

MARKET

If you are watching the Super Bowl on Sunday, pay close attention to the crypto commercials.

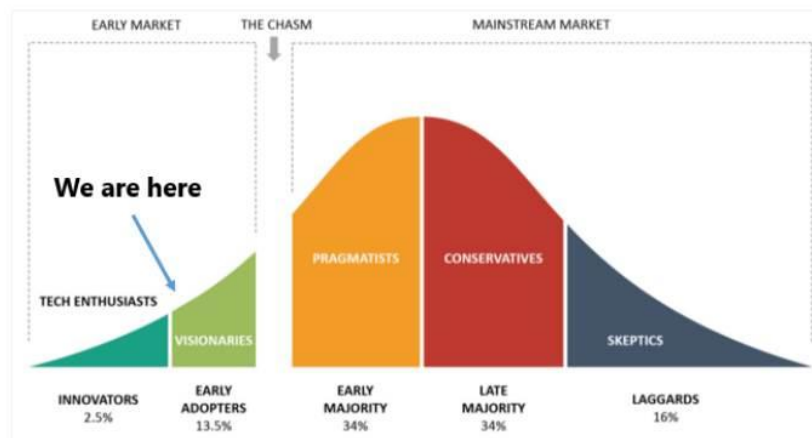
The market capitalization was flat this past week after a short run up to over 2 trillion market cap. The market capitalization today (02/12/22) sits at **1.92** trillion USD. Bitcoin dominance ticked up a percentage to 41.5% with the price of Bitcoin (BTC) climbed to around \$42.3K per coin.

To keep tabs on the crypto market:

- [Live Coin Watch](#)
- [ProCoinNews](#)
- [Coin Market Cap](#)

WE ARE STILL EARLY

The best way to show where we are in the adoption of this new asset class is via the Technology Adoption Life Cycle. Geoffrey A. Moore wrote, “Crossing the Chasm” back in the early 2000’s that describes the adoption of technology. And since this new asset class (i.e., cryptos) is built on blockchain, we can use this chart to define where we are in the cycle. As you can see from the diagram, we are part of the early adopters. This should give everyone great excitement for what’s to come.



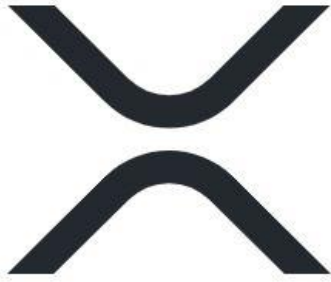
Some metrics to keep in mind:

- According to cryptocurrency statistics, in 2022 it is estimated that the average worldwide ownership rate of cryptocurrency was 3.9%.
- There are over 14,000+ different types of cryptocurrencies in 2022
- o 99% of these coins will not survive
- There are more than 200 cryptocurrency exchanges



Choose your coins wisely!

*The US adoption rate is right around 8.3%.
This is lagging a number of countries.*



RIPPLE (XRP)

The price of Ripple (XRP) was up significantly this past week. Currently trading at \$.77 USD. XRP was up about 10 cents for the week. The SEC lawsuits continues....The SEC continues to drag its feet on the lawsuit. It's unbelievable! The plaintiff (SEC) is the one filing motions to slow the process. Can you say corrupt!

HEADLINE NEWS

- [Ripple Getting Bullish, Positive Trends Point To A Solid Year For XRP](#)
- [YES, ANOTHER LAWSUIT DELAY, & It Prejudices Defendant, Ripple Attorney INSISTS](#)

XRP is the 6th ranked cryptocurrency in terms of market cap.

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