Ten Simple Rules for Crypto-Investing

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Entrepreneur and business expert David Siegel, whose business Twenty Thirty is about to launch a Pillar Token sale (http://www.pillarproject.io), offers ten simple rules for Crypto-investing.

David Siegel says, "So you've heard about the explosion of bitcoin, ether, ripple, and other cryptocurrencies? You talked with someone who 'got in early' and is making a killing? Is it too late now? How can you participate in the upside of this new blockchain crypto-economy?

"I've been involved for two years now, and we have seen explosive growth in these currencies, along with tremendous volatility. As of today, Ethereum has now fallen more than 50 percent since registering all-time highs of over $400 in early June, which is a reminder that it is always best to have a diverse portfolio.

"We currently have about $100 billion in assets on blockchains. I believe that within five years, we'll hit $1 trillion. My thesis is that we'll continue to see very volatile growth of most of these assets, so that if you're exposed to many of them, your portfolio should do quite well.

"As always, don't talk to qualified investment consultants or advisors - their job is not to help you but rather to help themselves. Talk with a qualified statistician to build a smart portfolio."

Here are David Siegel's ten simple things you can do to learn and get started.

1. Put a small amount of money, like $100, into an exchange account. Use a reputable exchange like Lykke, Coinbase, Kraken, etc.

2. Buy some cryptocurrencies to learn about them.

3. Go to YouTube and watch videos on crypto-investing, cold storage, security, talks at recent events, etc.

4. Read about new developments on Bitcoin Magazine, CoinDesk, Brave New Coin, etc.

5. Dedicate no more than ten percent of your entire investment portfolio to crypto-investments.

6. Diversify! Plan to buy at least ten coins/tokens. Learn about index investing at www.tokenfactory.io (http://www.tokenfactory.io).

7. Carve out about one third of your money. Put this third into bitcoin, third into ether, and one third into 3-5 other coins/tokens you like.

8. Wait and watch. The volatility will almost certainly present buying opportunities.

9. Work your way into your portfolio over time. If prices go down, buy more. Plan to be fully invested

within 12-24 months.

10. After you buy, put your coins into cold storage. Don't trade. Buy and hold for the long run.

David Siegel is CEO of Twenty Thirty AG (http://2030.io/), a Swiss-based blockchain innovation company.

He gives webinars on crypto investing and blockchain innovation. His next webinar is on understanding post-modern portfolio theory (https://www.brighttalk.com/webcast/13689/268493) on Wednesday July 12 2017.

His group is launching a crowdfunding event for the www.pillarproject.io (http://www.pillarproject.io) on July 15.

Pillar is staffed by a group of over 30 global volunteers, who are part of the Twenty Thirty blockchain community. As well as David Siegel, the founders include Tomer Sofinzon, a business development executive based in Tel Aviv, Vitor Py, a senior software developer from Brazil and Yogesh Gaikwad, a technologist who started India's first growth hacking company.

Advisors to the project include USA-based Kirt McMaster, Phil Windley and Kaliya Hamlin plus Efi Pylarinou, from Switzerland, and UK-based Anish Mohammed, Jonny Fry and Thomas Power.

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David Siegel is available for interview. Please email david@2030.io directly or contact Adam Betteridge at adam@famouspublicity.com, Steven Hanlon at steven@famouspublicity.com or Tina Fotherby at tina@famouspublicity.com or call +44 (0)333 344 2341.

Due to regulations, the offer is not available in the United States of America.
Learn more at www.2030.io and www.pillarproject.io

About David Siegel

David Siegel (https://www.linkedin.com/in/siegelventures/), is a founder of Twenty Thirty AG, a corporation registered in Zug, Switzerland. He is a web pioneer, author, and serial entrepreneur. He is the world's first web designer, started one of the world's first web-design agencies, and sold it to KPMG. He was a figure in the semantic web movement and is now a central player in the blockchain world. He is the creator and curator of decentralstation.com, a blockchain learning web site. To learn more, see OpenStanford.com, BusinessAgilityWorkshop.com, GlobalBetaVentures.com, and Dsiegel.com.

At Swiss-based 20|30, David created the Pillar Project (www.pillarproject.io) which is raising funds for a Personal Data Locker via a Pillar Token sale on Saturday July 15 at 8:00 AM UK-time.