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Sent: Friday, November 12, 2021 11:22 AM
To: jesse@yourpersonalcryptoassistant.com
Subject: Who let the dogs out as well as other thoughts - from Your Personal Crypto Assistant

It's been an exciting couple weeks since my last email. Bitcoin and Ethereum both hit [new All Time Highs](#) closing in on \$70,000 and \$5,000 respectively. Robinhood's [crypto waitlist topped 1.6 million](#) customers, Mastercard is preparing to support [accepting crypto on its network](#), Nigeria's [CBDC is now live](#), the dog tokens [Doge and especially Shiba Inu](#) are up huge, [Cream got hacked](#) for \$130 million and [SQUID game token \(financially\) kills almost all its players](#). All that's just off the top of my head. I'll provide a bit more depth on a couple of these but if you want more, email me. I love crypto questions, so [email me](#). Also, please forward this to others who might like it and as always, feedback is appreciated – including if you'd like to be removed; just reply and tell me...

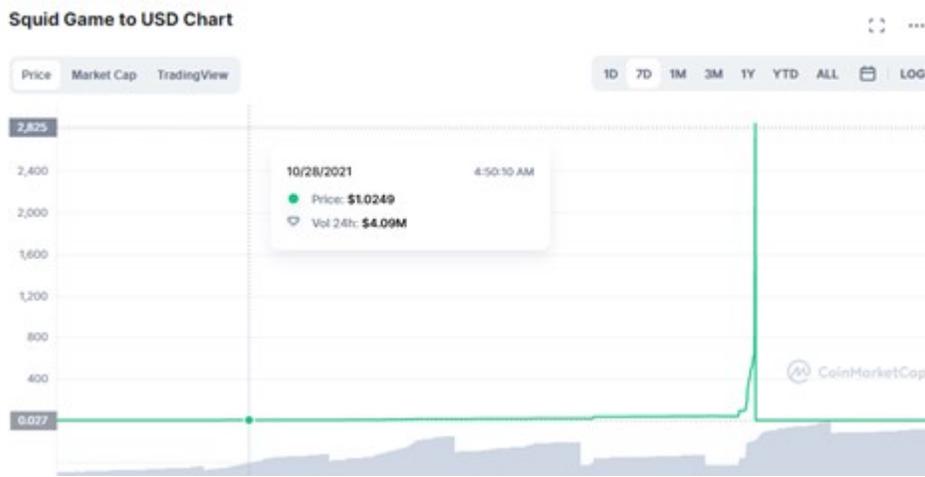
Who let the dogs out? Shiba Inu is a meme coin themed on the dog breed used in DogeCoin's symbol. It's been in the news recently because of its huge increase in price and is often derided as a meme token with no inherent value. Here's a chart from CoinMarketCap showing SHIBA as very close to zero until April, then after a brief ATH, drop down a bit until September when it went up significantly, then again in October for another big jump. Folks who bought in March at \$0.00000004 (7 zeros then a 4) had a 2000x return if they sold at the peak in late October when it hit \$0.00008 (4 zeros then an 8). That's impressive – but should you buy it at the current pricing? Does this recent run up in price make Shiba Inu a real contender or not?

SHIBA INU to USD Chart



Like Doge, Shiba Inu started as a fun meme effort. Also like Doge, it gathered enough of a following and name recognition to get noticed and enough investment to build significant market capitalization. Don't get put off by the dog theme. Yes, ShibaSwap has LEASH and BONE tokens to dig (provide liquidity), bury (stake) and Fetch (exchange), but other Distributed Exchange (DEX) platforms are also themed, for example PancakeSwap has CAKE and SYRUP tokens. The key for me is actual usage - ShibaSwap's 82 million USD daily trading volume is tiny compared to PancakeSwap's almost 2 trillion USD and Uniswap's over 4 trillion USD. My take, on the big dogs, Doge and Shiba Inu as well as the litter of pups they have spun off (Shibalana, Shiba Fantom, PrinceFloki, Baby Floki, Doge Dash and many, many more) is that it's possible they'll be a long term win, but it is not where I am betting today. It reminds me of the Hooters restaurant chain deciding to start an airline. It got a bunch of publicity for its uniqueness (the meme aspect), but at the end of day (actually 3 years, in 2006), it shut down entirely. As always DYOR – do your own research...

Squid game 'kills' almost all its players. Another meme token – SQUID that took inspiration from the Netflix Squid game series burned a large number of folks who bought in. The idea that was pitched was a play to earn game, by playing the game you could win massive amount of tokens (like the Netflix show). It was started in mid-October and within a week of trading the token started climbing including an amazingly huge spike to almost \$3,000. Then, on November 1 the price dropped all the way down to less than a penny as the developers pulled the rug out from underneath everyone else and took 3 million USD out of the system.



There were a number of warning signs for those who knew what to look for:

1. Anonymous developers
2. Whitepaper was released very recently with numerous typos and grammatical errors
3. Liquidity was not locked.
4. The 'innovative anti-dump mechanism' – requiring a second token MARBLES
5. The anti-bot mechanism blacklisting automatically
6. Only SQUID BNB pair on pancakeswap should be used – “users adding other liquidity pairs will be punished.”
7. And while the contract was audited, that does not protect against a project that may “remove liquidity, sell off team supply, or any other exit scam strategy”

So why did people buy this token anyway?!? How many do you think saw the game and thought they could win the tournament? I'm guessing there were some, but that most bought the token figuring other people would bid up the price and they could make easy money. Most were buying crypto without doing enough research, many investing more than they could afford to lose without understanding what they were buying and the risks involved.

How does this happen? Can anyone create a token? What does it take? Creating a new token is not hard. I created one last month during a class as an exercise on the Bitcoin Cash blockchain. It took me about 30 minutes and cost me about 50 cents. I called it JayNewToken symbol JAY, and gave it a hard limit of only 1,000,000 tokens that will ever be minted. Is it going to be worth anything? Not likely. Anyone can create a token, spend some time to draft a decent white paper explaining how it could go up 1000x and dominate the market for “Jays” or whatever their token does. If they build enough product / community / investment support it could grow to be worth something. FYI, there are over 13 thousand coins / tokens listed on CoinMarketCap and many many more (like JayNewToken) that never got listed. How many of them will be around in 10 years, 5 years or even 3 years?

This is revolutionary technology, but in the end there will be a couple winners a limited number of survivors and all the rest, just losers. Today, it is valuable for you to learn how things work. You do this with a small amount of money you are willing to spend as part of your education. Then when ready to invest, always DYOR (Do Your Own Research) and invest wisely.

It's not too late. Even with BTC and ETH and others up large percentages and hitting new all time highs, it's not too late to get into crypto.

1. If you haven't gotten in yet. Start small and learn. Buy some crypto and understand how it works.
2. If you've started but haven't figured out your risk tolerance, goals and strategies, work on those now.
3. If you are comfortable with your current investments and approach, start working on protecting your existing investments as well as consider looking broader at other large / medium market cap tokens or even some small projects that might be of interest.

If you need help with any of the above, that's what I do. I teach people about crypto. Call or email me and let me know how I can help...

I hope this has been interesting for you and it helps move you forward with crypto. Remember, this is only for your education, I don't offer financial, legal or tax advice. You need to evaluate your own situation and risk tolerance and DYOR (Do Your Own

Research). Do not put any money into crypto that you are not willing to lose. I enjoy answering crypto questions, so feel free to [email me](#) or call me, I like to help. Personal instruction and assistance is my specialty – so if you or someone you know is looking for more than an email response to a question I also provide one on one and small group [classes](#) as well as personalized consulting.

Thanks,

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