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Interview: A Look At The Crypto Market, Encryp Technology And An Innovative Index



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I am a journalist writing about crypto, blockchain and markets



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Exclusive crypto market overview with Paulius Stankevicius and an introduction to the Stankevicius Index and Encryp technology

The crypto market has been very unstable throughout the entire of 2018. Questions like, “What will happen to Bitcoin and Ethereum?” are the most common ones from every investor. I managed to sit down with Paulius

Stankevicius in Milan to discuss the trending questions in the crypto market at the moment. Paulius Stankevicius runs an international advertising and PR company that has worked with over 200 blockchain companies and helped them to raise over half a billion dollars in 2018. He has seen the gains companies have raised and all the pains they have experienced. 2018 has certainly not been an easy year. So if you're intrigued, just read on.

One of the most common and important questions these days is what will happen to Bitcoin and Ethereum in 2019. As you have been closely following the crypto market what is your opinion?

"The crypto market has seen massive losses throughout the entire year. This happened due to government regulations, bank regulations, politics, and to put it simply - lost of faith in crypto - as the majority of investors invested in crypto without business logic, so they are also exiting the market without logic, whilst taking massive losses. The reality is that we should take Japan as an example. Japan takes crypto very seriously and if we look at Japan's records, Japan does not fail. My opinion would be not to sell cryptocurrencies, but hold them instead. As a matter of fact, forget the market for 6 months. 2019 has a lot of promises including Nasdaq crypto listing and Bitcoin ETF. People need to step out of the daily trading war zone, just breathe and do something else rather than day trade every day and panic. The crypto market is not a stock market, at least not yet, as the market cap is too small right now. Cryptocurrencies are a long-term investment which I think will only have a positive ROI within 5-10 years".

As you work with many blockchain companies, can you tell how the current bear market has impacted your clients if at all?

"Many of our clients have lost 90% of their initial investment. Public crypto companies are having an extremely tough time not because of the markets but also because of project realization. Investors are waiting for blockchain products to be launched and with the current market situation, companies are lacking capital for development, which makes life complicated. We want to show investors that projects can get done and products can become utilized but then again it is very challenging as investors have started losing interest faster than ever before and if a company is not delivering as it promised regardless of the reason, investors will sell their stock and the company will die".

What changes and developments can we expect from crypto companies in 2019? Can investors wait?

"Blockchain technology is really fintech technology, so as soon as banks start adopting it, or at the very least crypto companies start partnering up and collaborating with traditional banks, then we can see some actual changes in the markets. Some investors can wait, but some may be looking for new solutions. As a matter of fact, one of our clients is developing a new technology called encrypcurrency which is the opposite of cryptocurrency technology, and it is much faster and very promising. I think that if ICOs do not start delivering results by Q2 in 2019, then I guarantee disappointed crypto investors will quickly shift from investing in crypto to investing in encrypcurrency".

I did some research and discovered that you are launching a Stankevicius Index program in 2019. Could you comment on that?

"S&P 500 has experienced a downfall in 2018 and so did the Dow Jones as they both experienced high volatility. These are significant funds and they are losing. The idea of S&P 500 and Dow Jones is to represent the best companies in the world. People lose money not only in crypto but also in stocks in regular companies. The Stankevicius Index will not represent the most prominent companies, but it will represent the best ROI companies in the crypto industry- that is all I can comment on for now".

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"As a managing partner of ConsenSys Ventures said in the Slush conference in Finland, Ethereum right now is the biggest dominant blockchain in the crypto ecosystem. If Bitcoin dropped from 20,000 \$ to 3000\$ do you honestly expect Ethereum to stay at 1000\$? The ETH drop is absolutely normal, and I personally

believe the price will recover in the long run".

As an advertising expert, what can you recommend to new crypto firms which are raising capital right now, how to get investors to invest in a new business?

"Most of the crypto companies have promising and innovative ideas as well as the talent to start developing the project, however many of them strongly lack expertise in presenting their idea and campaign execution. Whatever idea startups may have, it will most likely not become a reality due to lack of funds. Most startups reach the pinnacle at their prototype and then stop because that is where the skills end and the company needs to hire professionals. To get funds from investors and you need PR and an investor relations manager on your team. Investors care about your company's image, so my recommendation would be to invest in your business and to make your business look as professional and promising as possible, in the shortest period as possible".



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I am an established journalist with over 15 years of experience in politics, economy and sports journalism. I have now specialized in crypto and blockchain and have taken on several high profile jobs in this space.
