

Money 3.0



Exploring the impact
on business and
society of Blockchain
& cryptocurrencies



Bitcoin: Beyond The Bubble - The Dawn of Decentralized Finance

The year is 2040, and the world of money has transformed beyond recognition.

Bitcoin, once dismissed as a speculative bubble, has transcended its volatile adolescence to become a cornerstone of a decentralized financial revolution.

Far from being just a digital currency, it has reshaped how we perceive value, trust, and economic systems. The bubble didn't burst—it evolved. Let's explore the long-term future of money through the lens of Bitcoin's enduring impact and the technologies it has inspired.

In the early 2020s, Bitcoin was a polarizing force—celebrated by crypto enthusiasts as “digital gold” and derided by skeptics as a Ponzi scheme. But as centralized financial systems faltered under the weight of inflation, mismanagement, and exclusionary practices, Bitcoin's promise of decentralization gained traction.

By 2030, over 2 billion people—many in underbanked regions—were using Bitcoin or its Layer-2 solutions like the Lightning Network for everyday transactions. From street vendors in Lagos to freelancers in Buenos Aires, Bitcoin became a borderless, censorship-resistant alternative to fiat currencies plagued by hyperinflation.

The key to Bitcoin's staying power wasn't just its scarcity (capped at 21 million coins) but its adaptability. The Lightning Network, once a clunky experiment, now processes trillions of microtransactions annually, enabling instant, near-free payments for everything from coffee to cross-border remittances.

Smart contracts on platforms like Stacks and RSK have turned Bitcoin into a programmable asset, supporting decentralized applications (dApps) that rival Ethereum's ecosystem. Imagine a world where your Bitcoin wallet isn't just a store of value but a hub for lending, insurance, and even voting—all without intermediaries.

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The End of Central Banks?

By 2040, central banks are no longer the unchallenged arbiters of money. Bitcoin's rise has forced a reckoning. Nations like El Salvador, which adopted Bitcoin as legal tender in 2021, paved the way for others to follow. By 2035, over 30 countries, primarily in the Global South, integrated Bitcoin into their monetary systems, either as a reserve asset or a parallel currency.

This shift wasn't without chaos—legacy financial institutions resisted fiercely, and some governments attempted bans. But Bitcoin's decentralized nature made it unstoppable. Peer-to-peer networks, powered by satellite-based nodes and mesh internet, ensured that even authoritarian regimes couldn't fully suppress it.

Central banks haven't vanished, but their role has diminished. Stablecoins pegged to fiat currencies still exist, but they're increasingly overshadowed by Bitcoin-backed stablecoins and tokenized assets on Bitcoin's blockchain. The International Monetary Fund, once a critic, now advises member states on integrating crypto into monetary policy. The dollar, euro, and yuan still dominate trade, but Bitcoin is the neutral reserve asset for a multipolar world—a hedge against geopolitical instability and currency wars.

The Rise of the Sovereign Individual

Bitcoin's greatest legacy is empowering the individual. In 2040, the concept of a "bank account" feels archaic. Self-custody wallets, secured by quantum-resistant cryptography, give people direct control over their wealth.

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Multisignature wallets and decentralized identity systems ensure that no government or corporation can freeze your assets or track your transactions without consent. Privacy-focused innovations like CoinJoin and Taproot have made Bitcoin transactions nearly untraceable when desired, balancing transparency with personal sovereignty.

This shift has profound societal implications. In a world where money is no longer controlled by centralized gatekeepers, economic power is redistributed. Artists in Jakarta can crowdfund projects directly in Bitcoin, bypassing exploitative platforms.

Activists in oppressive regimes can receive donations without fear of seizure. Even taxation has evolved—governments increasingly rely on voluntary smart contracts and blockchain-based auditing to collect revenue, as cashless economies make traditional tax evasion nearly impossible.

The Convergence of AI and Bitcoin

The fusion of artificial intelligence and Bitcoin is another game-changer. By 2040, AI-driven wallets autonomously optimize your financial portfolio, swapping Bitcoin for tokenized assets like real estate or renewable energy credits based on market signals.

Decentralized AI oracles, running on Bitcoin-compatible networks, provide real-time data to smart contracts, enabling complex financial instruments like weather-based crop insurance or peer-to-peer energy trading. Imagine a farmer in Kenya using Bitcoin to buy solar credits from a neighbor's microgrid, with an AI ensuring fair pricing and instant settlement.

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AI also enhances Bitcoin's security. Machine learning algorithms monitor the blockchain for anomalies, thwarting 51% attacks before they can materialize. Meanwhile, AI-driven mining operations, powered by renewable energy, have made Bitcoin mining more sustainable, silencing critics who once decried its environmental impact. By 2040, over 80% of Bitcoin mining runs on solar, wind, and geothermal energy, with miners competing to innovate rather than consume.

Challenges on the Horizon

Bitcoin's ascent hasn't been flawless. Scalability remains a hurdle, even with Layer-2 solutions. The network handles millions of transactions per second, but peak demand during global crises—like the 2032 climate refugee crisis—can still cause congestion.

Governance disputes persist, with purists clashing over protocol upgrades like quantum-proofing or expanding Bitcoin's scripting capabilities. And while decentralization is Bitcoin's strength, it's also a vulnerability: bad actors exploit pseudonymous transactions for illicit purposes, forcing a delicate balance between privacy and regulation.

Geopolitically, Bitcoin is a double-edged sword. It empowers individuals but destabilizes weaker economies reliant on fiat control. Some nations have embraced it; others, like the Pan-Asian Economic Bloc, have launched competing central bank digital currencies (CBDCs) to counter its influence. These CBDCs, however, lack Bitcoin's trustless ethos, and their adoption remains limited outside authoritarian states.

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The Future of Money: A Pluralistic Vision

Bitcoin hasn't replaced fiat—it's redefined it. By 2040, money is no longer a monolith but a pluralistic ecosystem. Bitcoin coexists with tokenized assets, CBDCs, and even barter-based systems in some communities.

Its blockchain serves as the backbone for a global, interoperable financial network, where value flows seamlessly across borders and asset classes. The dream of a cashless society has materialized, but not as governments envisioned—it's decentralized, transparent, and user-driven.

The bubble of the 2010s was just the beginning. Bitcoin's true revolution lies in its ability to adapt, inspire, and empower. It's not just money; it's a protocol for trust, a catalyst for innovation, and a blueprint for a future where individuals, not institutions, hold the keys to their economic destiny. As we stand on the cusp of this new era, one thing is clear: Bitcoin is no longer a gamble—it's the foundation of the future of money.

Bitcoin: Beyond The Bubble - The Future of Cryptocurrency

The cryptocurrency market has been a rollercoaster of hype, hope, and heartbreak.

From Bitcoin's meteoric rise to the speculative frenzy of 2021, followed by dramatic crashes, the question looms: is crypto a revolutionary technology destined to reshape finance, or just another bubble waiting to burst?

The truth lies beyond the noise—past the memes, the moon emojis, and the doomsday predictions. To understand the future of cryptocurrency, we must look at its technological promise, its societal impact, and the challenges it faces in a world sceptical of its staying power.

The Promise: A Decentralized Dream

At its core, cryptocurrency is more than digital money—it's a radical reimagining of trust. Blockchain, the technology underpinning most cryptocurrencies, offers a decentralized ledger that eliminates the need for middlemen like banks or governments.

This is no small feat. In a world where centralized institutions have long dictated financial flows, crypto proposes a system where individuals hold the reins. Bitcoin, launched in 2009, was the first to prove this concept, enabling peer-to-peer transactions without a central authority. Ethereum took it further, introducing smart contracts—self-executing agreements that could automate everything from insurance payouts to supply chain logistics.

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The potential is staggering. In developing nations, where banking infrastructure is sparse, cryptocurrencies could provide financial access to billions. Imagine a farmer in rural Africa receiving instant payments for crops via a blockchain-based stablecoin, bypassing predatory fees. Or consider decentralized finance (DeFi), which offers lending, borrowing, and investing without traditional gatekeepers. In 2024, DeFi platforms managed over \$100 billion in total value locked, a testament to their growing traction. Crypto also promises to empower creators through non-fungible tokens (NFTs), enabling artists to monetize digital works in ways previously unimaginable.

Yet, the dream isn't flawless. The same decentralization that empowers users also creates vulnerabilities. Without centralized oversight, fraud, scams, and market manipulation thrive. The collapse of platforms like FTX in 2022 exposed how unchecked ambition can erode trust. The future of crypto hinges on whether it can deliver on its promise while mitigating its risks.

The Reality: Volatility and Skepticism

Cryptocurrency's journey has been anything but smooth. Bitcoin's price swings—peaking at nearly \$69,000 in 2021, crashing to \$16,000 by 2022, and rebounding to around \$60,000 in 2025—reflect a market driven more by sentiment than fundamentals.

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Speculation fuels bubbles, and bubbles fuel skepticism. Critics argue crypto is a solution in search of a problem, pointing to its use in illicit activities (though studies estimate only 1-2% of transactions are illegal) and its environmental toll. Bitcoin mining, for instance, consumes more energy annually than some small countries, though innovations like Ethereum's shift to proof-of-stake have slashed energy use by over 99%.

Regulation is another hurdle. Governments worldwide are grappling with how to classify and control crypto. The U.S. has taken a fragmented approach, with the SEC and CFTC clashing over jurisdiction, while countries like El Salvador have embraced Bitcoin as legal tender. Harsh crackdowns, like China's 2021 crypto ban, contrast with progressive frameworks in places like Switzerland. The lack of global consensus creates uncertainty, stifling institutional adoption. If crypto is to go mainstream, it must navigate this regulatory minefield without losing its decentralized ethos.

Then there's the user experience. Crypto wallets, private keys, and gas fees are daunting for the average person. Mass adoption requires interfaces as intuitive as Venmo or PayPal. Projects like Solana and Layer-2 solutions on Ethereum are tackling scalability and cost, but the learning curve remains steep. The future depends on making crypto accessible without compromising its core principles.

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The Horizon: Evolution or Extinction?

So, where does cryptocurrency go from here? Three scenarios emerge.

Mainstream Integration: Crypto could become a cornerstone of global finance, integrated into everyday transactions. Stablecoins like USDC, pegged to fiat currencies, are already used for cross-border payments by companies like Visa. Central bank digital currencies (CBDCs), like China's digital yuan, might coexist with decentralized coins, blending state control with blockchain's efficiency. In this scenario, crypto evolves into a hybrid system—part rebellion, part establishment.

Niche Resilience: Crypto might not dominate but could thrive in specific use cases. DeFi could serve underbanked populations, while NFTs and tokenized assets redefine ownership in gaming, real estate, and art. Bitcoin might persist as “digital gold,” a hedge against inflation, especially as global debt nears \$350 trillion. This path sees crypto as a specialized tool, not a universal one.

Collapse and Rebirth: If regulation stifles innovation or another major scandal erodes trust, crypto could face a reckoning. But even in collapse, the underlying technology—blockchain—would likely endure, repurposed for supply chains, voting systems, or data security. The spirit of decentralization would outlive any single coin.

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The Big Questions

The future of cryptocurrency hinges on tough questions. Can it scale without sacrificing security? Can it balance privacy with accountability? Will governments embrace it or smother it? And perhaps most critically: can it deliver real-world value beyond speculation?

The answers depend on the community—developers, investors, and users—who must navigate hype cycles and build something enduring. Crypto's detractors see a bubble; its evangelists see a revolution. The truth is likely somewhere in between. Blockchain's potential to decentralize trust is undeniable, but its path forward requires pragmatism over dogma.

The bubble may burst again, but what emerges from the wreckage could redefine how we interact with money, power, and each other. The future of cryptocurrency isn't about predicting the next bull run—it's about whether we can harness its ideas to build a system that's fairer, freer, and more resilient than what came before.

Why and How Companies Like JP Morgan And Visa Are Creating Crypto Tokens

Companies like JPMorgan and Visa are diving into the creation of cryptocurrency tokens, particularly stablecoins and deposit tokens, to harness blockchain technology for faster, cheaper, and more efficient financial transactions.

The primary motivation lies in streamlining payment processes that are often slow and costly in traditional systems.

For instance, conventional wire transfers and SWIFT transactions can take days and incur high fees, especially for cross-border payments. Blockchain-based tokens, such as JPMorgan's JPMD or Visa's integration of stablecoins, enable near-instant settlements around the clock, significantly reducing costs.

Financial System Modernization

Beyond cost savings, these companies are responding to growing institutional demand and the need to modernize financial systems.

In 2024, merchants paid \$187.2 billion in payment processing fees, according to the Nilson Report, underscoring the appeal of low-cost alternatives like stablecoins for payment giants aiming to modernize their infrastructure and stay competitive.

Why and How Companies Like JP Morgan And Visa Are Creating Crypto Tokens

Large corporations require secure, scalable solutions for cross-border payments and asset settlement, and tokens like JPMorgan's JPMD, built on Coinbase's Base blockchain, cater specifically to these clients by offering digital representations of bank deposits. The programmability of blockchain, through features like smart contracts, allows for automated and flexible transactions, such as real-time treasury management or multi-party escrow, which enhance efficiency for corporate clients.

Analyst estimates, like Citi's projection of a \$5 trillion tokenized asset market by 2030, highlight the massive potential banks see in this space, driving them to innovate and retain control over financial systems rather than ceding ground to decentralized cryptocurrencies or fintech disruptors.

Blockchain Design

The creation of these tokens involves a strategic blend of private and public blockchain technologies tailored to institutional needs. JPMorgan, for example, initially launched JPM Coin in 2019 on its private Quorum blockchain, processing over \$2 billion daily through its Kinexys unit, and has since introduced JPMD on the public Base blockchain for greater scalability. Similarly, Visa leverages its B2B Connect blockchain, while Mastercard's Multi-Token Network supports stablecoins for institutional settlement.

Why and How Companies Like JP Morgan And Visa Are Creating Crypto Tokens

These platforms ensure compliance with banking regulations, with tokens like JPM Coin being “permissioned” for vetted clients to meet anti-money laundering standards. Partnerships also play a key role—JPMorgan collaborates with Coinbase and Chainlink, while Visa and JPMorgan linked their blockchains in 2022 to compete with SWIFT, showcasing a commitment to integrating blockchain into existing financial networks.

Regulation Innovation

Recent regulatory developments have further encouraged these efforts. The U.S. Senate’s passage of the GENIUS Act in 2025 provides a clear framework for stablecoins, ensuring consumer protections and reserve requirements, which aligns with banks’ risk management practices. Supportive policy shifts, including the Federal Reserve’s withdrawal of restrictive crypto guidance and a favorable stance from the Trump administration, have created a conducive environment for banks to explore digital assets.

However, critics argue that bank-issued tokens centralize control, clashing with crypto’s decentralized ethos, and concerns linger about regulatory gaps, such as risks of illicit activity. J.P. Morgan’s cautious \$500 billion stablecoin market forecast by 2028, compared to others’ \$2-4 trillion projections, reflects skepticism about retail adoption, with only 6% of demand currently from non-institutional users.

Despite these challenges, JPMorgan, Visa, and similar firms are forging ahead, using blockchain to reshape payments while balancing innovation with regulatory compliance.

Stablecoins Will Allow New Types of Financial Products to be Built

Stablecoins, cryptocurrencies pegged to stable assets like fiat currencies or commodities, are unlocking the potential for innovative financial products by combining blockchain's efficiency, programmability, and accessibility with the stability of traditional assets.

Their ability to maintain consistent value, facilitate instant transactions, and operate on decentralized or permissioned networks enables the creation of new financial tools that address inefficiencies in traditional systems and cater to both institutional and retail users.

Nikil Viswanathan, Alchemy CEO, talks the passage of the Genius Act, the growth of stablecoin adoption, AI integration and more.

Stablecoins' predictable value—often tied to assets like the U.S. dollar—makes them ideal for financial products requiring stability, unlike volatile cryptocurrencies like Bitcoin. This stability allows them to serve as a reliable medium for transactions, lending, and savings products.

For instance, stablecoins eliminate the delays and high fees of traditional cross-border payments, which cost merchants \$187.2 billion in processing fees in 2024, per the Nilson Report. By enabling near-instant, low-cost transfers 24/7, stablecoins underpin products like real-time global payroll systems or peer-to-peer remittance platforms, which are faster and cheaper than services like SWIFT or Western Union.

Companies like Visa and Mastercard are already integrating stablecoins into their networks to facilitate cross-border B2B payments, demonstrating their potential to streamline corporate finance.

Stablecoins Will Allow New Types of Financial Products to be Built

Programmable Money

The programmability of stablecoins, enabled by blockchain's smart contract functionality, opens the door to automated and customizable financial products. Smart contracts allow developers to embed conditions into transactions, such as "if-this-then-that" logic, creating opportunities for innovative tools. For example, stablecoin-based lending platforms can automate loan disbursements and repayments based on predefined criteria, reducing manual oversight and counterparty risk.

JPMorgan's JPM Coin, used by Siemens for automated treasury management, showcases how programmable stablecoins can optimize corporate cash flows. Similarly, decentralized finance (DeFi) platforms like Aave and Compound use stablecoins like USDC to offer decentralized lending and borrowing, where users earn interest or access loans without intermediaries, disrupting traditional banking models.

Tokenizing Real World Assets

Stablecoins also enable the tokenization of real-world assets (RWAs), creating new investment and liquidity opportunities. By representing assets like real estate, bonds, or commodities as stablecoin-linked tokens on a blockchain, financial institutions can fractionalize ownership, making high-value assets accessible to smaller investors.

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For instance, tokenized U.S. Treasury securities, piloted by firms like Ondo Finance with JPMorgan's involvement, allow investors to hold fractional shares of bonds in stablecoin form, tradable 24/7. This democratizes access to assets previously restricted to wealthy or institutional investors and enhances liquidity in markets traditionally limited by trading hours or intermediaries. Citi estimates the tokenized asset market could reach \$5 trillion by 2030, highlighting the scale of this transformation.

DeFi

Another emerging product is stablecoin-based savings accounts, which offer higher yields than traditional bank accounts by leveraging DeFi protocols. Platforms like Anchor Protocol (before its collapse) allowed users to deposit stablecoins like UST and earn up to 20% annual yields through algorithmic lending markets.

While risks like protocol failures remain, regulated institutions are exploring similar models. For example, JPMorgan's JPMD deposit token, launched on Coinbase's Base blockchain, allows institutional clients to earn interest on tokenized deposits, blending traditional banking's security with blockchain's efficiency. These products appeal to users seeking passive income without exposure to crypto volatility.

Cross-Border Interoperability

Stablecoins also facilitate cross-chain and cross-border interoperability, enabling financial products that operate seamlessly across jurisdictions and platforms. Multi-chain stablecoins like USDC, supported on Ethereum, Solana, and other blockchains, allow developers to build applications that work across ecosystems, such as global payment apps or decentralized exchanges.

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This interoperability supports products like instant cross-border micropayments for gig workers or content creators, bypassing the high fees of traditional payment processors. Visa's experiments with stablecoin settlements on Solana exemplify how such interoperability can enhance payment infrastructure.

Despite these hurdles, stablecoins' ability to combine stability, programmability, and global reach is driving a wave of financial products—from automated lending and tokenized assets to high-yield savings and instant global payments—that promise to reshape the financial landscape.

Conclusion

However, these innovations come with challenges. Regulatory scrutiny, particularly around anti-money laundering and reserve backing, could limit the scope of some products, as seen with the U.S. GENIUS Act's requirements for stablecoin issuers.

Additionally, centralized stablecoins like JPMD, restricted to vetted users, may prioritize institutional control over decentralization, clashing with crypto's ethos and potentially limiting retail access.