



### *Organizational Overview Primer*

Digital currencies are an untapped, nascent sector of the fourth industrial revolution, one that is only now beginning to be fully explored and embraced. Despite operating for over a decade under the radar of governments and international institutions across the world, global actors have begun to take notice of the digital currency space.

Unfortunately, these institutions and decision makers often lack the requisite background, knowledge, or understanding of the groundbreaking potential and function that digital currencies fill. As a result, critical, yet common sense, consumer protections are often overlooked, leaving a wide swath of our electorate vulnerable to malicious, predatory actors. Although digital currencies and regulations seem diametrically opposed to one another, addressing this effectively will be critical to the long-term success and adoption of digital currencies in American society.

### **Overview**

The Digital Currency Traders Alliance (DCTA) is a nonprofit coalition of retail investors, consumers, traders, businesses, and thought leaders in the Digital Currency space.

Our mission at DCTA is to ensure that the future of digital currency trading is open to everyone through the promotion of consumer protections, education, and the adoption of best practices.

We achieve this mission through advocating on behalf of, and giving a voice to, digital currency retail traders and investors while ensuring that we educate decision makers so that they have the requisite knowledge necessary to craft and adopt best practices that achieve the appropriate balance between growth, innovation, and consumer protections.

## **Initiatives**

The Digital Currency Traders Alliance (DCTA) proposes to fill this current gap in knowledge and educational resources through a three-pronged approach to ultimately facilitate the universal adoption and widespread understanding necessary to normalize digital currencies in the national consciousness:

- Direct Advocacy
  - Outreach to Government Regulators and Policy Makers - Educate key decision makers and regulators on both the basics and nuances of digital currencies and blockchain.
  - Public Engagement - Mobilizing the public through an advocacy and engagement portal with the latest regulatory and policy information, template letters, and sample talking points.
- Public Awareness Campaigns
  - Combating Misinformation - Clarify misinformation by providing factual counter-narratives with easily accessible fact sheets.
  - Outreach to Private Sector Industries - Educate private sector actors on the potential of digital currencies with a focus on consumer protections, best practices, and ensuring that equity is an integral component of their blockchain programs.
- Expanding Educational Opportunities
  - Blockchain Certification Courses - Ensure a reliable talent pipeline by partnering with community colleges to create blockchain certification programs as well as Associate's Degrees in blockchain for highschool students in dual-enrollment programs.
  - Modular Education Courses - Establish an education seminar series on various blockchain topics - from Blockchain 101 for beginners to advanced deep dives for intermediate- and expert-level participants.

We are confident that we have the skillset, team, and expertise to effectively reach, educate, and inform key decision makers and regulators who have been tasked with crafting regulatory guidelines for this nascent sector. These critically needed initiatives will be instrumental to preserving the United States' competitive advantage in the digital currency sector. A failure to act now would be an enormous detriment to the country in the long-term, depriving the government of tax revenue, innovation, and global leadership.