

The next disruptive innovation: BitCoins

The recent conference, BitCoin 2013 in San Jose, made it obvious that BitCoins are here to stay. The recent spike in has sparked a massive interest for investments in making BitCoins more mainstream. Even the incubator Boost has pledged to devoting half of their portfolio to BitCoin startups, and created a joint venture called “Boost BitCoin Fund” to make additional investments: www.j.mp/BoostBitCoin

With the fall of traditional media, and the popularity rise of blogs, numerous startups have been playing around with the idea of donating cents for articles and other content that you like - built on the idea that with enough volume, even a cent per view will amount to substantial amounts. One of these recent efforts is called CentUp: www.CentUp.org

But this micropayment revolution might still not go anywhere until BitCoins gets more widely adopted, preferably combined with a more ingenious model for how creative artists gets compensated - in a well executed expansion plan, which doesn't require you to part with your hard earned dollars.

The Winklevoss Twin Brothers came on stage at the BitCoin 2013 conference as Keynote Speakers, citing Ghandi in their view of how the BitCoin as a currency will evolve:

“First they ignore you, then they laugh at you, then they fight you, then you win.”

The brothers already own 1% of all BitCoins, sharing an interview that BitCoin is much like Voice Over IP (VOIP) for disrupting the traditional telecom industry - with Skype coming out as a winner. They predict that one company will emerge, which will rule the online virtual payment space - just like Facebook now rule the social network space, and Google rule web search. Much like how PayPal makes payments universal. *[May 25th 2013]*

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