

Avoiding "goblin mode"

1 message

Betterment <support@e.betterment.com>
Reply-To: support@betterment.com
To: krpchambers@gmail.com

Fri, Jan 27, 2023 at 1:37 PM

[Log in](#)



Avoiding 'goblin mode'

Did you know that the official Oxford *Word of the Year 2022* was '[goblin mode](#)'? It means 'a type of behavior which is unapologetically self-indulgent, lazy, slovenly, or greedy, typically in a way that rejects social norms or expectations.' Kind of fitting for some of the crypto industry happenings in 2022. The *Word of the Year* runner-up was 'metaverse'—also kind of fitting ([learn about the metaverse on our blog](#)).

With BetterBlocks, we're here to help you avoid getting caught up in the 'goblin mode' of crypto, so that you can learn about what matters as a long-term investor—let's call that 'better mode.'

In today's BetterBlocks, we have a crypto quiz and look at some fast (and important) facts about Ethereum.

Crypto Quiz of the Day

How many crypto assets currently exist?

- 1 ~450
- 2 ~1,300
- 3 ~22,000
- 4 ~8,700

Scroll to the bottom of the email to see the answer.

Crypto Fast Facts: Ethereum

Today, we're highlighting crypto's second largest project by market capitalization, after Bitcoin. It's the original smart contract platform and an asset in all four Betterment crypto portfolios: Ethereum.

What is Ethereum? It's important to understand that Ethereum is a blockchain computing platform and a cryptocurrency (actually the currency is called ether!).

- ✓ **Ethereum, the computing platform**, allows developers to build decentralized apps (aka dApps) using smart contracts, code that lives on the Ethereum blockchain and runs exactly as programmed. Its top priorities as a blockchain are decentralization and security.

- ✓ **Ether, the cryptocurrency**, also known as ETH, is the native currency of the Ethereum blockchain. ETH is digital money that you can use on the internet as well as to pay transaction fees when using the Ethereum network. Also, ETH can be held as an investment, as it is in the Betterment crypto portfolios.

What value does Ethereum create? Ethereum is programmable with smart contracts, something that Bitcoin is not. Because of this, an entire ecosystem of decentralized businesses is being created around Ethereum. dApps are used to create financial services, access to art and music, and other forms of e-commerce. Plus, Ethereum [migrated to Proof of Stake](#), one of the first major updates designed to make the blockchain more scalable, secure, and sustainable.

What's one interesting fact about Ethereum? Transactions can be expensive directly on the Ethereum blockchain. To solve this issue, there are secondary 'layer-2 blockchains' that send bundles of transactions to the main Ethereum blockchain (this is faster and cheaper!). As reported by [Axios Crypto](#), there are more transactions happening off Ethereum, within the Ethereum ecosystem, than on the Ethereum blockchain itself. This is positive momentum as Ethereum was designed to have a growing ecosystem of dApps built around it.

"The 'Ethereum Merge' as it was called, the transition from Proof of Work, which is very energy-intensive, to Proof of Stake, which is dramatically less energy-intensive, was a tremendous achievement years in the making."

-Jesse Proudman, VP Crypto Investing at Betterment

Have a question about crypto?

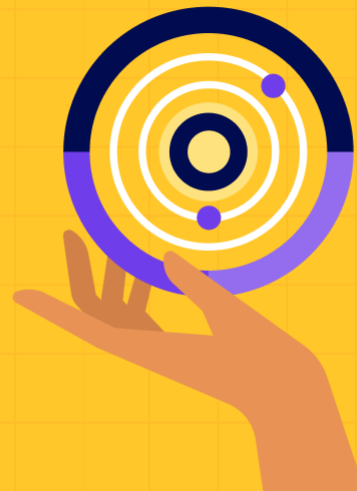
[Email the BetterBlocks newsletter editor](#) and we may feature your question in an upcoming edition.

Quiz Answer...

According to [CoinMarketCap](#), there are **now over 22,000 cryptocurrencies**. That's why [diversifying your investment](#) in crypto is so important. A lot of these crypto assets will fail overtime. We're so early in the life span of crypto that picking winners from thousands of options is unlikely—that's why we offer diversified, expert-curated portfolios with multiple coins that can change over time as the crypto markets evolve.

Stay up-to-date
with our Crypto
Resource Center

Start learning



Questions? [Contact](#) | [FAQ](#)

Follow us    

Betterment assumes no responsibility or liability whatsoever for the content, accuracy, reliability or opinions expressed in a third-party website, to which its content links (a "linked website") and such linked websites are not monitored, investigated, or checked for accuracy or completeness by Betterment. It is your responsibility to evaluate the accuracy, reliability, timeliness and completeness of any information available on a linked website. All products, services and content obtained from a linked website are provided "as is" without warranty of any kind, express or implied, including, but not limited to, implied warranties of merchantability, fitness for a particular purpose, title, non-infringement, security, or accuracy. If Betterment has a relationship or affiliation with the author or content, it will note this in additional disclosure.

Your statements, confirmations, and activity history are available securely at [betterment.com](#) and [bettermentsecurities.com](#). This serves as notice that prospectuses for any securities purchased in these transactions are available inside your account, under the Holdings tab, along with other important disclosures. Expanding a category of your portfolio shows its respective positions, and each links to the most recent prospectus.

Advisory services provided by Betterment LLC, an SEC-registered investment adviser. Betterment Cash Reserve is offered by Betterment LLC. To the extent this message contains marketing material regarding advisory services, it is being sent to you by

Betterment LLC.

Brokerage services provided to clients of Betterment LLC by **Betterment Securities**, an SEC-registered broker-dealer and member of **FINRA/SIPC**. To the extent that this message is notifying you of the availability of a trade confirmation, account statement, or prospectus, this notification is being made by Betterment Securities.

If the above material and content contains mention of digital assets, this should not be considered to be a recommendation. Furthermore, investing in digital assets is highly speculative and volatile, and only suitable for investors who are able to bear the risk of potential loss and experience sharp drawdowns. Digital assets are not legal tender and are not backed by the U.S. government, and are not subject to FDIC insurance or SIPC protections. Digital asset custody and trading services are provided by Gemini Trust Company, LLC, a New York trust company regulated by the New York State Department of Financial Services (NYDFS).

401(k) plan administration services provided by Betterment for Business LLC and such account is subject to a separate fee schedule. Betterment at Work services offered by Betterment LLC. Student loan management services made available in partnership with Spinwheel Solutions, Inc. Neither Betterment LLC nor any of its affiliates is a bank. Investment advice to plans and plan participants provided by Betterment LLC, an SEC-registered investment advisor.

Betterment Checking made available through Betterment Financial LLC. Checking accounts and the Betterment Visa Debit Card provided by and issued by nbkc bank, Member FDIC. Neither Betterment LLC nor Betterment Financial LLC, nor any of their affiliates, is a bank. To the extent this message contains marketing material regarding Betterment Checking, it is coming from Betterment Financial LLC.

Investments in securities and digital assets are: Not FDIC Insured • Not Bank Guaranteed • May Lose Value.

Investing in securities and digital assets involves risks, and there is always the potential of losing money when you invest in securities and digital assets. Before investing, consider your investment objectives and Betterment LLC's charges and expenses. Past performance does not guarantee future results, and the likelihood of investment outcomes are hypothetical in nature.

Not an offer, solicitation of an offer, or advice to buy or sell securities in jurisdictions where Betterment is not registered.

© Betterment. All rights reserved.

This email was sent by: Betterment LLC
[8 W 24th St, 6th Floor, New York, NY 10010, USA](#)

[Update your preferences](#) or [unsubscribe](#)