



Reasons for your company to accept the cryptocurrency dogecoin

„Dogecoin is the people’s crypto!“ (Elon Musk)





Introduction

More and more people are going to invest into cryptocurrencies. After Bitcoin and etherium they will be searching for a less expensive one. A cryptocurrency that is made with them and for them. A cryptocurrency with which they can pay in daily live. So dogecoin isn't just a cryptocurrency, it's the movement of people changing the financial bank system.

„Dogecoin is the people's crypto“ Elon Musk (04.02.2021 Twitter). And he is right. Dogecoin has the possibility to bring cryptocurrency to the normal and small people, who are the biggest part of humans living on earth, because cryptocurrencies, like bitcoin and etherium who are limited, are to expensive for normal people.



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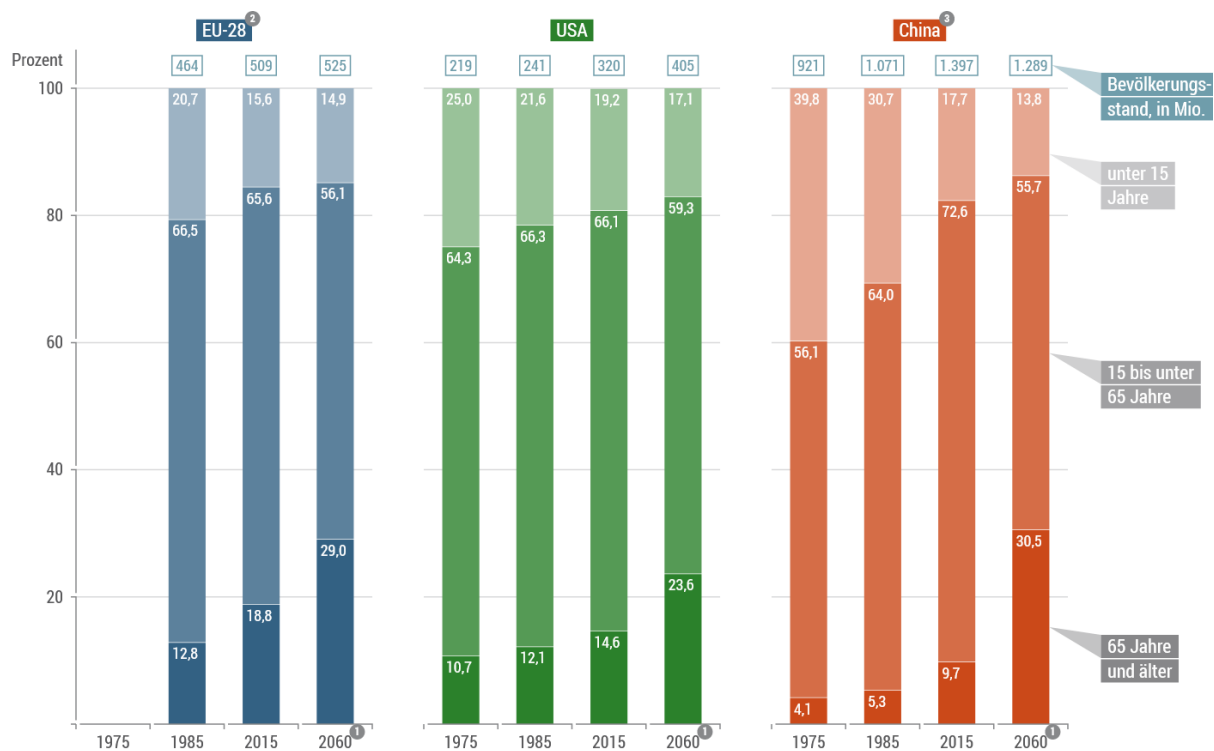
1. Why dogecoin and not another cryptocurrency?

1.1 Dogecoin as a meme

At this time there are living over 7,8 billion people on earth.

Yes, dogecoin is a meme and this is his really big advantage. Currently there are living 2 generations (between 15 and 35) on earth, which were influenced by the internet in their youth. These people spend 344 minutes on the internet per day. It's literally a hobby and even more. It's a lifestyle of generations and in future there will be more an more people who grow up with internet, social media and memes.

Shares of agegroup inpercent, population level in absolutely numbers, 1975 till 2060



cf. United Nations – Department of Economic and Social Affairs, Population Division (2017): World Population Prospects: The 2017 Revision; Eurostat: Online-Datenbank: Demographische Veränderung (09/2018), Population (01/2018, 09/2018), found on <https://www.bpb.de/nachschlagen/zahlen-und-fakten/europa/135822/altersstruktur> (06.02.2021)

Every third person, who is using social media, is making and/ or charing memes. So these memes are really affect the daily live of living¹. So Because of the fact, that dogecoin is a meme it could be in the focus of interest from ca. 30 to 40% (humans between 15 and 35 years) of every people living on this world.

The continously growing of knowledge about dogecoin isn't only a meme, but a cryptocurrency will rise his popularity in this generations. The combination of fun and money couldn't be better, because dogecoin is representative and a symbol for the lifestyle of generations, who will invest in dogecoin, buy and pay with it.

¹ cf. <https://de.statista.com/infografik/17348/nutzung-von-memes/> (06.02.2021)



The dogecoin and his dog. The logo of dogecoin and his mascot, the doge, is another funny thing about dogecoin, but also an advantage that has got no other cryptocurrency. The logo itself is a marketing strategy.

500 billion dogs are living on earth. So we can see, that dogs are really famous and a lot of people love them. All of these people are permanently thinking about the wealth of their dogs. They are searching on the internet, are posting videos of them, making memes of them etc. And every time they search for „dog“ on the internet or think about in which cryptocurrency they would invest, they are seeing dogecoin and the logo of a dog. This is free advertising for dogecoin and more people will buy this coin to buy things with it.

In the last week more and more youtube-videos and general posts on social media are explaining how to buy dogecoin and the next question will be:

„Where to pay with dogecoin?“

So there will be a lot of attention on your company if you accept it as a currency and the name of your company will be named a lot of time on twitter, youtube and co.

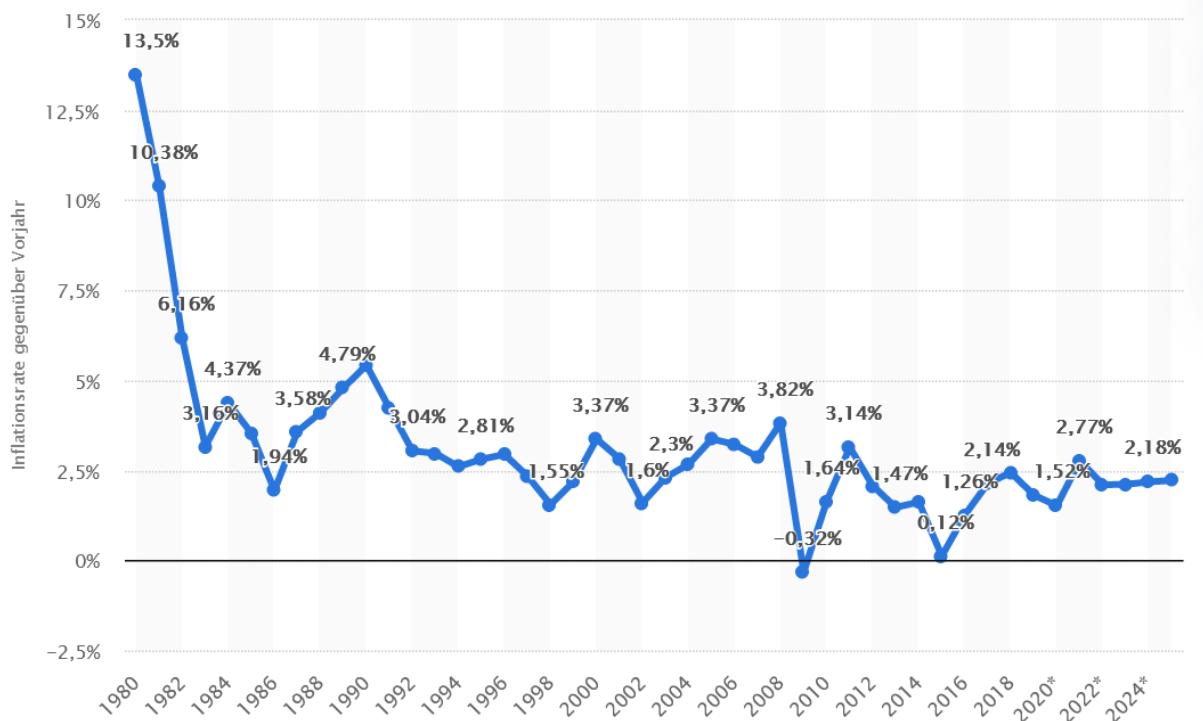


1.2 Dogecoins financial context

Dogecoin is based on litecoin and a peer-to-peer cryptocurrency. The value of dogecoin is 2 billion dollar. Even as Litecoin, Dogecoin is using script in his Proof-of-Work-Algorithm.

Every new year there are coming constantly 5,2 billion new dogecoins. So the inflation rate of dogecoin is going down every year since 2015, when the yearly upcoming of new dogecoins started². The inflation rate of Dollar in 2020 was 1,52 % and is very variable. In 2019 it took 1,81 %. The inflation rate of dogecoin in 2025 will be at 3,4 %, 2035 at 2,5 % and 2050 only 1,9 %.

So while the inflation rate of dollar could not be predicted, the inflation rate of dogecoin will definitely go down every year and once will be at 0. So dogecoins future in this point will be better than the dollar and people will be investing more and more so it becomes a current currency in daily live.



cf. <https://de.statista.com/statistik/daten/studie/165718/umfrage/inflationsrate-in-den-usa/> (06.02.2021)

While the inflation rate of dogecoin will be going down every year, the inflation rate of dollar will be changing from year to year. This is unique in the financial history. I couldn't find any other currency which inflation rate will be 0 in a view years.

² cf. <http://arstechnica.com/business/2014/02/dogecoin-to-allow-annual-inflation-of-5-billion-coins-each-year-forever/> (06.02.2021)



2. Current growing

Here you can see the currently development of dogecoin in the last month. The interest in this coin was growing because of the medial interest in social media. In fact that so many people are using social media, there will be more and more people getting aware of the dogecoin and this growing. They will buy it and want to pay with in in your store.

Zoom STUNDE TAG WOCH MONAT JAHR ALL TIME

DOGE/USD
Monat



cf. <https://www.btc-echo.de/kurs/dogecoin/> (06.02.2021, 00:29)

Dogecoin is growing and staying about 0,02 ct every third day and the growth was 376,96% in the last month. If this growing is going on, dogecoin will be at 0,1 Dollar in 23. Februar 2021 and 0,2 Dollar in 09. March 2021. With this growing it will hit 1 Dollar around 29.06.2020.

John McAfee says, that dogecoins current market capitalization is at **360 billion dollar** and that dogecoin can rise in near future fast.³

The more people are going to buy it, the more people want to pay with it everywhere and more companys will be going to accept dogecoin as a payment. So if your company accepts dogecoin, a lot of people will buy at your stores for this reason. You will get on the list with companys who accept the dogecoin. This will be free advertising on the internet for you. Making by every human owning dogecoin.

³ cf. <https://www.bitcoinmag.de/news/mcafee-attestiert-dogecoin-rasantes-wachstum> (06.02.2021)



3. Good impacts for you

Dogecoin does not need any real promotion, because he is also a meme and will be mentioned on social media at any time. In the last week „dogecoin“ was the most twittered word. So the attention is really high.

The following community of dogecoin grew a lot in the last few days. Only the community „r/dogecoin“ expanded from a view k to nearly 1 million and it is still growing. All these people will notice your company accepting dogecoin as a currency and a payment possibility.

4. Conclusion

Making it short. Why you should accept dogecoin as a currency or even invest in it?

- Dogecoin is also a meme, and at least 30-40% of the whole world love memes.
- Dogecoin itself doesn't need real promotion. (example: [#dogecoinchallenge](#) in 2020)
- Dogecoin's community is constantly growing.
- Dogecoin has only a positive image, because he is used for rewards on twitter or reddit.
- Your company would get free advertising only by accepting it.
- Dogecoin buyers would buy at your company, because of that.
- **The inflation rate of dogecoin is constantly going down every year.**
- Dogecoin has got a permanent fanbase since 2013, which is now growing fast.
- The market capitalization of dogecoin is growing very fast at this moment.
- You only need a normal Computer to mine it and no special device.
- Dogecoin has got a loving community, which will love every company, who accepts dogecoin.
- Dogecoin is not limited like Bitcoin and etherium, so the normal people can afford it. (Only 19, 61 million Billionaires living on earth in 2019 ⁴ of a population of 7,79 billion humans.) So more people are able to buy dogecoin and pay with it.
- The functions of bitcoins are growing more and more.

⁴ cf. <https://de.statista.com/statistik/daten/studie/412979/umfrage/anzahl-der-millionaere-weltweit/>
(06.02.2021)



Dogecoin is a symbol for the livestyle of internet-generations.

Dogecoin can change the world.

Be a part of it.

Be a part of us.



5. Bibliography

<https://www.bitcoinmag.de/news/mcafee-attestiert-dogecoin-rasantes-wachstum>

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