EXPLORING CRYPTOCURRENCIES & BLOCKCHAIN

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. The article, The Latest Boom in Cryptocurrencies Is Happening in Job Market quotes Daniel Adler, founder of CryptocurrencyJobs.co, "Everyone is hiring right now across roles. [It] is highly competitive and the strongest I've seen since 2017."

Exploring Cryptocurrencies & Blockchain: a passion project—here is your chance to ask questions, research, create, gain in-demand skills, and prepare yourself for the burgeoning crypto workforce Adler mentioned. Passion projects call on you to reflect, stretch your skills and knowledge, innovate, and showcase your work.

NAF encourages learners to fully engage in this tech expedition because today's learner is tomorrow's leader in this technological movement.

TAKE CHARGE OF *YOUR* LEARNING

REFLECT
Think deeply about your skill sets, learning goals, and purpose. Return to this phase throughout the process.

STRETCH
Engage in learning beyond the bell to expand your knowledge and skills.

INNOVATE
Create solutions for real-world problems you are passionate about and want to solve.

SHOWCASE
Share your innovative solutions to the world in a powerful way.

REFLECT

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CRYPTOCURRENCIES AND BLOCKCHAIN

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Press PLAY ▶

Meet Angela Brasington, a NAF Alumna from Monticello High School's AOF and a contributor to this Expedition.

Angela is the CMO 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.

As you reflect on Angela's video, think deeply about these questions:

- 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?

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

STRETCH

Dive into these resources to expand your learning and skills in blockchain technology and cryptocurrencies:

THE BASICS:
- Learn the basics from Investopedia about Blockchain, Bitcoin, and Crypto-token.
- View How Cryptocurrency Actually Works.

DEFI & NFTs:
- Check out Investopedia's resources on DeFi and NFTs.
- Take a look at Verge's NFTs, explained.

CRYPTO RESOURCES:
- Explore cryptocurrency news on cryptodiffer.com.
- Listen to badcryptopodcast.com.

LEARN ABOUT INITIAL DECENTRALIZED EXCHANGE OFFERINGS (IDOs):
- Read What is an IDO and why do we need them?
- Take a look at Starter, the leading IDO launchpad, incubator, and investor network for blockchains.

DEVELOP YOUR SKILLS:
- Earn a badge in Blockchain Essentials V2 on IBM's SkillsBuild.
- Take Udemy's 2-hour course Introduction to Cryptocurrencies and Blockchain.
- Check out Hour of Code's Cryptocurrency: Explore the Bitcoin Ledger.
- Stretch your skills with Starchi, the first play-to-earn blockchain game featuring nostalgic battle leagues that promote societal values inspired by the original Tamagotchi. (Check out the Starchi Story.)

BLOCKCHAINS:
- Explore the five blockchains that Starter deployed on: Binance Smart Chain, Polygon, Ethereum, Fantom Foundation, and Avax.

DECENTRALIZED EXCHANGE (DeX) FOR EACH BLOCKCHAIN:
- Take a look at the top DeX for each blockchain: Pancake Swap, Quick Swap, Uni Swap, Spirit Swap, and Pangolin Exchange.

INNOVATE

There are ideas to innovate and showcase your work on the next two pages. Think about problems you want to solve, then return to this section to design your passion product.

INVESTIGATE
- Reflect on a problem you want to solve.
- Think about your journey in the cryptocurrency and blockchain space and determine how you can best innovate and create a solution.
- Think about how you can help people understand how to utilize cryptocurrencies, set up a crypto wallet, or participate in an IDO using guides and tutorials.
- Consider an innovative idea you could launch on the blockchain.

BRAINSTORM
- Think about how to get your message across, whether you create an instructional or innovative idea.
- Review your ideas and make sure the information makes sense to someone unfamiliar with your topic. Use Empathy Mapping to ensure a better user experience design.

DESIGN
- Compile a How-To Guide or Project Pitch Deck.
- Include visuals to support your guide or pitch.

TEST & IMPROVE
- Share your Guide or Deck with mentors, classmates, and industry insiders for feedback.
- Modify and refine this version or iteration to work out pain points.
- Create a final version or your Guide or Deck and link it to your website or e-portfolio for easy sharing to interested parties.

IMPLEMENT
- Share your Guide with people new to crypto to learn.
- Share your Pitch Deck with a leading launchpad for consideration to launch your project and host your IDO.
- Market your project on Telegram, Twitter, or other social media.

INNOVATE

Select a passion project from the following choices:*

DESIGN A MARKETING PLAN FOR A NEW CRYPTOCURRENCY

New cryptocurrencies launch regularly. Select one on the 2021 list and develop a marketing plan that spells out all the tools and tactics you'll use to promote a crypto brand.

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.

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.

CRYPTO AND BLOCKCHAIN

CREATE AN NFT (Non-fungible token)

Choose a topic that you care about and turn it into digital artwork that can be sold to others.

Learn about the process of creating an NFT, then start designing.

CREATE A TUTORIAL VIDEO

Help viewers understand the basics of crypto or blockchain or share sound practices that support mental health for those who invest in crypto.

Check out How to Make a Great Instructional Video

TAKE AN ONLINE COURSE AND USE THE BULB REFLECTION TEMPLATE TO DOCUMENT YOUR LEARNING JOURNEY

Determine which aspect of crypto and blockchain interests you the most—perhaps it is the marketing side like our NAF alumna Angela Brasington, or maybe you want to make your own currency. Dive deeper into your topic and gain the skills and knowledge you need to fulfill your purpose. (IBM SkillsBuild for Students and Udemy are free courses.)

* If there is something you want to do besides these choices, that's OK! We want you to do what excites you! Discuss it with your educator then GO FOR IT!

Share your passion project to a local or global audience in one of these ways:

Create a <u>pitch competition</u> at your school. Invite advisory board members and industry insiders so learners like you can share project pitches and get valuable feedback.

Develop a digital portfolio using <u>Bulb</u> or <u>Google Sites</u> to share with college admissions or an employer, and add your p

Create a blog or webpage about your project using <u>Wix</u>, <u>Google Sites,</u> or <u>GitHub</u>.

Create a <u>YouTube video</u> that highlights your project. Consider these <u>best practices</u>.

Host a lunch-and-learn session to share your learning and skills with other learners.