

00:00:00 We all want to build wealth, make money and make our money work for us. Right? But sometimes learning about money can feel so overwhelming. And it's wrapped up in all kinds of mindset, messes and societal norms. I consider myself a pretty financially savvy person. I have a double major in accounting and finance and have been a real estate investor for the last 10 years,

00:00:20 but there is definitely a lot. I do not know about finances and money. And today's topic is one of the hoes today. We're talking with Alan<inaudible> content and community manager from net coins about crypto currency, net coins. If you haven't heard of them, is that a missing to make buying and selling crypto an easy and successful experience for all Canadians they're founded in 2014 and have over 10 years of diverse industry experience amongst this leadership team.

00:00:45 And now they're one of Canada's most experienced and trusted cryptocurrency companies. So if you're like me and you don't fully understand what Bitcoin and cryptocurrency, the blockchain, all those things, what that means, chances are that if you don't understand it, you're not investing in it, which by the way is kind of smart, you know, know what you're investing in.

00:01:03 But I know that you're super curious about it and not knowing and not understanding something is not an excuse. All right. That's why I'm so excited to have Alun here today to learn for myself and to share with you in today's episode, you're gonna learn what is cryptocurrency Bitcoin and what it all means. You're gonna learn what you need to know before you invest in any cryptocurrency.

00:01:22 You're going to learn how to assess risk and our suggestions, just our bursal suggestions for smart investing. You're going to hear us talk about how cryptocurrency is changing the world of inequality and humanitarianism, and most of all, how and why you as a woman can make the world a better place by becoming wealthy. Now, remember this neither Alun or myself are investment professionals.

00:01:41 And I tell you this, you know, in part, because my lawyer wants me to tell you, but also because we are normal women who believe in building wealth and getting educated, and we want to help you do the same. So listen up Goalden Girl. By the end of this episode, you're going to understand what cryptocurrency is, where it is,

00:01:55 how it's going, where it's being and how might it fit into your own personal wealth and investment strategy. Welcome to the Goalden Girls Podcast, where we believe you can have it all. I'm your host, Lisa Michelle, and I'm spilling tangible tips, goal, getting strategies and real life stories to inspire you to tackle your biggest dreams. You're a woman who knows you're made for more,

00:02:21 get ready to leave the excuses and self-doubt behind by being vulnerable, sharing your truth and having honest conversations. So you can succeed on your terms together. We'll set goals. You'll actually achieve by staying motivated, having fun and building a community of women, empowering women. It's time to tap into your best self, get confident and truly have it all Goalden Girl.

00:02:44 Let's dive in. Well, Hey there, and welcome to Goalden Girls Podcast. I'm so excited to have ALN here. Thank you for being here. Thanks for having me. Okay. Let me just tell you a little about, about, and then she's going to tell you more about herself. So she's here today because she is fascinated by the next frontier of money.

00:03:06 Bitcoin, you might say, and all of its possibilities from the philosophy to the technology behind Bitcoin, she spends her days studying and writing about the future of money. She lives for radical ideas that change the world through technology and Goodwill at a massive scale. The big thing I love about Alun too, is that she is passionate about educating women about money and crypto.

00:03:27 And that's why she's here today. So thanks for being here. I'm so happy to be here, to have this very important conversation, which is so timely and so needed, especially with everything that's going on in the world right now. It really is. It really is. Okay. So you have a really fascinating story. Can you tell us a little bit about you and how you ended up working in cryptocurrency?

00:03:46 Because I have a feeling you didn't write that down in New York, like five years old, writing your lifetime goals, right? No, no, no, I, yeah, a little bit about me. I'm originally from Venezuela and I came to Canada about, Oh gosh, over 10 years ago. And so after graduating from university, I worked in tech and from there once a real estate and then wanted to conservation and then back into tech,

00:04:08 but this time with cryptocurrencies and the reason why I was intentional about switching my careers multiple times was based on this advice that I received at my time at Hootsuite with the CRO there at the time. And he said, you know, in your twenties, and when you're young, try to change and discover things, you know, explore different things for different business units,

00:04:28 because eventually when you're older and you're a leader, you know how every business unit works. And that was kind of like the first time that this person put the idea that I could be a leader and to think that far ahead and prepare for it. And so I took his words of advice so seriously, and that's when I made it my intention before my twenties to be like,

00:04:46 I'm not going to focus in on one thing. I'm going to try as many things as I can. And so then that's why I kind of changed around in my career. And what's been really interesting

that I would say that learning about cryptocurrencies is probably the most fascinating part of my whole career. And I'm not saying that because I'm working on neck ones,

00:05:02 but truly it has blown up in my mind. It's been amazing. Okay. So cool. Thanks for sharing that. It's amazing. And that's such great advice for anybody looking to round out their careers, like to get experience in different things. What awesome advice. So cryptocurrency, let's just dive in right there. So I'm going to be honest. And you know,

00:05:21 this, I have a double major in accounting and finance and I consider myself pretty financially savvy and I still don't fully understand it. And the only reason I understand it a little bit is because I listened to you on another podcast. So anybody else who is like me, you know, four days ago, and it was like, what is cryptocurrency? Is it,

00:05:37 Bitcoin is not the same thing. Is it different? Like, can you explain to us what the heck it is and why it's so interesting. That's a good question. And you know what? I've been at nicknames for a year. And when I first started, I was in the same place. What the heck is cryptocurrency? Why, why crypto?

00:05:52 Why do we need a new currency? Why is this so complicated? I could not find any website, any that explains it in a way that I could understand it. And I felt frustrated by that. And then that frustration became into anger. Like, why is this just, you know, it feels elitist. Like it just belongs to the technologist and how am I supposed to do my work?

00:06:09 But I can't add any, it took me a while to finally understand him. And so I've made it my mission to bring it to women in Canada. But yeah, to answer your question, cryptocurrencies are money. They're digital money, right? Just like say the us dollar or the yen or the Euro, but they're not backed by any central institution,

00:06:29 like a bank or a government or a corporation. It's just a group of people coming together and sort of sell themselves, managing their money. That's a little bit of, of what it is. And people have a hard time trying to accept cryptocurrencies as money, right? Because if you look at our generation, when we were born, there was a us dollar as a global currency.

00:06:51 Right. And there's the Canadian dollar as a currency, but really through our history, currencies have changed and evolved. Yeah. Talk to us about this. Cause this is fascinating. And I think it's also interesting on this whole, I think I know we're going to go with this like that. We wrap up all these things on money, but money is just,

00:07:07 money is just energy and it's look different throughout the thread. Different times. It's just trying to express value. Anything can be the form of money. If we all agree that it's going to be money. So what does that look like through history and how did we get here? Yeah, for sure. So there's been, Oh my gosh. So many things that have acted as money,

00:07:24 like feathers, beads, cattle, tobacco, alcohol, precious metals, like gold, silver and copper, and then paper, money. You know, obviously when you go from gold to paper, money, everybody was like, are you kidding me? Like this paper money's worth nothing. You're telling me that I'm going over some gold. So every time there's been a new currency,

00:07:44 there has been like massive upheaval and writing. And it's never been an easy acceptance. It's taking a really long time. And when we went from paper money, we went into plastic money, which is credit card, money or credit cards. And when that happened, people were like, you're saying that this piece of plastic is money. Like, you know,

00:08:00 and it took a while. Like, you know, I think the credit cards were invented in 1950 and it took about 40 years for them to be globally accepted. Well, we look up Bitcoin, it's only really about 10 years old. So it's expected to have some sort of backlash of people being, you know, frustrated and just wanting to hold onto what they know.

00:08:17 Right. But it's, it's been, you know, the only two thing that has about money is that it changes through our history and paper, money personally, I think has run its course. Now when you have money that is fair. That is easily accessible, that we all know how it works. And it's not just confined to four walls by a group of men that make all the decisions.

00:08:39 And then Monday morning comes and we're like, wait, what, what? Now I have to change my way of living. For example, like, you know, in India, you know, one day at the end of the government announced we're going to ban these 500 rupees, the bills that were 500 rupees overnight, just like that. So you wake up one morning and then just sort of cash you have in India is very cash had and they no longer have their money.

00:09:03 So, you know, these are very real things that happen around the world and Canada, we're very privileged that there was a bit more stability, but it's very important that we understand how the rest of the world is functioning. Because if we look back at history, global powers shift all the time, right. And the us, isn't going to be at the top of the empire forever.

00:09:24 At some point, it's going to go down a lot of big winners, believe that it's already on its descent, but that's sort of what Bitcoin is. Is this money where there is nobody that's controlling it, nobody that's making executive decisions on it. Nobody that's making these decisions to keep the poor people down while the rich people print money to feed it to themselves first and then the rest of the people.

00:09:45 So that's kind of like the really powerful thing about Bitcoin that it's the people's money and that we don't need to be at to ask permission to use it. I think there's so many great points there. And I think that's such an interesting way of understanding it. And when we think about the way that money has changed over history and that it's really just an exchange of value,

00:10:03 that's all that it is. That for me was a really big like, aha, I get this right when you edit things too. You know, I think in Canada, we are, you know, I'm recording this in Canada, we're in Canada together. A lot of our listeners are in Canada, the U S the UK, a lot of kind of stable countries.

00:10:20 But even in these stable countries, like there's still risks, right. You know, inflation is a, is a thing that can, you know, governments can literally, which they have this year, especially he decided to print all this money, which can make our own currency, which can devalue it and make our assets worth less. So, you know,

00:10:39 I think it's something that's very easy as a Canadian to look at another country that's maybe not as stable and say, Oh, that's a risk there, but not here, or to think it's like an, a problem that we don't have, or won't have to think about. But I think you have a lot of great points there that, you know,

00:10:54 empire is rise and fall things change. And if we 2020 shown us anything, is that like any freaking thing can change and that we don't ultimately have control over this. Like, and in 2020 is a great example of what, what happens when I, it'll be interesting to see the next couple of years with all the governments printing so much money, what that's going to do to the value of our money.

00:11:13 Right? And a lot of people don't understand inflation, it's this word that we've all heard it growing up. We've heard it right in our textbooks, but what really isn't, you know, and like what you're saying, we're printing so much money. I mean, in general, outside of 2020, we're putting so much money. And then COVID happens if people lose their jobs and the governments have to print money to help them pay their bills,

00:11:31 which is great in the short term, but in the long-term having all this extra money is going to devalue it, like you're saying. And so then that seems kind of like this really far away concept, but really this money in your savings account is just tricky and shrinking and shrinking. And by the time that you retire and women tend to outlive men.

00:11:50 So by the time we're older, really all money that we worked so hard for that, you know, we hated our jobs and we were miserable and I hope that's what we're here to change. And you worked so hard for it, and you were so good at budgeting and you did all the right things, but then it's still lost its value because of the decisions that were made by governments.

00:12:10 And so that's why, you know, a lot of people say, well, I'd really want to protect my cash. Most of the majority of the people will think that their cash is protected with banks, but again, it's losing value there. And that's what a lot of savvy investors are seeing that. And they're saying, if you go on Twitter,

00:12:24 they're all saying we're headed towards a great monetary inflation. Like we're not going to feel the impact of inflation until maybe a couple of years and five years. We're not going to feel that a long-term. And so these have investors, he's really walking investors. They lend their investors. They're all not putting their cash into Bitcoin, which is really a really different way of thinking about Bitcoin.

00:12:47 So all of us think that it's a safer option, right? Totally. Cause my husband and I were just, and I want to be really open on this whole conversation that I don't know a lot, and I'm still learning. And my tendency is to go with more like some, some more stable options. And that was the conversation. My husband,

00:13:02 I were just having was like, why haven't we invested in Bitcoin? And we're like, Oh, cause it's just like not stable. It seems a little risky. And he's all these things, but there is a lot of big companies that are entering the scene. Can you speak to that? Like, I think there's a lot of that happening even right now.

00:13:15 Yeah. To your first point about its volatility. Yes. Maybe it's not as safe as a Canadian dollar, but it's more stable than a lot of currencies around the world. That's the thing is that we always just focus in our little bubble. We never really zoom out, but really like Bitcoin, for example, can be more stable than the Venezuelan currency,

00:13:35 which you see in say hyperinflation. And so you start to see pockets of populations around the world that are saying, you know, my currency is so useless. It's not worth anything. I cannot survive on it. I'm going into digital currencies. And so you're starting to see the adoption and the use case happened more around the world than here, because here we're just comfortable.

00:13:53 It works. Why change the system? Right. But hopefully by that way of thinking of that sort of staying in that comfortable space, we're falling behind, you know, the whole world is kind of, now that they're going digital, there's a competition. That's happening on how the financial world is being revolutionized and we're just sleeping on it. Mainstream media.

00:14:13 Isn't going to talk about it because it's controlled by governments and banks. Sorry. Okay. This is so cool. This is like blowing my mind. Absolutely love this and that, like, this is the whole thing, like I love to learn about and to be pushed outside of my comfort zone. So thank you for saying that. That's so great.

00:14:26 That's such a limiting belief that I had and believe me, I'm going to go downstairs and talk to my husband, Troy, and be like, it's actually no more unstable and let's get the money let's go back. But no, that's a great perspective because it's so true because like that's, that's why it's so important to always be reflecting and always be learning in general.

00:14:44 And I think, especially when it comes to money is because we can get stuck in complacency and safety in our own bubble. But when we start to look beyond it, like there are always opportunities. There's always different things happening and shifting. So that's so interesting. Like my perspective as a Canadian of Bitcoin being volatile is, is real. But from a Venezuelan perspective or from other people,

00:15:01 they're like, no, this is like, this is the only thing that's going to help me survive and stay stable. So that's really fascinating to look at. So yeah. Cool. I love it. Thank you for sharing that. And of course I love it. Okay. So can I ask you that question again? Like around big, big,

00:15:16 big names coming in here. So totally. I was going to get to that too, but there, we're starting to see again, really 2020, and a lot of Bitcoiners are saying, this is a year for Bitcoin. Now we're going to place work because not going back. There's a saying, I recently heard, it's sad. You can't turn an omelet back to an egg.

00:15:33 That's the point that where we're with Bitcoin, right? So again, inflation governments are making decisions that we don't know what you know about that. We don't know what the impact is going to have a less longterm. So corporations need to like say micro strategy, which is a business intelligence company took about \$425 million of their cash reserve and said, if we keep it as a us dollar,

00:15:55 it's not throwing money into the toilet. And so we're going to put all of that. I think it was like 85%. Maybe if my math is right into Bitcoin, I mean, that is a huge, and so when they did that, it was essentially giving the green light to corporate America to say, it's okay to go into Bitcoin. And so we're starting to see all of these other companies now quietly.

00:16:16 Yeah. Transfer the cash into Bitcoin, which is, which is huge is so then you're starting to see also, and I read online all the time, these banks around the world, you know, kind of in a place where like, well, if you can't beat them, join them. And so they're starting to think about creating their own digital currencies.

00:16:31 And there's a rush right now. All these banks freaking out like, listen, people know what's happening, they're getting educated. They're going into Bitcoin. We're seeing more Canadians invest in big one month of Vermont. Like we've got to change and we've got to change past how do we do this? Because ultimately we want them to come to us to get those digital currencies.

00:16:50 So if you buy your own digital currencies, now you're in control. You're kind of powerful because you have this money that no one else can touch it's in your hands. So that's pretty revolutionary. Cool. Yeah. I think I seen, I mean, it shouldn't be, but seeing some of these big companies make these investments does, does change it.

00:17:07 Right. And I think it's going to change the game of it. I think I saw, I also saw PayPal has a recently invested with at \$15 million. Yeah. That's a, that's a, that's a big number and that's funny. So yeah, that's, that's really cool to see. Okay. So Bitcoin, we've talked about that a couple of times,

00:17:23 but Bitcoin is just one type of cryptocurrency. Is that, do I understand that right? Yes. And are there others and how many and like, w tell me more about like, cause I think this is where I think Bitcoin is kind of like post-its we use post-its or like Kleenex. We use Kleenex instead of saying tissue paper. I feel like we use Bitcoin always.

00:17:42 And we mean like all the different types of cryptocurrency, but there's more than just Bitcoin. Totally. Except big ones. The first cryptocurrency ever invented in 2008 by this person or group of people called Satoshi Nakamoto. We don't know who they are. We don't know if it's a man. If it's a woman, if it's a group of people, if it's a corporation,

00:18:01 we know nothing about it. They, they had the idea, they developed the software for it, launched it and remained anonymous. We don't know who they are. And even if they're still alive, because obviously you're going to create this new kind of currency. It's not going to go down with the FBI and the government. Right. You would have them while you're doing right away.

00:18:18 So they still remain anonymous. But yes, it's the first cryptocurrency ever invented. So the most popular, it has the most investments as well. But since then, since 2008, we S we have about 2,200 cryptocurrencies now. Wow. Yes. So can anybody just start when, like, could I just start a cryptocurrency, I guess very savvy, you would have to really understand blockchain and technology and really it's,

00:18:44 I wouldn't say just everybody. I think you have to have a very deep understanding of the financial system and how do you transfer money around the world. But yet typically these are groups of developers with a lot of experience that will get together and they believe that their particular currency is going to fix a particular problem. Right? For example, Bitcoin, the problem of sending international payments and being able to keep your wealth,

00:19:08 the value of your wealth, but then you have a cryptocurrency like XRP, what does I, you don't care about the general user. What we care about is helping banks, transport huge amounts of money from one bank to the next. So that was also different problem. And so if you believe in their mission and you're like, I love what they're doing.

00:19:27 I love the team. I love how they're going about this. I'm going to invest in XOP. So you can kind of think about it as a project. And that's why when people ask me like, what cryptocurrency should I invest? Or they tell you, you should invest in this cryptocurrency. I, you know, I always say, do your research,

00:19:41 like, do you believe in that mission? Right? Because everybody has a different way of seeing the world a different problems to solve. So do your research before you invest. But yeah, there's a lot of currencies. They quite typically is the most popular. And I think a really great introduction to the rest of the cryptocurrencies. Cool. Okay. One of the things that struck me as unique about cryptocurrency is,

00:20:03 you know, we talked about inflation. I think I've heard you say before, and this is like the best quote we got to put this on a quote graphic for you. Nothing is more expensive than free money. Yes. And yeah, like, right. Like say that twice, nothing more than money. Because as we were talking about, you know,

00:20:20 when, when more money is printed, it makes the money that we already have worth less that's inflation, but crypto actually solves one of that, those problems, because there's only a specific amount of that currency. Is that correct? Yes. Yeah. Bitcoin is capsules. It's social Necker mode. So in writing this white paper to bright introduced into the world,

00:20:40 so there will only ever be 21 million Bitcoin in existence ever. And we've held to that. Like they will only be 21 million no more and no less, no government, no outside institution can come in and inflate the supply or sneakily flooded because we can all see it in the blockchain. So that's where a lot of investors see, okay, well, if it's scarce and it should be able to hold value in the longterm,

00:21:06 right. You compare 21 million Bitcoin in existence with Bitcoin and then trillions of dollars. And really that dollar is on cap. You have no, and go, like you can put as much, like God knows where we're headed towards. So a lot of again, investors understand the importance of scarcity, right? That's I mean, it's everywhere. Like if you have for robberies,

00:21:26 right? The reason why they're so expensive is because there's not a lot of them. I would condos here in, in Canada as well. Right? Like it all comes to supply and demand. And when you have something that is scarce and it's valuable and Bitcoin is scarce, but the dollar is not yes. Such a great, such a great way to see it.

00:21:42 One of the things you said that I want to pull out, which is like looking at the missions and seeing what calls to you, I think that's such a great, it's a great principle for any investment. You know, it's first of all, like go where it interests you because cryptocurrency real estate, I have a lot of people asking us about real estate these days,

00:21:57 stocks, like there's so many different ways that you could invest, like go also where your natural interest is and that you're interested in learning. And then when you're in that also look at like, where's your passion. And I love the way that you described crypto cryptocurrency as a project and being a part of I'm being on board with the mission and the vision.

00:22:12 Because I think investing, like there's, there's gonna be so many different opportunities. And within any one of those fields, it's as important to understand like which one aligns with what, both your goals and also who you are as a person. And what makes you feel good about investing in totally great point. So we've talked about, you mentioned blockchain a couple of times,

00:22:31 what the heck is a blockchain? This one is still a bit of a question Mark for me. Yeah. So blockchain is a ledger and it really is. I mean, you know that because you're in accounting, right? Like it's just a ledger and you can kind of see what blockchain specifically, you can track every movement of every Bitcoin. So if I send know my partner,

00:22:50 50 Bitcoin, and then he sends it to his mom and then his mom sends it to her mom and that's all being tracked. So we know exactly if we can get a cap for every Bitcoin in the blockchain, Like a log book. Right. Exactly. Exactly. And the thing is, once it's in the blockchain, you cannot change it. You cannot edit it,

00:23:08 you cannot manipulate it. And it's sort of the source of truth. Right. And so currency is the first application, right? A lot of Bitcoiners think that we're going to be able to move voting into the blockchain. Right. It's no longer going to be in the hands of institutions and why they're taking so long. And is this accurate? No,

00:23:25 because it's going to be in the blockchain once it's in, you cannot change it. So there's multiple applications for blockchain. It just so happens that it started with currency. And I think a lot of the people, and I kind of struggled with this and just like, Oh, I can kind of get about why is this so cool. I don't really get it.

00:23:41 Like, I mean, it's just, you know, and I, I later realized, well, I don't think that personally, I don't think blockchain is the really revolutionary part of Bitcoin. I think what's really revolutionary about Bitcoin is that you were able to get all these existing tools, like a ledger, cryptography, digital signatures, get all of that and bring it,

00:24:00 pull it together so that we can together as a community or food Bitcoiners self-manage and move together and move forward together. Would that having that central authority? I think that's a revolutionary part. And I think the blockchain is just one aspect. So if you feel like you don't really understand it, it's okay. I don't think it's the most exciting part. It's sort of,

00:24:21 it's a great foundation for it to work. And I do think it's going to grow, but yeah, if you don't truly understand it, that's all right. Yeah. Basically, if you're not turned on by us talking about blockchain, it's okay. There's nothing wrong with you and you don't necessarily need to understand. I don't think any more than what you just said Now,

00:24:39 that makes Sense. But I think when there's these words and I think this is maybe I feel like probably everybody struggles with this, but when we hear these words and especially when it comes to finances, you hear these words, I know I've done it. And I'm like, Oh, I don't understand that. And I like sometimes retreat or I'm like,

00:24:52 I don't get it. So I can't invest in it. So I think there is something to be said for like, for owning and being like, I don't understand what this word says, and I'm going to understand, you don't need to understand exactly how it all works, but the basic concept of it so that then I can apply and figure out is this the right investment for me or go deeper in this?

00:25:07 I think sometimes people hear these words, like even an inflation or blockchain or cryptocurrency, and they automatically think, I don't understand that. So I can't do this, or I can't understand this. And so I think that's an important part, you know, for anybody listening, thanks for still listening, diving into what these topics mean and also know that you can always look them up because nobody's born knowing this stuff,

00:25:29 right? No, no. You're not alone. No, doesn't by fire. Totally. And I have a double major in accounting and finance this stuff still doesn't always make sense to me. I'm still having to learn It's part of the process. Yeah. And do you know what I am sitting, seeing it in the Bitcoin community. They're starting to realize that they're saying listen and acknowledging,

00:25:48 they're saying we've made it hard. We're making it really hard for the general audience to come in. It's on us to make that education accessible. And when I saw that, I was like, thank goodness. Where were you when I started? You know, but that's great that they're starting disappointed because at the end, they're all like incredibly smart techie people pushing the envelope.

00:26:07 And it's great that they're starting to see it, you know, it's on us that we've made it very difficult. And so they're, they're encouraging each other to explain it without very technical words. I feel like we're a little bit ahead because Nick was when I first started in the reason why I got hired and I said this in my podcast was because I had no clue about it.

00:26:26 Right. They were like, okay, that's great. Perfect. Because as you learn it, you'll be able to talk about it and write it in a way that is not very technical. And then you can bring everybody along with you. I just love that, that they hired you to be the content and community manager to explain this to people when you don't understand it yourself.

00:26:42 That's so perfect. So perfect. Yes, exactly. You're so great at what you do. Like listen to the way you're explaining this. I'm like, aha, aha. Dinging, dang things. Yeah. Recently launched our crypto Academy. So yeah. Check it out. It's we put time into it and it's very basic. It really talks about what cryptocurrencies are,

00:27:05 why they're important, what a blockchain is. How do you decide which platform to buy cryptocurrencies from what fees do you have to keep in mind? Like, how do you keep your cryptocurrency safe? And that's all in like really small block posts so that it's digestible and real easy to understand. So I would encourage everybody to check it out, at least get started and then grow from there.

00:27:24 I will make sure there's a link in the show notes to that for everybody. So the crypto Academy and it's free, right? Yes, yes. Yeah. Totally free go learn. I mean, because we're not gonna be able to talk about all the things today, as much as I want to, so go learn more there for sure. So,

00:27:40 I mean, you've touched on a few of the advantages of cryptocurrency. I, you know, decentralized, everybody kind of has ownership. There's a limit to how much there is. What else do you see as some of the advantages here Of cryptocurrencies? I think why I'm so passionate about it because I see it as finally bringing financial integration to a system that hasn't always been fair.

00:28:08 That hasn't always been transparent. And personally, I, you know, I, like I said, I I'm from Venezuela. I mean, I grew up in the middle East and been in Africa for a bit and came here. I have seen how hard it is to send my race. If I want to send money to Venezuela. Well then I have to go through my bank and then have to go through this company that will be able to send money there.

00:28:28 And it takes a lot of time and they charge like such high fees to be able to send money back to a developing country and the profit off of that. It's just not fair. And so to me, what I really appreciate about bank records or currencies is this ability that I can own that. And then I can send it and do with it as I please.

00:28:46 And I think that is bringing back to the power of people, right? If you own your wealth and you're very powerful. And the reason why we don't feel powerful is because we don't have control over our money. We don't even understand mine. Right. And so we live our lives kind of like working really hard for some people, what are we working for?

00:29:06 Right? Where is this money going to come from? There's it's just, I think there's a reason why we all feel a little bit like lost in this world. We're not, there's something about us that's missing and that sort of power and self-assurance and the self esteem that comes from owning wealth. Yeah. Yeah. That's so good. You know, last week I had to go to the bank and transfer some money to purchase a new property.

00:29:28 And even though it's my money, it took me over an hour, standing in the bank lineup to get my money. And I had two people come through asking me, what are you trying to

do with the money? And then when I got there, they're like, well, what is this money for? And what are you doing with it? And it was like,

00:29:41 Oh my goodness. Like, and like, trust me when I say we were all we were doing was paying for some renovations and buying a building. But like, I felt like I was a criminal. I felt like, Oh my gosh, maybe I shouldn't be doing this. And not to mention, it took me over two hours a day to move money from one bank to another.

00:29:58 And like, that's just, it's so disempowering and so disappointing. Anyways, it just made me really, I was like, what the heck is this? Like, this is our own money. And it's so hard to access. Sometimes it's so hard to take out there's limits to how much you can take out. You have to stand in this lineup and get questioned on where it's going,

00:30:14 what it's doing. And like I said, we're doing, you know, good things, totally legal, totally, you know, normal business things with it. And I was still like, Oh my gosh, what am I nervous? Even though I'm like, no, it's just going to a legit company. You know, it's going to this company,

00:30:28 that company is going into a trust account. Like, but yeah. So it's so fascinating that you just said that is really interesting. They really like allowed to, well, they only have about 10% of the funds in their vaults. So if everybody went to go to the bank and pull out their money, you couldn't pull out your money because they actually don't have it.

00:30:46 Once you deposit the money into the bank, they lend it out to somebody else and they'd make copies of it to be able to find, you know, gain some revenue. Right. And meanwhile, you're just like, can I please have my money back? So totally. Totally. Yeah. Okay. So let's talk about the other end of the spectrum here for a minute,

00:31:04 because one of my big hesitations, or I guess the disadvantage of this, like they've, it's annoying, it's frustrating for the bank to hold onto our money, to access it, to ask us all these questions, but then there's the other end of the spectrum. And I'm speaking to some of you guys may know this story. Some of you guys,

00:31:22 I know personally know people who have lost money through this. One of the company's Canadian money Canadian company Quadrigas last year, their founder ended up passing away. And when he passed away, he was the only one with the passwords to access the money. And after he passed away, there was a big investigation and it turns out that his whole, and it was a cryptocurrency exchange platform from what I understand,

00:31:46 you know, kind of new to this, but the story was enough to like suck me into the weeds of the internet for hours on end. Cause there was, I think about \$185 million or

something like a very substantial amount of money that once they audited, once they tried to find this money, it turns out it was actually gone. It was actually a Ponzi scheme.

00:32:03 And so it wasn't a legitimate currency. It wasn't, it wasn't a legitimate business and everybody that had put their money in trust there, it was gone. So that is kind of the other side of where things are. So what would you say for me or anybody else thinking like the fact that, because I think this comes up for us, it's like,

00:32:22 well, it's, you know, cryptocurrencies unregulated, these kinds of stories happen and not just happening in other kind of like happening in Canada. Yeah. I have friends that, you know, we're with Quadro again, this is before I started at net coins who also their money there, which is, Oh gosh, so hard. But yeah, I think,

00:32:43 you know, one of the pros of not being regulated is that you can have growth and innovation and really massive scale. Right. But we're starting to see regulation in the industry. And in fact, we as lines, we volunteered ourselves to become regulated. So we've done the very hard task of inviting government oversight into us because, you know, we,

00:33:03 we totally understand that, that having that kind of regulation helps consumers and investors feel like they can trust the exchange that they have one less thing to fear. And that's very important for us is to, for them to understand that we're there to support them. And our president Mitchell Demeter launched the world's first Bitcoin ATM. And he also just one recently won the Vancouver in business 4,040 for his efforts in spearheading regulation in the cryptocurrency industry here in Canada.

00:33:34 So, so, you know, we're, we're, we understand the value of it and we're we're for it. So more of that to come in a little bit because we're just working out the finer details now, but stay tuned for that. Yeah. I love that. That's cool. You guys have volunteered for regulation cause I don't know that a lot of people that would lovingly open government regulation,

00:33:53 but I think in the city, like you said, there's pros and cons to it. And that is a very real risk. And I love to hear that you guys are working to, to work with the government to create regulations that are gonna help investors feel safe while it sounds like continuing to be innovative and creative. So that's awesome that you're finding that balance.

00:34:11 One other thing I think is I want to just mention on this piece, and this is like for any investment, whether we're talking about real estate or stocks or anything, like don't invest, what you can afford to lose. That is a really important thing. It is. I know it's not quite like going to the casino, but it's kind of like going to the casino.

00:34:27 Like every, you know, we, obviously none of us hope that we are going to lose all our money, but I think we also have to be prepared and also know how like have our own

courage and strength to know that even if we lose our money, that we will, we can make it back. That we'll learn something that will come back the way there's always a way to make money.

00:34:42 And I, I do believe that. And so I think that's just another thing to remember that like investments that nothing is ever guaranteed, no matter what it is. So don't invest more than you can afford to lose. And also just remember that you'll always find a way to there's new ways of making money coming all the time. There's always ways to access it.

00:35:01 And I think, especially as we're having creativity like this happening in our world, the innovation like this, it's, I believe it's getting easier and easier to make money and create money, which I think is an awesome thing for all of us. And especially as women. Yeah. Actually my uncle once said, the sooner you can realize that money comes in,

00:35:18 money goes, you will be okay. And people struggle with that because they always think that mine making money is like the straight line. But in your life, you will make money at some point and you will lose money sometimes all of your money, but you will make it again. You will be okay. And that totally, this reminded me of what you said.

00:35:35 But another thing that I want to up too is there's this event every year, I think it's January 3rd, it's called proof of keys. And so it was, I guess it was invented by this gentleman called trays my ears. And he encourages people to go to the cryptocurrency exchange that they went and pull out their funds, pull out the cryptocurrencies and that way,

00:35:55 you know, for sure that they have your money. So it's a way to test the cryptocurrency. And when I first started, we decided to do that, to encourage our users, to pull out their money because we were afraid. We were like, we would have nothing to hide, like come on and, and make sure that you have it.

00:36:08 It's a good practice practice, right. Pulling your funds out. And then also the next step is moving it into a cryptocurrency wallets. Right. And that's what we always encourage your users is move it to, you know, a wallet like we're trying to be as safe as we can. We're putting like as many safety measures as we can, but it's never too much to,

00:36:26 for you to take that step yourself is practice. How do I transfer the crypto that I have been to a wallet that only I haven't, I only I know the password to. Right. But yeah. So I think it's a really important idea for people to have, because it's not something that where the current money system that we have in our brains,

00:36:43 Oh, let me pull up the money from the bank and see if it's there or how do I actually keep my money secure? Have I ever tested that up? No, but with the currency, it's encouraging you to do that. You know, it says now your keys, not your nitric one's IQ. So it's the idea that if you don't have it on your own cryptocurrency,

00:37:00 then you don't own it and you don't own your money in your wallet. And that's really powerful. So good. I love what your uncle said there too. Like a lot of good stuff there. Oh my gosh. So many places I feel like I want to just keep talking to you forever. Okay. Can you give us like a quick synopsis on what a wallet is?

00:37:16 Cause that's a term that I've heard a couple of times and I'm assuming you're not talking about my Louis Vuitton wallet. I'm talking about someone else here. Yeah. You know, Google wallet, is it like Apple pay? Yeah. It's kind of similar to that. Okay. But that has like my credit cards in there. Like what I, how does that,

00:37:40 how does that see what I mean? I don't understand how all of this links out. So I'm learning here. Yeah. A couple of wallets and we can share this too. And we talk about it in our Academy as well that the Bitcoiners kind of recommend, and it is really simple. Sort of it's literally like a USB. A lot of the hardware will look like a USB.

00:38:02 Right. Okay. So it's actually hardware. So it's not like a software, right? It's a hardware, there's two options. There's software. But again, anything that is connected to the internet is regarded as less secure than something that's offline and something that is like a little USB. And then you know, where it's hitting two different wallets. So there's a soccer ball and a hardware wallet.

00:38:21 And really, it's pretty simple. It's so much easier than you think like cryptocurrency exchanges will allow you to transfer to these wallets. So yeah, it could be online or it can be offline. We typically recommend the offline wallets. So the USDS, because they are more secure, more safer and like, you can't be really happy. Cool. Okay.

00:38:41 And I just go, like, I just go to Amazon or something or like bio cryptocurrency wallet, and then I get one. Okay. All right, cool. I love it. Okay. So how would I, or how anybody listening? Like how do we go by actually buying cryptocurrency? Like, do I have to go to the ATM is in Vancouver,

00:39:02 Vancouver, like how do you go about buying it? Yeah. Where do you start? There's many options there. So to the ATM, what you would do is deposit cash into the system and there's a scanner there and you would put, let's say, if you have your wallet on, on software online, you would just scan it. And then it was sent that amounts of Canadian dollars equivalent to Vic was stored into your wallet,

00:39:25 pretty simple. And they're taking, they'll take a fee. There's also, you can go to brick and mortar store and you talked to a person and they'll help you go through that process. But then you have to pay them the fees, right? Or there's like a websites like local bitcoins.com. And you sort of find somebody that is willing to sell and you go meet a person to transfer that.

00:39:44 If you do that, please go to a police station to the Craigslist section, make sure you're safe. You know, it just like you would with Craigslist, right? You always want to be safe when you're meeting a stranger. It's not just crypto currency, it's Craigslist, Facebook marketplace, everything. But the easiest way is online cryptocurrency exchange because you with net coins,

00:40:03 for example, you just create an account. You deposit your Canadian dollars through Interac. E-transfer for example, if it's pretty quick, you see the Canadian dollars there and then you click, I want to buy Bitcoin or Ethereum or light coin. And then literally it's it's that, that quick, it's a couple of minutes. And you just do it from the comfort of your home.

00:40:22 Anytime. If the price of Bitcoin goes down, I like to say it's on sale. That's what I watched to buy. And people are freaking out when the price goes down with my family, I joke all the time. I'm like big one is on sale. You guys, you know, stock up a little bit, but yeah. So it's really comfortable.

00:40:38 So it's anywhere, anytime from the comfort of your home. And then you were sort of holding that process. Okay. So how do you guys make, how does net coins make money then? Like other fees when we buy, when we sell, when we make money, like how does that work? Yeah. So if you deposit, so fund your account,

00:40:54 that's all free. And also when you pull out cash, it's free as well. It's, we're making more money when you're treated with cryptocurrency and it's just a minimal amount. It's kind of like Forex exchange trading, right? Like you're going to pay on the difference of what you find and that's similar to a cryptocurrency exchange. Cool. And I was going to say this for later,

00:41:14 but I might as well throw it in here now we'll remind people at the end again, but nine points actually has a really special gift for our listeners today. Right. Can you tell us a little bit about that? Yeah. Yes. So we are inviting all the listeners here. That's, you know what to test out the crypto waters and they're like,

00:41:29 Oh, I'm a bit scared. Or I don't want to put my money in. Cause I'm afraid of losing it. We're offering you \$20 worth of fake ones. If you go in, then you'll be able to get access to that. And it's on us. Amazing. So cool. Okay. So if you guys want to get started and go take your \$20 of free Bitcoin.

00:41:45 Yeah. Go check it out. We've got a special link for you in the show notes. Go take advantage of that. And thank you so much to net coins for doing that for our listeners. That's so special and I know that people are really gonna appreciate it. So thank you. So it was a barrier I'd say. So it gives me a great incentive.

00:42:02 Like where else do you get 20 free dollars. That's amazing just for listening to this podcast. I love it. Thank you. So how does it work? Like do you have to buy because Bitcoin's around, I think \$20,000 us for one, I mean, not everybody has \$20,000 that they can or want to invest. Is there ways to buy just fractions of that?

00:42:20 Or do you have to buy that? Do I have to put down \$20,000 us to buy Bitcoin? No, you can buy fractions of it. Oh, That's the amazing thing. It's not like an Amazon stock where you have to, I think it's like a 3000. So you have to save that 3000 and put it in. You can buy fractions of it.

00:42:33 You can buy as little as \$10 if you want, if you're really risk averse. And just like, I don't want to put too much money. I'll try with a little bit, you know, the what's that like two cups of coffee. And so really that's something that's kind of can be a great idea is to buy little bits of Bitcoin, spread out over a longer time versus buying like a bunch of Bitcoin in one go,

00:42:56 right? It can be a bit more sustainable to buy maybe \$10, \$50 once a month and build from there that goes a really long way in the long-term it's going to pay off because if you're looking at the price of Bitcoin, every single, like all day, every day, which is what some people do that you're going to go crazy. You wouldn't do that with your stocks.

00:43:15 Why would you do that with Bitcoin? Well, the thing is, I think there's, there are people that do that every day with their stocks. It's called day trading and people have a seat during it with Bitcoin too, but I'm assuming for most people listening to this podcast, you don't want to be in there every single day. Right? You don't want to be doing that all the time.

00:43:29 So this is, that's actually a great investment strategy for anything that you're buying. You know, if you come into some money, you decide to invest, even if it's a stock or whatever it is, a reality is a little different. You kind of have to buy it all at once for Anaconda about real estate. But like, don't put, you know,

00:43:43 if you have a thousand dollars to invest, you know, do a hundred dollars a week, a hundred dollars next week, a hundred dollars a week after because, and this is some just going, I tell you some of my investing stuff that I know from some mistakes and some good stuff, but like no one can actually time the market. No one actually knows what Bitcoin or any other investment is going to do.

00:44:00 And so it's more about how long it's like time in the market versus timing the market. And so if you can, that's one thing that's helped me to invest to as opposed to like, cause I over analyze this stuff, I'm like, Oh my gosh, well, like maybe it's going to go up because it's Tuesday, tomorrow, or maybe it's going to go down because it's Friday and everyone's going to have too many beers and the price is going to go down and lose all the time I get anywhere.

00:44:19 So I find that like, that's a good, that's a great piece of advice for any investment and so helpful for me to, to, I didn't even realize that this applies to crypto to, to like buy in pieces, whether it's every week, every month or whatever, that's such a great idea because then you're not as stressed. Like you said,

00:44:34 if the price goes down, great, you're going to buy it cheaper next time. And if the price goes up, okay, great. So you made some money, so it gives you, I think that long-term vision, which I think is really important again, unless you're on day trader in which case is not, not the podcast episode for, you know,

00:44:49 but a lot of times you need a lot of time to do that. That's you awesome. But I think it's also really important to zoom out, right? Like when we look at, you know, Bitcoin in 2010, it was like, I want to say it was like 10 cents and now it's at 10 years now it's 20,000. So yes, if you're focused on that every day you are going to freak out,

00:45:08 the price is going to go down. It's going to go off. It's all tablet. When you assume you see that, it just kind of goes in this direction. So once you put the money in, let it go move on with your life onto bigger and more wonderful things. Hopefully surprise as the value of it continues to appreciate because of the backdrop that's going on around us with the world and in governments and banks,

00:45:30 it's a piece of advice. And then also Nick, we have this, these features where you can tell it, you, you, you enter a number say, okay, Nick wants, let me know when the price of Bitcoin, which is \$50,000. And so you'll get a notification and then you can buy or you say, okay, let me know when the price of Bitcoin goes down by 10% because I want to buy it's too expensive right now.

00:45:50 So there we've got features there to help, you know, the best time for you to invest without you having to be sitting in front of a computer, looking at the price. So cool. Okay. So put down your phones, everybody, you can actually go live life and make money. It's about making your money work for you, right? Yeah,

00:46:05 Yeah. Yeah. And it's interesting to look at Bitcoin as an investment too, because there's different reasons why people invest in Victoria. Yeah. This was actually one of my questions that I wanted to know from you. Like, is it, is it like jive habit so I can go shopping with it? Or is it an investment or is it like in case the government collapses and I need money?

00:46:21 Like why do I what's the best way to use it or buy it? Or like, can you speak to that a little? Yeah. I'll tell you why different people in Bitcoin invest. Some people think that it's going to be this global currency that is going to kick the us dollar out of the way. And we're all going to be on Bitcoin.

00:46:38 And then there's some people that think, well, I don't think so. I think it's going to work alongside that. U S dollar, for example, in being a global currency, there's going to be use case for the dollar and a use case for Bitcoin. And they can go hand in hand. There's another group of people that say, yeah,

00:46:53 sure. But that's not for another while. Like we're still building the technology adoption right now. What I really like is the fact that it's scarce, there's only 21 million Bitcoin and I'm going to put my money in there because in theory should hold value in the longterm. And then there's other people that think this is an amazing technology. I am all for it.

00:47:13 And it's like investing in a stock like Amazon or Apple back in the early days, it's here to stay is going global. I believe that technology. And so they mess it up more as a technology stock if you will, but that's not the right word. So there's different reasons. People invest in Bitcoin and it can also be all those three reasons.

00:47:33 Right. So it's really interesting to really hear and talk to people about like, why are you investing in Bitcoin? What is it like, how do you see the world? And it's going to be really a great conversation starter at a dinner table. Yeah. I bet you have when you're allowed to have dinner parties. For sure. I'm sure that's a hit.

00:47:48 That's so cool. It's really fascinating. And I'd love to that. You know, if you're having those conversations, what a great way to break down those barriers of like, don't talk about money and all that kind of crap. So I love that. So good. Thank you. Of course. Yeah. I was raised to not talk about money ever.

00:48:03 And so, which is really funny, cause I remember my parents saying, don't talk about money in public or with your friends or you know, how much we make or all this stuff and look at you now. And I'm like, no, everybody talk about money. I mean, within a group of people and you know, your girlfriends, for example,

00:48:19 it's really important to talk about it, to uplift each other. You know, sometimes I have friends that they're saying I'm just really stressed financially. And you know, you can kind of uplift them with your stories and say, Hey, I was also struggling. I've made it, consider this as an investment. What about this? It can be such a great way to go deeper into a friendship.

00:48:35 Yeah. That's a great, great point there. So much of that. I think it's funny how, you know, we all need money. It is actually one of these amazing Connect could be potential, amazing connection points. And yet we don't allow it to be, but you're right. Like when we there's so much to be said, like when we talk with those subjects that are vulnerable,

00:48:55 that's where real connections are. Real relationships are built is by being able to say I've been there or I'm there, I'm struggling with this and asking for help or asking for support

or sharing inspiration or sharing wisdom. That is connection. That is relationships. That's a real friendship, not the kinds where you're like, Oh, we don't talk about this. We don't talk about that,

00:49:12 but let's not talk about what we don't talk about. Have you been with your partner as well? Like how are we going to build a life together if we're not talking about money, if I'm not comfortable about money. If I feel insecure, if I have so many blockers, you know, like it's really important to feel comfortable with money, But your parents must be so proud.

00:49:31 Now My mom heard the first podcast and she was so happy because I gave her a shout out where she said she used to always yell into my head, make sure you're the one that makes your own money. And that stuck with me forever. And it's, I think it's also like it might be for some women like a common sense, like obviously,

00:49:48 but I was growing up in Latin America where at the time, and my parents were friends. It was that husband that was going to work in a woman who's staying home. That's I did not know a woman that worked. I met one in the compound that we live, but she was single, you know? So in my head I was on the case.

00:50:05 If you kind of work, then you don't really have a shot. You know, as a kid, these are the stories that you start to kind of put together. And then once the middle East, it was the same thing that I saw. And it wasn't until I came to Canada, that it was such a different vibe. You know, women were all going to study and working hard.

00:50:21 And so it was really cool that my mom had that foresight given the context she was in. And this isn't like 50 years ago, this is like 15 years ago. You know, that the world still has a lot to do to catch up. Hi, it's true. It's true. And you know what? I think so much, man, we can jam on this all day long,

00:50:41 but like money mindset is so powerful. And I do believe that for the most part, our parents were doing the best they could. And they were as passed down from their grandparents who didn't, who did the best that they could. And like everyone was trying to do the best that they could. But so like the world has changed our ability to make money and access money and create money and even talk about money and to have these kinds of conversations with people from around the world it's completely transformed.

00:51:05 And so I do think that there's some work to be done for all of us to think about, okay, what are the conversations going to be having in 15 years? And how can we create the right mindset today to set ourselves up for success and our friends, our success with our children set them up for success too, because the old money stories,

00:51:20 you know, don't talk about money or marry rich, which I feel like a lot of girls were told that, right? Just marry someone successful or money doesn't grow on trees or all these

great things, great things. That's not right. All these horrible things were said. I think being able to reprogram those things is so powerful. And I think that's hopefully a part of what we're doing here today.

00:51:40 Yeah, for sure. And also keep in mind too, that there is a reason why cryptocurrency feels taboo, right? They have made it out to be terrible. There are so many things that I think collectively, we all think about big code. We're all thinking the same thing. But these were narratives from the Bitcoin's early days when it was like,

00:51:59 baby, it was in its infancy. It's come a long way. And it's time now that everybody really pay attention to really understand that the impact that it's trying to have and to understand how it's affecting our money system and to realize, well, if I'm not a lot to learn about this as a reason, and that should be your hint because it's to their advantage for people to not understand,

00:52:20 have an alternative way to use money and to build wealth, that should be your first red flag and an encouragement to, to learn about crypto. Yeah. So good. Okay. Question specific to net coins. So can I buy like all 2200 cryptos on cryptocurrencies? Can I call them cryptos? I'm like, I don't even know it was on the last,

00:52:40 can you buy them all on net coins or is there a certain amount or how did that work? No, we only offer seven cryptocurrencies. It's a lot of work. Yeah. And I bet you have you guys gone through, like, how do you pick which ones to allow us to buy? How do you pick that? I think it's been the most,

00:52:58 the ones that have been in market for a long time that are sort of more proven to have value in that. There's a lot of investments. So it has a bigger market cap. That's sort of, I believe what's been our focus again. I only recently joined in the last year, so I don't know how exactly how they went about it at the beginning.

00:53:15 But yeah, we offer like Bitcoin, Ethereum, light coin, some stable coins XRP. So yeah, you can only buy those cryptocurrencies and different cryptocurrency exchanges will offer different cryptos. Cool. Okay. I love it. So do you have any thoughts and I'm already hearing some things around like how you guys risk assess at net coins, but any thoughts or advice you'd give to somebody who's wanting to get started and wanting to figure out like where's the right place to start with the right amount.

00:53:45 What's the right type? Where like what advice would you have to that woman or this woman sitting right here? Nice job for us. I would say, Oh, this is a good one. I would say, do not be afraid. This is a very bold move you're doing. It is huge. It's huge for a reason because it is the future of money in the future of financial technology.

00:54:10 Okay. We're really at the early stages, it's normal for you to feel afraid and fearful of something that you don't know where it's going. Right. Except that every time you go by and you're going to be like, Oh, is this the right decision? Be friends with that fear. Okay. And also know that you don't have to put a lot of money.

00:54:29 You just put in a little bit of money and remember that buying cryptocurrencies, it's buying Bitcoin. If you're going to service, Bitcoin is sort of very revolutionary of you because it's saying to all these powerful forces on top of us and say, well, you know why you don't get to decide what happens to me financially. I'm going to access my own money and I'm going to keep it.

00:54:50 And that's why a powerful, that's a very bold and powerful thing to do in the more that women can do that. I think we'll start to build wealth collectively. I'm always start to build wealth and we start to change the world because I think we're more philanthropic by nature. So you're going to start to see a huge shifts in a woman's confidence and in the projects of businesses that will start to develop.

00:55:08 And I think that's a way of changing the world. Oh my gosh. I'm like clapping. I am cheering. I'm jumping up and down for everything you just said there. Yeah. Don't let fear stop you from trying though, because it's very important. You are going to feel fearful when you go open that, you know, NEC one's account. I hope you're going to be like,

00:55:25 Oh, should I start? I'm going to stop and think about it. Don't think about it. Try it. Yeah. Yeah. So good. I think what you said. Oh my gosh. I would just could break down so much of that, but you know, I think it's with anything, anything new, you try. You're always going to have that voice in your head and lots of the voice of our parents' voices,

00:55:41 society being like, you don't know enough, you don't, you're going to lose it all. What happens if you lose the money? What if you don't know what you're doing? You don't, you don't know this. Like we always have that come up, no matter what it is, whether it's going to start a business, whether it's learning about investing,

00:55:52 whether it is applying for the job when we get that imposter syndrome, because we don't think we qualify for it and women where they're the guiltiest of this. So yeah. I love that. Follow the fear. You got to move past that fear. That's so good. I mean, not saying, go put all your money into this. Not what we're saying here.

00:56:08 Yeah. Start with that. Remember like start with a small amount if you have to, but just get started. I love that. Do you know what Sheryl Sandberg? Yes, of course. So, you know, when she says that women feel like they have to have every part of the job before they even apply for it, I think that comes with investments at well,

00:56:29 especially cryptocurrencies, where they think they have to understand every aspect of cryptocurrency in the blockchain. You don't like when we look at a microwave or using a microwave, we don't really know how it works. We just know what it does. You don't have to be. And the same thing with our phones, right? Like just don't feel, don't let the lack of knowledge be a reason why you do it invest know enough that you feel comfortable with and only invest whatever you can afford to lose or whatever you feel comfortable with losing.

00:56:57 And are you going to be okay, so we're here to learn and as I learn more, I'm going to be writing about it. I'm going to be wanting to share it with all the women. So, you know, hopefully stay in touch. Okay. So why, what else do you think women don't invest? I mean, I think we've touched on a few of them here.

00:57:18 Why else do you think this? And I think finances in general, finance and technology are a bit of like male dominated industries. What do you think holds women back from being in these industries and from investing and being able to hold the power and hold their money? I think it's, I think, I mean, I can speak for myself. I think when growing up,

00:57:38 I was never really encouraged to be a leader. I was more encouraged to make my life work, you know, focus on school and, and, you know, get a job and then have a partner that have a family, right. Like just kind of float around, but never in education within my family and my culture. Oh yeah. Women couldn't be a leader.

00:58:01 And so we're kind of afraid to push the boundaries and especially with money, we're afraid of losing it. Whereas I think men tend to be a bit riskier and they tend to be like, Oh, this sounds like a cryptocurrency. Sounds like a great idea. And so yes, I'm going to invest in it. And women are more like, Oh,

00:58:15 I don't really know I'm afraid or like the mental barriers that they have, but it's really a shame because then it kind of just reinforces that system that we have with women get paid less and women earn less and they build less wealth. But I would love to see that change. Like nothing would make me happier than to see that change. I think it's a small progress.

00:58:34 We're all working towards is pushing the envelope together. I want to say Island, you're definitely making a huge impact on that. You know, you being here, you taking on this job when you don't know about it, like you stepping up you and you have such a genuine passion for it that I feel. And I know anybody listening feels that you are,

00:58:49 you're a huge part of it. You're making a difference. So thank you. And I think it is in Canada. If we can uplift ourselves and we can have left the woman everywhere around the world. You know, again, my background is very unique because I have seen poverty in ways that the average person has not. I have seen time and time again,

00:59:07 how women are oppressed very intentionally and unintentionally. And so me, I just, I, it really is very a passionate of mine and a passionate of neck ones to, to pull woman forward. And one of passions is to help make women rich and help make them work. I believe we all deserve that. And I think that makes the world a better place.

00:59:26 And because we can make better decisions, we can vote for the world. We want to live in with our money. I don't literally mean buying votes, just so that I don't mean by vote. I mean, like we choose to use sustainable companies and shop local and, and donate to causes we care about. And we do really make the world a better place.

00:59:45 And so I, yeah, I love that. And I'm so, so grateful we get to Connect Connect on this, so good. So how do, how do you think we continue to do this? Like how do we continue to empower women to get them to talk about money, more, to get them to play more money, become more knowledgeable?

01:00:00 What do you think? We, where do you think we go? I mean, obviously you're doing a lot to start with, but if somebody is listening and saying, yeah, we need to do more. Like, what do they do? Yeah. I think, I know we say this, do your research. And listen, you're going to come across blogs and websites,

01:00:13 that where they talk about money and cryptocurrencies and it is so doll and you're not alone. It's not your fault. If it's still, if it's complicated, I personally sometimes find that it's to the convenience that it be complicated because of people just lose energy and time. And just like, I can't be bothered. So I'm not gonna learn about it. Right.

01:00:29 Do your research and what you might find, which is what I found is when I was learning eventually hit the jackpot with finding good resources for cryptocurrency. And once I understood it and it clicked, I became so fascinated by it that I couldn't stop talking about that once I understood it, it clicked. And I understood how the money system is broken and how cryptocurrency is on this really noble mission to change that.

01:00:54 It's saying, you know what? This is not a fair system. It needs to change. There has to be quality. Once it starts to really understand that, then you can't be stopped. Your life forever changes the actions. You take, the things you talk about, you can't, you know, you can't stop sharing with your friends and family.

01:01:09 And so I think it all starts with education. So good. Yes. So women listening, we want you to become rich, who wants you to become wealthy and we want you to make them. Yes, totally. So listen to the podcasts or read the books, read the blogs, watch the videos, you know, don't overdo it because we can also do that,

01:01:27 but get, get enough knowledge and then get started. Cause I think so much you become more aware of things once you get started. So no more putting money under the mattress or just putting it, sitting in a savings account, go actually invest it and do your research. You know, I'm not saying go put all your money into, into Bitcoin or anything like that.

01:01:45 But you start to invest and start to make a difference because we know that the world can be better when, when women are wealthy and when you, cause you're gonna make a difference. Every single one of you listening For sure. And fear is a part of it. Just make it, your friends make fear, your friend and don't don't, don't start tomorrow.

01:02:03 Don't wait until tomorrow, tomorrow, tomorrow, tomorrow. No it's today. Take that first step and start making those moves no better time than today. Right? So true. So true. Yeah. I know that inequality is a passion of yours. You've mentioned it a few times. Where do you really like the future of cryptocurrency helping with inequality? How do you see that shifting and how do you think that'll change?

01:02:26 I think that'll change the world. I think again, it's just the, decision-making we're all aware of the decisions. We're all aware how, say for example, Bitcoin operates, we know how it works. We're all part of it. There's transparency. We can all see how money and wealth is being managed. And I think also I said, I said it in the last podcast is it can be a great tool for humanitarian efforts that if there's like a hurricane,

01:02:50 you know, I said like Jamaica or Barbados, you don't have to send money to an institution or to your, you know, back in an institution and did back away there. And it takes days, you know, or they can confiscate it or freeze it or sensor it. You can just go and support somebody directly. Isn't tenuously were very minimal fees.

01:03:10 You know, you can have a Kenyan farmer trying to raise money for his farm, but he's blocked because the government, for whatever reasons. So he can just tap into an international economy and get the support and funds that he needs to be able to sustain his life. You know, I think a lot of people think if you make her two currencies available for everybody,

01:03:29 then it's going to be for criminals and bad actors. But that was also what people said about the internet before it became commercial. They said the internet is going to be for criminals or pornographers for it's just for thieves. It's a bad thing. And they're saying the same thing with cryptocurrency, but there's more good people than there are bad people. And we're good has been done in bad,

01:03:49 has been done. So I think, I think to say that it's going to be used for bad things is just a easy way to cop out. So it's a great tool. I think that's so fascinating because I think in my perception, I don't know what other people's says too, but it's, this whole cryptocurrency has kind of felt a little bit like a bro culture or like a little bit like tech and like,

01:04:10 like I don't know what the word is, like speculation and heat. And like, I don't even know how to describe it, but like this overwhelming point. Yeah. You know what I'm saying? Even though I'm not really saying, that's like, it's a feeling like, and so it's so cool to hear you talk about it in the sense of humanitarian efforts and what's possible and like leveling inequality and giving people,

01:04:29 all these opportunities that they wouldn't normally have. So that's, what's really cool. And it's just so different than, than it's. And this is what I love also about wealth and about making money is that when we recognize these things, we recognize that our money can actually really change the world. And that's where power comes from is from us taking ownership of understanding,

01:04:48 money of having the courage to say, I want it. And I want to use it to make the world a better place. This is one of the ways you can do that. And that's, what's so amazing about it. All. It just like all comes together. Yes, yes. And nothing says it shows somebody else who you are as a person in a way that you spend the money.

01:05:05 Yes. I, well, I always say if like one of the first things I do with my private clients is I look at their like send me some bank statements. What are you spending your money on? And show me your calendar. What are you spending your time on? And that is how you're going to figure out what your values are. Not the values you circle on a sheet when you're,

01:05:21 when someone tells you to circle it in your career planning class, or you go to a conference and they tell you, circle the words. Cause everyone's circles the same stuff, family money and religion maybe and travel. But like really what are you actually not to things that you're saying, like, what are you actually living as your values? Cause that's a hundred percent where your money and your time,

01:05:39 the way you spend those two things really says a lot about who you are. And you got to make sure those things are really aligned up to what your values really are and who you, who you say you want to be is who you really want to be. And it's who you're being. Yes, yes. And also when you have money that is centralized,

01:05:54 right? And so say the government can now see, well, you know who you are and how you're spending your money. And then be able to like, say, for example, if maybe they're not into, you know, gay rights and every gay person now has their accounts frozen. That's what these are the real life things that can happen and does happen around the world when money is centralized with cryptocurrencies,

01:06:16 it's not. And so then it's a way more fair system. The things that we were so blessed to not have to worry about in Canada where we're recording this. And I know that we've

got listeners from around the world. And so I just wanna say like, this is such a, you know, we see you, we know that these are things.

01:06:32 And I hope that this is one of the ways that we can change the world is through cryptocurrency. So cool. I would want to see more women in cryptocurrency and in finance, in general and investments in mining, I want to see more women by you're right. Critical mass is very male dominated right now. And you start, you're starting to see more and more women go in and ask questions and talk about it and do awesome videos,

01:06:52 explaining cryptocurrency as well. And that makes me so happy and I want to see more women in there. Okay. So getting that girls learn about it and then share it so good. Okay. So one more time. We're just going to mention this, that net coins does have a special gift for all Goalden Girls, listeners \$20 with a Bitcoin. And we're,

01:07:09 there's a link in the show notes. I wanna make sure everybody knows that really easy. So, you know, take out \$20, maybe take another \$20 from a cup of coffee and invest a little this week, a mess a little next week and see what happens. See how it goes. I mean, don't invest all your money. I don't,

01:07:23 I don't know if it's going to go up. We're going to go down. I don't know. Those answers don't have a crystal ball, but it's a great way to get started. And I think sometimes just make fear, your friend as Island says, and actually just get it done. So cool. But as my sister says, jump in the navel up here.

01:07:40 Oh yeah. Just cryptocurrencies is financial. Get that financial wealth, go get that money. Get the money girls. Okay. So before you go, I've got a few questions that I like to ask all my guests when I remember, and today I remembered, which is good. So what's the favorite book that you've read lately? Oh, my favorite book.

01:08:00 Not lately because I don't want, I recently read the big one standard, really heavy a book. I don't recommend it if you're just starting out. So, but I will talk about book unbroken by Lauren Hillenbrand. I think it is anonymized broken, broken real life story. Yeah. All right. Cool. Amazing. So what advice would you give your 25 year old self?

01:08:27 I, well, actually when I was in my twenties, I was very stressed and I didn't know why I couldn't figure out how to do things. Right. Like how do I do my career? How do I do my mind? How do I do anything? Right? Like, you're just kind of running as fast as you can. And you just have no idea what's going on.

01:08:43 I felt like such turmoil inside and I was stressed and I didn't know why I was stressed. So I would say your twenties are going to be messy and they might be the message

time of your year. It's okay. It's going to get easier. And you're going to find like this inner peace. Just keep going. Oh, so good for anybody listening at any age.

01:09:01 Okay. So I know Venezuela, Egypt. I mean, you're here in Canada now. So Do you like poutine? I do. Okay. So are you a cheese curds or are you a shredded cheese kind of girl cheese, curds cheese curds. Okay. I haven't tried those. I love it. You have a favorite you're in Vancouver, right?

01:09:20 But what's, what's your favorite poutine place in Vancouver? Oh my gosh. I'm blanking. It is the one on Davey. Oh yes, Too. So good. It's embarrassing to admit this, but I feel like I'm going to save space and the guy there, like, he totally knows me and he's like, Hey, you're back or, Hey,

01:09:40 it's been a couple of weeks. And I'm like, Oh, I know. Hi. It's so good though. Fritz and LaBelle tat those are my two favorites. Okay. Petite. Like there was, yeah, you just need it. You just do it. And if you're listening and you're like, I'm not Canadian. I don't know what the heck they're talking about in Canada.

01:09:55 It's like the best food. In my opinion. It's gravy, fries and cheese curds. That's the traditional, I'm a cheese curd girl too, but you've heard some of our other guests have been shredded cheese. And I thank you. I know I need to start vetting people on this before I let them on the show. Like when they fill out the form and let me know,

01:10:15 like, but first of all, are you curious, are you sure to cheese dip your shredded cheese? You can't come on the same thing. Not the same. Now you've got to have the cheese periods. Okay. So what about you personally? What is the big goal that you are working on? This is the Goalden Girls Podcast. I have to ask that,

01:10:29 right? Yeah. Personally eating healthier. I think I was just talking to my partner and saying that my goal for 2021 is to be able to make really delicious, exotic meals and to really see cooking as a project and not an everyday chore Cool perspective. And what a cool, I love that. So delicious. Yeah. I don't, I don't believe in like daily goals and monthly goals.

01:10:51 I I'm, I fluctuate too much. If it can be my product for the year, then I'm all for it. So I'm hoping to learn how to cook more middle Eastern food and more Latin American food. Yeah. So that's probably what I'll be working on in the next little bit. Okay. And last question. What do you want everybody, everybody who's listening to this.

01:11:10 What do you want them to walk away with and do right now? I hope that they feel like they can breathe deeply, that they can say, Oh my gosh, it has not been me. I am not the problem of why it's been so hard to accumulate wealth, to understand cryptocurrencies. It is a system that is set up that has made it very difficult for the majority of people to enter.

01:11:33 It's not you, but you can start small and start with a little bit education and trying a little bit with a little bit of your money. Don't be afraid. And it's a long-term project. It's not like you're going to understand it right away. So give yourself as patients and that acceptance and grace. And I think, you know, hopefully the good things will come for you.

01:11:52 Such good advice. Oh my gosh, Ireland, thank you so much for being here today. Thank you to net coins for giving our listeners that special gifts. And I, I learned so much. I love the mission that you're on. I think your, your heart and your passion is in the right place. And I can't wait to see what you and net coins do to help women become more wealthy around the world.

01:12:12 Yeah. Thank you for having me. Cause like it's not a very sexy topic. So thank you for being so courageous or questioning and asking you, wanting to learn. That is huge. And I'm so glad that we got to meet you and have this opportunity. It's been such a pleasure and I can't think of anybody better to talk about this now.

01:12:28 So thank you so much. Thanks. Wow. I mean, my mind is blown. I literally ran downstairs after recording that and the speed of course. And then I told Troy, let's go invest in cryptocurrency. Here's what really stands out to me about this interview and about learning this. So first of all, I love learning about cryptocurrency and I hope you did too.

01:12:51 I thought it was so fascinating to hear what net coins and Alun are all about and that's educating women. And I know for myself, and I hope for you too, that you're not going to use the excuse that you don't know anymore. I mean, I know I no longer can say that. I don't understand it. Cause now I really do.

01:13:06 I want you to remember that I'm not an investment advisor and I really do encourage you to do your own research and education and listening to this podcast is a great place to start. So thank you so much. One more thing I wanted to say, I've been reflecting on this about my own risk tolerance and investment strategy and how cryptocurrency might fit in. So here's kind of what I'm thinking in case it might be helpful for you.

01:13:26 When I think about my investments, I always like to have some stability first and honestly, Troy and I keep things pretty boring in simple and money-making, we use a lot of ETFs, so we're not going to make 20 or 30 or 50%, but we're also not going to lose that much. And we try and keep that money there for retirement and even emergencies if needed.

01:13:45 Another part of stability though, is diversification. And so we do actually put aside a certain amount of money, a couple thousand dollars a year that we like to play with. And that's probably where I'm going to fit cryptocurrency into our existing strategy. I don't think we're going to put our whole retirement savings in there right now, but I think it's a great place to get started.

01:14:03 And I think I love what Alan said, same thing we've done with our ETFs. We've bought them slowly over time. I think I'm going to do the same thing with some sort of cryptocurrency. And I'm really excited to give it a try and maybe fill you in, in a couple of years and let you know how it goes. I want to give out a special shout out.

01:14:18 First of all, a huge thank you to Alan for coming on here. Any shout out to net coins as well, if you haven't already heard of them until now. And I hadn't until they reached out to me, they are on a mission to make buying and selling cryptocurrency an easy and successful experience for all Canadians they've been around for since 2014. And what I really love about net coins is that they believe that the whole point of cryptocurrency is to create financial sovereignty and give people their power back.

01:14:43 They also understand that crypto is new. It's strange and can seem risky. I mean, I had all of those reservations too, and I'm still going to have to work through them. What I really appreciate is that I feel like they've done a great job of building trust by helping take the guesswork out of crypto and helping educate us and delivering Results. They've got a simple streamlined onboarding.

01:15:02 They've got free fee transparency, 24, seven instant trains and a passionate customer service team. I can already see how net coins is going to make it super simple and easy to understand sell and trade crypto. What I love is that they have given all of our Goalden Girls Podcast, listeners, you as well, free \$20 or the Bitcoin just for signing up.

01:15:21 There's a link in the show notes and I know I'm dabbling. Give it a try. So thank you so much Jeanette coins, and you'll have to let me know how it goes again. Maybe don't put all your retirement fund in here. I know I'm not doing that, but I think it's going to be so fun to get started and learn and get educated.

01:15:35 So they have it basically just go get educated and not knowing is no longer an excuse. Here's what I want you to take away. And I know Alan and I are so aligned on this. If you want to do great things in this world for yourself, for your family, for your community, for others, getting wealthy and taking control of your money is an important place to start.

01:15:54 Whether it is cryptocurrency, the stock market, starting in business, yourself, maybe real estate or anything else. I just encourage you to go and get educated and get started. The world needs more amazing wealthy people like you. Thank you So much for listening. If something spoke to you, send me a message by sharing this episode and tagging me on social media.

01:16:16 If you know someone who loved to hear this episode, please share it with them too, because I love surprises. Make sure you subscribe to Goalden Girls Podcast today. It's the only way to find out about bonus surprise episodes and make sure you don't miss a single beat

Goalden Girls Podcast Transcript

Episode 40: Women, Wealth & Crypto: What you need to know to invest, use and make money with crypto currencies (Bitcoin and beyond)

on your golden journey. Thanks again for listening. And I will talk to you in the next episode of the Goalden Girls Podcast.