

Tomorrow's crypto trends and how to invest in them





More than just investment funds: Decentralized autonomous organisations (DAOs)

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- The DAO concept is not new
- Participants join together in interest groups to better achieve goals
- Current use: funding, administration e.g. IP rights, communication, work distribution

Projects



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Our second wardrobe: Digital and phygital fashion





- More than 30 % of the top 100 brands already have Web3 projects in place
- Phygital = physical + digital
- Motivation: Secondary market trade, opening up new sales markets, customer loyalty and other airdrops, marketing (especially social media).
- Morgan Stanley sees digital fashion market at 50 bn USD in 2030



NFT sales using Nike "Cryptokicks" as an example



Revenue: 93 million US dollars

Secondary market transactions : 82.300

Secondary market revenue: 95 million US dollars











3 more topics with short term hype potential

Blockchain Gaming, not Metaverse







Regenerative Finance



energy web







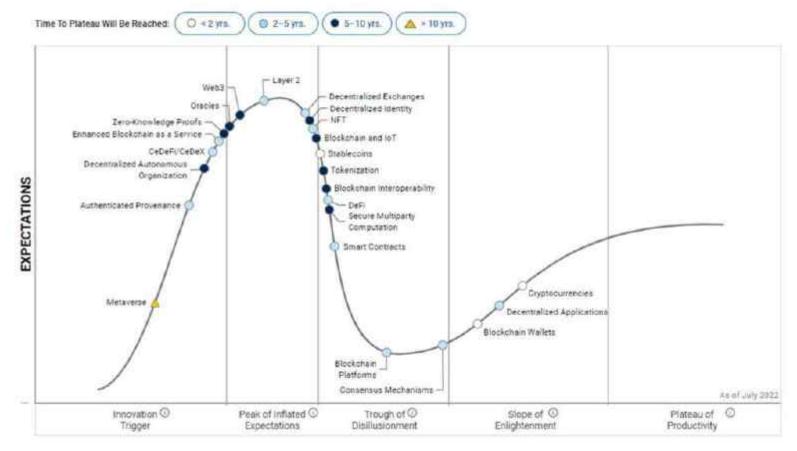
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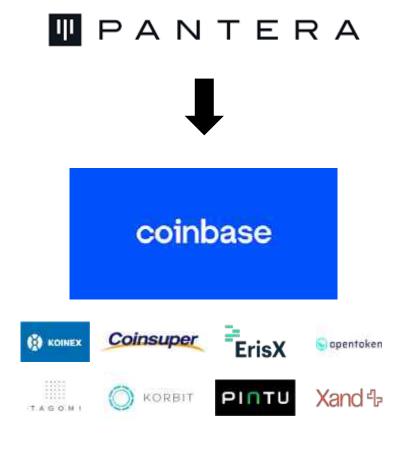
Every innovation comes in waves



Gartner blockchain, web3 hype cycle 2022



Source: Gartner



How do you find the needle in the haystack?

- Team / management / track
 record
- Shareholder structure / token distribution
- Tokenomics
- Whitepaper
- Regulatory viability
- Use case / business modell

Predictions

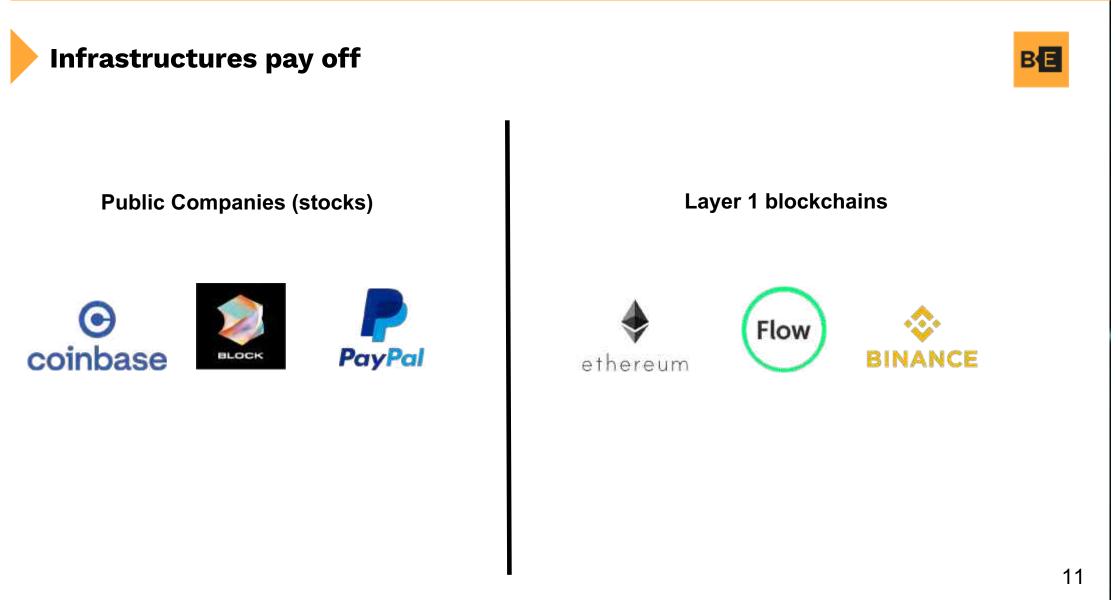
Out of over **20,000** cryptocurrencies, only about **1** % will last.

Among the current top **100** cryptocurrencies, around **25 %** will succeed.

Bitcoin: **98 %** Ethereum: **90 %**







Uncertainty dominates, despite positive outlook



Pro	Contra
Negative news priced in	Potential crypto bans and overregulation
Hashrate and on-chain data develop very stably, network grows, becomes more decentralised and stable	Anti-Bitcoin media campaigns
More regulated products (e.g. ETFs) and providers	Negative macro development: higher interest rates and recession / black swan event
Tokenisation / digital securities	-
Number of blockchain developers grows and crypto- education continues to increase	-
Stock-to-flow model (Bitcoin)	-
Crypto sector becomes more sustainable	_







Desktop / Mobile



Podcast



SVEN WAGENKNECHT



Book

BTOHENO



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