

Crypto: Behind the Scenes

Jordi Jansen *Lecturer at THUAS*

**BEYOND
CASH, CODE
& MONETARY
POWER**

#BCCMP

Research Group
New Finance

THE HAGUE
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APPLIED SCIENCES

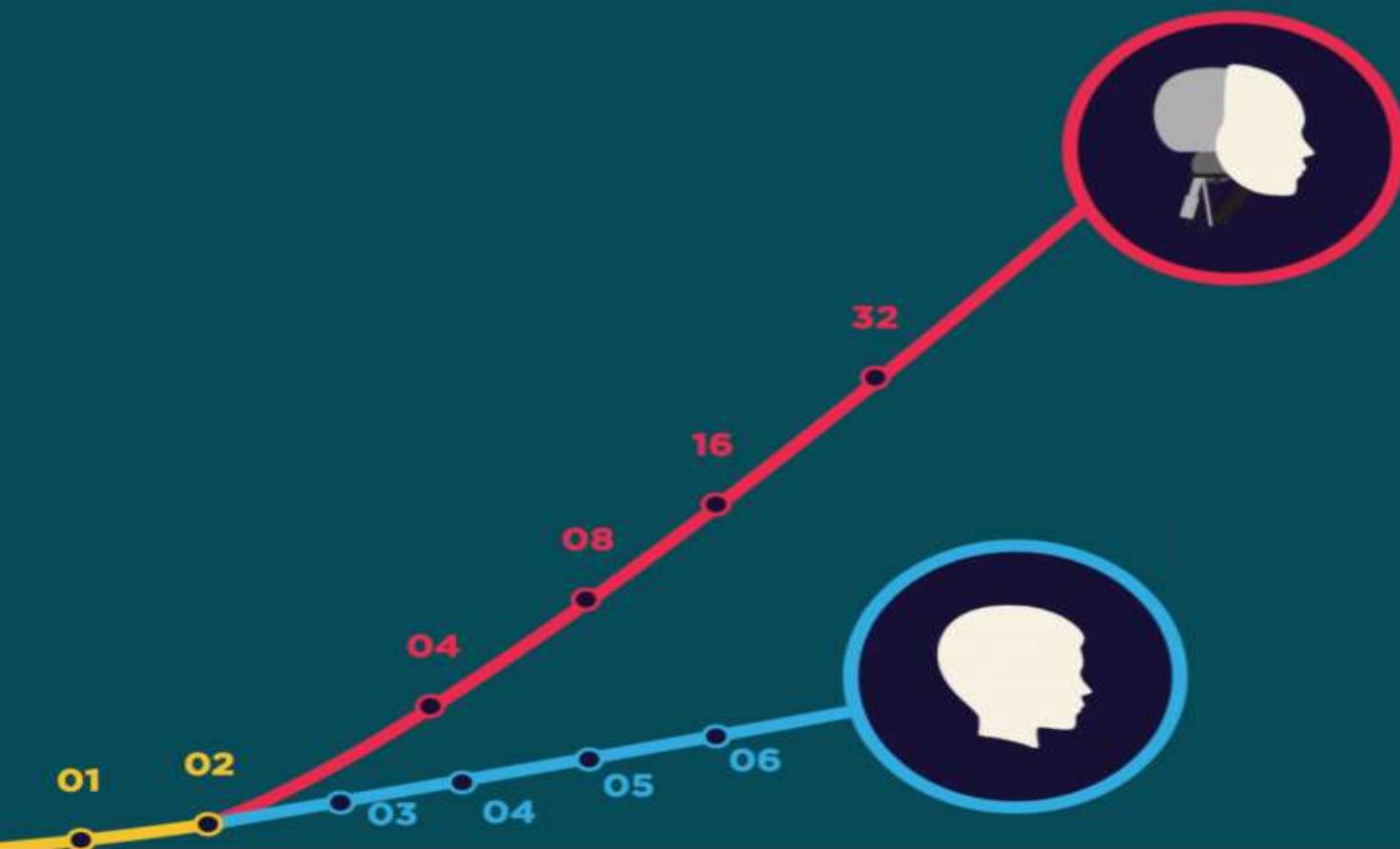
BACKGROUND



|| CRYPTO: BEHIND THE SCENES ||

1. HISTORY OF MONEY
2. FUTURE OF MONEY
3. CRYPTO WILD WILD WEST



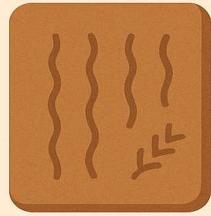


MONEY IS A LANGUAGE...



**...AND OUR LANGUAGES
KEEP EVOLVING**

EVOLUTION OF THE LEDGER



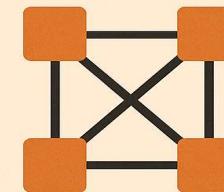
CLAY
TABLET



PAPER
LEDGER



COMPUTER



BLOCKCHAIN

MONEY IS A LANGUAGE, AND THE A LEDGER IS WHERE
THE STORY IS RECORDED





Ego System

“It’s About Me”

Top Down Control, Command,
Independent Silos, Territoriality, Power
Struggles, Self-Interest, Withholding
Information, Blaming



Eco System

“It’s About Us”

Influence, Conversation, Aligned Agility,
Partnership, Mutual Empowerment,
Mutual Support, Joint Knowledge,
Mutual Accountability

SO MONEY KEEPS EVOLVING.

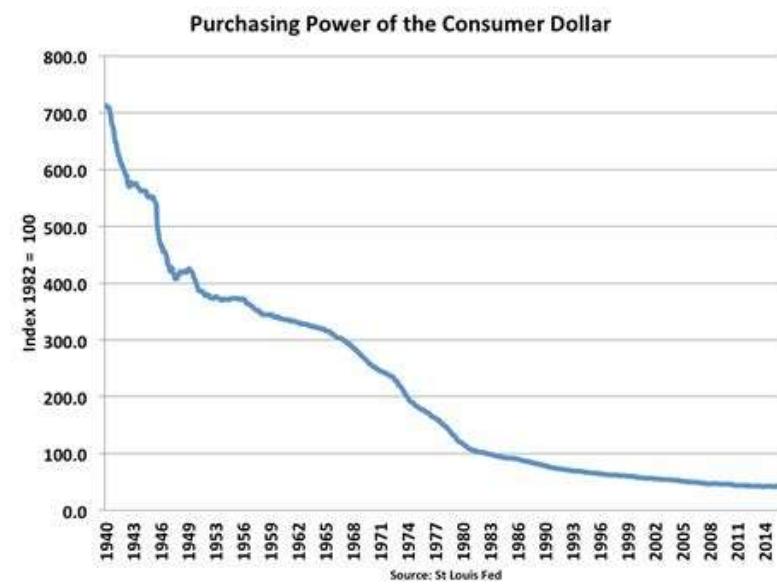
NOW WHAT...?

PART 2: FUTURES OF MONEY

2. FUTURES OF MONEY

~~OUR CURRENT MONEY IS FLAWED~~

IN ABSOLUTE TERMS, INDIA AND CHINA HAVE THE MOST PEOPLE WITHOUT BANK ACCOUNTS.
IN PER CAPITA TERMS, PAKISTAN AND CAMBODIA ARE AMONG THE COUNTRIES WHOSE CITIZENS HAVE
THE LEAST ACCESS TO FINANCIAL TOOLS.



Global Findex database.



2. FUTURES OF MONEY

GAME OF TRADE-OFFS WITH ALTERNATIVE “EXPERIMENTS”

- **CBDCs (Central Bank Digital Currencies)** – digital state-backed money
- **Private alternatives** – corporate-backed currencies (e.g., Diem, airline miles, gaming currencies).
- **Cryptocurrencies** – Bitcoin, Ethereum, decentralized trust, blockchain.
- **Stablecoins** – crypto tied to fiat currencies.
- **Mobile money & local solutions** – M-Pesa, community currencies, barter apps.



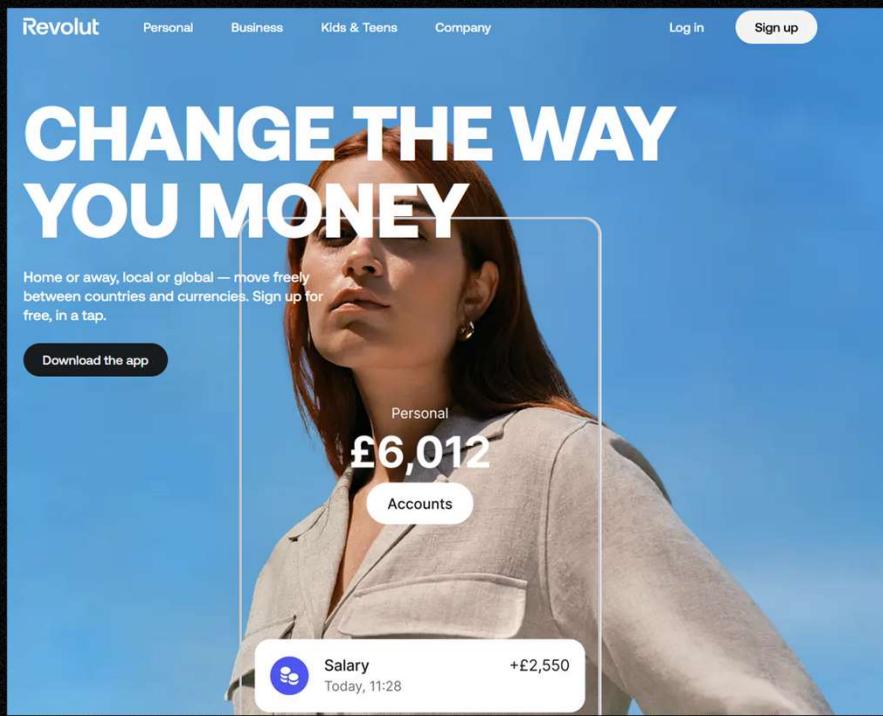
- **CBDCs (Central Bank Digital Currencies) – digital state-backed money**

1. Trump & Anti-CBDC: Solid move to block CBDC development; prioritizes privacy and market-driven digital assets.
2. China & Pro-CBDC: Aggressively scaling digital yuan globally as economic and monetary strategic tool.
3. Lagarde / EU & CBDC: Digital euro viewed as essential for sovereignty and modernization but requires new legal frameworks.



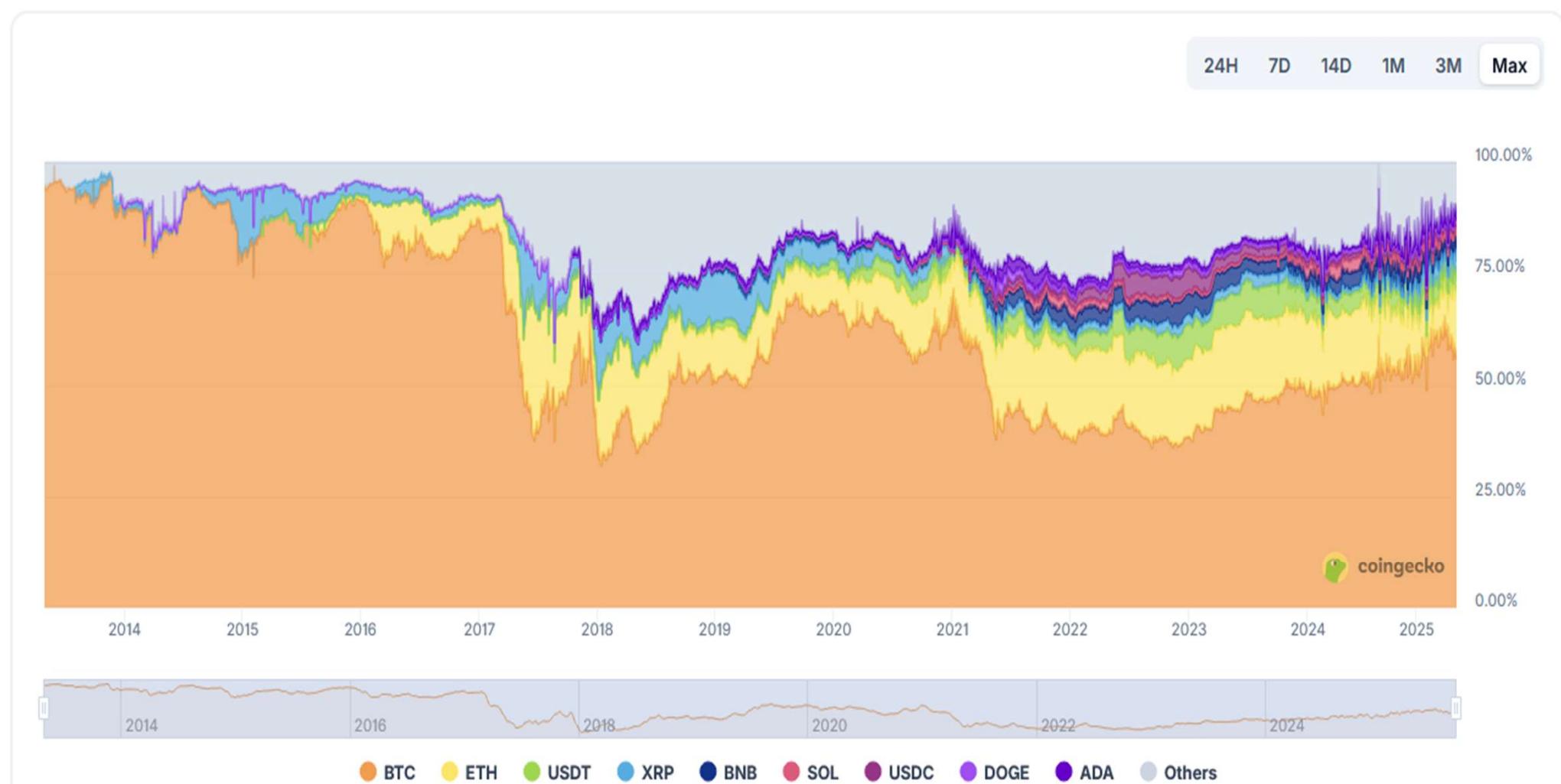
PRIVATE ALTERNATIVES

- Corporate-backed currencies (e.g., Diem, airline miles, gaming currencies).
- M-Pesa, community currencies, barter apps.



Bitcoin (BTC) Dominance Chart

Chart below shows the bitcoin dominance percentage as compared to other cryptocurrencies in the top 10 ranking.



STABLECOINS (CRYPTO TIED TO FIAT CURRENCIES)

▼ DJIA Futures **45303.00** -0.11% ▼ S&P 500 Futures **6452.75** 0.42% ▲ Nasdaq Futures **23438.25** 0.70% ▲ Stoxx 600 **546.26** 0.57% ▲ Shanghai **3813.56** -1.16% ▼ U.S. 10 Yr ▶

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EXCLUSIVE **BANKING**

Walmart and Amazon Are Exploring Issuing Their Own Stablecoins

Corporate coins could take payments activity away from banks and the traditional financial system

By [Gina Heeb](#) [Follow](#), [AnnaMaria Andriotis](#) [Follow](#) and [Josh Dawsey](#) [Follow](#)
Updated June 13, 2025 4:51 pm ET

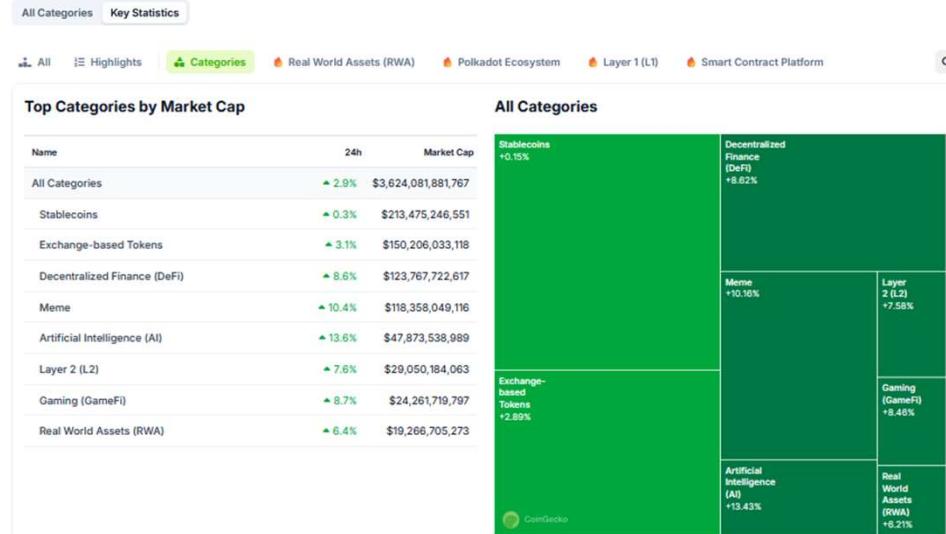
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STABLECOINS

Top Crypto Categories By Market Cap

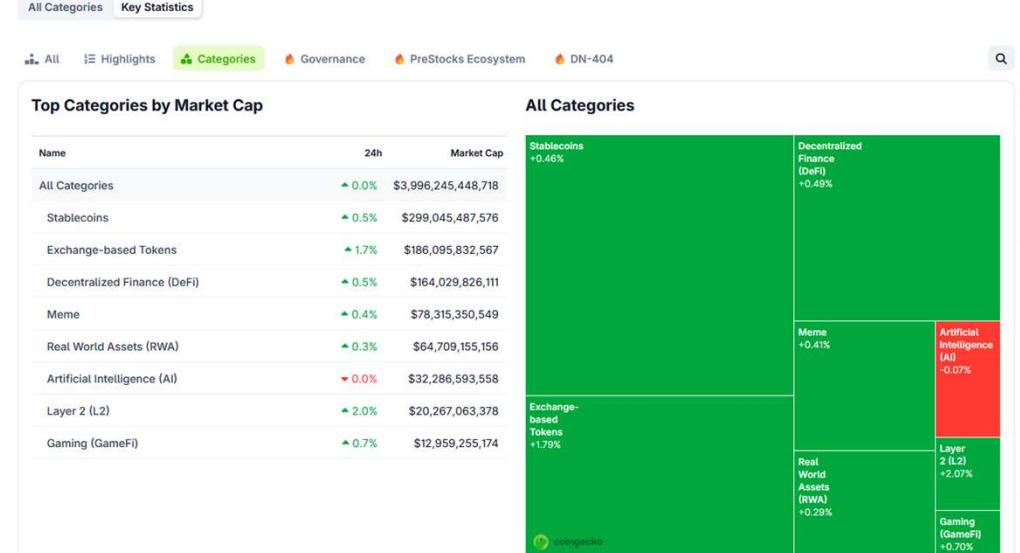
This list of cryptocurrency categories ranks the largest sectors by market cap. Note: Some cryptos may overlap across multiple categories.



Top Crypto Categories By Market Cap

This list of cryptocurrency categories ranks the largest sectors by market cap. Note: Some cryptos may overlap across multiple categories.

Watch our 3-min tutorial to learn how to use CoinGecko categories.



Find More: <https://www.coingecko.com/en/categories>



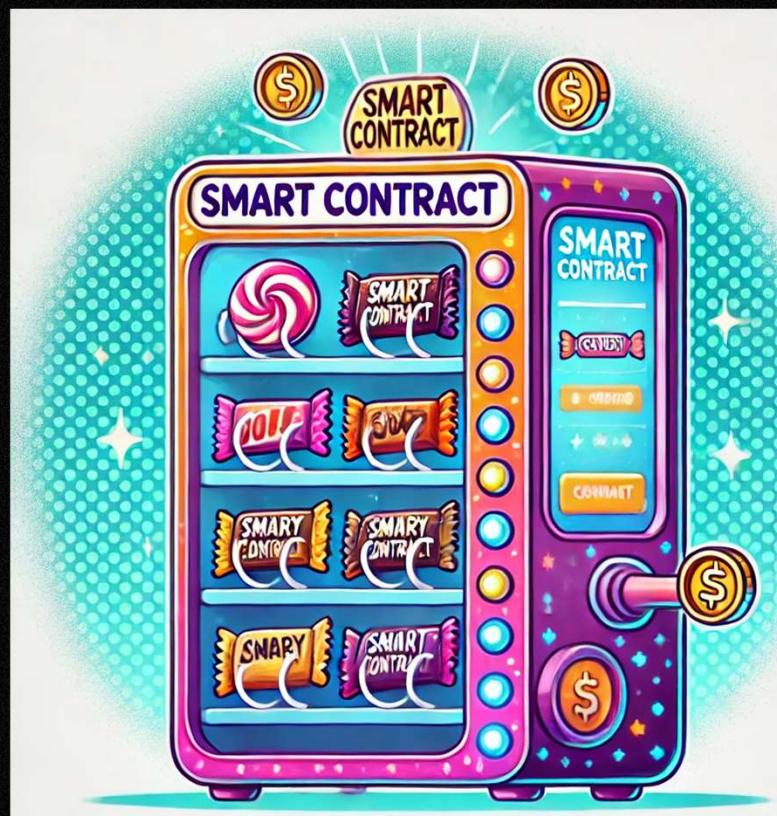
**TO CONCLUDE PART 2:
MANY MONEY ARE IN THE RACE**

**PART 3: LET'S DIVE INTO ONE OF
THEM SPECIFICALLY: “CRYPTO”**



NEW TECH OPENS NEW DOORS

A **smart contract** is a **program on the blockchain** that **automatically executes agreements** (similar to a vending machine). You **pay with cryptocurrency**, and if the **conditions are met**, you receive the **product** (candy or anything else). So instead of a **human** handling the transaction, a **smart contract** (**like a DIGITAL vending machine**) can act as the recipient.

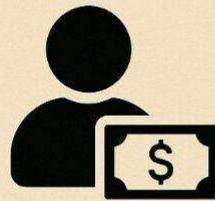


FIAT



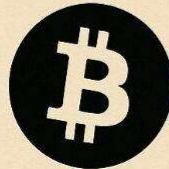
Only central
banks can print
money

CRYPTO



Anyone can
print money

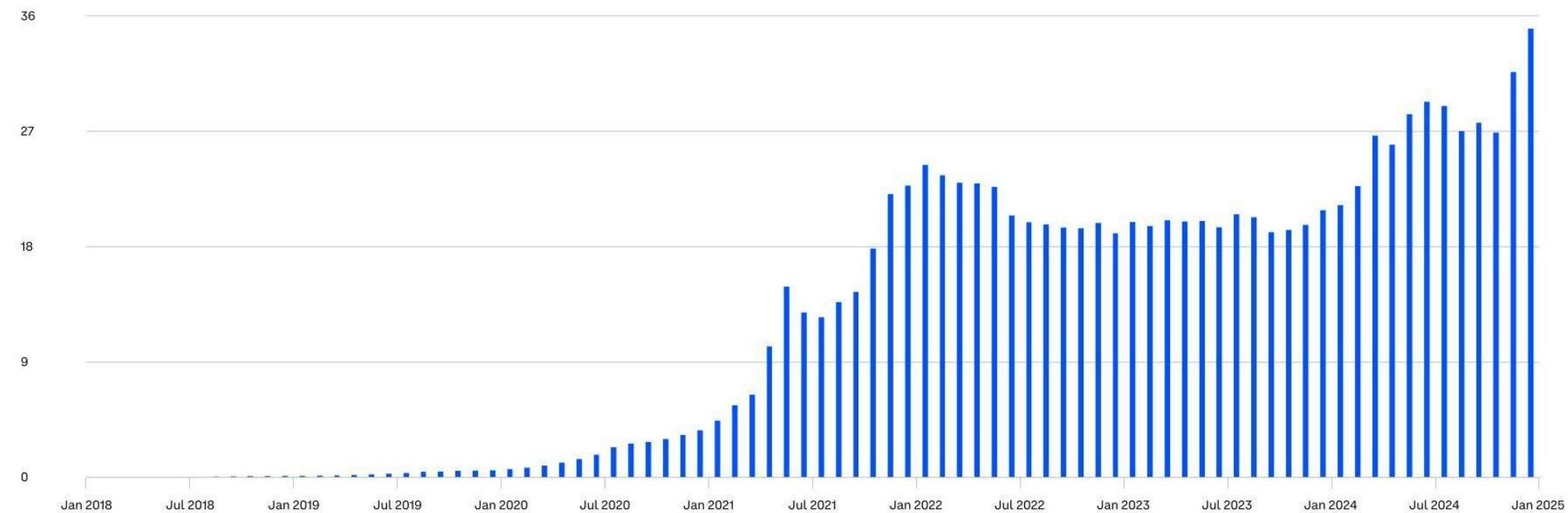
BITCOIN



No one can
print money

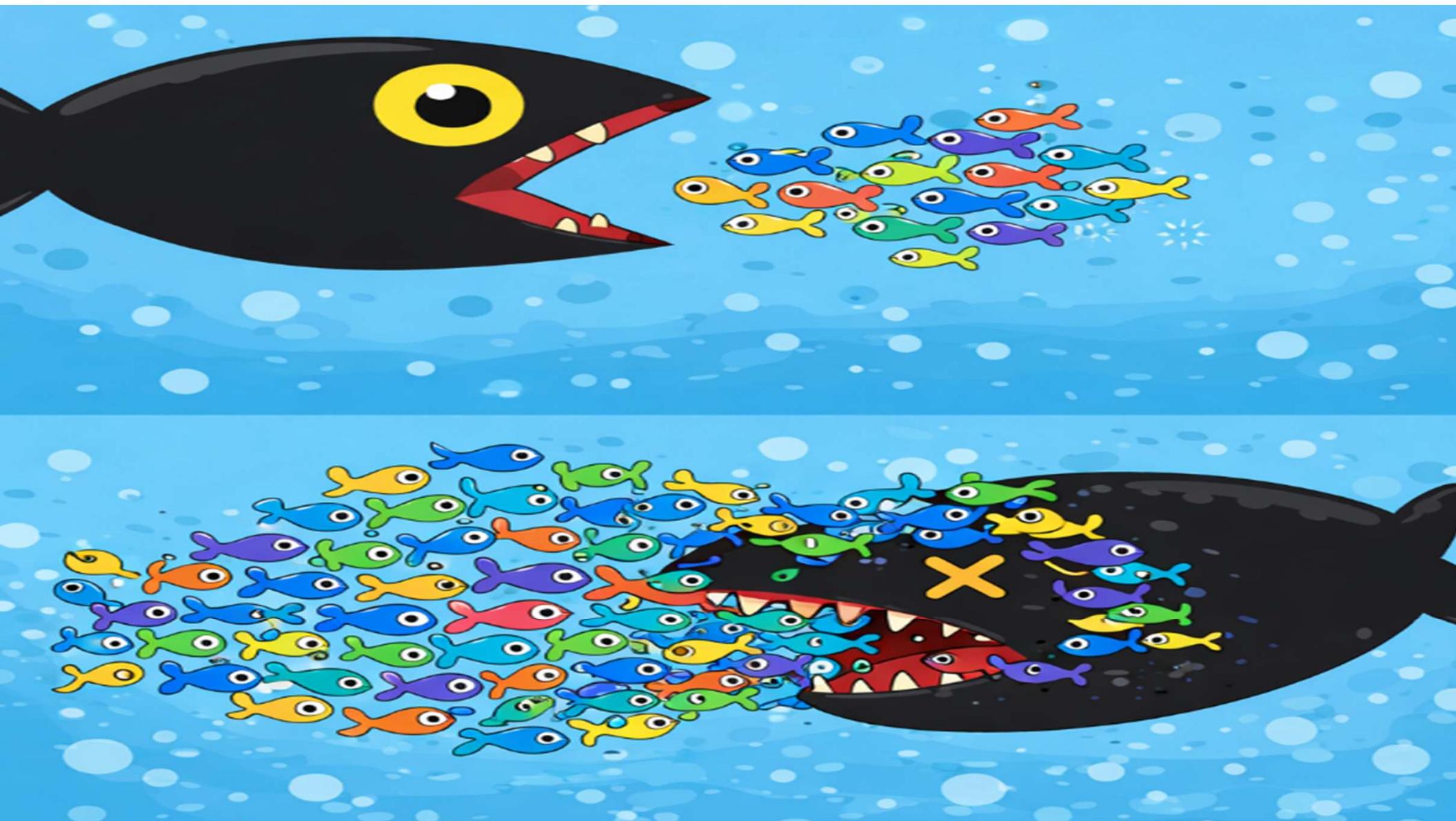


Mobile Wallet Users

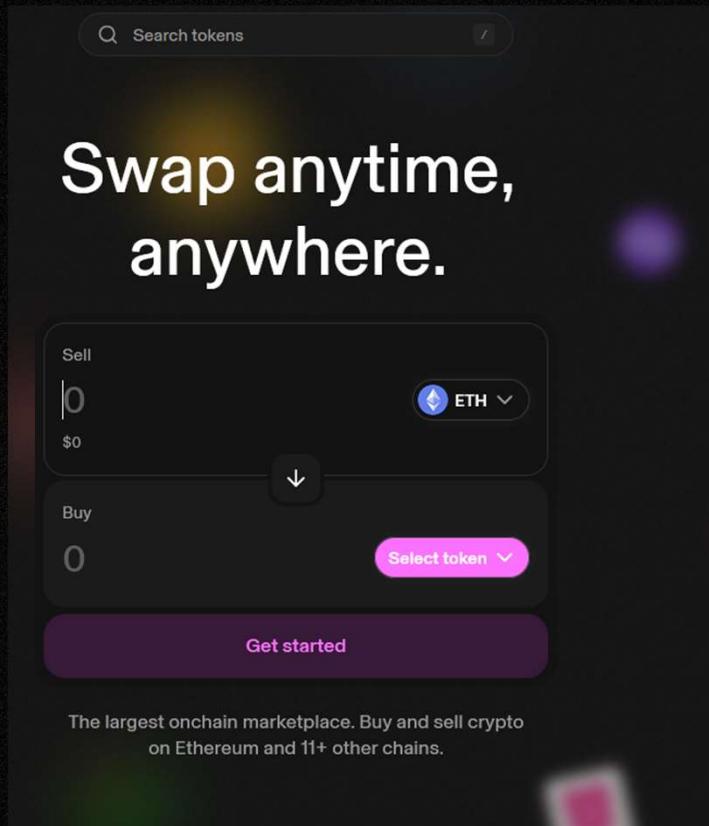


Source: Sensor Tower.

Number of estimated mobile wallet users across all tracked mobile wallets during the month. Tracked mobile wallets include Coinbase Wallet, Crypto.com DeFi Wallet, Exodus, Ledger Live, MetaMask, MEW Wallet, Phantom, Rainbow, Ronin Wallet, Trust Wallet, Valora, and Worldcoin Wallet.



SOME EXAMPLES



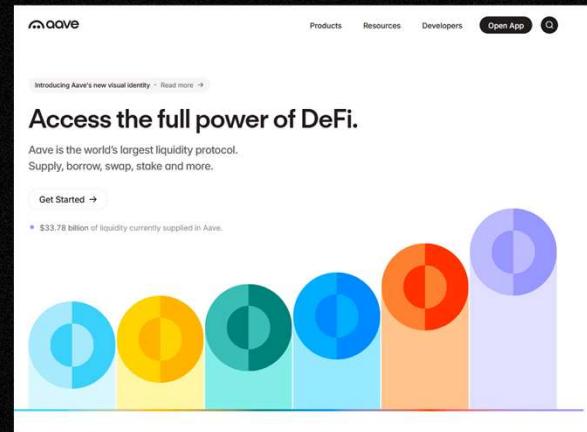
Swap anytime, anywhere.

Sell: 0 ETH

Buy: 0 Select token

Get started

The largest onchain marketplace. Buy and sell crypto on Ethereum and 11+ other chains.

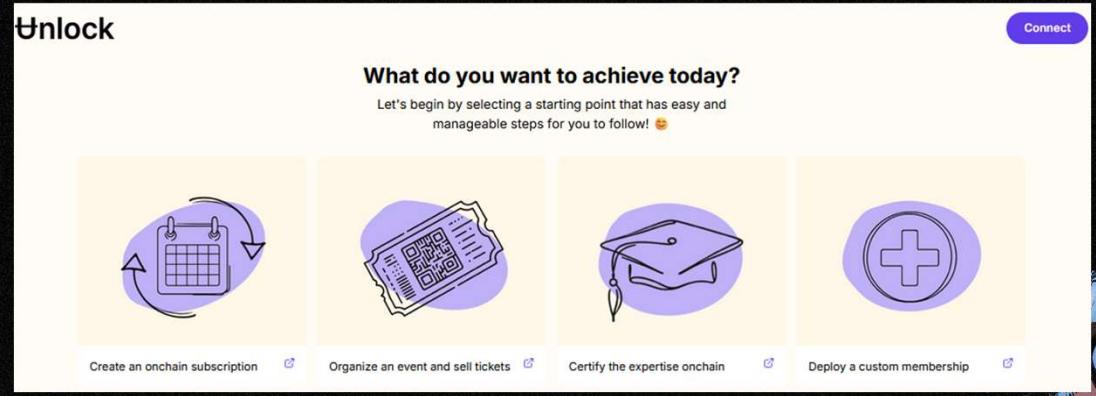


Access the full power of DeFi.

Aave is the world's largest liquidity protocol. Supply, borrow, swap, stake and more.

Get Started →

\$33.78 billion of liquidity currently supplied in Aave.



Unlock

What do you want to achieve today?

Let's begin by selecting a starting point that has easy and manageable steps for you to follow! 😊

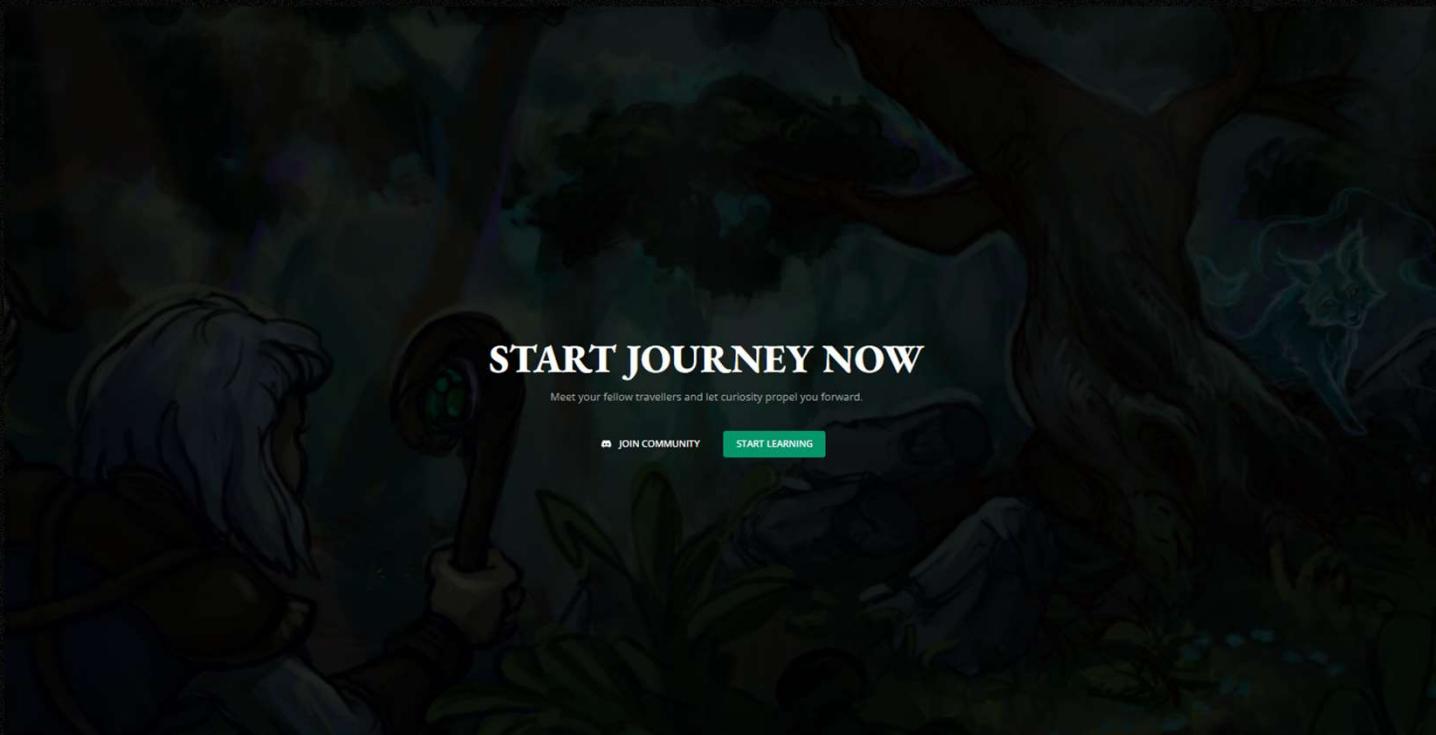
Create an onchain subscription

Organize an event and sell tickets

Certify the expertise onchain

Deploy a custom membership

Connect



START JOURNEY NOW

Meet your fellow travellers and let curiosity propel you forward.

 JOIN COMMUNITY

 START LEARNING

RESHAPING EDUCATION AURORA.QUEST



TOP CATEGORIES OF USECASES

Coins: 18,962 Exchanges: 1,467 Market Cap: \$2.954T ▾ 4.8% 24h Vol: \$139.71B Dominance: BTC 57.2% ETH 11.5% Gas: 2.337 GWEI

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Top Crypto Categories By Market Cap

Highlights

This list of cryptocurrency categories ranks the largest sectors by market cap. Note: Some cryptos may overlap across multiple categories. Get [crypto categories data](#) via CoinGecko API

Watch our 3-min tutorial to learn how to use CoinGecko categories.

All Categories Key Statistics

Following



Login to start following categories

Trending

Derivatives ▲ 3.9%

Perpetuals ▲ 1.2%

Governance ▼ 3.3%

View More >

Top Gainers

DRC-20 ▲ 1467.7%

Farming Games ▲ 32.0%

DN-404 ▲ 31.5%

View More >

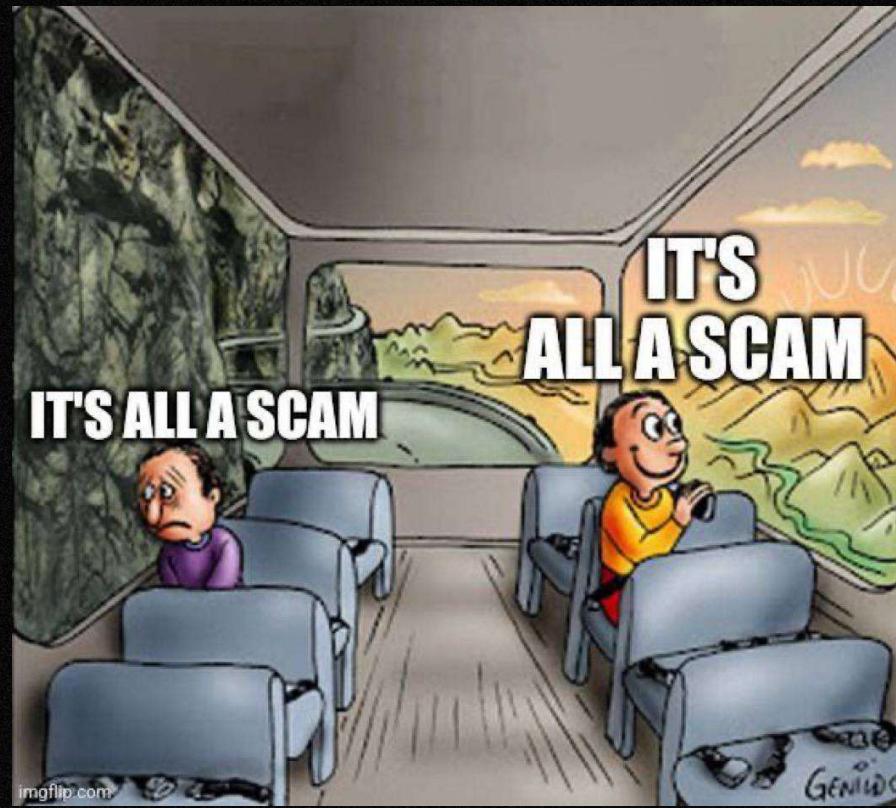
All Highlights Categories Derivatives Perpetuals Governance

Market Cap ▾

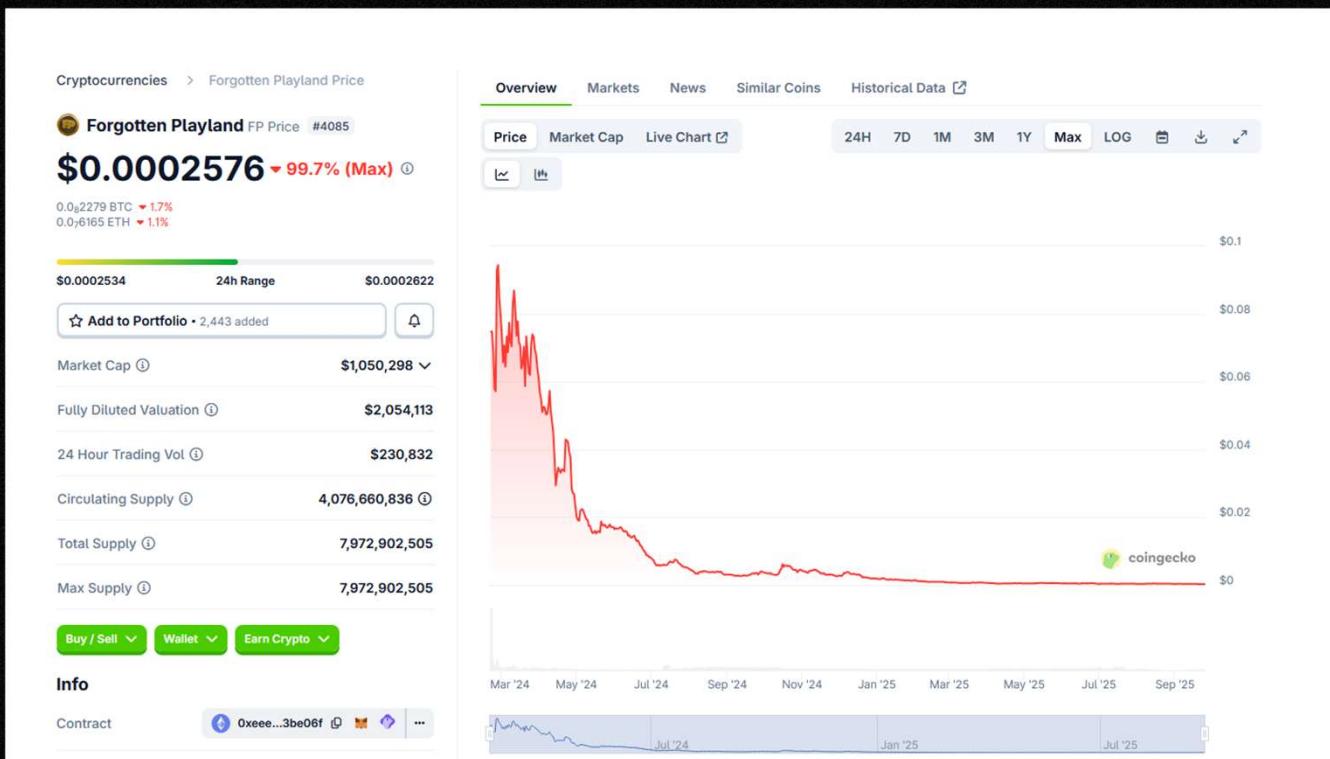
#	Category	Top Gainers	1h	24h	7d	Market Cap	24h Volume	# of coins	Last 7 Days
1	Smart Contract Platform	Derivatives	▼ 1.0%	▼ 5.6%	▼ 5.5%	\$2,394,017,256,340	\$105,867,087,856	741	

Find More: <https://www.coingecko.com/en/categories>

BE WARNED FOR THE 99%



EXAMPLE #1 – THE VC EXIT LIQUIDITY



EXAMPLE #2 – THE SCAM

B Bitcoin Pepe

Search... Ctrl + K

[Bitcoin Pepe: Building Solana on Bitcoin](#)

"Solana on Bitcoin"
Why Bitcoin Pepe?
Bitcoin's Meme Layer
Tokenomics: Engineered for NGU (Number Go Up)
Presale Information
Roadmap: The Masterplan
The Bottom Line
Blockchain Architecture (for the Nerds)



Bitcoin Pepe: Building Solana on Bitcoin

The opportunity isn't subtle. Meme coins hit \$100B without Bitcoin. Bitcoin sits at \$2T without memes. **We're the first to merge them.**

Imagine not combining the most powerful blockchain ever created with the most viral force in human history. Bitcoin Pepe does what everyone knows needs to be done: merging the king of crypto with pure memetic energy.

By building a Layer 2 that smokes Solana's speed to Bitcoin's fortress of security, we're unleashing \$2T of dormant maxi capital into the meme coin order books.

Next >
"Solana on Bitcoin"

Last updated 15 days ago

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EXAMPLE #3 – HOPIUM IS EXPENSIVE



EXAMPLE #4 – MEMECOIN MAGIC

Maxi Doge Is This The Next Dogecoin? Whales Send \$MAXI Presale To \$2mil In Days! BUY \$MAXI

24H VOLUME: **\$27.55B** 24H TXNS: **40,431,579**

Last 24 hours Trending 5M 1H 6H 24H Top Gainers New Pairs Profile Boosted Ads Rank by: Trending 6H Filters Customize

TOKEN	PRICE	AGE	TXNS	VOLUME	MAKERS	5M	1H	6H	24H	LIQUIDITY	MCAP
#1 ASTERBOT /SOL ASTERNAUT	\$0.002068	18h	29,699	\$4.9M	6,046	-0.02%	-2.46%	40.54%	2,227%	\$191K	\$2.0M
#2 UPTOBER /SOL UPTOBER	\$0.0009923	11mo	31,415	\$3.1M	7,772	-0.01%	-3.46%	-2.37%	135%	\$183K	\$896K
#3 Tokyo /SOL Project Tokyo ⚡100	\$0.0003860	8d	11,588	\$686K	4,198	-1.14%	1.37%	-10.21%	-0.59%	\$79K	\$386K
#4 ASTER /USDT Aster	\$2.26	7d	3,323	\$4.2M	498	-	1.60%	2.32%	15.40%	\$964K	\$3.758
#5 PLANTFUN /SOL PlantFun ⚡50	\$0.0002910	4h	13,287	\$1.0M	3,314	9.60%	81.97%	236%	236%	\$68K	\$289K
#6 ASTER /USDT Aster	\$2.27	7d	56,596	\$166.5M	3,994	1.17%	1.71%	2.52%	16.83%	\$10.8M	\$3.778
#7 ROSE /WBNB Aster Sister	\$0.0003271	10h	17,504	\$2.7M	3,756	-9.59%	40.85%	-16.29%	296%	\$78K	\$327K
#8 BEWA /SOL Blue Eyes White Ape ⚡50	\$0.0001533	13h	37,536	\$4.8M	6,549	-5.89%	4.14%	-46.40%	74.70%	\$52K	\$153K
#9 Dust /WBNB Dust	\$0.007311	4d	15,686	\$6.8M	4,218	2.37%	0.96%	-2.73%	-36.52%	\$484K	\$7.3M
#10 AsterINU /WBNB Aster INU	\$0.001735	2d	12,426	\$1.6M	5,327	10.36%	45.44%	238%	414%	\$173K	\$1.7M
#11 QMMA /SOL Quanto	\$0.03574	2mo	45,475	\$38.2M	8,304	0.91%	2.04%	7.46%	46.29%	\$2.2M	\$35.7M
#12 CANCER /SOL HELP ME BEAT CANCER ⚡100	\$0.0008950	4d	14,690	\$2.3M	3,723	-0.99%	-0.80%	-34.01%	-73.43%	\$151K	\$894K
#13 GIGGLE /WBNB Giggle Fund	\$27.96	2d	6,872	\$3.9M	3,297	-1.71%	1.58%	13.15%	-15.03%	\$685K	\$27.9M
#14 HEMI /USDT Hemi	\$0.1913	26d	78,342	\$45.7M	4,361	2.47%	13.62%	17.66%	21.54%	\$2.1M	\$187.0M
#15 QPAY /SOL QPAY SOL ⚡50	\$0.0008711	1d	9,460	\$1.1M	2,454	3.87%	3.76%	7.08%	107%	\$122K	\$871K
#16 AVNT /USDC Avantis	\$2.03	-	125,222	\$47.3M	6,628	1.48%	1.57%	1.57%	-3.60%	\$2.6M	\$524.9M
#17 TROLL /SOL TROLL	\$0.1339	5mo	10,823	\$7.7M	2,494	0.38%	-0.66%	0.68%	8.19%	\$5.6M	\$133.8M



YOUR ESCAPE: THE MEME CASINO?



IN THE END: IT'S ALL NARRATIVES



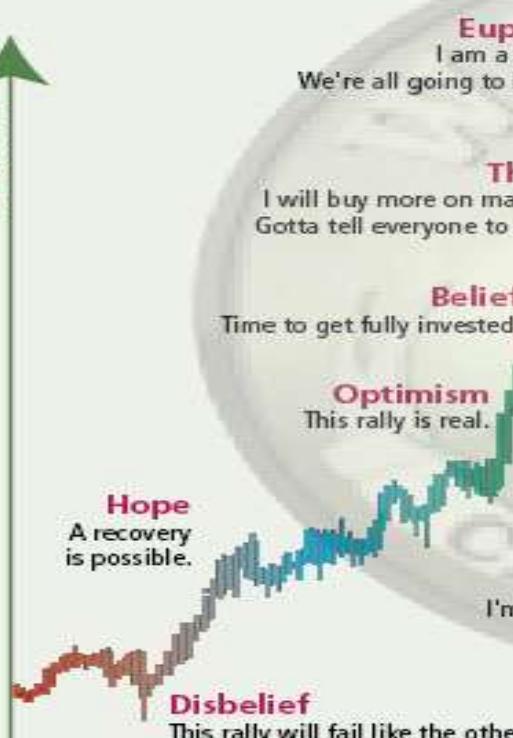


WALL ST. CHEAT SHEET™ WE'VE GOT THE WORD ON THE STREET

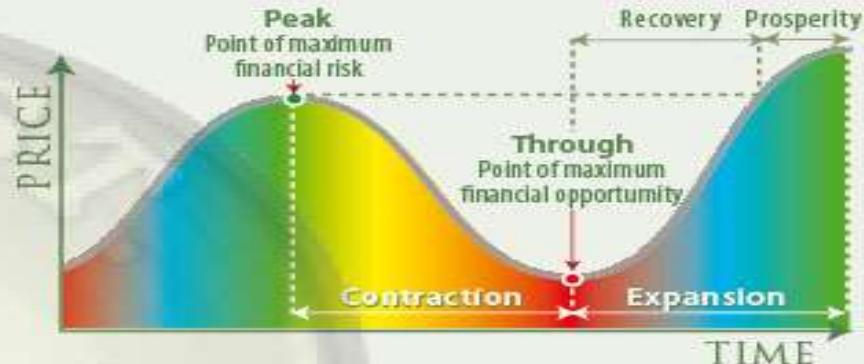
PSYCHOLOGY OF A MARKET CYCLE

THE FEELINGS APPEARING AS THE MARKET FLUCTUATES.

PRICE



SIMPLIFIED MARKET CYCLE



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WE'VE GOT THE WORD ON THE STREET

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SO LET'S PLAY





Thank you for participating!

See you in half an hour in the Aula!

14.30 **Break** | Atrium

15.00 **Opening plenary session** | Aula

What is the “true” price of Bitcoin?

Will the US dollar be dethroned?

17.00 **Drinks, Snacks & Networking** | Atrium

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