



It's Time To Drop Gold

Gold: Outdated, Inflated, and Overrated

We think gold is long overdue to be replaced as a store-of-value and form of money. Gold has few practical uses in modern society.

There's no longer a reason to place unfounded value in gold sitting in some central bank's vault, where it's useless to most of us.

The illusion of gold's value was abandoned in the U.S. in 1971, and today, no country has gold-backed currency. Only speculators keep the price afloat, grasping at tradition and ignoring reality.

Our digital world deserves an upgrade to digital gold.

“[Gold] doesn't do anything but sit there and look at you.”

– Warren Buffett



0 # of countries backing their currency with gold¹

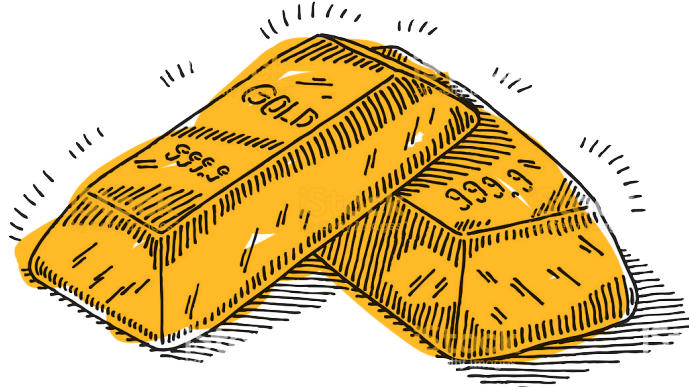
1971 Nixon drops the gold standard

52% of the gold mined each year is used for jewelry. Gold's usage for luxury items is why Soros says gold is susceptible to the “madness of crowds.” (The Balance)



90% of gold demand is based on its “intrinsic value”, derived from its historical usage²

Inflows into global gold-backed ETFs and similar products slowed by 67% from 2017 to 2018³



\$10.1 Billion
2017

\$3.4 Billion
2018

27.5 pounds how much a standard cast gold bar weighs, making it difficult to transport and a cumbersome investment in a digital world⁴

Drop Gold. Go Digital.

Go GRAYSCALE

¹ Investopedia, “What is the Gold Standard?” - <https://www.investopedia.com/ask/answers/09/gold-standard.asp>

² The Motley Fool, “Is Gold a Safe Investment?” - <https://www.fool.com/investing/2018/04/18/is-gold-a-safe-investment.aspx>

³ World Gold Council, “Gold Demand Trends Full year and Q4 2018” - <https://www.gold.org/goldhub/research/gold-demand-trends/gold-demand-trends-full-year-2018/investment>

⁴ U.S. Gold Bureau, “How Much Does a Gold Bar Weigh?” - <https://invest.usgoldbureau.com/gold-bar-weight>

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