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2019 BITCOIN INVESTOR STUDY



BLACKCHAIN.
GURU



THE NEW ASSET CLASS : BITCOIN

For years now, the financial services industry has been undergoing dramatic changes and since the inception of Bitcoin in 2009, this new blockchain technology has expanded its reach to a broad mainstream audience. With the financial crisis around a decade ago being the major impulse, we have seen increasing regulatory activity, declining interest rates etc and since there is a substantial advancement in disruptive technologies, we can see a shift in clients, investors needs as these tech savvy investors are constantly looking to diversify their portfolios.

According to a survey done by Q8 Research, it was found out that 21 million US investors are interested in Bitcoin and they would consider an investment in Bitcoin. The driving force for such interest in this new asset class is the idea that allows them to invest small amounts in Bitcoin today, see how their investments performed, and add to their positions later.

HIGHLIGHTS

36%

More than a third of U.S. investors are interested in Bitcoin

While the majority of the U.S investors are interested in Bitcoin, 83% of that group finds the divisibility of Bitcoin interesting and this feature of this new technology eliminates the entry barrier by enabling the option to choose less exposure.

83%

Majority of the investors liked the idea of stacking Bitcoin in Sats.

Other driving factors:

- Potential for growth : 79% of the group were swayed by Bitcoin's potential for growth.
- Scarcity creates value : 75% of this group liked the idea that Bitcoin, often called "Digital Gold" because of its similarities to the precious metal, is a finite asset, meaning its value could increase as investors compete for a limited pool of Bitcoin.

75%

75% of this group liked idea of Bitcoin being the '**Digital Gold**'

\$23.7 Billion raised by **3738**
Blockchain Companies
Since 2013

Early Stage Fundraising
High in Count, but follow
on rounds **Few and Scarce**

75% of All Deal Flow Focused
Only On Early Stage Rounds

SOURCE - OUTLIER VNETURES

WHO ARE THEY?

POLITICAL
AFFILIATION

	AVERAGE INVESTOR	BITCOIN-INTERESTED INVESTOR
DEMOCRAT	36%	37%
REPUBLICAN	41%	42%

INCOME

\$50K-\$75K	22%	20%
\$76K-100K	28%	29%
\$101K-\$150K	30%	29%
\$150K+	20%	22%

GENDER

MALE	49%	57%
FEMALE	51%	43%

They aren't that different from the "average" investors represented by the total pool of respondents

The study found out that Bitcoin-interested investors have similar tastes, income levels etc even though they are more more experienced and risk-tolerant than average investors. They're only slightly younger than the average investor and Interestingly, they are slightly more diverse than the total group of respondents, and demonstrated greater interest in a Bitcoin investment product.

AVERAGE BITCOIN-INTERESTED INVESTOR

Bitcoin doesn't look like an exceptionally risky investment to an average interested investor

70% **49%** **42%**

of Bitcoin-interested investors are parents

make less than \$100,000 per year

think of Bitcoin as both a short and longterm investment

People interested in Bitcoin are also more likely to keep up with financial news.





WHAT KEEPS THEM AWAY?

Despite large interest in Bitcoin, there are some entry barriers such as **Hacking & Fraud** to **Lack of education** about this new technology.

According to the data, 36% of the investors are still not sure but they said they might consider it, while 30% are neutral, and 34% are not interested in investing in Bitcoin.

Need for guidance is also important as investors say that working with an advisor (78%) or a familiar firm (77%) would make them more comfortable with investing in Bitcoin, this shows that there is a need for more education from financial advisors, other intermediaries.

Well calculated, sound investments advice may help these individuals as they are worried about volatility in Bitcoin, but financial advisors can reassure their clients by consulting on the appropriate allocation



EXPOSURE TO
BITCOIN-SPECIFIC
SCAMS AND FRAUD



SUSCEPTIBLE TO
HIGH PRICE
VOLATILITY



LACK OF
REGULATION



LACK OF
EDUCATION

THE FUTURE OF INVESTING IS DIGITAL



“

Things change. That's a fact of life. And it's especially true for technology. How we get around the city, how we entertain ourselves, and even something as routine as grocery shopping are all changing faster than ever. New technology is also changing our relationship with money.

”

THE FUTURE OF INVESTING IS DIGITAL

Over the last ten years, Bitcoin has emerged from a nascent protocol into an established, legitimate asset with a strong performance record and significant diversification benefits.

Data shows that roughly one third of individual investors are interested in Bitcoin. A broad cross-section of investors – across ages, genders, and a variety of income levels – are intrigued by Bitcoin’s strong return potential and they’re eager to learn more.

Others remain on the sidelines for now, either because they don’t know enough about Bitcoin or because they’re afraid that it’s too risky, lacks regulatory certainty, or is subject to digital crime. But we think even these investors can be swayed by strong, targeted education that goes beyond negative headlines to look at the real potential of this investment. Our survey respondents tell us that the future of investing is digital and they want to be part of it.

Bitcoin is here to stay.

Giacomo Arcaro

He has 15 years' experience in growth hacking, digital strategy, startup and business development. He has advised over 150 startups and has 50 managed employees into a XII Century Church in Italy for the European biggest growth hacking company. He holds the title of 'Amazon Best Seller Author' and is been known to be one of the 'Most Influential Blockchain Evangelist' with +200 conferences all over the world.

Forbes

'The Most Influential Fintech Advisor'

WIRED

'European Best Growth Hacker'



Giovanni Casagrande

A known name in the world of cryptocurrency. He has been in the marketing industry for well over 20 years and have switched to the cryptocurrency industry in 2014. He's a writer, public speaker, investor and Marketing / Growth Hacking advisor in more than 100 successfully projects. His specialty was Economics in the University of Bologna and the knowledge, experience gathered from there has helped him to manage/help many businesses in the industry. 4 years ago he founded Black Marketing Guru, a successfully Growth Hacking startup in Italy.

Blockchain Life 2019

'Number 1 ICO Advisor Worldwide Award'

Humans of BlockChain

'An influential Personality in the Blockchain Space'



Eloisa Marchesoni

Known as the youngest and most influential Blockchain expert in the field. She is an Italian-American who first started out as a startupper in the AI and IT business, while still finishing her Economics and Management studies in Bocconi. Eloisa is a renowned author, public speaker, and biz-dev, catering startups and companies wanting to innovate. Currently being the Chapter Director of Bocconi University Startup Grind Chapter, she made valuable connections and became a part of some of the main blockchain associations around the world, namely The Blockchain Council and The NYC Women in Blockchain. She will be featured in the Forbes Italy 30 Under 30 most influential entrepreneurs in 2020.

IRISH TECH NEWS

'Number 1 token model architect for ICOs'



Startupitalia!

'Top 100 Fintech Leaders and Influencers in Italy'

