

**AUGUST 2, 2022**

# **CRYPTONAIRE WEEKLY**

**CRYPTO INVESTMENT JOURNAL**

**245<sup>TH</sup>**  
EDITION

## **BITCOIN BULLS DEFEND \$23K AMID WARNING BEAR MARKET RALLY 'ALIVE AND WELL'**

**IMMUNIFY.LIFE:**  
REDEFINING THE HEALTHCARE  
LANDSCAPE WITH BLOCKCHAIN  
TECHNOLOGY

**DC PAY:**  
GATEWAY TO  
CRYPTO TRADING

**COLLECTIVERSE**  
A MORE SECURE AND SAFE  
WAY TO INVEST IN THE DEFI  
AND NFT MARKET



**PLATINUM**  
CRYPTO ACADEMY

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# EDITORS

*After three consecutive negative monthly closes, Bitcoin made a comeback in July with a 16.8% gain, according to Coinglass data. In comparison, Ether had much better performance as it rallied more than 56% during the same period. This indicated that investors may have started accumulating at lower levels, anticipating that a bottom may be in place.*

*Mike McGlone, senior commodity strategist at Bloomberg Intelligence, said in a tweet on July 29 that “Fed Chairman Jerome Powell’s “meeting by meeting” comment may mark the pivot for Bitcoin” to outperform most assets. In another tweet on July 31, McGlone said that Bitcoin may be on track to recover from the “steepest discount” to the 100- and 200-week moving averages. He added that the risk-to-reward ratio may be “tilted favourably for one of the greatest bull markets in history.”*

# LETTER

Bitcoin reversed direction from \$20,715 on July 26 and rose above the ascending channel on July 28. However, the bulls could not build upon this advantage and sustain the higher levels. This indicates that bears continue to sell on rallies.

The failure to sustain the price above the channel may have attracted profit-booking from short-term bulls and shorting from aggressive bears. That has pulled the price to the 20-day exponential moving average (EMA).

This is an important level to keep an eye on. If the price rebounds off the 20-day EMA, the bulls will again try to push the price above the overhead resistance at \$24,666. If they succeed, the BTC/USD pair could start an up-move toward \$30,000.

Alternatively, if the price slips below the 20-day EMA, it will suggest that the bullish momentum may be weakening. The pair could then decline to the 50-day simple moving average (SMA).

The flattening 20-day EMA and the relative strength index (RSI) near the midpoint suggest a range-bound action in the near term. The pair may remain stuck between \$20,715 and \$24,666 for a few days.

Lastly please check out the advancement's happening in the cryptocurrency world.

Enjoy the issue!

*Karnav Shah*

Karnav Shah

Founder, CEO & Editor-in-Chief



# CRYPTONAIRE WEEKLY



Cryptonaire Weekly is one of the oldest and trusted sources of Crypto News, Crypto Analysis and information on blockchain technology in the industry, created for the sole purpose to support and guide our Crypto Trading academy clients and subscribers on all the tops, research, analysis and through leadership in the space.

Cryptonaire weekly, endeavours to provide weekly articles, Crypto news and project analysis covering the entire marketplace of the blockchain space. All of us have challenges when facing the crypto market for the first time even blockchain-savvy developers, investors or entrepreneurs with the ever-changing technology its hard to keep up with all the changes, opportunities and areas to be cautious of.

With the steady adoption of Bitcoin and other cryptocurrencies around the world, we wanted not only to provide all levels of crypto investors and traders a place which has truly great information, a reliable source of technical analysis, crypto news and top emerging projects in the space.

Having been publishing our weekly crypto magazine 'Cryptonaire Weekly' for since early 2017 we have had our fingertips at the cusp of this exciting market breaking through highs of 20k for 1 Bitcoin to the lows of \$3500 in early 2021. Our Platinum Crypto Academy clients (students and mentee's) are always looking for shortcuts to success to minimize expenses and possible loses. This is why we created our Crypto Magazine. Those who wish to invest their assets wisely, stay updated with the latest cryptocurrency news and are interested in blockchain technology will find our Weekly Crypto Magazine a valuable asset!



**245<sup>th</sup> EDITION**

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- Cardalonia
- Immunify.Life
- CollectiVerse
- DC Pay
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# WEEKLY CRYPTOCURRENCY MARKET ANALYSIS

Hello, welcome to this week's 245th edition of Cryptonaire Weekly Magazine. The global crypto market cap is \$1.6 Trillion, Up \$95 Billion since the last week. The total crypto market trading volume over the last 24 hours has increased by 2.74% to \$73.77 Billion. The DeFi volume is \$7.37 Billion, 10.00% of the entire crypto market's 24-hour trading volume. The volume of all stable coins is \$69.24 Billion, 93.86% of the total crypto market's 24-hour trading volume.

Bitcoin's price has Increased 8.63% from \$21,080 last week to around \$22,900 and Ether's price has Increased by 11.66% from \$1,415 last week to \$1,580 Bitcoin's market cap is \$436 Billion and the altcoin market cap is \$624 Billion.

Bitcoin and the crypto sector received a boost after the United States Federal Reserve hiked rates by 75 basis points on July 27 but Chairman Jerome Powell said that future rate hikes will be decided based on the economic data points and the outlook for the economy. With the next Fed meeting only in September, traders will focus on various economic data that will be released in August. Traders expect that softening data may slow down the pace of rate hikes in the future.

After three consecutive negative monthly closes, Bitcoin made a comeback in July with a 16.8% gain, according to Coinglass data. In comparison, Ether had much better performance as it rallied more than 56% during the same period. This indicated that investors may have started accumulating at lower levels, anticipating that a bottom may be in place.

Mike McGlone, senior commodity strategist at Bloomberg Intelligence, said in a tweet on July 29 that "Fed Chairman Jerome Powell's "meeting by meeting" comment may mark the pivot for Bitcoin" to outperform most assets. In another tweet on July 31, McGlone said that Bitcoin may be on track to recover from the "steepest discount" to the 100- and 200-week moving averages. He added that the risk-to-reward ratio may be "tilted favourably for one of the greatest bull markets in history."

However, not everyone is convinced that a bottom has been made. Glassnode cited several on-chain metrics and said in the weekly on-chain newsletter titled "Beginnings of a Bear Market Rally" that the rise in Bitcoin and Ethereum is not supported by strong transactional demand and "this rally has not yet seen a convincing follow through in observable demand activity." Bitcoin and major altcoins have started August on a cautious note

## Percentage of Total Market Capitalization (Dominance)

Bitcoin	41.57%
Ethereum	18.30%
Tether	6.31%
USD Coin	5.18%
BNB	4.25%
Binance USD	1.71%
XRP	1.70%
Cardano	1.59%
Solana	1.33%
Dogecoin	0.84%
Others	17.23%



# GBEX Globiance Exchange Token

The Globiance Exchange project began its journey in 2018

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# CRYPTO TRADE OPPORTUNITIES

## BITCOIN - BTC/USD



Bitcoin reversed direction from \$20,715 on July 26 and rose above the ascending channel on July 28. However, the bulls could not build upon this advantage and sustain the higher levels. This indicates that bears continue to sell on rallies.

The failure to sustain the price above the channel may have attracted profit-booking from short-term bulls and shorting from aggressive bears. That has pulled

the price to the 20-day exponential moving average (EMA).

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Alternatively, if the price slips below the 20-day EMA, it will suggest that the bullish momentum may be weakening. The pair could then decline to the 50-day simple moving average (SMA).

The flattening 20-day EMA and the relative strength index (RSI) near the midpoint suggest a range-bound action in the near term. The pair may remain stuck between \$20,715 and \$24,666 for a few days.

[Previous Analysis...](#)

## ETHEREUM - ETH/USD



Ether rebounded off the 20-day EMA on July 26 and rose above the \$1,700 resistance on July 28. However, the buyers could not sustain the higher levels, indicating aggressive selling by the bears.

That may have attracted profit-booking from short-term traders and the price dipped back below \$1,700 on July 30. The bears have kept up the pressure and

the ETH/USD pair has reached the 20-day EMA.

This is an important level to watch out for because a strong bounce off it will suggest that traders are buying on dips. This indicates that the sentiment has turned positive.

The bulls will then attempt to clear the overhead resistance zone between \$1,700 and \$1,800. If they manage to do that, the pair could rally to \$2,000 and then to \$2,164.

Conversely, a break below the 20-day EMA will suggest that the pair may drop to the strong support at \$1,280. A rebound off this level may keep the pair stuck between \$1,280 and \$1,700 for a few days.

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## BINANCE - BNB/USD



Binance Coin turned up from the 50-day SMA on July 26 and rose above the resistance line of the ascending channel on July 29. However, the bears did not allow the rally to sustain above the psychological barrier of \$300.

The price turned down and slipped back into the channel on July 30. The bulls again tried to push the price above

the channel on July 31 but the bears did not relent. This attracted selling by traders and the BNB/USD pair could now drop to the 20-day EMA.

This is an important level for the bulls to defend. If the price rebounds off the 20-day EMA, it will suggest that the sentiment has turned positive and traders are buying on dips. The pair could again rise to \$300 which remains an important hurdle to cross.

If bulls push and sustain the price above \$300, the rally could pick up momentum and extend to \$340.

On the contrary, if the price breaks below the 20-day EMA, the pair could slide toward the 50-day SMA. The bears will have to sink the price below this level to gain the upper hand.

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## RIPPLE - XRP/USD



XRP turned up from \$0.32 on July 26 and rallied above the overhead resistance of \$0.38 on July 30. However, the long wick on the day's candlestick shows that bears continue to sell aggressively at higher levels. That pulled

the price back below \$0.38 on July 31.

The bulls attempted to resume the recovery on August 1 and August 2 but the bears continued to sell on rallies. If bears sink the price below the 20-day EMA, the XRP/USD pair could drop to the 50-day SMA.

A break below this support will suggest that the pair may consolidate inside the \$0.38 to \$0.29 range for a few more days.

Conversely, if the price rebounds off the 20-day EMA, the buyers will again try to clear the overhead hurdle and push the pair to \$0.45.

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## CARDANO - ADA/USD



Cardano continues to trade inside a large range between \$0.39 and \$0.55. The bulls tried to push the price above the overhead resistance between July 29 and July 31 but the bears did not relent.

The price turned down and has broken below the 20-day EMA. This suggests that the pair may oscillate between \$0.45 and \$0.55 for some time. The flattening moving averages and the RSI near the midpoint also suggest a range-bound action in the near term.

If the price rebounds off the moving averages, the buyers will again try to clear the overhead resistance. If they succeed, the ADA/USD pair could rally to \$0.70 where the bears may again pose a strong challenge.

On the other hand, a break below \$0.45 could drag the pair down to the crucial support at \$0.39.

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### EPIC WEEDOPEEPS

High-Dol DAO Token = 100 IDOL  
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## Introduction

It is a well-documented fact that many of the greatest innovations have come out during periods of crisis and many new disruptive start-up ideas and ventures were also born during market downturns. As the crypto and NFT markets are going through a turbulent downturn, the clamor for their real-life use cases have only gone louder in recent weeks.

Just when critics of crypto and NFT have pounced upon the opportunity and joined the chorus to denounce it for lack of real-life use cases, we have the world's leading crypto currency exchange launching a pilot project of its NFT ticketing solution.

In May, the UEFA blamed thousands of fake tickets for the chaos that happened in the Champions League final in Paris. Among other things, it highlighted a problem that existed with traditional ticketing systems and it prompted many Web 3.0 experts to comment on how blockchain-based ticketing could provide a solution.

Using NFT, the event organizers would have a proof of authenticity for each ticket by virtue of its non-fungible characteristic. This could also be a good and almost fool-proof defense mechanism against counterfeit tickets. Binance has just showcased that possibility with its new NFT ticketing solution. Read on to find out more.

## Binance launches pilot of its NFT ticketing solution

Popular crypto currency exchange Binance

has launched the pilot version of its new NFT ticketing solution in partnership with football club SocietaSportiva Lazio for the 2022 to 2023 season. According to Binance, the NFT tickets will solve the issue of fake tickets and eliminate scalping and also prevent disorder in sporting events.

Apart from access to events, the NFT tickets will also serve other purposes such as store and match discounts, token giveaways and other experiences with S.S. Lazio. With this collaboration, NFT tickets will be available for all of S.S. Lazio's home matches.

According to Binance executive Zoe Wei, the launch of NFT ticketing showcases a different way to use NFT and highlights a significant real-life use case for Web 3.0 technology. The crypto exchange also said that blockchain-based tickets have the potential to eventually expand from sports to the broader entertainment industry as well.

## Uniswap announces integration with NFT marketplace Sudoawap

Popular crypto exchange Uniswap has announced the integration of a new NFT marketplace called Sudoawap, thereby enabling Uniswap to offer NFT with complete Sudoawap compatibility. The Uniswap platform consists of US \$6 billion worth of assets in its liquidity pools spanning Ethereum, Polygon, Arbitrum, Optimism and Celo.

Sudoawap, meanwhile, is an NFT platform that allows users to buy and sell NFT in a decentralized way without authorization, which enables them to

construct their NFT liquidity pools. It also optimizes for gas fees and charges fee of mere 0.5%, which is significantly less than the leading NFT marketplace OpenSea's fee of 2.5%.

### **Center raises US \$11 million to build NFT search index**

NFT tools company Center has raised US \$11 million in a seed funding round led by Thrive Capital and Founders Fund to build a search product that will index NFT across multiple blockchains. Center supports more than 10 different blockchains for the search capability and claims that switching between them is as simple as changing a configuration option.

The blockchains that Center supports are Ethereum, Polygon, Fantom, Avalanche, BSC, Solana, Optimism, Harmony, Starknet, Arbitrum and Celo. Center's tooling is already being put to use by crypto and blockchain companies such as decentralized crypto infrastructure provider Ox Labs and NFT lending platform Astaria.

One of Center's first NFT tools is an NFT rendering application programming interface, which allows developers to easily display any graphical NFT from any blockchain in a single line of code. The goal was to make it as simple as using an HTML tag in a web page.

Now, Center is creating an index of NFT in the same way that search engines index the web and the company has indexed over 135 million NFT. The objective is to allow developers to quickly and easily provide search capability for NFT across multiple blockchains using metadata for the discovery of NFT and embed the results within their applications.

### **Artozo commences registration of artists ahead of Beta launch**

NFT marketplace Artozo has announced that it has formally commenced registration of works from top NFT artists and wants to make the experience not only rewarding but also secure, as part of its strategy to stand out from a plethora of NFT marketplaces available.

The registration, which involves vetting of the work of the artists, is a crucial step towards removing the nuisance of unauthorized access, use and sell of other users' works and holdings. The goal is not to provide access to huge NFT collections, but a carefully vetted, high-quality and limited-edition collection of digital art.

Artozo, which expects to go live in Beta version in August, is powered by Solana and promises to offer the scalability and transaction security underpinned

on the leading NFT blockchain. Artists can benefit on the Artozo marketplace from minting fees that are as low as US \$2, with no upfront or service fee requirements.

The NFT marketplace also allows for rewards via invite-to-earn functionality, digital art trading of NFT and will soon offer staking as well. Artozo also has built-in tools that help bridge Web 2.0 and Web 3.0, including wallet connectivity – a feature that makes it easy for anyone to buy, sell and trade NFT.

### **Jungle launches feature that ensures authenticity of NFT**

Jungle, a community-driven and peer-to-peer NFT marketplace, has announced the introduction of a reverse image recognition software that ensures the authenticity of all NFT within its marketplace. The software identifies duplicate digital assets or any NFT that is a replica of an already existing project.

With the new software, the marketplace will flag any new project that is an identical pixel-by-pixel replica of an already existing NFT project and also flag flips, rotations, filters and other permutations for checking authenticity of the projects on its marketplace.

It claims that the combination of the KYC protocol and the reverse image recognition software has made Jungle NFT marketplace the safest in the industry. They are also incorporating a trade-to-earn feature for their community. The trade-to-earn feature of Jungle NFT marketplace allows the users to earn a percentage of the amount they paid to buy an NFT, thereby enabling users to get paid to trade on the platform.

### **MetaMask adds new feature to stop wallet-drainer NFT scams**

Popular crypto wallet MetaMask has updated its browser extension and wallet with a new feature that asked users to grant permissions to their wallet instead of automatically doing so with a "set approval for all" warning. The new feature is set to be a big blow to wallet drainer scammers.

MetaMask is a leading Ethereum-based wallet with over 21 million active users and many people lost millions because scammers connected their wallet to a malicious smart contract, that steals their digital assets.

The update by MetaMask was much needed and was in response to the huge spate of NFT wallet drainer scams in recent times. Many people have been victims of these malicious scams through

social media platforms such as Twitter or Discord.

With the new update, users would no longer be able to connect their wallets automatically and the other person cannot access the users' NFT or crypto funds unless the user approved the same.

MetaMask users would have an extra layer of security due to the new feature and would add to the overall security of the NFT of the users, the latter should always keep up to date with the most recent security protocols.

## Conclusion

While new innovations and discovery of new real-life use cases in crypto and NFT are always welcome, the recent incidences of multiple hacks and scams involving millions in value has further emphasized the need for higher security mechanism when dealing with digital assets.

In this context, it is pertinent to note that the additional layer of security provided by MetaMask also gives an extra layer of confidence to the entire crypto and NFT community. The crypto and NFT

spaces are still evolving and new innovations and projects would continue to emerge on a regular basis.

Similarly, scammers would also adopt more innovative ways that would bypass new security measures and find new ways to scam people. Unfortunately, it will be the common users who are the target for both the companies launching new projects as well as the scamsters who are always on the lookout to dupe people.

Therefore, despite all the additional security measures being added by the players in the ecosystem, the need for individual users to stay vigilant and follow basic safety practices when dealing with digital assets can never be undermined.

Although scammers and other bad actors in the ecosystem look for key vulnerabilities in the platforms and wallets to execute scams on a larger scale, their first and the easiest routes are often provided by individual users through their carelessness and naivety.



# CARDALONIA



## CARDALONIA, FIRST COMMUNITY DRIVEN METAVERSE PROJECT ON CARDANO

Buy, Personalize and Breed Your  
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#### Create

Acquire \$LONIA tokens,  
stake them to be able  
to create custom avatars,  
purchase lands



#### Explore

Explore and Personalize  
your Cardalonia experience,  
gather resources and get  
rewarded in Cardalonia  
asset NFTs



#### Trade

Sell your in game reward  
NFTs on Cardalonia  
marketplace and get  
rewarded in ADA

### Purchase \$LONIA Token Below

**37 Days**  
**Pre Sale Duration**

Token Allocation = 12,500,000  
Price - 1 ADA = 12 \$LONIA

Minimum Buy = 250 ADA  
Maximum Buy = 10,000 ADA



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**CARDALONIA**

# COLLECTIVERSE

## A MORE SECURE AND SAFE WAY TO INVEST IN THE DEFI AND NFT MARKET

The crypto ecosystem is evolving and attracting a broader audience. At the same time, we have seen a few boom and bust cycles that reflect it needing better systems and technology to broaden mainstream use cases. The stage at which crypto is now, is reminiscent of the early days of the internet when the latter was only synonymous with early adapters. Now, the internet is accessible and used by all.

The widespread use of the internet is due to visionary entrepreneurs who built safe, secure and ready-to-use platforms that made it easier for everyone to gain access.

CollectiVerse promises to be one such platform in the crypto and Decentralized Finance (DeFi) space. When projects are built in the CollectiVerse ecosystem, investors can be confident of having security, transparency and more assured returns on their investments. It's the first DeFi and NFT protocol that offers built-in protections for investors.

### Bringing Investor Security to the Space

CollectiVerse is the first cross-chain Layer 3 platform that seeks to bring security, transparency and accountability to the DeFi and NFT space, along with more assured returns on investments. It is called Layer 3 because it is an application platform that sits on top of Layer 1 and 2 protocols such as Ethereum, Avalanche, or Polygon and serves as an investor protection layer.

It offers a unique combination, where projects

built on top of the platform can operate in a decentralized manner while investors are protected from treasury funds and smart contracts being

**COLLECTIVERSE**

**WHAT'S LAYER 3?**

- Layer 3 provides a decentralized platform for projects to build on, while protecting investor funds with full transparency.
- Uses an Innovation called Decentralized Custody to protect treasury funds and ensure investors have a vote in how their funds are used.
- Provides protective rails lacking in Layer 1 and 2 protocols like Avalanche, Ethereum, Polygon, etc.
- More secure ecosystem to be built on top of every chain, starting with Avalanche.
- Making the DeFi and NFT space better and safer.

**SECURITY AND TRANSPARENCY ARE A PRIORITY**

- Team is fully doxxed and KYC'd. Layer 3 is paradigm shift in protocol security.
- All smart contracts have been security audited by Certik.
- Sustainable and realistic tokenomics.
- Working on building in insurance as an option to provide extra protection to the investors against exploits.

**HOW TO INVEST IN COLLECTIVERSE**

- Invest in the NFT Seed, equivalent to a discounted purchase of their token plus it offers fun utility in their space metaverse.
- If purchase their Genesis NFT you get a First Access Pass that lets you buy in presale for all top projects in their ecosystem.
- Alternatively invest in Fractional NFTs which are investments in their inaugural projects.
- Fractional NFTs can provide up to 91% APR over 9 months.

Initially available on Avalanche chain

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rugged. CollectiVerse will start with Avalanche and eventually have cross-chain plans to support the other protocols.

CollectiVerse will offer developers compelling incentives to build in their ecosystem that simultaneously protects investors. This includes offering the option to pay KYC costs through its partnership with Obsidian Council for projects launched on its platform, and subsidizing required audits of all smart contracts used on its platform. CollectiVerse is also working on building in insurance as an option to provide extra protection to investors against exploits. In terms of transparency, The CollectiVerse team is fully doxed and verified by the Obsidian Council, their highest level of KYC.

### **Multiple Benefits for Investors**

CollectiVerse combines the best of DeFi and centralized exchanges. It provides investors with the benefits of transparency, higher yields, governance voting and newer innovations they get in DeFi plus investor safeguards they get with centralized exchanges like Coinbase or Binance.

Recent news where centralized exchanges like Celsius and BlockFi took large losses from leveraged risks with investor funds, then preventing investors from withdrawing their money shows why transparency in DeFi is so critical. Three key benefits of DeFi that crypto investors on centralized exchanges miss out on are transparency, higher returns, and governance voting.

CollectiVerse provides investors with an alternative platform to centralized crypto exchanges where they gain full on-chain transparency, higher yields and governance that makes DeFi powerful, while investing in a safe decentralized ecosystem where investors can be assured their funds are secure and won't be stolen by a project owner.

CollectiVerse also is working on capabilities that will make it as simple for mainstream investors to participate within their DeFi ecosystem as it is to trade on a centralized exchange. This will enable anyone to buy or sell project tokens in their ecosystem, be notified of proposals, participate in governance, and see rewards where all the complexity of DeFi is hidden.

### **Innovative Templates for Developers to Build Quickly**

For developers and builders, CollectiVerse provides ready-made templates to create smart contracts. This makes it easier, cheaper and faster for anyone with interests in crypto, to build DeFi and NFT

projects without any coding expertise. This is important because it enables people to experiment with minimal friction.

DeFi and NFTs create the ability to financialize anything, especially things we never imagined. This is like how the internet and mobile connected things we never imagined. Yet similar to when the first internet and mobile apps transferred what existed previously to a new medium (for example, internet magazines), DeFi and NFTs are still in their infancy where novel and important use cases need to be identified. The only way that can happen is to make it simpler to build.

CollectiVerse templates will accelerate that innovation. It provides a framework for builders and investors to quickly raise capital and launch their own projects without the need to code. Any new technology introduced on the platform is audited for investor safety before being launched as a template.

### **How to get involved with CollectiVerse?**

There are 2 ways to participate in the CollectiVerse ecosystem.

First, they are in the process of releasing a special limited collection called CollectiVerse NFT Seed. This collection consists of 3,850 stars and asteroids closest to earth in their space metaverse. The NFTs will be 3D and animated based on scientific telescopic data, with added artistic elements and flair. The NFTs range in price from \$100 USD to \$2,000 USD, with differing utility depending on the tier.

All NFTs in the NFT Seed represent a 10% to 30% discounted purchase (depending on the tier) of their future governance token, \$VERSE. The collection will also be gamified, where energy in the stars or resources in the asteroids (as determined by scientific databases) can be harvested and monetized. Finally, the Genesis NFT tier (only 500 at \$2,000 USD) includes a First Access Pass, providing a whitelist or presale for all top curated projects released in the CollectiVerse ecosystem. As their ecosystem grows, this First Access Pass alone should become a valuable asset.

The second way to get involved is to invest in one or more of the inaugural projects, called planets to fit with the space metaverse theme, that will be released in the CollectiVerse ecosystem. You can purchase fractional NFT tokens for one or more projects for US \$25 each.

Out of the \$25, CollectiVerse will put \$16.75 cents or 67% into a reserve and that will be paid as yields over nine months. With such yields factored in, the annualized APR works out to be around USDC-backed 91%. The 33% remaining funds from the NFT sale will be used to build the CollectiVerse technology platform. Each fractional NFT will also be gamified within the space metaverse theme, offering the potential for future utility and value.

You can either be an active investor and govern/ manage your own projects or be a passive investor, where you choose not to proactively manage the projects. The NFTs let investors earn consistent rewards while they survive through the turbulent market conditions prevailing at the moment.

The use of funds or the NFT rewards can be modified by NFT holders of each project at any time. This provides a critical piece that is core to DeFi and decentralization by giving NFT holders the ability to govern their project/planet and treasury funds.

CollectiVerse will self-mint and vault the whole planet NFT on the Avalanche chain and then sell both the NFT Seed and the fractionalized NFT as Avalanche ERC-1155 tokens. They are also considering to bridge the NFT Seed collection to other chains such as Ethereum and Polygon after launching on Avalanche.



## Conclusion

CollectiVerse is the first platform to provide the best of two worlds. The first is investor security and accessibility that centralized exchanges like Coinbase, Binance and FTX offer. The second benefit is transparency, high yield returns and the ability to govern projects that is the essence of DeFi.

The focus of CollectiVerse is on security, transparency, and more assured returns with the ultimate objective of improving the DeFi ecosystem for investors and making it more accessible to non-crypto investors.

With high inflation and declining returns from conventional investments avenues eating away at people's savings, getting assured returns is crucial to sail through these turbulent times while waiting for the overall market conditions to improve.

CollectiVerse offers the ability to invest in their early new technology platform that seeks to fix many critical problems in the space, while also investing in projects on their platform that offer high APR to offset the higher inflation environment. For more details, check out [CollectiVerse.com](https://CollectiVerse.com)





# SOLVING WATER SCARCITY Through Blockchain Technology

H2O Securities and the H2ON Token enables a quicker deployment of water infrastructure and solutions through the use of its token strategy and blockchain technology.

"...The earth, the air, the land, and the water are not an inheritance from our forefathers but on loan from our children. So we have to handover to them at least as it was handed over to us..."-Gandhi

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## TABS

Worldwide Access to Opportunities

Stake and earn rewards, long-term.

Participation and Opportunities

## WHY should you Own H2ON? Plus benefits if you decide to Hold.

The H2ON Token is linked to real water producing assets that create long term value for token holders.

The H2ON Token value is driven directly via immutable smart contracts. These smart contracts are connected via IoT to real-world water plants that purchase H2ON tokens daily with stable currency (USDT).

Tokens are purchased for every 1000 liters of water produced. The more water plants connected to the network, the more tokens purchased, resulting in a growing demand for H2ON Tokens.

Owning, holding and staking your H2ON against financed water plants provides you as a token holder with a stake in the network & strong consistent returns.

## H2O Water Network dNFTs

Every water plant connected to the H2O Water Network has a unique dNFT that displays comprehensive data relating to production of water on an hourly, daily, weekly and monthly basis. For every litre of water that is produced, the network is remunerated in real time and yields paid out every hour, every day to token holders.

### Visibility

The water plant dNFT creates a high degree of visibility through its automated real time updates of key water plant production data.

### Production Status

The dNFT displays all key water production data for the water plant including daily, monthly and overall production volume to date.



### Benefits Created

The dNFT displays the benefits created for the community and ecosystem for the specific water plant that services them.

### Network Rewards

The dNFT displays the total value that has been created for H2ON Token holders by the water plant.

## ZIBERBUGS PROTOTYPE LAUNCH: THE PERFECT TIME TO INVEST FOR THE LONG TERM

In recent years, professional gaming has been gaining traction. Not just as a form of entertainment but also as a viable source of income. However, only a handful are benefitting from the innovation.

Meanwhile, the gaming space has embraced blockchain technology, causing a revolution in the sector. In a few years, there will be no gaming without blockchain. So, early adoption is an excellent way to reap the benefits.

Like ZiberBugs puts it: be part of the evolution – be part of the revolution! They're encouraging blockchain enthusiasts to consider the gaming space a great long-term investment opportunity. Recently, ZiberBugs announced their plan to launch the platform's prototype.

The prototype will come in handy as it will provide a clearer picture of their NFT-enabled gameplay. Once launched, the ZiberBugs community will be able to play offline through screen-sharing. Given the long bear market that has been the talk of 2022, ZiberBugs is confident that the prototype will provide an ideal environment to help boost its follower and investor base.

Players can earn tokens from the PVP arena. On the other hand, raids provide the avenue for obtaining in-game assets, as well as NFTs required for inbreeding. Stacking mechanisms are also in place through power-ups, promotions, boosters, and synergy bonuses.

Scalability and security are also assured, since the platform runs on Cardano—a reliable blockchain. As a result, users can claim and prove ownership of NFTs or tokens anytime, even into the faraway future.

Put differently, assets are ever secure, and not even the founding team can tamper with them. Assets can also be traded across multiple platforms. To reiterate, the best decision would be to be part of the evolution – be part of the revolution! ZiberBugs is a platform worth investing in and particularly for long-term benefits.

### About ZiberBugs

ZiberBugs is a play-to-earn platform that runs on the Cardano blockchain. It's compatible with PCs, tablets, and mobile handsets. Beyond fun, the platform features multiple investment options like NFTs and several stacking mechanisms.



# NFT HACKS VIA DISCORD COULD BE CONNECTED – REPORT

The recent spate of hacking of NFT projects through the social media platform Discord indicates that many of them are either connected or are part of a larger string of attacks, according to an analysis by blockchain intelligence firm, TRM Labs.

The firm's review of more than 15 notable Discord hacks targeting NFT servers and a detailed analysis of on-chain and off-chain data suggested many of the Discord compromises targeting NFT projects showed similar patterns of behavior, with hackers using an array of tactics to scam Discord users.

Such attacks have increased significantly over the past few months and the NFT community has lost as much as US \$22 million since May. In June, phishing attacks linked to NFT minting scams deployed through compromised Discord accounts increased by 55% as compared to that in the previous month, according to TRM Labs.

Over 100 reports of Discord channel hacks have been filed in the past two months, according to Chainabuse, a community-led scam reporting platform operated by TRM Labs. At least ten accounts compromises targeting NFT Discord channels occurred on June 4th and some projects, such as Bored Ape Yacht Club (BAYC), were also hacked twice.

The hackers used sophisticated social engineerings such as phishing and fraudulent accounts pretending to be an administrator. They exploit bot vulnerabilities such as the Mee6 bot, which allows

admins to automatically give and remove roles and send messages to the community.

In some cases, the attackers even updated administrator settings to ban Discord moderators from interfering with the operations of the hackers. The latter's messages to users have routinely attempted to tap into the sense of urgency typically associated with NFT minting events, prompting users to act quickly in order to avoid missing out on a free giveaway or limited inventory.

While the recent hacks examined by TRM Labs appear to be related, the rate at which these hacks are occurring and spreading across multiple blockchains also suggested that there could be separate but coordinated efforts by different 'threat actors' running these scams at scale.

The targeting of multiple blockchains – Ethereum-based projects as well as ones on Solana in recent weeks – indicated many of these Discord account compromises were likely run by a group of hackers or as a Scam-as-a-Service offering, in which a 'threat actor' provides the tools and services to others and facilitate the running of a scam.

As with traditional scams, once a community of 'threat actors' or operators understand the basic mechanism ranging from deception to execution, the community of illicit actors can scale up that activity by reusing the services or practices.

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# MICROSOFT BANS NFT ACCESS TO ITS MINECRAFT PLATFORM; ACTION BREEDS INNOVATION

Global software giant Microsoft has announced that third-parties would not be able to use the Minecraft ecosystem for NFT projects and that Minecraft's in-game content such as Worlds, skins, persona items, or other mods cannot be utilized by blockchain technology to create a scarce digital asset.

Games such as Minecraft rely on user-generated content to produce revenue and Microsoft keeps about 50% of the revenue generated by third-party content but has not kept anything from NFT sales so far.

"NFT are not inclusive of all our community and create a scenario of haves and have-nots", the company said in a statement, while adding that the speculative pricing and investment mentality around NFT took the focus away from playing the game and encourages profiteering.

According to Minecraft, blockchain technologies would not be allowed to interfere with Minecraft's client and server applications to ensure that Minecraft players have a safe, secure and inclusive experience.

The company further said that NFT and other blockchain technologies create digital ownership based on scarcity and exclusion, which did not align with its values of creative inclusion and playing together.

With the new policy changes, game platforms

within the Minecraft ecosystem are still allowed to operate and be played but cannot integrate blockchain based functionality, NFT support or in-game currency.

## Shock breeds innovation

Meanwhile, the outright ban on integration of blockchain and NFT within Minecraft has shocked the blockchain developer community, because it disrupted emerging Web 3.0-based game platforms built on top of the Minecraft platform such as NFT Worlds.

NFT Worlds, which is a crypto-enabled games platform launched in October, has now declared that it would build its own "Minecraft", as result of the latter's abrupt decision to ban NFT access. NFT Worlds consists of nearly 200 independent teams from projects building on its platform and a rapidly growing player count of almost 100,000 players who have registered and were actively playing.

NFT Worlds has already started bringing together the top visionary developers within the Minecraft development ecosystem to join NFT Worlds and has also secured the requisite funds to sustain through the process.

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# nft

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— The Count of Monte Cristo —

“I am not proud,  
but I am happy; and happiness  
blinds, I think, more  
than pride.”

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## HOW IT WORKS ?

4 quick steps to generating unique NFT images based  
on quotes from famous writers

### Generate a passage from a book of the month

As soon as you connect your wallet, click the "generate" button and you will see 3 quotes to choose from. Pick the one you want to be turned into an NFT image.

### Get your one-of-a-kind NFT

Artificial intelligence generates your NFT image based on the selected quote. Once the NFT is minted, you will see it on the screen.

### Proceed with the payment

The price of your NFT will be displayed for you to confirm. Use your wallet to pay for it.

### Enjoy your new NFT and follow our updates

Once you've made the purchase, the NFT will be in your wallet. Don't forget to come back for more unique NFTs of classic literature!



AIBOOK.ART



**PRESS RELEASE**



# **IMMUNIFY.LIFE: REDEFINING THE HEALTHCARE LANDSCAPE WITH BLOCKCHAIN TECHNOLOGY**

All over the developing world, there are health care deficiencies centred around the lack of access to basic amenities. This problem is compounded by the use of outdated data storage systems, making it difficult for healthcare professionals to meet the needs of their patients.

Without reliable data systems, medical doctors and nurses cannot access their patients' health records or meet the growing healthcare challenges in their jurisdictions. An effective apparatus for storing, retrieving, and distributing healthcare data is an invaluable tool for medical professionals in these countries and will save lives. This is the idea behind the creation of Immunify.Life — an economical, scalable healthcare data system powered by AI and blockchain technology.

Immunify.Life leverages blockchain technology to help address crucial healthcare data management challenges and empowers patients and healthcare workers to take ownership of their data and benefit from its value. The Immunify.Life data bank system provides a secure way for capturing accurate medical information from patients leading to better disease management.

However, Immunify goes beyond just healthcare data management. The platform was developed to become an all-encompassing healthcare ecosystem with its own token, tokenomics, and reward mechanisms which remit value to its users at zero cost.

Immunify.Life hopes to eliminate geoeconomic barriers to treatment and foster patient compliance through its reward and staking program. These systems will incentivize patients to comply with their doctor's directives, while those that provide medical data are presented with staking rewards.

Immunify.Life has already made some important strides and platform developments, including installing its clinical platform in Kenya, completing its staking pool, and establishing different partnerships driving the project towards completing its roadmap goals.

A rule of thumb backing Immunify.Life is to "leave no one behind." This principle is the platform's driving force, as the team seeks to contribute to the development of health projects while also providing a sustainable ecosystem powered by blockchain that would incentivize equitable access to healthcare.

Speaking on the importance of data management in healthcare, Immunify's Chief Marketing Officer, Mahmoud El-Hallab, said:

"Proper data storage and management are becoming an increasingly important resource for medical professionals as they seek to improve the results for their patients, reduce costs, and enhance their overall efficiency. Our unique approach of leveraging AI and blockchain technology puts Immunify.Life at the forefront of this revolution."

## About Immunify.Life

Immunify.Life is a healthcare solution ecosystem seeking to solve the current global health management and data collection challenges faced around the world. Immunify.Life has more than 60 years of combined healthcare, technology, and financial experience.

The Immunify.Life international management team comprises healthcare entrepreneurs, doctors, and developing market finance specialists. Having worked with international development agencies, non-governmental organizations (NGOs), and governments in emerging economies, the team is conscious of the issues plaguing the healthcare industry.

Immunify.Life was developed as a response to these problems —, a self-sustaining platform whose

purpose is to strengthen global health systems and access to health data through its incentivized data capture system.

Discussing the Immunify.life Project, Editor in Chief at Cryptonaire Weekly Mr. Karnav Shah noted: “It is exciting to be associated with a platform that looks at transforming the healthcare landscape. A unique blockchain platform that opens up the market for many new ideas and development to anyone with interests in crypto. The Platinum Crypto Academy looks forward to working with Immunify.life on providing maximum exposure to the crypto community.”

### Quick links for Immunify.life:

Website – [Immunify.Life](https://immunify.life)

Twitter – <https://twitter.com/ImmunifyLife>

Telegram – <https://t.me/immunifylife>



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## ADVANCEMENTS IN THE CRYPTOCURRENCY WORLD

### BITCOIN BULLS DEFEND \$23K AMID WARNING BEAR MARKET RALLY 'ALIVE AND WELL'

BTC price action avoids a disappointing monthly close, but market players are demanding more proof of fundamental strength.

Bitcoin (BTC) tested \$23,000 as support on the Aug. 1 Wall Street open with key moving averages in focus.

200-week moving average gets big attention  
Data from Cointelegraph Markets Pro and TradingView followed BTC/USD as bulls and bears battled for control amid a tight trading range.

Bitcoin had inspired with its highest weekly close since mid-June the day prior, with its monthly candle also producing the biggest gains since before last year's \$69,000 all-time highs.

Among analysts and traders, however, it was the market's ability to remain higher for several more candles that was important.

Despite reclaiming important trendlines such as the 200-week moving average (MA) and realized price, Bitcoin would not be out of the woods until it began producing whole weekly candles without retests of those levels.

"The Bear Market Rally is still alive and well," on-chain analytics resource Material Indicators explained on the day.

"To call it anything else requires confirmations of valid breakouts above the key MAs. The 200 Week and 50 Month are the first ones to be considered for BTC, but only if we have full candles above the line. A wick below invalidates."

As such, \$22,880 and \$21,965 were essential lines to hold for bulls and increasingly close to spot price.

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## Marathon Doubles Loan Borrowing Capacity to \$200M as Mining Rigs Sit Idle



The firm doubled its credit from Silvergate Bank even as Marathon's operations are facing severe downtime and delays.

Marathon Digital Holdings (MARA) refinanced an existing \$100 million line of credit from Silvergate Bank (SI) and added another one of the same size from the same lender, according to a Monday press release, despite having thousands of bitcoin mining rigs sitting idle.

Marathon's ability to refinance stands out because crypto prices have fallen so much this year, putting the company and other bitcoin miners on shakier financial ground. The lending market has also dramatically cooled down as the Federal Reserve raises interest rates. The Silvergate credit gives Marathon flexibility to navigate the market volatility.

Marathon noted on Monday that it hadn't drawn any of its initial credit line from Silvergate, which was set to expire in October. The two facilities are secured by bitcoin and will expire in June 2024. The new term loan includes a delayed draw facility, meaning Marathon can draw \$50 million at the time of closing and another \$50 million 270 days after closing, the press release said. The term loan comes with a variable interest rate, which is currently set at 7.25%, the firm said. When Marathon announced its initial revolving credit facility from Silvergate in October 2021, its active fleet of miners stood at 25,272

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## CryptoPunk Ethereum NFT Sales Jump 248% After Tiffany Launch

One of the earliest NFT projects is seeing renewed interest thanks to the iconic jewelry brand.

The sales volume of the CryptoPunks NFT collection has spiked over 248% in the last 24 hours, sparked by an exclusive offer from iconic luxury jewelry and specialty retailer Tiffany & Co. for CryptoPunks NFT holders, according to data from CryptoSlam.

"We're taking NFTs to the next level," Tiffany wrote on Twitter on Sunday. "Exclusive to CryptoPunks holders, NFTiff transforms your NFT into a bespoke pendant handcrafted by Tiffany & Co. artisans. You'll also receive an additional NFT version of the pendant."

The offer to CryptoPunk holders came with the news of Tiffany's launch of a separate line of NFTs called NFTiffs, a collection of 250 digital passes offered by Tiffany & Co. that CryptoPunk holders can mint for a custom pendant and an NFT in the likeness of the holder's CryptoPunk.

The CryptoPunk pendants will be in 18k rose or yellow gold based on the color palette of the NFT.

Tiffany says the NFTiffs NFTs will launch on August 5th with a floor price of 30 ETH each, or about \$50,000 as of this writing.

According to CryptoSlam, the sales volume of the CryptoPunk collection for the last 24 hours is 1279 ETH, or around \$2.16 million.



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We are on the verge of a cashless society, which seems like something from science fiction. The shift to cashless transactions has already become commonplace in today's financial practices and transactions, and many companies, financial institutions, and even governments are supporting it. Our daily lives are becoming increasingly dependent on a cashless society as people become more aware of its importance.

Since electronic payment services are so common today, it is reasonable to believe that a cashless society is possible. Currently, many new blockchain projects are emerging due to the mass adoption of one of the most promising technologies: blockchain. DC Pay is a project that employs a digital currency to bring the masses together.

### What is DC Pay?

Located in Brisbane, Australia, DC Pay is a Fintech start-up that allows people to buy 'everyday' items with cryptocurrency. In DC Pay, people can use a revolutionary transaction system for digital currencies based on blockchain technology. DC Pay is a digital currency that lets users buy and sell everyday items and borrow money.

The main goal of DC Pay is to develop a functional, rewarding application that meets high-quality standards. Their goal is to develop an eco-system to sustain product expansion and development. The

DC Pay system allows users to use digital currencies for everyday transactions, such as paying for a beer in a pub or borrowing money.

The DC Pay application will enable users to purchase, sell, and transfer digital currency. Additionally, merchants can make it easier for customers to pay with digital currencies and to receive better service. There will be the use of QR codes, which will enable fast and simple transactions. In addition, they will offer loans in native Stable digital tokens, for which users can choose repayment options in native DC Pay digital tokens.

### DC Pay Technology

At some point, you've probably encountered QR codes in an office or shop. Using barcodes is a fantastic way for businesses to collect and send payments and promote their businesses if they are B2B.

DC Pay is powered by QR code technology, which is a very secure payment system. The DC Pay QR code will provide a unique QR code identifier to each user, whether a consumer or a business. DC Pay QR codes will transfer all relevant information about the payer and payee when scanned, ensuring transfers are made to the appropriate end-user. The following methods of payment will be available with DC Pay.

**1. Person to Business.** An individual can pay a business by scanning the DC Pay QR code during this process.

**2. Business to Business.** This process allows businesses to pay each other by scanning DC Pay Merchant QR Codes.

**3. Bill Pay.** Users can pay their bills with DC Pay through the bill pay option.

**4. Transfer Person to Person.** Transferring money from one person to another is easy and quick with DC Pay QR scanning.

Transferring money from one person to another is easy and quick with DC Pay QR scanning.

### Benefits of DC Pay QR Code Payments

Several benefits come with the DC Pay QR Code that can help you reach all your potential clients. Here are some examples.

#### Payments are made instantly

DC Pay QR codes facilitate instant payments, which is one of their biggest advantages. QR codes are extremely quick to use compared to other payment methods. To process a payment, a user simply needs to open the QR code scanner app, scan the QR code, and confirm. The payments are made within a few seconds.

#### A top-notch security system

The DC Pay QR code is a very secure way to make payments. Basically, a QR code is nothing more than a tool for exchanging information. QR codes encrypt all data transferred, making payments foolproof and secure.

#### Setup is simple

A QR code payment can be set up in a matter of minutes. Infrastructural requirements are minimal. Besides a smartphone with a camera, you will need either a printed QR code or an electronic QR code. Payments using QR codes are also possible without special equipment such as a point-of-sale machine.

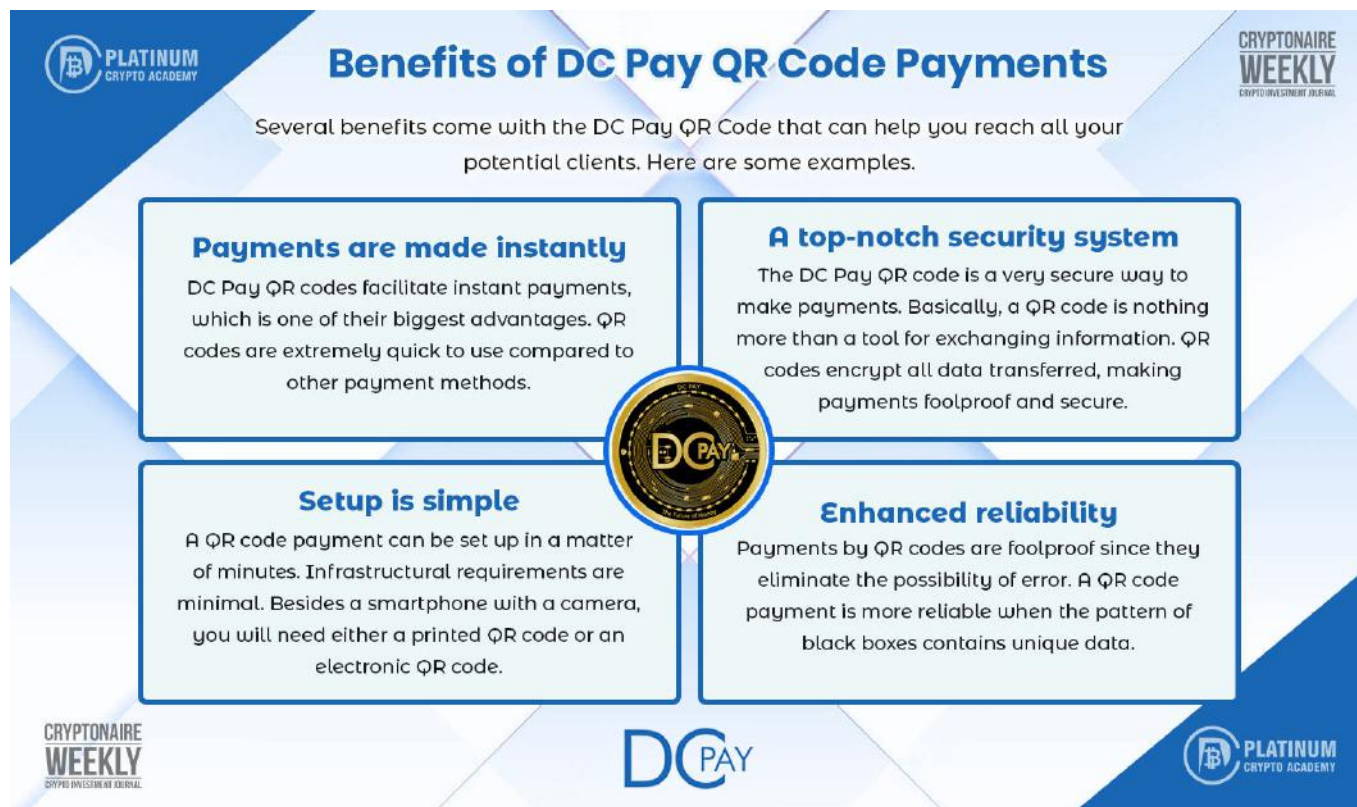
#### Enhanced reliability

Payments by QR codes are foolproof since they eliminate the possibility of error. A QR code payment is more reliable when the pattern of black boxes contains unique data.

#### Token Structure of DC Pay

DC Pay tokens can be purchased by those interested in participating in the project. When making transactions through DC Pay, users will incur transaction fees, also known as gas, which are covered by DC Pay tokens. It will enable them to purchase goods and services from merchants.

The Binance Smart Chain platform will release tokens in the BEP20 standard during the pre-ICO



and ICC processes. Once the DC Pay blockchain is launched, DC Pay tokens can be transferred to the DC Pay blockchain. As a result, DC Pay will qualify as a currency exchangeable for fiat currency, a token for interacting between blockchain participants, and an indicator of the project's success.

The market will be flooded with 210,000,000,000 DC Pay tokens. Each batch of 21 billion tokens will be released in batches of 10 when a new country is established. As part of the pre-ICO and ICC stages, 50% of the total first batch token supply will be distributed to the community in six phases.

The pre-ICO and the IOO are the only times when tokens are not transferable. For future investors and the development of additional products and features, 25% of the 21,000,000,000 released tokens will be reserved. Team members will report on the work done throughout the project execution, including the results and cost of the project. At regular intervals, DC Pay will post this information on its website for investors.

### **The team behind the development of DC Pay**

DC Pay was founded by Andrew Clifford, an experienced leader with a track record of achieving goals and objectives. The marketing guru at their company is Pete Carseldine, who has experience in the marketing and media fields. Phil Charlton is a KYC/Anti-Money Laundering expert with strong expertise in administrative functions, who is very proactive and resourceful. The final member of this team is Quinton Stols, who has worked in fast-paced, demanding environments for several years.

Over a few beers with friends, DC Pay came about while discussing complicated Australian capital

gains tax rules and puzzlement about why they could not use cryptocurrencies. DC Pay was created as a result of solving the dilemma and enjoying a cold beverage.

Team members are also working on new ways to make the project more functional. As part of the future functionality of the application, businesses will be able to offer DC Pay special deals via push notifications.

In the future, the company plans to start rewarding users as they use the app more frequently by moving them up levels and giving them better special offers from brands.

### **Conclusion**

When it comes to digital currency, we're currently at a crossroads. There is still a large amount of physical cash circulating, and governments and banks have not yet adopted a central bank digital currency. In the meantime, more and more people are embracing cashless lifestyles, and cryptocurrencies are booming. In this way, digital currencies are being scrutinised more than ever as governments, financial institutions, corporations, and banks consider them viable options for the future.

Crypto/digital currencies are becoming more accepted, giving DC Pay a competitive advantage in encouraging mass adoption through simplified payment systems. With its help, secure and robust mobile payment applications can be built. You can access your holdings instantly as long as you have your phone. During the next few years, DC Pay will continue to develop its capabilities and innovate in the space of blockchains and digital currencies. Payments should be made with a digital currency like DC Pay for ease and security.





## Ethereum-Based Gaming Altcoin Rallies After Coinbase Suddenly Adds It to Listing Roadmap

A massive multiplayer online (MMO) strategy game that harnesses the power of blockchain technology is surging after top US crypto exchange Coinbase put it on the path to joining the marketplace.

The Coinbase listing roadmap consists of crypto projects that are currently being considered for inclusion among the exchange's roster of supported assets.

In an announcement, Coinbase says it has updated the roadmap with the addition of Medieval-themed metaverse battle game League of Kingdoms (LOKA).

Its native token LOKA can be used for in-game purchases, minting or upgrading non-fungible

token (NFT) assets, as well as staking to earn rewards.

League of Kingdoms goes beyond the traditional strategic fighting game format by employing blockchain features such as NFTs, which serve as digital plots of land players own and use to can earn dividends.

According to the project's whitepaper,

"Not only [can] gamers own these Lands, but also gather resources on the Lands and mint them into NFTs to trade.

All these tokenized assets are transparently and trustlessly transacted and traded across the blockchain, without intermediaries."

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## UK introduces new rules for promotion of high-risk assets; crypto in the crosshairs

The FCA chalked out tougher rules for the marketing of high-risk investment products and is waiting for the passing of legislation to see how crypto promotions come under its purview.

The U.K's Financial Conduct Authority (FCA) has chalked out tougher rules for the marketing of high-risk investment products, but the new rules do not yet apply to cryptocurrency promotions, according to an Aug. 1

press release.

The FCA is waiting for the passing of legislation to see how crypto promotions come under its purview before publishing final rules for the industry, the press release said.

According to the regulator, cryptocurrencies are high-risk assets, and investors should be prepared to lose all money if they invest in them. Therefore, the rules for crypto marketing will follow the same approach as the new



rules introduced for other high-risk assets. Under the new rules, firms need to clearly and prominently state risk warnings while incentives to invest like referral systems are banned.

The rules come as part of the FCA's consumer investment strategy to reduce the number

of people investing in high-risk assets, the regulator said. The FCA's step follows concerns that a significant number of high-risk asset investors do not properly understand the risks involved and do not think losing money is one of the risks.

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# LUNAONE

## MAKING THE METAVERSE A REALITY

As more and more people get hooked onto the virtual world for their work, entertainment, commerce, shopping and more, the need for the like-minded people among them to foster better social connections are also increasing commensurately.

Lockdown measures imposed during the Covid-19 pandemic gave a huge boost to such social connectivity projects, as remote working policies compelled more people to explore the virtual world for their business and entertainment needs.

The emergence of decentralised technology such as blockchain are enabling entrepreneurs to launch their own virtual universes or metaverses, which, essentially, are virtual societies. In the year 2021, metaverse projects generated US \$10 billion in investments, which has doubled in one year. There are more than 160 companies that are operating across metaverse verticals and they are collectively building the metaverse world.

Metaverse is expected to become an accelerator for the gaming industry and has almost doubled its revenues to US \$413 billion. It is set to open up economic possibilities, both inside and outside of games. The development of metaverse signals a paradigm shift from games-as-a-service to games-as-a-platform.

The economic and business opportunities in the gaming metaverse include virtual events, NFT and concepts such as play-to-earn and play-to-collect. The metaverse will drive the growth of native ad

integrations in games. Companies will be able to integrate their brands into them, attract influencers and promote their own IP using platform games.

Moreover, the revenue from live entertainment business that can become part of the metaverse may exceed US \$200 billion in 2024. The event and conference industry's dive into the metaverse have just began, even as face-to-face events return after the pandemic-induced hiatus.

The new generation of virtual event-goers would like to get into their own avatars and be active participants in the immersive experience of the event. Business in the metaverse is already booming and is opening up an abundance of opportunities for brands, advertisers, retailers, and employers. Every industry is likely to have a form of business opportunity in the metaverse.

According to some industry experts, metaverse has the potential to become a multi-trillion-dollar part of the global economy. Market leaders from various industries are either building their own versions of the metaverses or actively participate in them. However, these metaverses are segmented, which can be a potential bottleneck or creating a full-fledged virtual reality.

### **LunaOne Project**

LunaOne is a new generation platform that will be a foundation for the virtual society with almost all aspects of social life built in it. It is the only virtual place that allows earning, studying, shopping, creating

uniqueness is confirmed by an NFT.

Avatars are based on the Web 3.0 concept through which users get anonymous and secure access to the metaverse. Each avatar is part of the DAO, which means any citizen can influence activities on the LunaOne platform.

## XLN Token

The financial foundation of the metaverse will be a decentralised blockchain with its utility token LunaOne (XLN). It is also a high interest-bearing asset, allowing its holders to generate revenues automatically within their wallets. The initial launch of the XLN token will be done on the Binance Smart Chain, as it has sufficient technology base for coin distribution and has low transaction fees.

Before launching the metaverse, the LunaOne team will launch its own decentralised blockchain, as the project will need to have full control over transaction fees, block size, transaction speed and other technological aspects required to support the entire metaverse. The XLN token on the Binance Smart Chain will be exchanged 1:1 to a native XLN coin during the first year after the launch of LunaOne.

LunaOne will give an opportunity to connect the virtual activity with tasks from the real world, while receiving virtual benefits that will have value in the real world as well. Personal avatar is a foundation of LunaOne and is the primary tool to create a symbiosis between virtual and real worlds. In the beginning, a person has to create an avatar, whose



Every time XLN is sent, there is a 2% transaction fee, which is distributed to all holders in the circulating supply, thereby creating an invaluable source of passive income. Besides, the XLN holders will also have voting rights, based on the amount of XLN they are holding, thereby giving them the power to make decisions regarding how the coin will be used and how LunaOne will develop. Moreover, holding certain benchmark amounts of XLN will give its holders access to VIP areas, features and benefits.

All transactions within the LunaOne metaverse will require XLN. The XLN, launched on the Binance smart chain, will be the main currency of the ecosystem, Avatars can purchase everything, including NFT objects, which will be granted for the rarest items. The commission for transactions in the system will be fixed at US \$0.025 and will be split among all the main elements of the LunaOne verse.

There will be a fee of US \$0,005 towards Foundation cut, which will be a support and development fund for the metaverse. Similarly, there will be a games developers' cut or a fund for game studios for support and development of the project, a nodes' cut which will be the reward for users' nodes that ensure the decentralisation of the platform. The prize pool is the prize fund for events in the metaverse.

In terms of the tokenomics, of the LunaOne project, the pre-distribution price will be US \$0.15 while the distribution price will be US \$0.25. The unsold coins in the coin distribution event will be burned and eliminated from the total supply of 10 billion.

Around 3 billion out of the total supply will be allocated for distribution and a similar amount will also be allocated for marketing and business development. The pre-distribution quota of coins is 2 billion while 1 billion will be set aside for governance. The quota for liquidity pool and staking is 0.4 billion and 0.5 billion coins have been earmarked for the team.

The coin distribution event will last until main-net blockchain launch and then the remaining coins will be burned. A bridge will be opened to allow holders to move to the main-net LunaOne blockchain.

## The Team

The LunaOne project is backed by a competent team of professionals with Daniel Puzny as its chief executive officer. He has been with blockchain and crypto for over seven years as a leading consultant for mainstream blockchain projects. Daniel is passionate about building real-life business applications, fundraising, go-to-market strategy

and marketing.

The chief operating officer of LunaOne is Cory Cozad, who is utilizing his extensive knowledge in digital marketing and MBA degree from St. Ambrose University. Cory has served as associate vice president of digital strategy for Stamats after working in key marketing roles for companies such as The HON Company and Brownells Inc.

The chief technology officer is Craig Wiltshire, who specialises in advanced AR/MR e-commerce systems design. He is a former IPC Europa Cup downhill skier and Royal Marines commando. LunaOne's chief marketing officer is Ash Zheng, who is a Web 3.0 native with experience in GameFi. She has scaled ventures to multi-billion-dollar valuations and has been involved in several sold-out NFT projects. Besides, she is passionate about the intersection of gaming and blockchain.

The other core members of the LunaOne team are Lee Behnke, Ricky Miller, Jorge Sebastio and Mike (Brax) Bracken.

## Conclusion

As elucidated above, the LunaOne project plans to incorporate almost all aspects of social life in a seamless virtual gaming environment, while gaining from the advantages of Web 3.0 and decentralised technology such as blockchain.

The entire process of creating such a metaverse is expected to take time. So, in order to engage the community in the project's life, the LunaOne team will gradually launch sub-products that will be available to use soon.

The team will also hold a lottery and distribute rare NFT between all holders, which can later be used in the meatverse. The Foundation will support game studios that will use XLN token in their P2E games.

The effective crystallization of its overall strategy, as described above, is based on the segmentation of areas of responsibility to form an effective approach to project implementation. One of the project's main priorities will be to form partnerships with the best game studios in the world.

The main idea while implementing a game engine of LunaOne is to attract the best teams in their fields to participate in their project. That will facilitate the initial launch and then gradually expand the boundaries of the universe by adding new virtual spaces into it, with its own logic and mechanics.



## Barcelona FC And Socios.com Sign \$100 Million Deal For Web3 Push

**B**arcelona FC is kicking off new strategies in hopes of scoring big in the field of Web3.

In view of the imminent financial crisis at the opening of the summer transfer season, the Barcelona board took some extreme measures, authorizing the sale of some of the club's significant assets.

Club president Joan Laporta said on Monday that the LaLiga superpower, Barcelona, has sold a 25% ownership in its audio-visual studio to Blockchain-powered sports fan engagement business Socios.com for \$102 million. Barcelona FC stated that the sale will "fast-track" the club's audio-visual, blockchain, and online product objectives. The funds should also enable Barcelona to meet the financial stan-

dards of the Spanish league and sign the newly acquired players, including Raphinha, Robert Lewandowski, and Jules Koundé.

Deal To Help Barcelona Onboard New Players Socios' most recent investment in Barcelona's digital content business coincides with the platform's efforts to boost Web3 usage and decentralized technologies in popular places. Socios has connections with over 160 international sports teams, including other La Liga football clubs. Reports indicate that the purchase will be sufficient for Barcelona FC to register the newer athletes, although the club is attempting to transfer all of its peripheral players, including Martin Braithwaite and Memphis Depay.

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## How North Korea Infiltrated The Crypto Industry Using Fake LinkedIn Resumes

Per a Bloomberg report, North Korean-backed hackers might be stepping up their efforts and attack vectors against the crypto industry. Bad actors seem to be stealing resumes and information from major job listings websites to apply for jobs in the nascent sector.

The report claims that attackers are taking legitimate data from

LinkedIn and other major websites to create fake profiles as software engineers, developers, or software with vast experience working in IT. In that way, they can infiltrate crypto companies or projects.

Operation Dream Job And AppleJews Job Targets Crypto Industry These attempts are part of two different operations allegedly



sponsored by North Korea. Called AppleJews and Operation Dream Job, according to a report released by cyber security firm Mandiant and Google.

In a report posted on March 2022, Google's Threat Analysis Group detailed these operations as an ongoing attempt to target organizations, countries, news media, and companies to infiltrate them and

attack them from the inside.

The report claims over 250 individuals have been negatively affected by Operation Dream Job and almost 100 crypto users from Operation AppleJews. Attackers have been able to steal or compromised domains such as blockchainnews, disneycareers, find-dreamjob, and others.

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## Metaverse Company Condense Raises \$4.5 Million to Accelerate VR Streaming Adoption

Condense, a Bristol, England-based metaverse company that produces technology to allow the streaming of events to virtual reality apps, has raised \$4.5 million in its most recent seed round. The round, which was led by Localglobe, 7percent Ventures, and Deeptech Labs, gives Condense funding to deepen its relationship with artists, labels, content creators, and metaverse platforms in order for its technology to be adopted by more companies.

### Condense Raises \$4.5 Million to Deepen Metaverse Streaming Adoption

Condense, a Bristol, England-based company that offers metaverse streaming technology, has announced it has raised \$4.5 million in its latest seed funding round. The funding round led by

Localglobe, 7percent Ventures, and Deeptech Labs, will reportedly allow the company to develop deeper relations with artists, labels, content creators, and metaverse platforms to implement its metaverse proposal.

Condense's proposal is considered an "infrastructure as a service" business, meaning that the company provides transmission services charged by time, and returns 3D data that allows any metaverse world using engines like Unity or Unreal Engine, to display a real-world venue as it is in reality. This means that any observer can enjoy real events as if they were in the venue or stadium where they were happening. This is referred to as "Video 3.0" by Condense.

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## SEC charges 11 individuals over \$300M crypto 'pyramid scheme'

SEC has filed a lawsuit in the U.S. District Court against the founders and promoters of Forsage, who allegedly fueled a \$300 million "textbook pyramid and Ponzi scheme."

The Securities and Exchange Commission (SEC) has charged 11 individuals for their alleged role in the creation of a "fraudulent crypto pyramid scheme" platform Forsage.

The charges were laid in a United States District Court in Illinois on Monday, with the SEC alleging that the founders and promoters of the platform used the "fraudulent crypto pyramid and Ponzi scheme" to raise more than \$300 million from "millions of retail investors worldwide."

The SEC complaint

states that Forsage was modeled such that investors would be financially rewarded by recruiting new investors to the platform in a "typical Ponzi structure," which spanned multiple countries including the United States and Russia.

According to the SEC, a Ponzi scheme is an investment fraud that pays existing investors with funds collected from new investors. These schemes often solicit new investors by promising to invest funds in opportunities that generate high returns for little risk.

In the court document, the SEC stated that:

"It [the Forsage platform] did not sell or purport to sell any actual, consumable product to bona fide retail customers during the relevant time period.



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# Coinbase Prime Adds Ethereum Staking for US Institutional Clients

The product offers another entry point for financial institutions eager to delve into crypto but unsure of how best to do it.

Coinbase Prime has added Ethereum to its expanding list of staking options for U.S. domestic institutional clients, Coinbase said in a blog post Monday.

The product offers yet another crypto on-ramp for institu-

tions, which have eyed the industry's explosive growth with interest but haven't always known quite exactly how to get in. Generating yield through staking plays to big firms that frequently are in search of attractive places to park money.

Coinbase Prime also offers staking for tokens including Solana, Polkadot, Cosmos, Tezos and Celo, according to the



blog post.

Clients can create a wallet, decide how much to stake and initiate staking from the ETH asset page on their Coinbase Prime account, wrote Aaron Schnarch, vice president of product, custody at Coinbase.

Withdrawal keys are held in Coinbase's

cold storage custody vault, and staking transactions must first complete consensus before they are executed.

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## Colombia Enlists Ripple Labs to Put Land Deeds on Blockchain

Using the Ripple Ledger, Colombian leaders can make real estate

transactions more equitable.

Colombia's

government has launched a partnership with Ripple Labs, the company behind the cryptocurrency XRP, to put land titles on the blockchain, part of a plan to rectify land distribution efforts so unfair they've led to decades of armed conflict.

The project, built by blockchain development company Peersyst Technology and Ripple, will permanently store and authenticate property titles on Ripple's Ledger—its public blockchain.

This will help eliminate bureaucracy and hopefully make land distribution more equal, Ripple Labs and Peersyst Technology told Decrypt.

Why would Colombia's government want to do this? Because land ownership in the South American country is among the most highly concentrated in the world. "Land is everything in Colombia," Peersyst Technology CEO Ferran Prat told Decrypt.

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# Crypto investments products see inflows of \$474M in July

The turnaround comes after the broader crypto market regained the \$1 trillion mark and flagship digital assets slightly recovered from the bear market.

Digital asset investment products recorded their best month in July after finishing the month with total inflows of \$474 million, according to CoinShares Digital Asset Fund Flows Weekly Report.

The report revealed that digital asset investment product inflows for the week starting July 25 were \$81 million.

It marked the fifth consecutive week of inflows and brought the total inflows within that period to \$530 million.

These inflows are a sharp turnaround in the market direction after a red June saw total outflows of \$481 million.

The turnaround comes after the broader crypto market regained the \$1 trillion mark and flagship digital assets slightly recovered from the bear market.

Short Bitcoin positions record first outflow in 5 weeks  
Short Bitcoin position recorded its first outflow in five weeks as investors withdrew \$2.6 million –suggesting that the bearish market sentiments are easing up.

On the other hand, Bitcoin (BTC) investment products had the most inflows, with almost \$85 million invested by institutional investors.

Ethereum (ETH) continued with its positive flows, as it posted \$1.1 million in inflow. Other altcoins like Solana (SOL) recorded \$1.5 million in inflows, while Litecoin (LTC) saw \$100,000 in inflows.

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## Impending Closure Of Monero Largest Mining Pool Sparks Decentralization Debate

Monero is the most popular privacy token in the space, and investors have flocked to it due to the anonymity it provides. Its community is widespread with a lot of miners, but one mining pool has dominated the hashrate of the privacy coin in the past. Minexmr, which is the largest mining pool, has, however, announced that it will be shutting down operations, triggering various debates in the space.

**Monero Largest Mining Pool Shuts Down**  
Over the weekend, Minexmr announced that it will be shutting down operations permanently. The pool sees a total hashrate of 1.05 Gh/s as per data from the website, making it the largest Monero mining pool, controlling 42% of the entire network hashrate.

In the announcement, the team offered no explanation for why it was shutting down, but speculations are it is linked to the crackdown on privacy coins by governments. They instead offered alternatives such as the decentralized p2pool for miners who wished to continue.

Basically, Monero miners on the Minexmr pool have less than two weeks to move their operations to another pool. The post explained that all miners that were not updated by August 12th will stop working. As for rewards, they will be disbursed after the shutdown on August 12th. The growth of the Minexmr mining pool had previously concerned Monero users who are big on decentralization.

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## Charles Schwab's \$655B Asset Management Arm to Start Trading Crypto-Related ETF This Week

Charles Schwab's \$655 billion asset management arm is launching its first crypto-related exchange-traded fund (ETF). The new fund is expected to start trading this week on the NYSE Arca exchange.

Charles Schwab Launches Its First Crypto-Related ETF Schwab Asset Management, a subsidiary of The Charles Schwab Corp., announced last week the launch of the Schwab Crypto Thematic ETF (NYSE Arca: STCE), calling the new product "its first crypto-related ETF."

Charles Schwab is a major American brokerage, banking, and financial services com-

pany. Schwab Asset Management has over \$655 billion in assets under management as of March 31, according to its website. It is the third largest provider of index mutual funds and the fifth largest provider of exchange-traded funds (ETFs).

The first day of trading for the Schwab Crypto Thematic ETF is expected to be on or about Aug. 4, the announcement details, adding:

The fund is designed to track Schwab Asset Management's new proprietary index, the Schwab Crypto Thematic Index.

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## US, UK Regulators Partner on Broader Crypto Regulation

Regulators in the U.S. and U.K. have met to discuss broader crypto regulatory initiatives. They reaffirmed their commitment to "continued cooperation to support safe financial innovation, as well as to strengthen regulatory outcomes for stablecoins across jurisdictions."

US and UK Regulators Collaborate on Crypto Regulation The U.S. Department of the Treasury published

a joint statement last week on the U.K.-U.S. Financial Regulatory Working Group.

The group held a meeting on July 21. Participants included officials and senior staff from HM Treasury, the Bank of England, the Financial Conduct Authority, the U.S. Treasury Department, the Federal Reserve Board, the Commodity Futures Trading Commission (CFTC), the Federal Deposit Insurance Corporation



(FDIC), the Office of Comptroller of the Currency (OCC), and the Securities and Exchange Commission (SEC).

The statement explains that the financial regulatory working group was formed in 2008 "to deepen bilateral regulatory cooperation with a view to the further promotion of financial

stability; investor protection; fair, orderly, and efficient markets; and capital formation in both jurisdictions."

On the topic of financial innovation, the regulators reflected on the outcomes of the U.S.-U.K. Financial Innovation Partnership meeting in June.

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