



Cryptocurrency Portfolio

Cryptocurrency Opportunists

Investors and early adopters of cryptocurrency recognize the inevitable revolutionary change awaiting society and the huge income opportunity before them as they prepare to capitalize on the mainstream public adoption of this new technology trend in the next 24 to 36 months. The purpose of this whitepaper is to bring clarity to the marketplace to help investors and early adopters recognize where real value and opportunities lie.

Diversification

All wise investors diversify their holdings with strategic investments of their time, energy and financial resources. Their portfolios of investments often represent a synergy of complimentary holdings while spreading the unknown risks across multiple potential projects.

Utility Demand

Cryptocurrency projects with the greatest potential for long-term ROIs are those with a practical application and utility. They provide a benefit to create buyer demand to build real cryptocurrency value. The Ether (ETH) coin is a good example of a utility coin that has increased its value from pennies to over twenty dollars in less than six months. Ether is the internal currency for the [Ethereum](#) platform that provides developers with an easier way to build and run block-chain applets for specialized purposes. They pay Ethereum for their computing cycles in Ether coins, thus creating a demand and utility for the coin.

Sales-Driven Demand

Other coins have created demand through a financially incented sales force compensated for selling their private coins before going on the public market. OneCoin is a good example of a very large base of over two million users. OneCoin provides a unique dual ROI on both the potential appreciating price of the coin as well as the lucrative sales commissions for selling the private coins.

Infrastructure Support

Other cryptocurrency projects invest in the infrastructure necessary to support the mainstream public adoption of cryptocurrency. 2015 saw over \$1B in venture capital poured into these infrastructure projects like public exchanges, wallets, security, and processing gateways.

Entrepreneurial Capital

The fastest growing companies leverage large networks of entrepreneurs that provide the capital and share in the revenue and profits. In addition to providing capital, the independent entrepreneurs help establish a customer market and an affiliate sales force.

The Killer App

Cryptocurrency must define its killer app that will attract the mainstream public to want to buy and use cryptocurrency. The public will adopt cryptocurrency when it is easy and safe to use and when they recognize a commercial benefit in addition to the inherent cryptocurrency benefits of decentralization, privacy, limitless use, controlled supply and transparency.

Merchant Acceptance

Reaching the mainstream public includes reaching critical mass with enough merchants for the consumers and enough consumers for the merchants. Merchants must give consumers additional benefits for using cryptocurrency that they wouldn't otherwise receive. Just having merchants that accept cryptocurrency is not enough to attract the mainstream public. It only creates seller demand that drives coin prices down. Coin prices only rise with buyer demand when consumers receive an extra benefit and have a good reason to buy and use cryptocurrency.

Marketing Solutions

Merchants will see the greatest benefit with cryptocurrency not only as a reduction of a couple percent in payment processing fees, but as a marketing solution to significantly increase sales. Smaller businesses that can adapt quickly to the new business environment will have a decided advantage over the larger big-box stores that move more slowly.

A good example of a cryptocurrency marketing solution is [Nexus Rewards](#) that provides a cryptocurrency loyalty program. Shoppers earn cashback rewards for purchasing with bitcoins and other top cryptocurrencies from any of the potentially hundreds of thousands of merchants worldwide. Merchants get access to the exploding cryptocurrency market of potentially millions of Nexus shoppers. The merchant network is built by an affiliate sales force that is financially incented from every cryptocurrency transaction.

The genius behind Nexus Rewards is in the [Nexus Coin](#) that is the internal currency of the Global Rewards Community. All earned cashback rewards are paid in Nexus Coins. Every purchase on Nexus Rewards causes more Nexus Coins to be purchased from the public exchange for the cashback rewards. The Nexus Coin has utility similar to the Ether coin on the Ethereum platform. They both provide a benefit to the user that drives buyer demand to increase the price of the coin.

Nexus Rewards could very well be the killer app to take cryptocurrency to the mainstream public. The Nexus Coin is currently only [available privately](#) for pennies before the public Nexus Rewards marketing solution launches later in 2016.

Cryptocurrency Conclusion

Cryptocurrency will only increase in value when there is real utility causing buyer demand. Where ever your cryptocurrency investments may lie, you should diversify your holdings with a sound collection of projects to spread out your risks and create multiple streams of income. The Cryptocurrency trend is too huge an opportunity to risk on any single project that may or may not materialize in this new emerging industry.