

JULY 25, 2023

# CRYPTONAIRE WEEKLY

CRYPTO INVESTMENT JOURNAL

295<sup>TH</sup>  
EDITION

## ADOBEHOUSE | EMPOWERING EDUCATION FOR SUSTAINABLE CHANGE



PLATINUM  
CRYPTO ACADEMY

NFT MARKETS

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WEEKLY  
CRYPTO INVESTMENT JOURNAL

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# EDITORS

*Bitcoin's narrow-range trading resolved to the downside on July 24, indicating that bears overpowered the bulls. There was no specific negative news that could be attributed to the drop. Looks like the Bitcoin bulls may have booked profits before the Federal Reserve's policy decision on July 26.*

*Market observers expect the Fed to raise rates this week but many believe this to be the last hike of this cycle. If the Fed signals that it is done with its rate hikes, then risky assets could cheer with a further rally. The Dow Jones Industrial Average has already risen for 11 days in a row, notching its longest winning streak since February 2017.*

# LETTER

We said in our previous analysis that a break below the 20-day exponential moving average (EMA) could pull the price to the 50-day simple moving average (SMA) and that is what happened.

Buyers propelled Bitcoin above the overhead resistance of \$31,050 on July 13 but they could not build upon this strength. The bears sold aggressively and yanked the price back below \$31,050 on July 14.

The bears then pulled the price below the 20-day EMA on July 17 and successfully thwarted attempts by the bulls to push the price above it. This indicates that the bears flipped the 20-day EMA into resistance.

The 50-day SMA is the last bastion for the bulls to guard because if it gives way, the selling could intensify and the BTC/USD pair could slump to \$27,500. The 20-day EMA has started to slope down and the relative strength index (RSI) has tumbled into the negative territory, indicating that bears are in command.

If bulls want to prevent the downward move, they will have to quickly push the price back above the 20-day EMA. Such a move will indicate aggressive buying at lower levels. The pair may then soar to \$31,050.

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!



**295<sup>th</sup> EDITION**

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**WORLD COIN UNVEILED: A REVOLUTION IN  
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# WEEKLY CRYPTOCURRENCY MARKET ANALYSIS

Hello, welcome to this week's 295th edition of Cryptonaire Weekly Magazine. The global crypto market cap is \$1.17 Trillion, down 30 Billion since the last week. The total crypto market trading volume over the last 24 hours is at 35.04 billion. The DeFi volume is \$2.48 Billion, 7.28% of the entire crypto market's 24-hour trading volume. The volume of all stable coins is \$30.72 Billion, which is 90.24% share of the total crypto market volume the last 24 hours. The largest gainers in the industry right now Polkadot Ecosystem and Layer 2 (L2) cryptocurrencies.

Bitcoin's price has decreased by 3.16% from \$30,100 last week to around \$29,150 and Ether's price has decreased by 3.09% from \$1,910 last week to \$1,852. Bitcoin's market cap is \$566 Billion and the altcoin market cap is \$604 Billion.

Bitcoin's narrow-range trading resolved to the downside on July 24, indicating that bears overpowered the bulls. There was no specific negative news that could be attributed to the drop. Looks like the Bitcoin bulls may have booked profits before the Federal Reserve's policy decision on July 26. Market observers expect the Fed to raise rates this week but many believe this to be the last hike of this cycle. If the Fed signals that it is done with its rate hikes, then risky assets could cheer with a further rally. The Dow Jones Industrial Average has already risen for 11 days in a row, notching its longest winning streak since February 2017.

However, a pause in rate hikes could halt the recovery in the U.S. dollar index (DXY). That could be bullish for cryptocurrencies because DXY has an inverse correlation to Bitcoin.

An additional boost to the crypto bulls came from Ripple's legal victory against the US Securities and Exchange Commission. CoinShares said in its latest weekly report that Bitcoin investment products witnessed an outflow of \$13 million but Ethereum and

XRP products saw an inflow of \$6.6 million and \$2.6 million respectively.

Although the short-term price action looks uncertain for Bitcoin, long-term investors continue to hold their positions. Glassnode recently tweeted that the "Bitcoin Long-Term Holder Supply has reached a new ATH of 14.52M BTC, equivalent to 75% of the circulating supply."

This week, the Bitcoin network reached an important milestone when block 800,000 was mined on July 24. This means there are only 40,000 blocks left to be mined before the next halving cycle. According to Bitcoinblockhalf.com, it could take roughly 276 days for miners' rewards to be reduced by half. investment research firm Fundstrat said in a recent report that Bitcoin could surge to \$180,000 before the halving scheduled in April 2024. The firm believes that if a Bitcoin exchange-traded fund is approved, it could boost demand and lead to a supply crunch, boosting prices higher.

## Percentage of Total Market Capitalization (Dominance)

|          |        |
|----------|--------|
| Bitcoin  | 48.40% |
| Ethereum | 19.03% |
| Tether   | 7.16%  |
| BNB      | 3.13%  |
| XRP      | 3.11%  |
| USD Coin | 2.28%  |
| Dogecoin | 0.93%  |
| Cardano  | 0.91%  |
| Solana   | 0.80%  |
| Tron     | 0.62%  |
| Others   | 13.64% |

# CRYPTO TRADE OPPORTUNITIES

## BITCOIN - BTC/USD



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The 50-day SMA is the last bastion for the bulls to guard because if it gives way, the selling could intensify and the BTC/USD pair could slump to \$27,500. The 20-day EMA has started to slope down and the relative strength index (RSI) has tumbled into the negative territory, indicating that bears are in command.

If bulls want to prevent the downward move, they will have to quickly push the price back above the 20-day EMA. Such a move will indicate aggressive buying at lower levels. The pair may then soar to \$31,050.

[Previous Analysis...](#)

## ETHEREUM - ETH/USD



The bulls tried to push Ether above the psychological resistance of \$2,000 on July 13 and 14 but the bears held their ground. That started a journey back toward the support at the 50-day SMA.

This is an important level for the bulls to defend

because if it cracks, the ETH/USD pair could drop to the next major support at \$1,700. That will suggest a range-bound action between \$2,020 and \$1,700 for some more time.

Alternatively, if the price turns up from the current level, it will suggest that the bulls are fiercely protecting the 50-day SMA. The pair may then rise to the overhead resistance at \$2,020.

This remains the key level to keep an eye on. If bulls overcome this barrier, the pair could soar to \$2,143 and thereafter attempt a rally to \$2,340. But if the price turns down from the overhead resistance, the pair may continue to oscillate between the 50-day SMA and \$2,020 for a while longer.

[Previous Analysis...](#)

## BINANCE - BNB/USD



The bulls pushed Binance Coin above the overhead resistance of \$257 on July 14 but they could not sustain the higher levels. This shows that the bears are selling on rallies.

The 20-day EMA is flattish and the RSI is just below the midpoint, indicating that the BNB/USD pair may continue to swing between \$220 and \$257 for a few more days.

The bears will try to sink the price to \$230 and thereafter to the crucial support at \$220. The bulls are expected to defend this level with all their might because a break and close below \$220 may start the next leg of the downtrend.

On the upside, the first sign of strength will be a break above the moving averages. That could open the doors for a retest of the resistance at \$257. If this level is scaled, the pair may climb to \$285 and subsequently to \$305.

[Previous Analysis...](#)

## RIPPLE - XRP/USD



XRP skyrocketed above the overhead resistance zone of \$0.56 to \$0.58 on July 13 and hit an intraday high of \$0.94. The sharp rally may have tempted short-term traders to book profits as seen from

the long wick on the day's candlestick and the correction on July 14.

The bulls tried to resume the up-move on July 19 and 20 but the recovery fizzled out near \$0.85. This suggests that bears are active at higher levels.

The failure to resume the up-move may have attracted further selling, which pulled the price to the 20-day EMA. This is an important level for the bulls to defend because a break below it may tank the XRP/USD pair to the breakout level of \$0.58.

Contrary to this assumption, if the price turns up from the 20-day EMA, the pair may remain stuck between \$0.66 and \$0.86 in the near future.

[Previous Analysis...](#)

## CARDANO - ADA/USD



Cardano shot above the overhead resistance of \$0.30 on July 13, which completed the bullish ascending triangle pattern. The ADA/USD pair reached its pattern target of \$0.36 on the same day and came close to its next target objective of \$0.39

as suggested in our previous analysis.

After reaching the target objectives, the bulls seem to have booked profits. That started a sharp pullback, which reached the breakout level of \$0.30. The bulls are trying to flip this level into support but they have failed to sustain the rebound. This suggests that higher levels are attracting sellers.

If the price breaks and sustains below the uptrend line, it will signal that the bears are back in the game. The pair may then descend toward \$0.26.

This negative view will invalidate in the near term if the price turns up from the current level and breaks above \$0.34. The pair could then retest the overhead resistance at \$0.38.

[Previous Analysis...](#)

## ADOBE HOUSE ALL SET TO EMPOWER EDUCATION SYSTEM WITH NEW TOKENONICS. THE PRESALE IS NOW LIVE!

**Summary:** Adobe House has already kick started the presale of their tokens. They aim at truly revolutionizing the way education is imparted and lessons are conducted. They have crowdfunded an ICO project that aims at impacting the lives of millions of children in a positive way.

**[California]** – Adobe House has managed to create quite a buzz already. After having set their foot in the world of ICO, they are now looking to set a revolutionary benchmark in the world of education. They want to truly revamp the way the education system is conducted at the moment.

For this, they have already kick started their presale. It is going on in full swing and they are hopeful that more and more people will resonate with the idea. The company mainly aims at creating the kind of environment that will help them empower the young individuals no matter rich or old.

The platform wants to integrate interactive games along with different types of engaging activities. This will not only help teachers clear the concepts in an efficient manner, but also make learning much more fun. Further, children can choose to complete different tasks and earn tokens. This token can be used for buying different resources, book materials, and other resources to aid them in their learning.

One of the key spokesmen for the company was

quoted as saying, “We are extremely pleased by what the response has been. We were hopeful of getting to a good start with our ICO and we managed to make it happen. We look forward to your active support and want to ensure that things will continue to prosper and we will be able to map this dream to reality.”

Those who would like to help make this planet better and contribute for a sustainable living by transforming children of today and tomorrow should make it a point to know more about this site. For more information, one can choose to visit

<https://adobehouse.org>

### About Adobe House

Adobe House has recently ventured into the world of tokenomics. They want to create a new platform that will truly innovate teaching and help both students and teachers use the best of modern technology for their benefits.

Contact information Website:

<https://adobehouse.org>



WORLD POPULATION COIN



# World Population Coin

Experience \$WORLD – the innovative cryptocurrency that monitors the global population which allows owners to claim cities on an interactive map, accrue valuable rewards, and participate in a diverse global community.



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## Pre-Sale Countdown

Discounted pricing up to 90% off ★

First access to city claiming ★

+% permanent increased return from Frictionless Yield Generation ★

Exclusive discord and telegram channels direct access to the team ★

Exclusive discord and telegram channels direct access to the team ★

Unique icon viewable on the interactive map for others to see ★



[info@worldpopcoin.com](mailto:info@worldpopcoin.com)



**WUBITS**, the revolutionary content monetization platform, is changing the landscape of content creation. The platform offers content creators an innovative Web3 platform for monetizing their valuable creations. Since centralized giants dominate most industries, content creators have grappled with limited control over their earnings and arbitrary intermediary decisions. WUBITS stands as a game-changer, creating a decentralized ecosystem where creators earn in cryptocurrencies.

### 5 Ways to Earn Crypto on WUBITS

**Monetize your Premium Paid Content:** Monetization has never been easier! Share your brilliant thoughts, groundbreaking ideas, insightful signals, and meticulous research with the world on WUBITS. Set your desired sale price in popular cryptocurrencies such as MATIC, ETH, USDT, or USDC. As sales roll in, you'll earn money, turning your expertise into crypto.

#### Engage in Contests and Become a Featured Author:

**Join the WUBITS Official Author Program** and gain exposure for your creations. Participate in daily, weekly, and monthly contests, where your posts will be showcased on the public feed. In addition, you will **earn crypto rewards** through your content creation.

**Share WUBITS Content and Earn Rewards:** At WUBITS, sharing is caring and rewarding. Simply

share captivating WUBITS content through the intuitive "Share" option and earn points for each unique visit generated through your shares. Accumulate points effortlessly as people discover WUBITS through your outreach efforts.

**Experience the Power of Referral:** Spread the word about WUBITS and invite your friends, fellow creators, and crypto enthusiasts to join the platform. You earn valuable WUBITS Points for every successful referral through their Referral Program. Redeem these points for enticing cryptocurrency rewards.

#### Promote Premium Content and Multiply Your Rewards:

Take your earnings to new heights by promoting premium (paid) posts that resonate with your audience. By re-posting these valuable pieces, you provide your followers with exceptional content and earn rewards through the "Re-post and Earn" feature.

Step into the world of WUBITS and experience **content monetization** at its best. By harnessing the power of Web3 technology, creators can unlock countless ways to monetize their thoughts, ideas, signals, insights, and research.

The Editor-in-Chief of Cryptonaire Weekly, Mr. Karnav Shah, says about WUBITS, "WUBITS presents a golden opportunity for content creators and crypto

enthusiasts alike. By joining this pioneering platform, creators can tap into a community that appreciates their work and rewards them with cryptocurrency. Integrating AI and Web3 technology ensures a seamless and secure experience, while the ability to earn in multiple ways opens up new avenues for financial growth. If you're ready to embrace the future of content monetization and be part of a vibrant crypto ecosystem, WUBITS is the platform that will help you unlock your true potential."

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# THE FUTURE OF SHOPPING REWARDS

*Revolutionizing Shopping Rewards with Crypto and Compassion*

THE \$VIC LITEPAPER 



## \$VIC IS LIVE

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PROJECT

## THE FUTURE OF SHOPPING REWARDS



EMPOWERING CONSUMERS | TRANSFORMING  
CHARITIES | THE VICTORY IMPACT REVOLUTION





## ADVANCEMENTS IN THE CRYPTOCURRENCY WORLD

### CRYPTO STARTUPS RAISED \$201.4M IN VENTURE FUNDING LAST WEEK, LED BY INFRASTRUCTURE

The largest fundraises for the week belonged to metaverse startup Futureverse and RISC Zero, which creates developer tools for zero-knowledge proofs.

Venture capital and investment firms poured \$201.4 million into crypto projects last week with eleven companies announcing funding rounds. The largest rounds belonged to a \$54 million raise for metaverse startup Futureverse and a \$40 million Series A round for RISC Zero, a provider of zero-knowledge proof tools for developers.

Infrastructure projects continued to show resilience against the crypto winter this week with six of the funding rounds belonging to this category: RISC Zero, Cosmic Wire, Manta Network, Echooo Wallet, Side Protocol and Over Protocol. RISC Zero and Manta Network are also both focused on zero-knowledge technologies, a rising cryptographic way of mathematically validating transactions while maintaining privacy.

The token of one project, RDNT from Binance Labs-backed DeFi lender Radiant Capital, jumped over 10% to 31 cents after the deal was announced.

In other venture capital news this week, Fortune reported that crypto-focused firm Polychain Capital had raised \$200 million in an initial close for its fourth venture capital fund. Polychain has not confirmed those details.

The data in the table only includes funding rounds where an amount was specified. The information was current as of 5 p.m. ET on Friday, July 21. Any deal announced after that time will go into next week's roundup.

[Read more...](#)



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# Empowering Education for Sustainable Change

Whitepaper

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Buy Now

**We building a platform to innovative teaching and get rewarded**



Empowering Children's Education



Enhancing Teacher-Student Interaction



Helping NGO's and Schools Education



Empowering Individuals

NGO Adobe House crowdfunding ico project introduces a revolutionary initiative that seeks to bring about a profound transformation in the lives of countless children residing in underprivileged communities. By leveraging our innovative educational approach, we empower young minds and cultivate a generation that actively contributes to the betterment of our planet. Join us on this noble quest and be a part of an extraordinary journey towards a brighter and more sustainable future.

Office@adobehouse.org





## Bitcoin Hits Monthly Low Amid Uncertainty Ahead of Fed Meeting

**W**ith markets anticipating yet another rate hike this week from the Federal Reserve, Bitcoin fell back below \$30,000

Bitcoin (BTC) experienced a drop to \$29,147, dipping below \$29,500 for the first time since June 21.

The latest dip comes amid uncertainty ahead of the U.S. Federal Reserve's policy rate decision this week.

Since March 2022, the Fed has implemented its fastest rate hike policies in decades, raising the benchmark borrowing rates from zero to a range between 5% and 5.25%.

Rate hikes are one

of the central bank's primary tools to slow down inflation by increasing borrowing costs. This can also have the effect of slowing the rise of stocks and, of late, cryptocurrencies.

In June, annual inflation decreased to 3% compared to 9.1% a year ago, bolstering market hopes that the Fed would ease its hawkish stance. Last month, the central bank went ahead and paused its hike for the first time in ten consecutive meetings.

In June, the Fed suggested that they may need two more rate hikes this year to combat inflation.

[Read more...](#)

## Ripple Teams Up With Research and Development Firm To Run CBDC and Crypto Experiments

**R**ipple Labs is teaming up with a Northern Europe-based research and development firm to run experiments centered on crypto assets and central bank digital currencies (CBDCs).

In a new company blog post, Ripple says it will be collaborating with SUPER HOW?, a private blockchain technology research lab based in Latvia to work on the Axiology project, a tokenized securities and

settlements infrastructure built on top of the XRP Ledger.

"Ripple and SUPER HOW? have embarked on an ambitious collaboration known as the Axiology project. This collaboration serves as a catalyst for testing and issuing digital assets, including central bank digital currencies and stablecoins, to bolster regulators' confidence in the safety and security of these transformative digital assets...



Axiology is a tokenized securities trading and settlement system (DLT TSS) infrastructure. This infrastructure enables multiple layers of the current capital market infrastructures to coexist on one technology layer leading to multiple synergies, process efficiencies and new business models.

This collaboration aligns with Ripple's commitment to driving innovation and advancing the adoption of blockchain technology in the financial industry."

According to Ripple, the point of the partnership is so that regulators can test the security.

[Read more...](#)



# IPMB

## THE FUTURE OF GOLD



### ABOUT US

# IPMB

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IPMB is the future of gold on the blockchain. It is the first token with direct access to physical gold which is allocated and can be redeemed or rolled over time to increase in value. The worlds first underwritten utility token that can be used globally in all situations and by all demographics.

**The first ever cryptocurrency that allows investors to own the stability of physical gold while eliminating the need to own actual gold bars**

### KEY ADVANTAGES



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WE COVER 100% OF THE COSTS OF THE UNDERLYING GOLD



FULLY EXCHANGEABLE ASSETS



SECURE BLOCKCHAIN SMART CONTRACTS



FULL OWNERSHIP & CONTROL OVER GOLD-BACKED NFTs



TRACEABLE MINING, PROCESSING, AUDITING & STORAGE

CONNECT



**EPMF**  
European Precious Metals Federation



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## Elon Musk's Twitter Rebranding Announcement Catapults Dogecoin (DOGE) Price

**D**ogecoin (DOGE) saw a 4% increase as Elon Musk hinted at Twitter's rebranding to X could include cryptocurrency payments.

His interest in crypto has not waned despite Tesla selling off a significant share of Bitcoin (BTC) last year. Musk's previous success with PayPal suggests that Twitter's pivot to financial services could be a viable move.

Dogecoin (DOGE) rose 4% after Elon Musk announced the rebranding of Twitter as a financial services company and changed his Twitter header to the DOGE ticker symbol.

The asset is currently up about 2.4% in the last 24 hours after Musk hinted the rebranding could include

cryptocurrencies. The asset's price had shed much of its gains at press time, changing hands at \$0.075480.

Musk's Twitter Rebranding Comes Amid Sharp Revenue Declines  
Early Sunday morning New York time, Musk replaced the Twitter logo with X on the company's website. Accompanying the website change was a revised header on Musk's own Twitter account.

In addition to the new X symbol, the header contained the symbol for DOGE, a coin long-associated with the sometimes-eccentric billionaire. Musk's tweets have previously moved the price of Dogecoin, prompting a recent allegation of insider trading.

[Read more...](#)

## Meme Coin Economy Grows by \$759M in 30 Days: DOGE and SHIB Still Dominate the Market

**T**he top meme cryptocurrency assets, as ranked by market capitalization, have increased in value by \$759 million over the past 30 days. Dogecoin (DOGE), leading the pack of meme coins, has risen more than 10% in the last month. Meanwhile, the second and third largest meme coins, shiba inu (SHIB) and pepe (PEPE) have seen increases of 1% and 1.6% respectively.

Meme Cryptocurrencies Gain \$759M in a Month, Led by Dogecoin  
As of Sunday, July 23, 2023, the meme coin economy is valued at \$16.29 billion, up from \$15.54 billion a month earlier on June 22. This indicates a gain of more than \$759 million, or 4.82%, against the U.S. dollar in the top meme coin economy.

Over the past 30 days, dogecoin has



increased by more than 10% and has risen 1.3% against the U.S. dollar this past week. With a market valuation of \$10.12 billion, Dogecoin represents 62.12% of the total value of the meme coin economy.

SHIB has increased 1% against the U.S. dollar over the past month, though seven-day statistics show a loss of 2.7% this past week. With a market

valuation of \$4.61 billion, SHIB accounts for 28.29% of the net value of the meme coin economy. Combined with Dogecoin, these two coins dominate 90.41% of the meme coin economy.

Pepe (PEPE), the third largest meme coin asset, rose 1.6% over the past month. However, in the past week, PEPE's value has decreased by 7.6%.

[Read more...](#)



# EMPOWERING USERS WITH CRYPTO REWARDS A DEEP DIVE INTO VICTORY IMPACT'S ECOSYSTEM

The world of eCommerce is witnessing an extraordinary surge in popularity, with an increasing number of people turning to online platforms for their shopping needs. This exponential growth has not only revolutionized the way customers shop but has also increased their expectations. Customers are now more inclined toward brands that offer rewarding experiences. The integration of rewards programs has become a significant factor in attracting and retaining customers in the eCommerce landscape.

By embracing this trend and providing rewarding experiences, businesses can effectively tap into the growing online shopping market and establish long-lasting relationships with their customers. [Victory Impact](#) is doing just that! Victory Impact is leading the way in the future of shopping rewards with its innovative ecosystem. In this article, we explore why Victory Impact stands out in the industry and why it is poised to redefine the landscape of rewards in online shopping.

## Most Common Types of Shopping Rewards

### Cashback Rewards

Cashback rewards allow you to earn a percentage of your total purchase amount as cash or credit. When you make a purchase, a portion of your spending is returned to you, providing a valuable benefit. Often,

rewards are calculated based on a percentage of your purchase and can accumulate over time. You can receive cash or credit for future purchases as a cashback recipient. Cashback rewards are a popular and straightforward way to save money on your purchases with the flexibility to use them however you want.

### Loyalty Programs

Retailers often offer loyalty programs that reward customers for their continued patronage. By joining these programs, you can accumulate points or rewards based on your spending. As you accumulate points, you unlock various benefits, such as discounts, freebies, or exclusive perks. Loyalty programs reward customers for remaining loyal to a particular brand or retailer with exclusive rewards. These programs often offer tiered membership levels. Thus, you get even more rewards as you become more loyal to the retailer and spend more with them.

### Coupons and Discounts

Coupons, promotional codes, and discount offers are excellent ways to save money on your purchases. These rewards provide instant savings at purchase. When you use coupons or promotional codes at checkout, you can receive discounts on the original price or unlock special offers. Often, retailers offer

coupons and discounts to entice customers to make purchases and give them another reason to choose their brand over a competitor's. There are many ways to earn these rewards, such as online coupon websites, retailer newsletters, and loyalty programs. As a result, you can maximize your savings while enjoying your shopping experience.

## **What sets Victory Impact's digital ecosystem apart from others in the industry?**

Victory Impact's digital ecosystem stands out in the crypto space with its exceptional marketplaces, combining great crypto rewards, discounted prices, and a strong commitment to philanthropy. Their mission is clear: to revolutionize the rewards system and create a unique online platform that offers unparalleled value to users. The platform's blockchain-based ecosystem adds an extra layer of transparency and security. All transactions and rewards are securely recorded and managed, providing users with security and confidence.

Victory Impact offers exceptional marketplaces where users can access remarkable savings beyond the norm of traditional rewards programs in the crypto space. Through VIC-Travel & VIC-Mart marketplaces, users can enjoy discounts of up to 50% on travel services and up to 40% on millions of products. This enables users to fulfill their travel aspirations, purchase desired items, and enjoy substantial cost savings. Whether users seek travel services or everyday products, Victory Impact provides an exceptional platform where value and purpose meet.

What truly sets Victory Impact apart is its dedication to philanthropy. Their collaboration with the Petty Foundation and their charitable partner, Victory Junction, exemplifies their commitment to making a positive impact. By aligning with charitable organizations, Victory Impact ensures that a wide range of causes can benefit from the platform's benevolence and the support of its dedicated user base. This long-term commitment allows their partnerships to adapt and grow, ensuring sustainable and meaningful societal contributions.

## **How does Victory Impact's Ecosystem Work?**

Victory Impact's ecosystem provides users with a unique rewards system tied to their transactions. Whenever a user engages in a transaction within the ecosystem, they receive cash back as a reward. Thus, the more transactions a user makes, the more rewards they accumulate. These rewards can be later redeemed using the \$VIC Token. This incentivizes users to participate actively within the ecosystem and encourages ongoing engagement and loyalty.

### **Purchase within Victory Marketplace**

The process starts when consumers purchase within the Victory Marketplace, where they can explore and buy a wide range of products and services. The Victory Marketplace comprises two primary sections, VIC-Travel and VIC-Mart. In VIC-Travel, consumers can discover and book various travel-related offerings, such as flights, accommodations, and experiences. Similarly, in VIC-Mart, consumers can explore and purchase various products across different categories.

### **\$VIC Rebate**

Customers are rewarded for their purchases within the Victory Marketplace through the \$VIC rebate program. The \$VIC rebate is an incentive and appreciation for their patronage, providing them a tangible benefit through digital tokens.

### **Contract Mints \$VIC to User Wallet**

A smart contract is triggered to facilitate the distribution of \$VIC tokens. Smart contract generates and mints the corresponding amount of \$VIC tokens to the user's provided wallet address. Utilizing a smart contract automates the process and ensures the seamless delivery of \$VIC tokens to the intended recipients.

### **\$VIC Token Burning**

A percentage of \$VIC tokens is burned from the total supply to maintain a healthy and balanced token economy. This burning process is done to match the number of tokens minted in the previous step. By reducing the supply, the token-burning mechanism helps regulate the overall circulation of \$VIC tokens. This action increases the scarcity of the remaining tokens, potentially leading to increased demand and a rise in the value of the \$VIC tokens held by users.

## A Comprehensive Look into Victory Impact's Marketplace

VIC-Travel and VIC-Mart are revolutionary online marketplaces of the Victory Impact ecosystem. These marketplaces offer users a combination of savings and rewards. With these innovative marketplaces, customers can enjoy remarkable cost savings while seamlessly integrating the \$VIC token into their daily transactions.

### VIC-Travel: Unbeatable Savings on Travel Services

VIC-Travel is a platform that provides exceptional savings on travel-related services, including flights, accommodations, and experiences. Users can access competitive prices and exclusive deals, substantially reducing travel costs. Individuals can enjoy significant savings by leveraging VIC-Travel, making their travel dreams more affordable and accessible. Moreover, VIC-Travel offers a rewards program where users earn cashback through \$VIC tokens for each transaction.

### VIC-Mart: Millions of Discounted Consumer Products

VIC-Mart is an extensive online marketplace featuring millions of consumer products across diverse categories, all available at discounted prices. Users can browse an extensive range of items and enjoy significant savings when purchasing through VIC-Mart. Like VIC-Travel, VIC-Mart also operates a rewarding system where users earn cashback in the form of \$VIC tokens for every transaction. This encourages users to shop within VIC-Mart and benefit from attractive discounts while accumulating token rewards.

### Conclusion

Victory Impact's innovative ecosystem presents a future-forward approach to shopping rewards. By combining cryptocurrency rewards with significant discounts, they have established themselves as pioneers in the industry. Their dedication to philanthropy and partnerships with charitable organizations further enhance their unique value proposition. With its user-friendly platform and forward-thinking approach, Victory Impact is poised to reshape the landscape of shopping rewards.





## OpenAI CEO Sam Altman's Crypto Project Worldcoin Launches WLD Token

**T**he project's core offering – World ID – requires users to do an in-person iris scan using WorldCoin's 'Orb.'

Worldcoin – one of the most controversial projects in the digital asset space – announced the launch of its WLD token. The company plans to distribute WLD to over two million people across the world.

Besides multiple delays, Worldcoin has faced some serious concerns regarding potential privacy risks since it involves a biometric verification device to receive a World ID. Despite this, the team behind the project believes it could drastically increase economic opportunity and scale a reliable solution for distinguishing humans

from AI online while preserving privacy if it's successful.

### Worldcoin's Token Goes Live

A controversial start, subsequent reports of security lapses as well as alleged deceptive marketing practices, have dominated the general discourse on Worldcoin.

The project, led by ChatGPT developer, OpenAI CEO Sam Altman, has been registering users across the world with the help of its physical imaging device called the 'Orb.' The project aims to give everyone on the planet some WLD tokens after registration while their accounts are anonymized.

[Read more...](#)

## How Texas Became a Global Mecca for Bitcoin Mining

**M**iners have flocked to the state since China banned mining in 2021, encouraged by cheap energy, grid incentives and an alignment of values. "Bitcoin is all about freedom," says one miner. "And in my dealings with the utilities and the regulators, Texas is all about freedom."

To understand why bitcoin miners have flocked to Texas, it's useful to think about ducks.

Or, more accurately, something called the "duck curve," which is a way of graphing the balance of energy demand and supply throughout the day. Imagine a graph with 24 hours on the X-axis -- from midnight to midnight -- and society's

net energy demands on the Y-axis. "The shape of that line graph over time, it looks like a duck," says Lee Bratcher, President of the Texas Blockchain Chamber.

The graph starts out kinda flat (like a duck's tail), then lowers later in the morning (the duck's belly), then rises again in the evening (the duck's head). The point is that this balance of energy supply and demand changes throughout the day. We use more electricity at 5pm than we do at 2am. More solar power is available at 9am than at midnight. "One kilowatt hour of electricity generated overnight is not the same as one kilowatt hour generated in the morning," says Bratcher.



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# CENTRAL BANK DIGITAL CURRENCIES

## A NEW FRONTIER IN THE CRYPTO WORLD

In the ever-evolving world of finance, central bank digital currencies (CBDCs) have emerged as the latest innovation. These digital currencies, issued by central banks, are becoming a hot topic among crypto investors. But what exactly are they, and why should you, as a crypto investor, care? Let's dive into the world of CBDCs, leaving no stone unturned and no metaphor unchallenged.

### Understanding CBDCs

Central Bank Digital Currencies (CBDCs) are a new form of digital money that is issued and regulated by a country's central bank. They are the digital equivalent of a country's fiat currency, meaning they hold the same value as physical cash. For example, a digital dollar would be equivalent to a physical dollar. CBDCs are designed to operate alongside traditional forms of money, such as banknotes and coins, rather than replace them. They are intended to provide a digital alternative to cash, promoting financial inclusion and simplifying the implementation of monetary and fiscal policy.

The way CBDCs work is like how traditional funds operate, but entirely digital. Users would have digital wallets accessible through mobile devices, and blockchain technology enables near-instant payments with minimal fees. This technology also acts as an immutable ledger for transparent transaction

tracking. CBDCs are different from cryptocurrencies like Bitcoin and Ethereum. While both are digital assets, cryptocurrencies are privately issued and often subject to extreme volatility. In contrast, CBDCs are issued by central banks and designed for stability.

Many countries, including the UK, USA, China, and the European Union, are exploring or implementing CBDCs. The Bank of England, for instance, is exploring the idea of a CBDC called the digital pound.



### The Potential of CBDCs

CBDCs offer several potential benefits. They can promote financial inclusion, simplify the implementation of monetary and fiscal policy, and reduce the costs associated with maintaining complex financial systems and cross-border transactions. CBDCs backed by

governments and controlled by central banks can provide secure means of exchanging digital currency and reduce risks associated with volatile cryptocurrencies.

## **The Risks and Challenges of CBDCs**

While CBDCs present a promising future for the financial world, they also come with their fair share of risks and challenges. These potential issues range from financial stability to privacy concerns, cybersecurity threats, and impacts on traditional banking systems.

### **Financial Stability of CBDC's**

One of the most significant concerns surrounding CBDCs is the potential impact on financial stability. If CBDCs are universally accessible and interest-bearing, they could lead to disintermediation, where individuals and businesses bypass commercial banks and hold their money directly with the central bank. This could result in a reduction in the availability of credit and potentially destabilize the banking sector.

### **Privacy and Security**

Privacy is another critical issue. While CBDCs can enhance the confidentiality of digital payments and protect privacy, they must comply with privacy norms and regulations. The design of CBDCs needs to consider the balance between providing transaction transparency for regulatory oversight and maintaining user privacy.

Moreover, the digital nature of CBDCs makes them a potential target for cyber-attacks. Central banks must ensure robust cybersecurity measures are in place to protect against potential threats and maintain trust in the system.

### **Impact on Traditional Banking Systems**

The introduction of CBDCs could also have profound effects on traditional banking systems. If CBDCs are widely adopted, it could lead to digital currency substitution, where people prefer to use the digital currency over traditional forms of money. This could increase competition in the banking sector and potentially disrupt existing financial structures.

### **Technical Challenges**

Technical challenges also exist, including issues related to internet connectivity, interoperability, and

the scalability of blockchain technology. Central banks must ensure that the technology underpinning CBDCs is robust, secure, and capable of handling large volumes of transactions.

## **The Crypto Landscape and CBDCs**

The crypto landscape and Central Bank Digital Currencies (CBDCs) are two sides of the same digital coin, yet they represent fundamentally different philosophies and mechanisms. Understanding their relationship is key to navigating the future of digital finance. CBDCs are a form of digital currency, but they are not cryptocurrencies. While both are digital assets, cryptocurrencies are decentralized and operate on blockchain technology, often without a central authority. In contrast, CBDCs are issued and regulated by a country's central bank, representing a digital form of fiat currency.

Despite these differences, CBDCs are part of the broader crypto environment. They represent a bridge between traditional finance and the world of digital assets. CBDCs could potentially bring the benefits of digital currencies, such as speed and efficiency of transactions, to the mainstream financial system.

### **Impact on Cryptocurrencies**

The introduction of CBDCs could have a significant impact on the crypto market. On one hand, CBDCs could provide a more regulated and trusted alternative to cryptocurrencies, potentially reducing their appeal. On the other hand, the development of CBDCs could legitimize the concept of digital currencies and promote their acceptance, potentially benefiting the crypto market.

### **Views of the Crypto Community**

The crypto community's views on CBDCs are mixed. Some see CBDCs as a threat to the ethos of decentralization that underpins cryptocurrencies. They argue that CBDCs, being controlled by central banks, could be used to exert control over individuals' financial activities, contrary to the freedom and privacy that cryptocurrencies offer. Many influencers like @BernieSpofforth share a worrying sentiment, IMF – On CBDC “programmability” so governments can track & control how you spend your own money. Controlling your behaviour to force societal change. To do this they need Digital ID. One cannot happen without the other. It's coming if you comply.



@JasonBassler1 shared a similar sentiment "The Federal Reserve officially launched the "FedNow." While this isn't a CBDC, it will set the table for "the convenience" associated with instant payment systems. They are already touting benefits for people "living paycheck to paycheck." Buckle up. It has begun."



@WallStreetApes had a very similar comment The WEF says with the Central Bank Digital Currency \$CBDC World Governments can restrict private citizens from buying "undesirable purchases" such as ammunition. Why would they need to do that?



"Prepare For An Angrier World" – Klaus Schwab, World Economic Forum. This is the Great Reset, New World Order. #Agenda2030

Others in the crypto community see CBDCs as a positive development. They believe that CBDCs could help bring digital currencies into the mainstream, increasing their acceptance and use. This could potentially lead to increased investment and innovation in the crypto space.

## CBDCs and Cybersecurity

With the growth of internet and telecommunications networks, the cyber threat landscape has become more complex. Recent attacks in decentralized finance highlight potential operational and reputational risks. Central banks need to acknowledge the complex threat landscape created by CBDC systems and adopt modern technologies for security and resilience.

## Conclusion

In conclusion, CBDCs represent a significant development in the world of finance and cryptocurrency. They offer potential benefits but also pose significant challenges and risks. As a crypto investor, it's essential to stay informed about these developments as they could significantly impact the crypto landscape.



# Ripple Seeks Regulatory Nod, Applies For Crypto License In The UK

**A**fter securing a major legal triumph against the US Securities and Exchange Commission (SEC), Ripple, the blockchain payments firm, is now focusing on its expansion plans in Europe.

Ripple's move to apply for registration with the Financial Conduct Authority (FCA) and seek a payment institution license in Ireland further underscores the company's commitment

to responsibly navigating and embracing the regulatory landscape.

Recently, a judge in the United States ruled in favor of Ripple, stating that the company's sales of the cryptocurrency XRP do not qualify as investment contracts. This was a significant legal success for Ripple.

This landmark decision sparked a staggering 60% surge in XRP's value within a week, signifying that crypto-



currencies might not be subject to the same regulatory framework as traditional securities.

However, at the time of writing, XRP has slipped into the red zone, trading \$0.738, down 4.15% in the last 24 hours. In the weekly timeframe, the token sustained a minor 0.93% decline.

The company intends to register as a crypto asset firm with the FCA in the United Kingdom and submit an application for a payment institution license in Ireland, according to Sendi Young, managing director for UK & Europe.

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# Democrats Say Republicans Giving Crypto and Wall Street a 'Handout' With New Digital Asset Market Structure Bill

**A** newly-introduced crypto bill is causing a stir among US lawmakers as Democrat members of the House of Representatives accuse Republicans of focusing on less important issues.

Last week, House Committee on Agriculture Chair Glenn Thompson, along with Representatives French Hill and Dusty Johnson, introduced the Financial Innovation and Technology for the 21st Century Act.

According to Congressman Thompson, the bill seeks to provide the crypto markets with a "much-needed regulatory framework" that can protect investors

and bolster America's position in the nascent industry.

Says Thompson,

"Over the past several months, our teams solicited extensive feedback from stakeholder and market participants, and worked diligently to produce a legislative product that aims to close existing authority gaps, ensuring U.S. leadership in financial and technological innovation."

"Instead of focusing on pressing Farm Bill issues, House Republicans are sprinting to provide a handout to crypto exchanges, Wall Street, and Silicon Valley venture capitalists at the expense of American consumers and retail investors."

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## The Worldcoin Vision: A Utopia or Dystopia?

Let's kick things off by understanding what Worldcoin all is about. The project revolves around the concept of "proof of personhood." Think of it as a digital passport that screams, "Hey, I'm a real human and not a bot!" In an era where AI is getting so good, it's hard to tell if you're chatting with a person or a program, this is a big deal.



The Worldcoin network issues a digital currency (WLD) to all network participants. It's like a welcome gift for joining the club. The ultimate goal? To create a globally-inclusive identity and financial network, owned by everyone. Imagine a worldwide potluck, but instead of bringing a dish, you bring your unique human identity.

## The Orb: Your Ticket to the Worldcoin Club

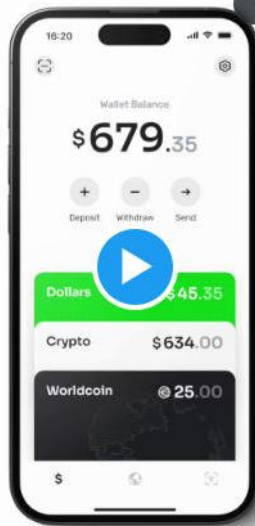
To get your World ID, you'll need to have a face-to-face with the Orb, a custom biometric device that's as cool as it sounds. Picture the crystal ball of the crypto world, but instead of telling your fortune, it



Worldcoin  
@worldcoin · Follow



World App is designed to be used by everyone. The native iOS & Android apps are around 18MB & support most active smartphones in the world (98.2% of Androids & 94.5% of iPhones). World ID holders can also enjoy gas-free transactions on World App.



Watch on Twitter

verifies your humanness and uniqueness.

Worldcoin has started its global Orb distribution, aiming to verify the uniqueness and humanness of more than 40,000 individuals per week. It's like a worldwide tour, but instead of concert tickets, they're handing out Orbs.

### The Good, the Bad, and the Crypto

Now, let's address the elephant in the room, or should I say, the Orb in the room? Like any ambitious crypto project, Worldcoin has its fair share of critics. On the plus side, Worldcoin is all about financial inclusion and privacy. Imagine everyone getting a mask and a ticket to the world's biggest masquerade ball. Everyone gets in, but no one knows who's who.

On the downside, some folks in the crypto community, including Ethereum co-founder Vitalik Buterin, have raised their eyebrows (and concerns) about the project. They're worried about privacy leaks, coercion by authoritarian governments, and the potential impossibility of being secure while being decentralized. It's like throwing a party but worrying that the neighbours might call the cops, the music might be too loud, and the punch might be spiked.

## What are the major issues with Worldcoin's construction?

There are four major risks that immediately come to mind:

- **Privacy.** The registry of iris scans may reveal information. At the very least, if *someone else* scans your iris, they can check it against the database to determine whether or not you have a World ID. Potentially, iris scans might reveal more information.
- **Accessibility.** World IDs are not going to be reliably accessible unless there are so many Orbs that anyone in the world can easily get to one.
- **Centralization.** The Orb is a hardware device, and we have no way to verify that it was constructed correctly and does not have backdoors. Hence, even if the software layer is perfect and fully decentralized, the Worldcoin Foundation still has the ability to insert a backdoor into the system, letting it create arbitrarily many fake human identities.
- **Security.** Users' phones could be hacked, users could be coerced into scanning their irises while showing a public key that belongs to someone else, and there is the possibility of 3D-printing "fake people" that can pass the iris scan and get World IDs.

There has also been some heavy criticism of the token distribution @DylanLeClair on twitter make a stark contrast between Worldcoin and SBF Solana eco playbook suggesting "launching and pumping a microcap shitcoin with 1% of total supply in circulation. \$22.8 billion fully diluted market cap. lol, lmao even"

|                            |         |                    |       |
|----------------------------|---------|--------------------|-------|
| Market cap ⓘ               | ▲ 0.00% | \$240,066,218      | #118  |
| Volume (24h) ⓘ >           | ▲ 0.00% | \$418,360,731      | #13   |
| Volume/Market cap (24h) ⓘ  |         | 171.78%            |       |
| Circulating supply ✓ ⓘ     |         | 105,214,803 WLD    | 1.05% |
| Total supply ⓘ             |         | 10,000,000,000 WLD |       |
| Max. supply ⓘ              |         | 10,000,000,000 WLD |       |
| Fully diluted market cap ⓘ |         | \$22,816,772,021   |       |

## The Elon Musk Rivalry: A Battle of the Tech Titans

In the tech world, rivalries are as common as software updates. And when it comes to Worldcoin, there's a rivalry that's as intriguing as the project itself. Enter Elon Musk, the billionaire tech mogul known for his ventures like Tesla and SpaceX, and his love for cryptocurrencies like Bitcoin and Dogecoin.

While there's no direct rivalry between Musk and Worldcoin, the competition lies in the broader context of the crypto and tech industry. Musk, with his influence and ventures in the crypto space, represents the established order of things. On the other hand, Worldcoin, with its ambitious vision and novel approach to digital identity, represents the new wave of crypto projects aiming to disrupt the status quo. Musk's rivalry with Sam Altman, the co-founder of Worldcoin, adds another layer to this narrative. Both are influential figures in the tech industry, and their competing visions for the future of tech and AI could fuel a rivalry.

However, it's important to note that rivalries in the tech world are often about more than just competition. They can drive innovation, push boundaries, and lead to the development of new and improved technologies. So, whether you're Team Musk or Team Worldcoin, one thing's for sure: this rivalry is set to make waves in the crypto world.

## The Investment Opportunity: Is It Too Late?

When it comes to investing in Worldcoin, the crypto community seems to be divided. Some see it as a golden opportunity, while others are more sceptical. Let's break it down.

Worldcoin has been making waves in the investment world, with Tools for Humanity, the team behind Worldcoin, raising \$115 million in a Series C round led by Blockchain Capital. This shows that big players in the crypto world are willing to back the project, which is a positive sign for potential investors. The launch of Worldcoin's native token, WLD, was met with a flurry of trading activity. The price of WLD soared as high as \$3.58 from \$1.70 on the day of the launch, before experiencing a correction. This kind of volatility is common in the crypto world, and it can present both opportunities and risks for investors.

Worldcoin's vision of a globally inclusive identity and financial network is ambitious, and if successful, could drastically increase economic opportunity. This could potentially lead to significant growth in the value of WLD, making it an attractive investment. However, investing in Worldcoin is not without risks. The project has faced criticism and scepticism from various quarters, including Ethereum co-founder Vitalik Buterin. Concerns have been raised about privacy, security, and centralization, which could impact the project's success and the value of WLD.

So, is it too late to invest in Worldcoin? In the world of crypto, timing is everything. While Worldcoin has already made significant strides, it's still in the early stages of its global rollout. This means there could still be opportunities for investors who believe in the project's vision and are willing to take on the associated risks.

But remember, investing in crypto is not for the faint of heart. There are highs, lows, and plenty of twists and turns. So, if you're thinking about jumping on the Worldcoin bandwagon, make sure you do your homework and are prepared for a wild ride.

## Wrapping Up: To Orb or Not to Orb?

So, there you have it, folks. Worldcoin in a nutshell. It's a bold vision of a future where digital identities are as common as selfies, and financial inclusion is as widespread as Wi-Fi. But like any crypto project, it's got its challenges. As Worldcoin continues to roll out globally, it'll be interesting to see if it can navigate the choppy waters of the crypto sea and come out on top.

In the meantime, keep your eyes (and irises) peeled for the next big thing in crypto. Who knows, it might just be Worldcoin.





## Sleeping Bitcoin wallet stirs after 11 years, moving over \$30M

**T**he anonymous Bitcoin whale is up over 600,000% from their 2011 purchase of BTC at \$4.92.

A dormant Bitcoin (BTC) wallet holding over 1,037 Bitcoin — worth \$31 million at current prices — has suddenly awoken after an 11-year slumber, transferring out its entire stash.

The 1,037 BTC was transferred amid a Bitcoin price of \$29,956 and took effect at block height 799701, or approximately 10:51 am UTC on July 22, according to BitInfoCharts.

The long-dormant address obtained the 1,037 BTC on April 11, 2012, when Bitcoin's price was only \$4.92,

on-chain analytics platform Lookonchain stated on July 22. This means at the time, the stash was only worth around \$5,108.

Data from blockchain aggregator Blockchainr shows that wallet address “bc1qt180...” — which appears to be a fresh wallet — was the recipient of the \$31 million.

The balance of the original Bitcoin wallet peaked at \$71.6 million when BTC reached its all-time high of \$69,044 on Nov. 10, according to cryptocurrency price platform CoinGecko.

The United States government has been one of the biggest BTC movers of late.

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## Tokenized Deposits as Alternative to Stablecoins Favored by South Korean Banks in Preparation for CBDCs

**S**outh Korean banks' see growing trend towards certificate of deposit tokens as stablecoin alternatives.

South Korean banks are favoring Certificate of Deposit (CD) tokens as potential alternatives to “volatile” stablecoins, as reported by

the South Korean news organization Pulse on July 24.

According to Pulse, industry sources revealed that Hana Bank plans to research CD tokens as part of the bank's preparations for a potential Central Bank Digital Currency



(CBDC) project led by the Bank of Korea.

Woori Bank has also expressed interest in CD tokens, as evidenced by a recent report issued by its research body.

South Korean crypto regulation This development comes when South Korea's financial regulators are strategizing the final aspects of new

rules for the country's cryptocurrency industry.

As previously reported by Cryptoslate, the impending legislation will focus on regulating crypto-asset issuance, tackling conflicts of interest, and establishing a robust framework to supervise stablecoins.

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## Synthetix and Uniswap: Building a next-gen DEX with CEX appeal



**D**ecentralized exchanges are improving and look more like the smooth user-friendly experiences of their centralized competitors — but with the added benefit of keeping crypto in the hands of their users.

Last week, Synthetix founder Kain Warwick announced plans for the new DEX, Infinex, with the goal to “compete directly with CEXs.” In the meantime, Uniswap introduced the UniswapX protocol, which would add a range of improvements from gas-free swaps and MEV protection to cross-chain swapping.

Both apps aim to give users an intuitive interface that mimics the ease of use of centralized exchanges — minus

the centralization.

On a crossover episode of the Empire and Bell Curve podcasts (Spotify/Apple), host Jason Yanowitz talks about the protocols, starting with Infinex.

The new DEX aims to take on centralized exchanges with user experience optimization on the front end, he says. Users sign up with an email and password and then encounter a streamlined interface, he explains, keeping the complexities of DEX operations in the background.

Framework Ventures co-founder Michael Anderson explains that the new features are part of a broader Synthetix upgrade to V3,

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## McDonald's Hong Kong Collaborates with The Sandbox to Launch McNuggets Land in Web3

**M**cDonald's Hong Kong collaborated with The Sandbox to create McNuggets Land, an immersive Web3 experience to commemorate the 40th anniversary of Chicken McNuggets.

This virtual world offers users an immersive journey through a hidden factory and a historical tour of the popular chicken snack.

McNuggets Land also offers quests and challenges to gamers that stand to win The Sandbox utility token.

These tokens can be utilized to purchase virtual goods and customize avatars within the platform.

Moreover, users from Hong Kong have the opportunity to win exclusive 365-day free Chicken McNuggets coupons, redeemable at any of the chain's restaurants.

Users can join the virtual world with just an email address.

McDonald's is not alone in offering a metaverse experience to its users. Several companies are using virtual world experience to offer online loyalty programs, to market their products to a younger audience.

Sebastien Borget, the co-founder and COO of The Sandbox, expressed his excitement about the collaboration with McDonald's.



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## Coinbase vs SEC court dates confirmed for initial case arguments

A judge in New York has approved a joint request from the SEC and Coinbase to settle dates for opening briefs and all subsequent responses.

The latest development in the lawsuit of the United States Securities and Exchange Commission (SEC) versus cryptocurrency exchange Coinbase comes as a date is confirmed for the two parties to voice their initial arguments.

On July 24, Coinbase's chief legal officer Paul Grewal tweeted the news of New York judge Katherine Polk Failla approving the

joint request from the SEC and Coinbase to proceed forward with hearings. The initial document submitted by the two parties highlighted that an agreement was concluded for Coinbase's motion and opening brief to be due on Aug. 4, 2023, along with time frames for various subsequent supporting documents and responses and the respective length of the documents.

However, no agreement was reached on a deadline for the SEC's opposition brief, to which Coinbase proposed 30 days after its opening motion and brief and the SEC proposed 60.

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## Binance CEO warns of phishing scams after Uniswap founder's Twitter breach

Uniswap founder Hayden Adams has regained access to his hacked Twitter account.

Binance CEO Changpeng 'CZ' Zhao warned the cryptocurrency community to be careful of phishing and other social engineering scams in a July 21 tweet.

CZ shared a link to a report from February that stated that the data of around 500 million users of Whatsapp had been leaked on the internet. The leaked data include phone numbers of several users in countries such as the U.S., the U.K., Egypt, Italy, Saudi Arabia, and others.



When a user pointed out that the article was six months old, the Binance CEO explained that the leaked data was now beginning to circulate widely.

The executive advised the community to enable two-factor authentication with a hardware device on all cryptocurrency exchanges.

Uniswap founder regains access to breached

Twitter account CZ's cautionary statement was in response to the recent hack of Uniswap (UNI) founder Hayden Adams' Twitter account.

On July 20, malicious players took control of Adams's account, falsely tweeting that the decentralized exchange was compromised while attaching a phishing link for users to revoke access to their wallets.

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