

Cryptocurrency is one of the greatest and most lucrative inventions of the century. It is a digital currency that lives on decentralized networks using blockchain.

Blockchain is the technology that enables secure and transparent transactions without the need for a central authority. It's an exciting and evolving field with the potential to revolutionize various industries.

Throughout this Expedition, you will LEAD YOUR LEARNING by fully engaging with the resources and activities. You will be asked to -



- **REFLECT** about your skills, learning goals, and purpose
- **STRETCH** your knowledge and skills through active learning
- **INNOVATE** and iterate solutions for real-world challenges
- **SHOWCASE** your innovations and learning in a dynamic way

We encourage you to utilize our [Expeditions Idea Book](#) as you navigate this Expedition as a resource and space to get your creativity flowing, organize your ideas and research, and share your innovations and reflections.



Every so often you may see this briefcase icon. That indicates an opportune time to have a conversation with a mentor or local business leader to discuss industry trends, ideate solutions, solicit feedback, and/or present your project. (Speak to your educator if you need support making contact.)

## WHY A CAREER IN CRYPTOCURRENCIES & BLOCKCHAIN?



This field offers a range of career opportunities. For blockchain, there are consultants, managers, developers. For cryptocurrency, there are roles in analysis, trading, and law. Both command a salary between \$80K-\$200K per year.

It's important to note that the cryptocurrency and blockchain industry is still relatively new and rapidly evolving. As a result, career opportunities and salaries can vary greatly. It's always a good idea to research and stay updated on the latest trends and job market dynamics in this field.

*Note: None of the resources, activities, or projects are intended to be financial advice.*

## REFLECT

As you watch the video, think deeply about these questions:



Meet Angela Brasington, a NAF Alumna from Monticello High School's AOF and a contributor to this Expedition. Angela is the Chief Marketing Officer of Starter International and Starchi and a Partner at Starter Capital, where she leads the marketing efforts and supports investor relations for the Starter brands.

- What excites you about cryptocurrencies and blockchain?
- What skills or traits do you possess to help you succeed in the cypto market?
- Is there a company like Angela's that you can imagine yourself working? If so, why...and what kind of work would you like to do?
- What else would you like to learn about cryptocurrencies and blockchain, and what are your plans to stretch your learning and skills?



Whose expertise can you tap into to learn more about this career? Could they participate in an informational interview with you and your peers or serve as a mentor?

## STRETCH

Expand your knowledge and skills by trying some of these activities:

- Learn the basics from Investopedia about [Blockchain](#), [Bitcoin](#), and [Crypto-token](#).
- View [How Cryptocurrency Actually Works](#).
- Check out Hour of Code's [Cryptocurrency: Explore the Bitcoin Ledger](#).
- Play NextGen Personal Finance's interactive game [Crypto Craze](#) or their popular [Secure the Blockchain](#).
- Take a look at [Verge's NFTs](#), explained.



### IBM SkillsBuild

Learn about blockchain through this free [IBM Skills Build](#) mini course.





## INNOVATE

Identify a problem in your community (school, local, state, or global) or this industry, then innovate ways solve it...or try one of these ideas:

### COMPLETE THE \$20K CRYPTO INVESTMENT CHALLENGE

You have four weeks to invest a hypothetical \$20K and, hopefully, make a profit. Check out [NAF's Crypto Challenge](#) to develop your skills in research, tracking investments, and organizing and reporting data.

### DESIGN A MARKETING PLAN FOR A NEW CRYPTOCURRENCY

New cryptocurrencies launch regularly. Select one on [the list](#) and develop [a marketing plan](#) that spells out all the tools and tactics you'll use to promote a crypto brand.

### CREATE A CRYPTO NEWS WEBSITE

Develop a news and blog platform that highlights stories in the world of crypto and bitcoin technology. Check out [Today's Dough](#), a student-driven website that highlights current events on business, finance, and marketing. Give your users a quick daily snapshot of all things crypto.

### DESIGN OR UPGRADE A PRODUCT

Create a new product (digital or non-digital) that would solve a problem you have identified. (Consider designing, wireframing, or prototyping using platforms like [Lucid](#), [ProtoPie](#), or [Figma](#), or code an app in [MIT App Inventor](#).) You can also remix and improve a product that has a flaw or has limitations for diverse users.



### PRO TIPS:

- If the choices above don't appeal to you, you can create-your-own or generate ideas by exploring hackathon sites like [hackclub](#) or [devpost](#).
- As you ideate, consider using [customer journey mapping](#).



*Is there a mentor or industry partner who can discuss the Engineering Design Process or UX Design Process to support your innovation? How can you gather mentor feedback as you iterate and innovate?*



## SHOWCASE

Once you complete your innovation, share your learning with the with an audience in one or more of these ways:

*Why not plan a showcase where you and your peers can share presentations with the whole school, at a parent night, or for a panel of industry professionals?*

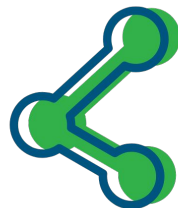


DIGITAL PORTFOLIO OR SITE	Create, code, or build a simple webpage to highlight your innovation, project, and learning journey. Consider bulb digital portfolios, Replit, GitHub, Google Sites, or Wix. Once it's developed, present it to an audience, and solicit feedback.
ONLINE MEDIA	Create a blog, vlog, or social media campaign (LinkedIn, YouTube, etc.) to highlight your innovation, project, and learning journey. Feel free to tag @nafcareeracads.
PITCH IT!	Pretend your audience is a group of investors. Pitch your innovation to them, sharing what you learned in the process. Allow for a Q&A, then solicit feedback on the quality of your project and/or pitch.



### PRO TIPS:

- Level up your project by entering a school or district competition or challenge. (Think the science fair, CTSOs, hackathons, etc.)
- Not interested in options from our Showcase menu? You can present your creations in a format of your choosing.



### STUDENTS, SHARE YOUR INNOVATION!

NAF would love to see your creation! After you get your educator's permission, submit yours [HERE](#). We may highlight you on social media!

(We WILL NOT share your work without your educator's and your approval.)