



Reasons for your company to accept Dogecoin as cryptocurrency

„Dogecoin is the people’s crypto!“ (Elon Musk)





Introduction

After the rise of Bitcoin and Ethereum, more and more people have either already invested or are going to invest into cryptocurrencies. They are searching for a cryptocurrency that was made for them and with them in mind. A cryptocurrency that is easy to understand and that they can identify with. They are looking for more than a currency, they are looking for a movement.

Elon Musk said: "Dogecoin is the people's crypto" (04.02.2021 Twitter) and he is right. Both, the movement and the coin itself, are on the rise. The only thing it needs now are more businesses willing to give Dogecoin a chance. They could become pioneers on the crypto market while substantially growing their own company and earnings along the way.



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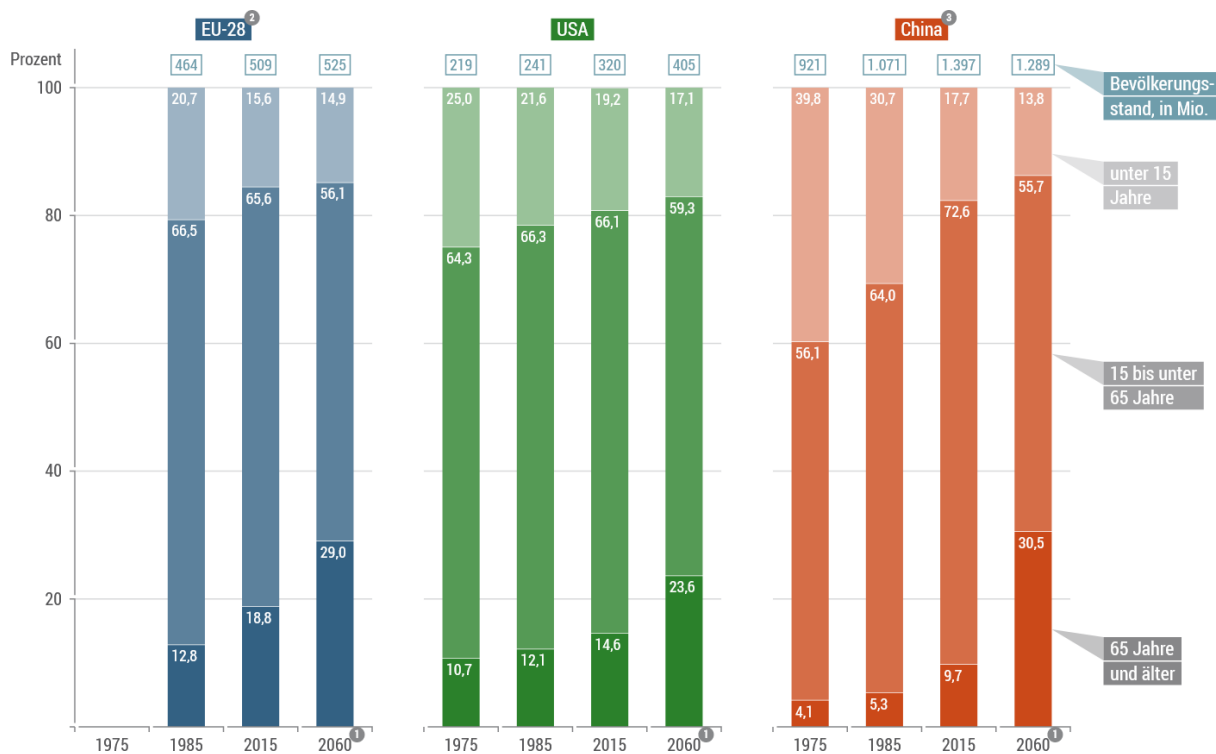
1. Why Dogecoin?

1.1 Dogecoin as a meme

At this moment over 7,8 billion people are living on earth.

Dogecoin's advantage is its popularity as a meme. People between the age of 15 and 35 are heavily influenced by the internet spending up to 5 hours and more every day browsing the web. And since the internet has become a stable part of our day to day lives younger generations will feel its influence even more. One thing they all have in common however is, they all enjoy spending their time looking at or creating memes, such as Dogecoin. Memes are more than just funny pictures on the internet, they have turned into a cultural phenomenon, a lifestyle expression even.

Shares per agegroup in percent, population level in absolutely numbers, 1975 till 2060



cf. United Nations – Department of Economic and Social Affairs, Population Division (2017): World Population Prospects: The 2017 Revision; Eurostat: Online-Datenbank: Demographische Veränderung (09/2018), Population (01/2018, 09/2018), found on <https://www.bpb.de/nachschlagen/zahlen-und-fakten/europa/135822/altersstruktur> (06.02.2021)

Every third person, who is using social media, is creating and/ or sharing memes. So it's safe to say, memes at this point have more than started to affect our everyday lives. Since Dogecoin is a meme and not just another cryptocurrency, people are more likely to be interested in it. Especially the aforementioned agegroup of 15-35 year olds, who make up for about 35% of the world's population, are more likely to pick a cryptocurrency they can relate to over a cryptocurrency that is nothing more than a means to make money.



More and more people find out every day, that Dogecoin is more than a meme. They think of it as a fun way to pay for things while they are also investing their money into something that they perceive as entertaining, harmless and still profitable. Think of it as a meme you can invest into. That is why it is so popular and why it benefits from such a strong movement and such a loyal community who would also express their gratitude towards you as a business owner for believing in the same idea, a cryptocurrency for everyone.

So now that the movement is steadily growing and more and more people buy or mine Dogecoins every day, there is one question left unanswered:

“Where to pay with Dogecoin?”

So not only would you receive a lot of positive publicity by accepting the coin you would also automatically generate a lot of free traffic for your business because you actually give people a possibility to spend their coins instead of just trading them. As more and more businesses join us the coin's value will increase, more people will buy it, the demand will go up even further, the amount of customers you attract by accepting the currency will go higher and higher and so will the value of the coins you already made simply by accepting the currency. And the best part about it? It is practically free!

On top of all that people simply love dogs. They share pictures of their furry friends, tell stories and watch videos of them being simply adorable. A dog related cryptocurrency is a crypto you simply have to love. So even the logo provides free advertisement.

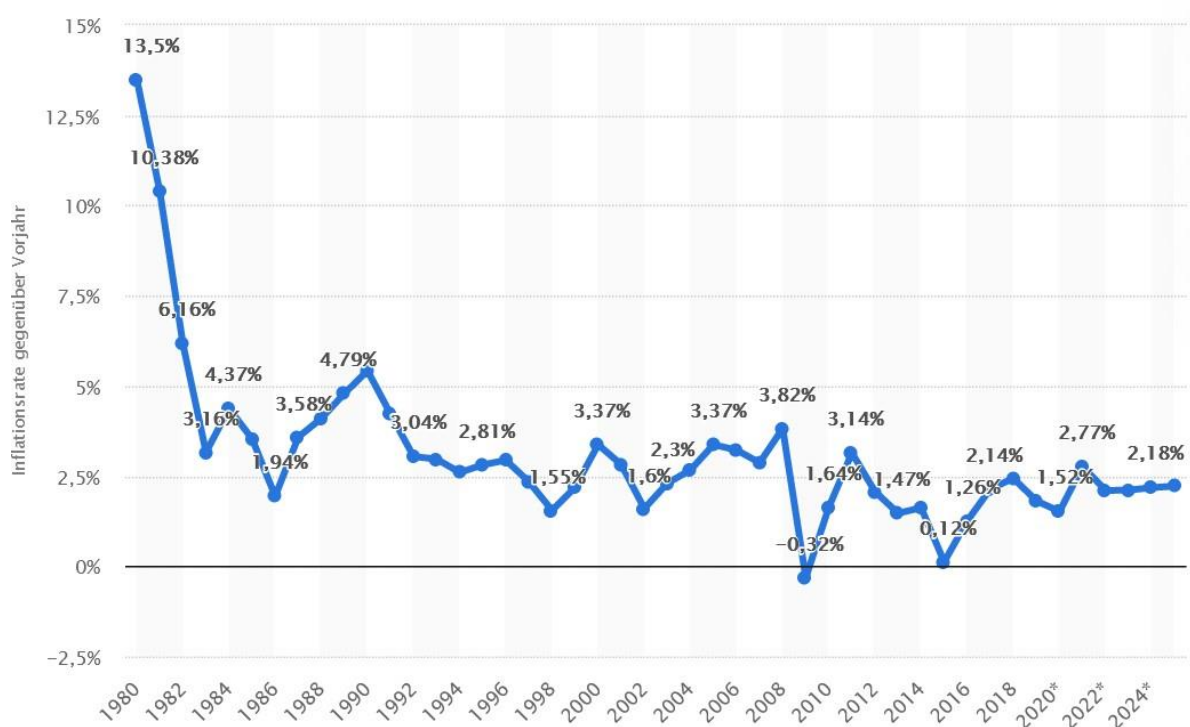


1.2 Dogecoins financial context

Dogecoin is based on Litecoin and a peer-to-peer cryptocurrency. Every year about 5,2 billion new coins are made available automatically through its algorithm. Because of this stable and steady amount of coins being generated and added to the general pool of coins, the inflation rate of Dogecoin has been going down every year and will continue to do so. The inflation rate of Dogecoin will be at 3,4 % in 2025, at 2,5 % in 2035 and at only 1,9 % in the year 2050.

Compare these clear and predictable numbers to the inflation rate of the Dollar who in 2020 was at 1,52 % and at 1,91% in 2019 and you can clearly see why Dogecoin is the safer bet for the future.

So while the inflation rate of the Dollar could not and cannot be predicted, the inflation rate of Dogecoin will definitely go down every year and at one point will reach 0. Therefore its highly likely that Dogecoin (perhaps along with other crypto currencies) will replace the Dollar or at least will become a more secure and stable alternative. Not just for people using it but also for you as a business owner, who can now much more clearly predict what his money will be worth by next year instead of having to hope for a strong Dollar.



cf. <https://de.statista.com/statistik/daten/studie/165718/umfrage/inflationsrate-in-den-usa/> (06.02.2021)

While the inflation rate of Dogecoin will be going down every year, the inflation rate of the Dollar changes on the daily. This stable inflation rate is a unique occurrence in financial history.



2. Current growth

Here you can see the current development of Dogecoin over the last month. The interest in it has grown tremendously thanks to social media and the general media picking up on it. And there is no end in sight. More private investors are finding out about Dogecoin, realize how much potential it has and decide to invest into it. They will buy it and want to pay with it in your store.

Zoom **STUNDE** TAG WOCH**E** **MONAT** JAHR ALL TIME

DOGE/USD

Monat



cf. <https://www.btc-echo.de/kurs/dogecoin/> (06.02.2021, 00:29)

Dogecoin has grown by about 0,02 ct every third day and has been able to keep its value. The overall growth over the last 30 days was 376,96%. If Dogecoin keeps growing at this rate, it will hit 0,1 Dollar on 23. February 2021 and 0,2 Dollar on 09. March 2021 and 1 Dollar around 29. June 2021.



3. Good impacts for you

You might still be wondering what Dogecoin can do for you as a business owner. And I would like to answer that question with a short story.

In May 2010 a man named Laszlo Hanyecz bought two large Pizzas for about 30\$. He decided to pay for them with Bitcoin. Since Bitcoin was valued at around 0.003\$ at that time (significantly less than Dogecoin is worth already) he needed about 10.000 coins to do so. At the time I'm writing this message a single Bitcoin is worth around 38.500\$ or 32.000€. If that would have been your Pizzaplace back in 2010 and you still had your coins of course, you would now be worth 385.000.000\$ or 320.000.000€. So as you can see being open minded can really pay off, big time. Of course it might seem like a gamble at first, but think about it. Bitcoin is the strongest cryptocurrency in the world right now and let us be honest most people STILL look at it as "geek thing". Just imagine the potential for growth a cryptocurrency has that people can easily identify with and relate to.

And you would not even have to buy it yourself. Just by allowing people to use it to pay for goods in your store you are already earning it and on top of that increasing its value. So for you as a business owner it's a win-win situation.

But perhaps you are still not convinced and think I am just a single person sending you a letter because I truly believe in something others do not. Well, Dogecoin is the most mentioned cryptocurrency on Twitter, ever! People like Elon Musk, Snoop Dogg, Gene Simmons and other various Influencers from all around the world, who all have walked the most different paths in life are rallying behind Dogecoin. And why? Because it is the people's coin, simply everybody can identify with.

There are also several dedicated Dogecoin boards, blogs and forums. With the largest possibly being r/dogecoin with over a million active users and subscribers on the popular website reddit.com.

So by simply accepting Dogecoin as a payment option you will receive lots of free positive publicity, a currency that will most likely increase in value over time and the thanks of millions of people worldwide. Just like the pizza place in 2010 you have to make a decision and just look at how it turned out for those pizza guys.



4. Conclusion

Making it short. Why you should accept Dogecoin at a currency or even invest in it?

- Dogecoin is a meme, at least 30-40% of the world's population interacts with memes on a daily basis.
- Therefore Dogecoin promotes itself, leading to natural and organic growth. (example: [#dogecointiktokchallenge](#) in 2020)
- Dogecoin has a much better image than other cryptocurrencies due to its friendly community and mascot.
- Dogecoin would flock to your business thanks to the "one-of-us" effect.
- The inflation rate of dogecoin is constantly going down every year.**
- Dogecoin has had a loyal fanbase since 2013, which is now growing faster than ever.
- The market capitalization of Dogecoin is growing very fast especially right now.
- You only need a normal computer to mine it and no special device making it easily accessible.
- Dogecoin has a loving community, which welcomes every company, that accepts Dogecoin.**
- Your company's investment income will grow simply by accepting Dogecoin as a currency.**
- Your company would get free advertisement simply by accepting it.**



Dogecoin is a lifestyle – symbol of the internet-generation!

Dogecoin will change the world!

Be a part of

it!

Be a part of

us!



5. Bibliography

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