



# COMPLETE GUIDE TO CRYPTOCURRENCY ANALYSIS

Picking the winning coins for a 1000% Return On Investment

BY AZIZ ZAINUDDIN, FOUNDER  
OF MASTERTHECRYPTO.COM

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# AZIZ ZAINUDDIN

## FOUNDER, MASTERTHECRYPTO

Hi everyone! I'm Aziz and I'm a seasoned cryptocurrency trader who's really passionate about 2 things:

1) The awesome and revolutionary technology underlying Cryptos (Blockchain)

2) Making a ton of money along the way! I've been investing cryptos for awhile now, and the returns are mind-blowing.

Imagine earning 500% within 3 months. You absolutely cannot generate these returns using traditional investment alternatives. Earning multiples over your capital is really the norm in the cryptocurrency world. But the journey along the way is extremely tough especially for someone like me who prior to this, had no tech knowledge. The challenge in the crypto world is filled with computing jargon and volatile prices that WILL deter many. However, the potential of the Blockchain technology and the ability to make a massive amount of money should be an opportunity for all to grab! My investment thesis involves fundamental white paper research, technical analysis (looking at price movements) as well as evaluating market sentiment. So far, the culmination of my investment knowledge and decisions have been rock solid.

I started trading on my own because I believed in the tech and possessed considerable experience in financial trading. I've made so much that I feel it's selfish for me to just keep the knowledge and strategies all too myself. As of now, almost all of my immediate family members and close friends are invested in cryptos, and making lots of money.

That's a stunning achievement considering they have close to zero tech or trading knowledge. My objective is to share with as much people the beauty of the tech and the skills needed to navigate the crypto world. I'm gonna share with you a trove of valuable tips, resources and strategies on making money in the crypto world. Let's build an awesome community and make loads of money along the way!

# Introduction

Navigating the world of cryptos can be very daunting due to vast usage of computing jargon and technical concepts that will almost certainly confuse you. Add to that the relative infancy of the technology, it can be hard finding structured resources to assist you in your journey.

Here at Master The Crypto, we've taken the liberty to create a comprehensive free guide for investing in cryptocurrencies.

## **Importance of Performing Your Own Analysis.**

For traditional investments such as stocks, fundamental analysis entails evaluating the financial health and viability of a company according to its financial statements. If the numbers look good, we can be confident that the company has good fundamentals and we can therefore invest in it. Performing fundamental analysis for cryptocurrencies however, is radically different since there are no financial statements. Why?

Because:

1) Cryptocurrencies are not corporations, but rather representations of value or assets within a network. Its viability is not based on generating a revenue, but rather directly depends on the participation of the community (users, miners and developers). Each cryptocurrency is a manifestation of the different applications of Blockchain technology, and are usually decentralized;

2) The crypto space is in its infancy stages, and almost all of the cryptocurrencies are in development stages. Which means that there are limited uses cases in the real world currently and therefore, a lack of track record to show for.

Thus, fundamental analysis on cryptos must be performed with a different methodology. Given the complex nature of cryptos and their underlying technology, it is even more important for us to engage in research to assess the viability and potential of the coins.

This ensures that we make better investment decisions and are kept in the loop of things. But more importantly, a good understanding of a coin's fundamentals allows you to form your own opinions and have your own stand, which is rare in the crypto world due to its complexity.

However, do not worry if it all seems too complicated! We've created a comprehensive and easy-to-understand guide to help you. Let's begin!



# **STEP 1: SOURCES OF INFORMATION**

Knowledge is power. In order to assess a coin, we have to first know where to get the key sources of information from. Here is where you should get the information from:

## 1) Coin's White Paper

A detailed proposal by the development team which outlines the purpose and mechanics of the coin. This represents the main source of evaluating the fundamentals of the coin. You should always read the coin's white paper before investing. The drawback is that it can get very technical given the usage of technological jargon and concepts that is hard for an average Joe to comprehend.

## 2) Coin's Slack Channel or Blog



This represents the official and main channel of communication of the core development team. Join their slack channel and view the interaction of the development team with the community. Ask questions to get more information on the coin. You should also follow the updates given by the developers in their official blog.

### 3) Community Forums: Reddit/ Steemit /Bitcointalk



Forums are a great way to understand the coins better, as well as the sentiments surrounding the coin. You can almost definitely find simple definitions on certain concepts or easy-to-understand analysis of any coins from forums, as the community is well-informed.

The diversity of thoughts allows you to grasp the mechanics of the coin far better, especially if you're not technically-inclined. If you're not familiar with the technical jargon, a good tip is searching for your query together with the term "ELI5", which stands for "Explain it to me like I'm 5 years old".



**STEP 2:**  
**CRYPTOCURRENCY**  
**ANALYSIS**  
**CHECKLIST**

**The next step entails systematically asking questions on the Coin to assess whether it is a good investment. For your convenience, we've created a checklist just for that.**

# OVERALL CONCEPT ASSESSMENT

**Verdict  
Good/Bad**

## **Purpose of Coin?**

(Having a clear objective sets the coin off to a good start, especially if it's revolutionary or the first of its kind)



## **Does it Solve a Real Problem?**

(Assessing the scale of the problem the coin aims to solve is vital to understanding the viability of the solution the coin offers)



**Does the Coin Possess Any Utility?** (A coin must have strong utility to incentivize people to hold the coins as an investment; a coin's utility is strongly correlated with its value)



**Is the White Paper Clouded in Marketing-lingo?** (As a rule of thumb, If it is filled with marketing terms that hype the project, then its best to stay away from it.)



**Is the Project Funded/Backed by Prominent Investors?** (Being backed by prominent investors adds a seal of credibility to the project)



# OPERATIONAL ASSESSMENT

## Verdict Good/Bad

**What is the Consensus Mechanism of the Coin?** (Knowing the consensus mechanism - be it Proof-of-Work, Proof-of-Stake or others, is a great way of understanding how the coins work)



**Is the Coin's Governance Structure Centralized or Decentralized?**



**Whats the Development Roadmap?** (There has to be a clear timeline for the development of the Coin. This is a good indicator of the development team's commitment)

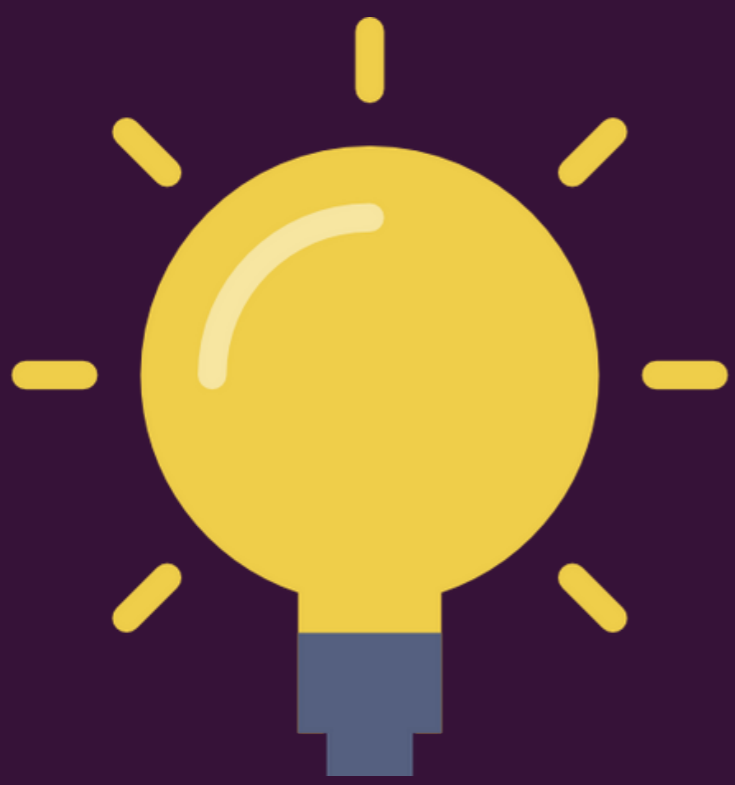


**Is There a Running "Proof" of the Coin?**



**How Much Money Have They Raised? How have they spent the money?**





# Pro-tip on Operational Assessment

## Regarding Decentralization

Cryptocurrencies are meant to be decentralized in nature to empower the masses to participate in securing the system and create a dynamic ecosystem. However, there are certain Coins that have a centralized structure, which can have their own advantages. Usually, a Coin's governance structure can be implied from their consensus mechanism



## MARKET ANALYSIS

**Verdict**  
**Good/Bad**

**Is the Coin the First of Its Kind in Solving a Particular Problem?**

(A Coin that is the first application of its kind will have a strong “First-mover” advantage)

**How Different is the Coin from Its Nearest Competitor?** (A Coin with new technologies or solutions that is different from its competitors could have greater traction and adoption)

**How Lucrative is the Target Market?**

(The target audience for the Coin’s application should be well-defined and large enough to support substantial growth)

**Are There Significant Legal Barriers?**

(This could compromise the resources and timeline of the project)

# DEVELOPMENT TEAM ASSESSMENT

**Verdict  
Good/Bad**

**Who are the Founding Team Members & What Are Their Experiences?**  
(The success of the project depends largely on the substance of the core founding team)

**Who Are the Advisors?**  
(A project that is backed and advised by credible advisors would be more credible)

**Are they active in responding through their official channels and forums?**

**Are They Active in Conveying Their Progress Development & Do They Adhere to their Timeline?**



# Pro-tip on Development Team Assessment

## Regarding Development Team Communications

A high engagement level is good since the development team has dedicated resources to engage the community and clear any doubts/questions regarding the project.

# COIN SUPPLY ASSESSMENT

## Verdict Good/Bad

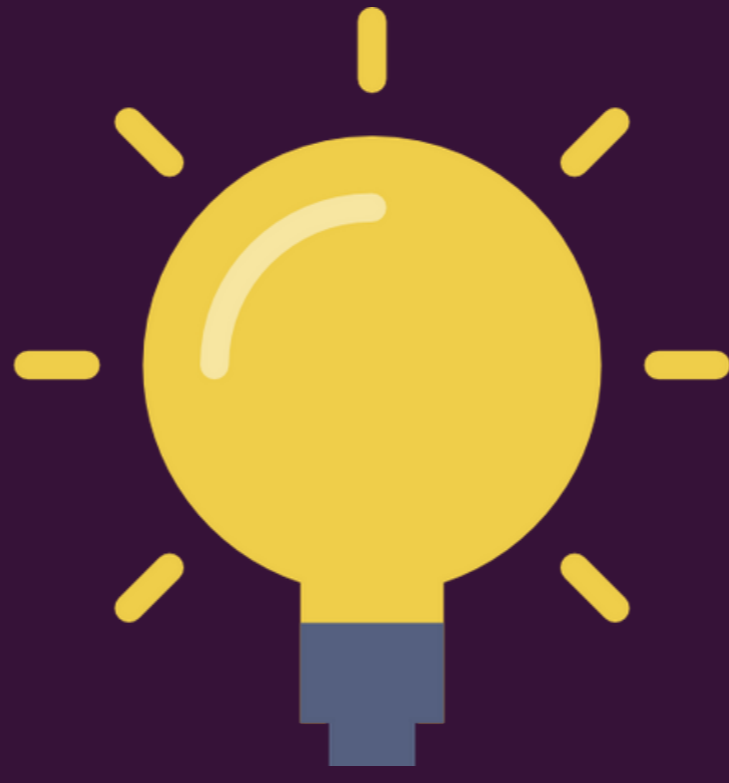
**What is the Supply Structure of the Coin?  
How Many Coins Will There Ever Be?**  
(Having a finite coin supply would make the coin a stronger store of value)

**What is the Market Capitalization of the Coin?**  
(Market cap is a measure of the Coin's valuation)

**Is There a Hard Cap on the Coin?**

**What will be the Allocation of Coins to the Founders and is there a Lock-up Period?**  
(A high percentage of Coins given to the founding team is not a healthy indicator)

**Is the Distribution of Coins Even?**  
(A Coin that is owned by a few individuals (called "Whales") could result in price manipulation)



# Pro-tip on Coin Supply Assessment

## Regarding Hard Caps

This is relevant for an Initial Coin Offering (ICO); A hard cap will determine the total initial issuance of a Token/Coin that will be created, and is fixed. ICO's with a hard cap is seen to bring more value to investors as compared to a no-cap token/coin (supply is not fixed), since the scarcity of coins from a fixed supply could increase the value of the coins in the future



## RED FLAGS

## Verdict Good/Bad

**Is the Coin Based on an MLM Structure or a Ponzi Scheme?** (Stay away from MLM-based coins. Cryptocurrencies should be backed by Blockchain technology, not an MLM structure.)

**Is There Scam Warnings Relating to the Coin?** (Do a quick Google search on whether the Coin has been labelled a scam.)

**STEP 3:  
START INVESTING!**

After engaging in your due diligence, it's time for you to finally purchase the coins that you're confident has the right fundamentals. In order to buy coins, you have to open exchange accounts. However, it can be tricky to find the right exchange since there are many things to look out for. Therefore, we've made it easier for you to choose which exchange is best for you!

## Opening an Exchange Account

If you're new to cryptocurrencies, your first step would be to find an exchange that allows you to deposit money. Due to regulations, all exchanges require you to verify your account before depositing your funds, through the submission of your identity proof and any other personal information. Hence, you should find an exchange in your domestic country first to convert money from your bank account into Bitcoin.

It is important to note that not all crypto exchanges accept fiat money; some exchanges only allow you to deposit coins (most commonly Bitcoin) to purchase other alternative coins. Bitcoin is the most popular crypto that is offered on almost all crypto exchanges, and represents the gateway to purchasing other coins. In other words, if you want buy any other coins, you must do the following:

**Step 1:** Open a domestic cryptocurrency exchange in your country and verify your account (submit identity proof)

**Step 2:** Deposit funds from your bank account to your crypto exchange account and start buying Bitcoin

**Step 3:** Open a crypto exchange account that offers a variety of other coin. Usually these exchanges do not accept fiat deposits and only allows coin deposits.

**Step 4:** After verifying your account, transfer the Bitcoin that you've bought from your local exchange to your new crypto exchange and you can start buying other coins with your Bitcoin.

In the U.S, a list of exchanges – segregated according to the allowable type of deposits (money/coins) - and their characteristics are found below:

# A Guide To Choosing The Best Cryptocurrency Exchange





**We understand that it is confusing to get started.**

If you're new to cryptocurrencies, your first step would be to find an exchange that allows you to deposit money. Don't worry we will guide you.

## Exchanges That Allow Fiat Deposit (USD)

					
Coin Pairs	12	3 BTC, ETH, Bitcoin	2 BTC & ETH	3 BTC, Ripple & Bitcoin	3 BTC, ETH, Bitcoin
Liquidity	135 Million+	97 Million+	57 Million+	42 Million+	5 Million+
Security	High	High	High	Average	Average
Customer Support	Average	Poor	Good	Good	Good
Trading Fees	0.16% maker fees 0.26% taker fees	0% maker fees 0.25% taker fees	0.25% when buying & selling	0.25% when buying & selling	0% maker fees 0.2% taker fees
Ease of Use	Highly-rated Interface	Good & simple interface	Intuitive & simple	Simple & clean	User friendly interface

## Exchanges That Only Allow Coin Deposit

				
Coin Pairs	>90	>215	19	107
Liquidity	305 Million+	172 Million+	120 Million+	17 Million+
Security	Average	High	Average	Poor
Customer Support	Poor	Poor	Good	Good
Trading Fees	0.15% maker fees 0.25% taker fees	0.25% when buying & selling	0.1% maker fees 0.2% taker fees	0.1% maker fees 0.25% taker fees
Ease of Use	Great interface but frequent lags	Good & simple interface	Great user interface	Intuitive & simple interface

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