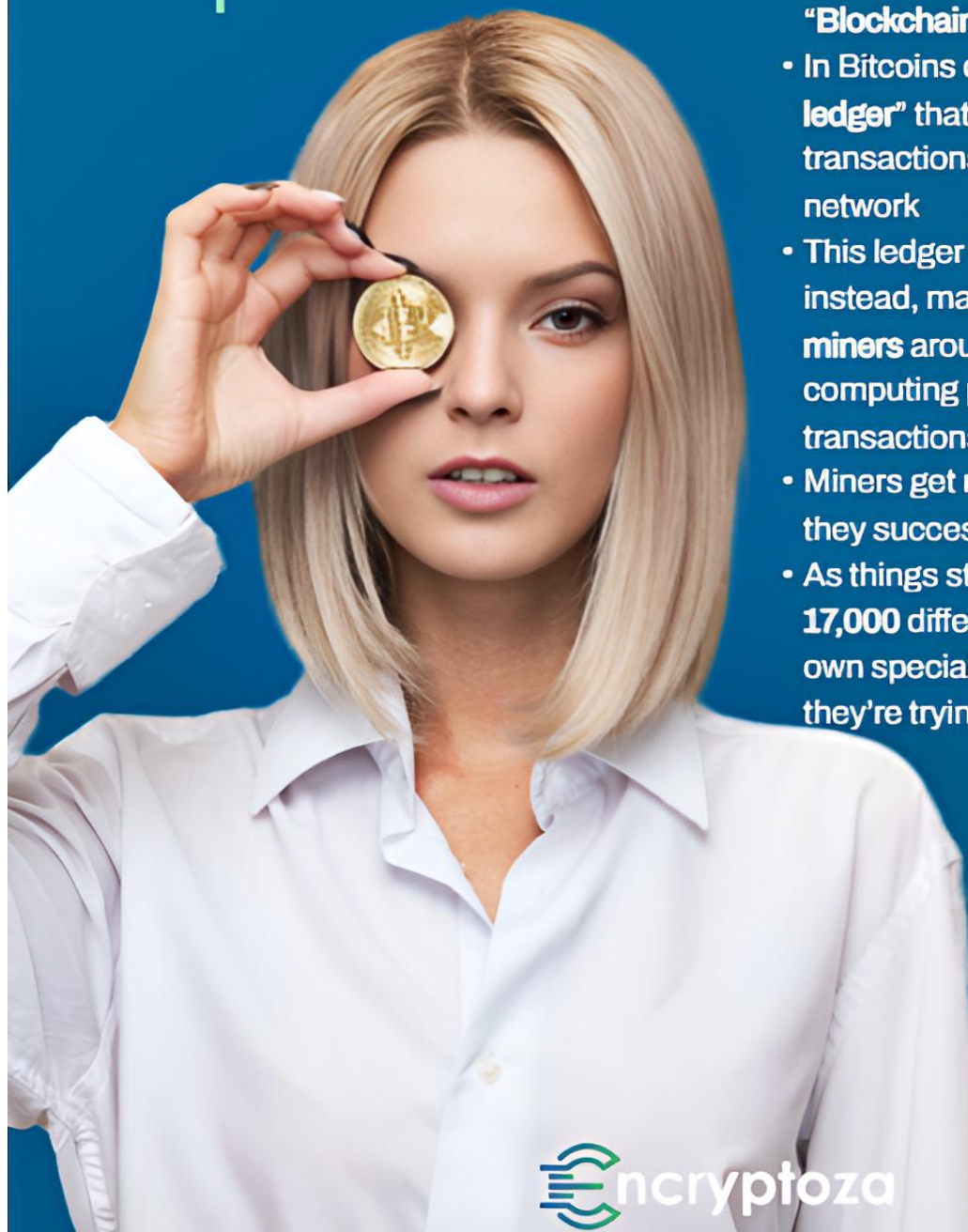


The reason why your money does not hold as much value as it did 10 years ago is because the “**Central Banks**” continue to print more and more money which affects the buying power of the existing money in circulation. This is one of the prime reasons why your money has lost its value over time as well as one of the reasons behind **inflation**. There is a lot that we can discuss on this topic however for the purpose of keeping this guide short we will leave some details out.

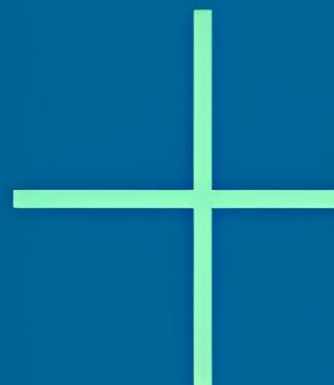
Bitcoin has become popular mainly because of it being regarded as the number one “**store of value**” competing against the likes of Gold! We've seen Billionaire investors such as **Michael Saylor** purchasing billions of dollars worth of Bitcoin since as he explains it to be the best “**hedge**” against inflation. Simply put, buying Bitcoin can protect you from loosing your “**Fiat**” value every time the Central Banks decide to print more.

**Fiat** – refers to paper money and is a Latin term which means “*Let it be done*”. If you want to learn more about The Monetary System, we have an entire “**Free Course**” on this. So, make sure you visit [encryptedza.com](https://www.encryptedza.com).

# HOW DOES CRYPTOCURRENCY WORK?



- Instead of a “**Central authority**” such as a bank or government to control and make decisions, cryptocurrencies use this awesome technology called “**Blockchain**”
- In Bitcoin's case a Blockchain is a “**public ledger**” that stores **data** of all the bitcoin transactions that take place on the network
- This ledger has no central authority but instead, managed by **thousands of miners** around the world that offer computing power to verify and secure transactions on the blockchain network
- Miners get rewarded in Bitcoin each time they successfully verify transactions
- As things stand today there are over **17,000** different cryptos each with their own special use case and problems that they're trying to solve



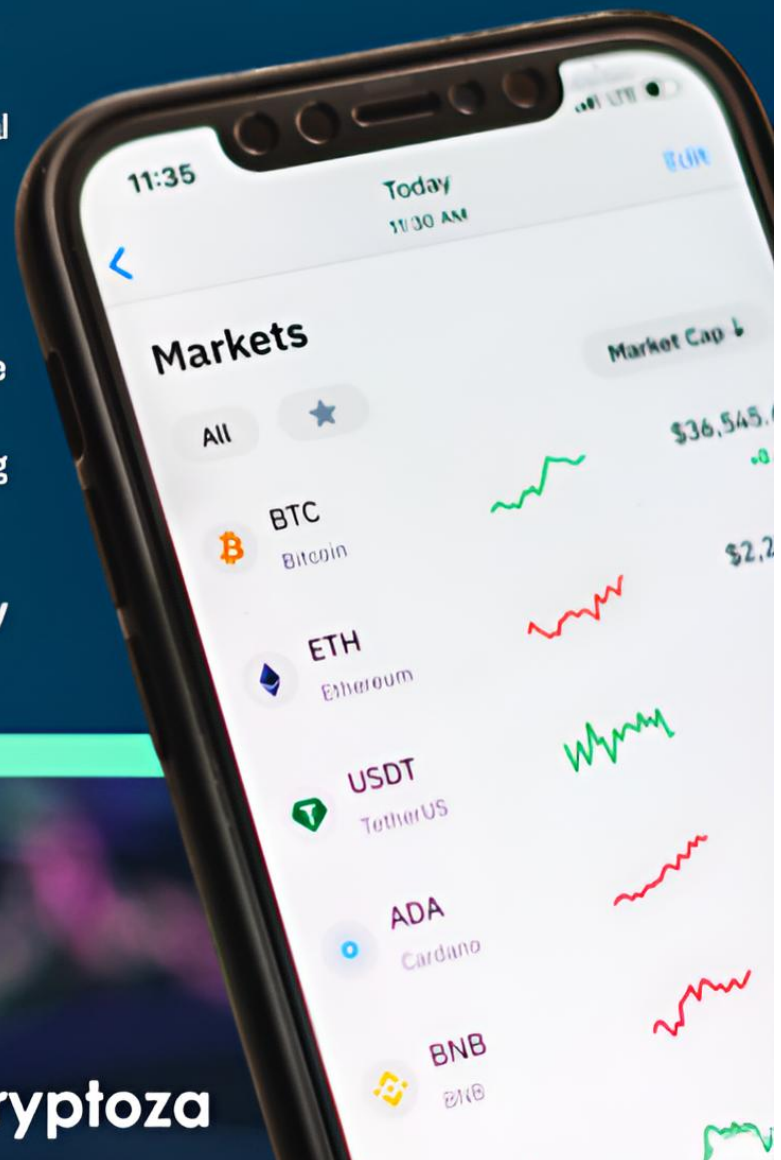
# WHAT IS CRYPTOCURRENCY?

Cryptocurrency in most cases such as “**Bitcoin**” is a digital payment system that doesn't rely on banks to verify transactions.

It's a peer-to-peer system that can enable anyone, anywhere to send and receive payments. Instead of having physical money that you carry around and exchange in the real world, cryptocurrency payments exist purely as **digital entries** on an online database describing specific transactions.

Cryptocurrency coins are stored in a digital wallet so no matter where you are in the world you can send Crypto to your family and friends in a matter of seconds!

Cryptocurrency received its name because it uses **encryption** when verifying transactions. This means advanced coding is involved in storing and transmitting cryptocurrency between wallets. The purpose of encryption is to provide **security** and **safety**.



# WHERE CAN YOU BUY CRYPTOCURRENCY?

You can buy crypto on platforms called "exchanges". An exchange as it names says allows you to exchange fiat money for crypto such as **Bitcoin** or **Ethereum**. Exchanges have many functions such as, converting crypto, staking crypto, selling crypto, yield farming, NFT sales etc.

It's important to always be careful when selecting which exchange to buy your crypto. Another thing to consider is which country you're purchasing your crypto from, as certain countries do not allow exchanges to operate due to their strict regulations.

## Our preferred exchanges



Being in the crypto markets for a long time allowed us the opportunity to explore the different type of exchanges and we've discovered that each exchange has its own **pros** and **cons**. These range from transaction fees, security, accessibility, or simply just basic customer support.

**Coinbase** and **Binance** are 2 of the top exchanges that we consider as the best places currently in the market to buy Bitcoin or any other Cryptocurrency you may be interested in. We use both these exchanges on a personal, as well as business level. To get a free **\$10** on your first trade and get started on Coinbase simply click the following link "**Coinbase Registration**" and register on the Coinbase website.

If you would prefer to join Binance instead and get a **10%** discount on all your transaction fees simply click the following link "**Binance Registration**" or use Referral ID "**EYFV94C3**" when registering on Binance.

Some countries have their own local exchanges such as Luno and Valr in South Africa. We have an entire section dedicated to exchanges on our website so make sure you visit [encryptedoza.com](https://www.encryptedoza.com) to learn more about exchanges.

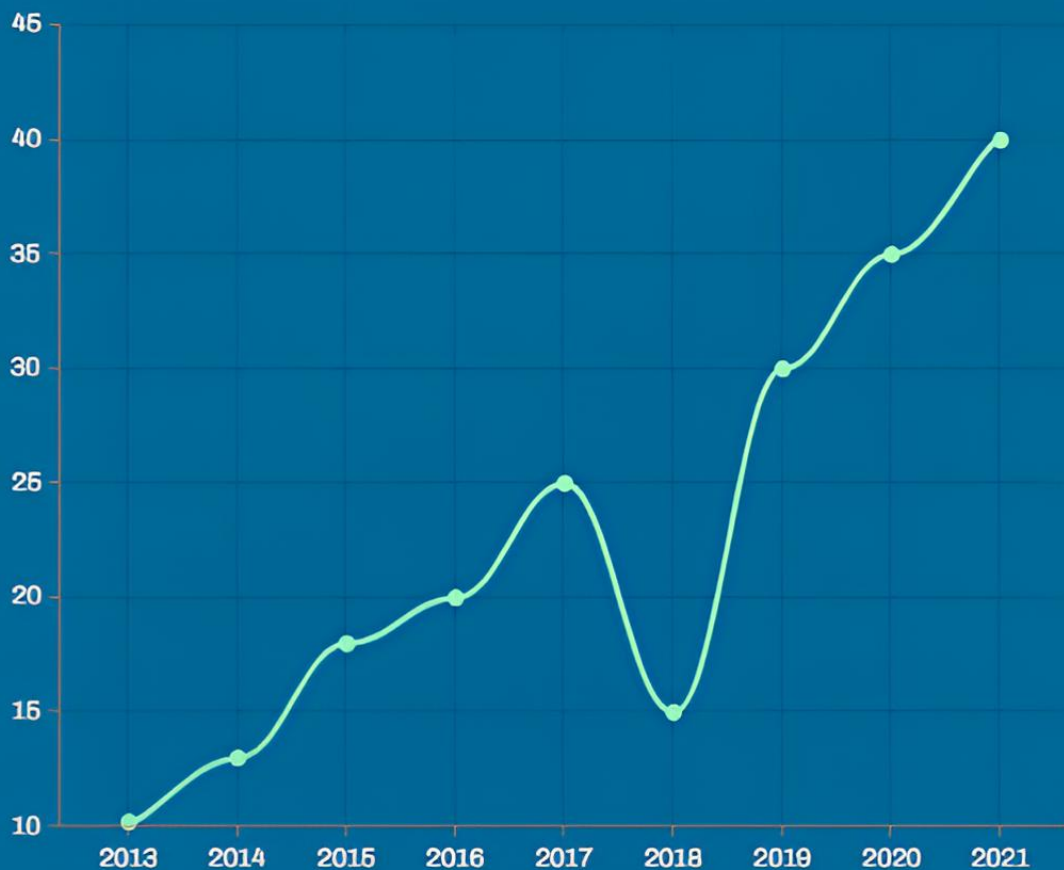


# WAYS TO MAKE MONEY IN CRYPTO

Bitcoin has been the **best performing asset** in the last decade beating stocks and commodities. According to Jeremy Liew a partner at Lightspeed Venture, the value of bitcoin in the future is predicted to possibly hit \$500,000 per coin by 2030!

There are different ways that you can make money in the Crypto markets. Some people have made millions and millions of dollars by having an **"early adopter advantage"**. By just being early in the market and buying Bitcoin when its price was at its lowest low has truly rewarded them handsomely.

Bitcoin Price Trajectory



# CONTINUED..

As with any form of investing, there are various ways to make money in crypto. But the specifics of the crypto market - being fully digital, decentralized, and dependent on blockchain technology means that investing in this realm can look quite different from investing or trading forex, stocks, bonds or ETFs.

That said, here are a few methods that you can apply to generate wealth in the volatile crypto markets:

## 1. Buying and Holding (HODL)

This is the simplest way that you can make money with Cryptocurrency. By simply buying and holding crypto for a certain period before you sell. Now most people that “hodl” usually buy with the intention of not selling at all, however we see things slightly different. The purpose is to accumulate as much crypto as you can so that the appreciation in price works in your favour. However due to the nature of volatility in the crypto markets its important to not just buy and hold, but instead to buy at key points and sell at key points, this way maximizing your long-term gains.

**Simply put, buy low sell high and repeat!**



## 2. Trading Crypto

The other way to make money in crypto is by trading. Now trading crypto is very similar to trading FX pairs (currencies) or stocks, as the principles of charting are the same, even though the crypto market moves a bit different. You can open an account at a crypto exchange (like one of the exchanges we've mentioned above); fund the account by connecting your bank or using a wire transfer of cash (different exchanges have different rules); and begin trading the crypto of your choice. As with traditional forms of investing, the most important element of trading and investing is to have a sound strategy. We can't stress this enough.

Are you going to trade daily? Are you looking to buy and hold for the long term? Do you want to invest in bigger, more established crypto with some smaller coins for diversification? Are you going to dollar cost average into assets? Etc. etc. But not to worry we got you covered as we have an entire section on "**Our Investment and Trading Strategy**". This will make it easy for you to follow - visit [encryptedza.com](https://www.encryptedza.com) and become a member today!

## 3. Crypto mining

Mining is another way to obtain crypto, but it typically requires a much bigger investment in terms of time and equipment. Crypto mining, also called **proof-of-work** (PoW), is a consensus mechanism used by many crypto programs. It's an intensive and highly competitive endeavor, whereby miners (basically the computers or "nodes" on the network) execute billions of complex calculations to verify a block of data on a given blockchain. When a miner is the first to confirm a block, they're typically rewarded with crypto coins.



#### 4. Crypto staking

An alternative to the **proof-of-work** model is **proof-of-stake** (PoS). This is also a consensus mechanism, but it employs a process that's considered more passive and therefore more energy efficient compared to PoW. Staking crypto involves purchasing crypto and waiting to be selected as a validator on the network.

**Validators**, like miners in a PoW system, **validate blocks** on the blockchain and can be rewarded with more coins. Thus far, there are fewer projects that use PoS, and there is some debate around which of the two (PoW or PoS) is more efficient and more secure.

#### 5. Borrowing and Lending Crypto

In DeFi "**Decentralized Finance**", you only need to provide collateral to either borrow or lend crypto assets. There's no credit check by banks that control the approval of a loan. Instead, a **smart contract** serves as an automated digital "intermediary" that sets rates based on the coins available in a collection of funds also known as a liquidity pool.

Lenders who supply tokens in a liquidity pool usually hope to gain a profit via interest. Loans issued in a DeFi protocol are usually "**over-collateralized**", which means borrowers provide a guarantee in the form of crypto worth more than the actual loan.

But DeFi lending and borrowing differs in more than just the mechanics of decentralized money markets: interest rates can be extremely favorable. While the average savings rate at US banks is just 0.09% per year, and South African banks offer an average of 2.5% per year, most DeFi deposits earn between 1-5% and accrue interest every 15 seconds.



# THANK YOU!

That's it for now. We hope you enjoyed this guide and learned something new! There is so much more to cryptocurrencies!

This start-up guide is only a tiny bit of all the knowledge and info we offer to our **Encryptoza members**.

Do you feel ready and much more equipped to invest in crypto but aren't sure how to start? Join us and gain "exclusive" access to crypto lessons, free resources, our Encryptoza community, latest information on what's happening in the cryptocurrency markets, access to VIP crypto mentorship and much more!

**No previous crypto currency knowledge or experience required!**



## BONUS

As part of this guide, we feel that it is our duty to take you on this journey of enlightenment and show you why it's important for you to learn about the **money of the future!** You will also discover a different avenue to build financial freedom. Now that's a "**win-win**" situation, right?

For this guide only we're given you a **30% discount on all membership courses!**

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## **RISK DISCLAIMER**

Every financial product, asset class or investment has risk. Cryptocurrency (also known as digital tokens, digital coins or crypto(s)) are no different. That is why it is important for everyone to be aware of the potential risks present in cryptocurrency. The information provided in this e-Book is for educational and information purposes only and should not be considered as investment advice or a recommendation of any other particular investment, strategy/investment product. We are not financial advisers and cannot give you advice so please make sure you do the necessary research as well as consult with a financial advisor first, before making any investment decisions.

Cryptocurrencies are new and there are no 100% guarantees. Consequently, you should exercise caution when trading and holding digital tokens. You should not invest funds in the cryptocurrency market that you are not prepared to completely lose.

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