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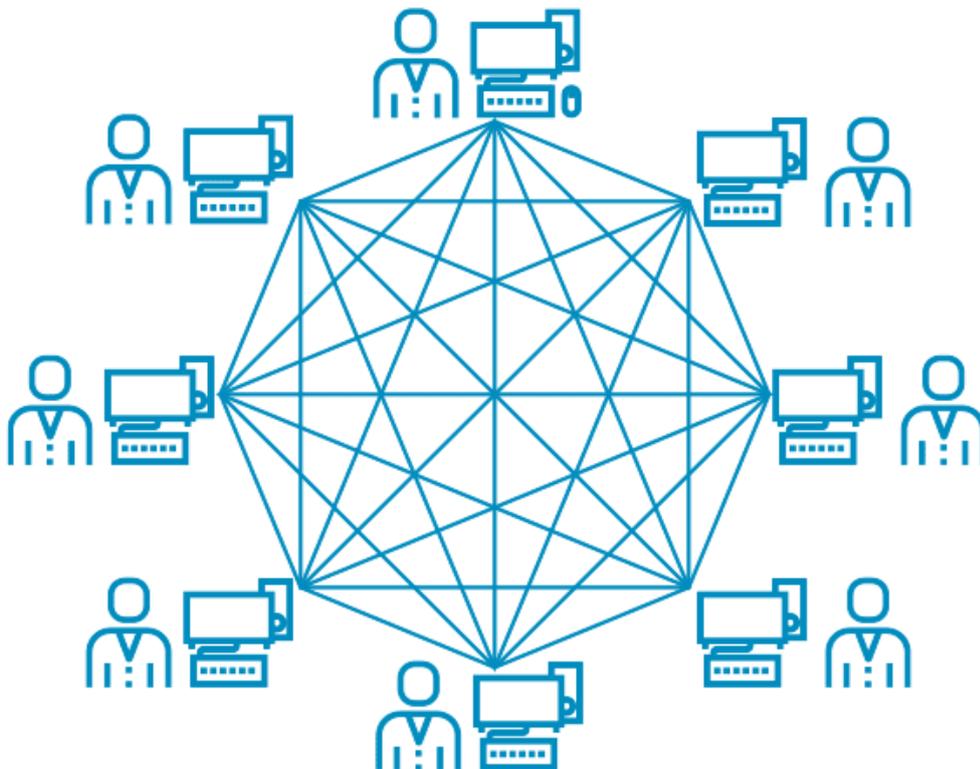
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## How to Invest in Blockchain

Original:

<https://www.btcc.com/en-US/academy/research-analysis/how-to-invest-in-blockchain>

Blockchain is a decentralized peer-to-peer distributed ledger technology (DLT) system. It makes digital transaction records transparent and immutable. Blockchain is a relatively new and exciting technology that has already attracted interest from investors. Some believe that blockchain platforms are tied to Bitcoin, but blockchain is only used to record large numbers of Bitcoin transactions and is a separate technology platform for digital transactions. The following are important factors to consider before investing in a blockchain and how to invest in general.



### Tips for Investing in Blockchain

There are some tips that are typically considered before investing in blockchain technology. Investing in blockchain technology doesn't necessarily mean you're buying bitcoin. You can also

investigate other companies, cryptocurrencies and projects. The following are tips for investing in blockchain investment project.

Does the project solve a real problem?

If a company wants to enter the blockchain technology space, it should have the goal of completing the project by legally utilizing the technology. For example, Pfizer worked with another company to determine the effectiveness of using blockchain technology to manage drug inventory.

### **Does the project have a valid product?**

Some blockchain investment projects still don't have a product in development. If you're looking at an investment project and that's the case, beware. The development of the product can take years. This can increase the risk and reduce the value of the project investment.

### **Who is working on the project?**

The most important characteristic you need to have in a project staff is experience using blockchain technology. Blockchain technology is not always easy to understand. Companies should also have competent people in marketing and promotion. To gather this information, you will need to browse the social media profiles of key individuals on Twitter and LinkedIn. See if the program has a following.

### **Does the project have established partnerships?**

A project should have established partnerships with other companies eager to try blockchain technology or individuals already established in the business. Are institutional investors following the project? If the project has been around for a while, has no partnerships, and has limited interest, proceed with caution.

## **OK, But What Can I Do with Blockchain Investment?**

Blockchain technology is more than just bitcoin. The technology promises to provide transparency, trust and security of data for the companies that use it. Blockchain builds blocks of data onto other blocks, providing security for all those who have access to the data in the block.

### **Stocks of Established Companies.**

Blockchain technology is new, different and risky. Therefore, if you are risk averse, try investing in the stocks of companies that use blockchain technology but are established businesses in their own right. Examples include Microsoft, PayPal and Square.

### **Blockchain ETFs**

Retail investors can own blockchain ETFs. exchange-traded funds can hold shares of companies that use blockchain, or hold shares of companies that use the technology to innovate.

## **Invest in companies that own cryptocurrencies.**

Blockchain technology is the core of the cryptocurrencies. Tesla is an example of a company that has made significant investments in cryptocurrencies.