

# Bitcoin

## The new gold rush?

### Bitcoin basics

Bitcoin is a cryptocurrency, a digital alternative to traditional money relying on cryptography for its operation. The Bitcoin protocol, a system of open source processes, governs the currency and is primarily supported by a peer-to-peer network. This design also makes Bitcoin a payment network, one that exists outside the traditional payments system.



#### Pros

- Low transaction costs
- International transferability and convertibility
- Protection from some political risk and inflation
- Basic alternative digital currency problems of supply growth and double payment/verification solved
- Operation is outside the banking system — immune to bank failures, but not protected by deposit insurance

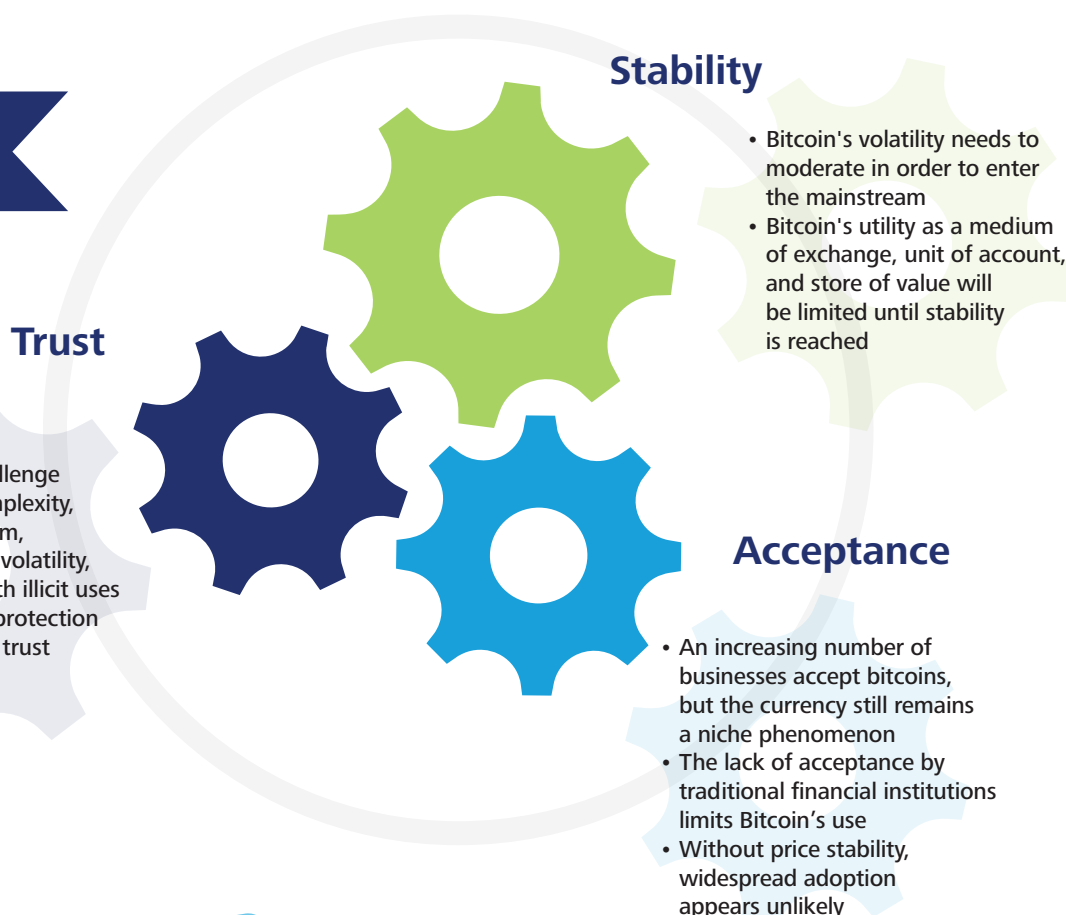


#### Cons

- Currently volatile value
- Limited adoption by retailers
- Combined with other software, anonymity can be used for illegal purposes
- Lack of trusted intermediaries to challenge fraud
- Potential to expose users' transaction history to the public
- Uncertainty about security and operational resiliency
- Inadequate mass-market understanding



### Conditions for mainstream adoption



#### Hedging and investment services

Firms may consider creating new investment offerings focused on Bitcoin, such as index funds and exchange-traded funds.



### Business and institutional implications for financial services companies



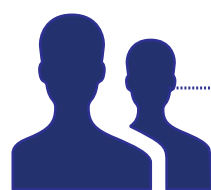
#### Retail and investment banking

These firms may begin looking at the acceptance of bitcoins as deposits, the use of bitcoins as collateral, the pursuit of business with Bitcoin-related companies, and Bitcoin trading.



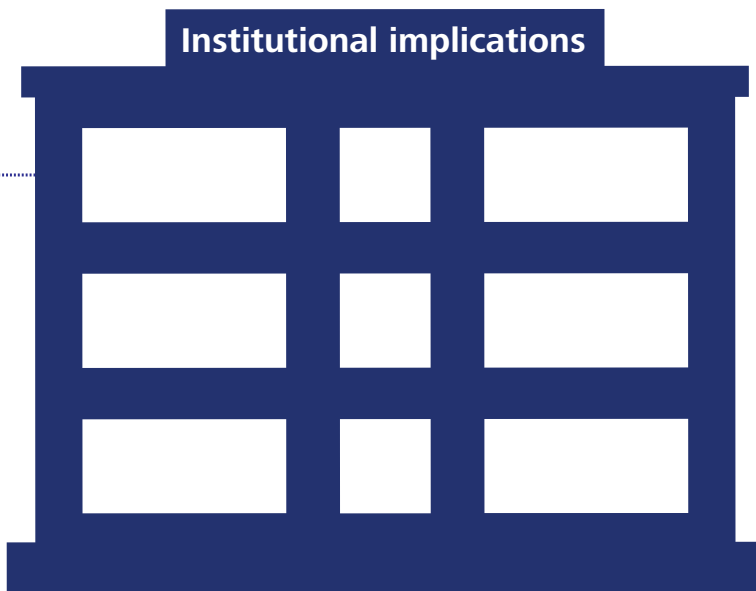
#### Payments

Transfers between individuals via Bitcoin are faster, simpler, and less expensive than those offered by many financial services companies. Companies may need to innovate to retain their dominance in this space.



#### Risk and compliance

Bitcoin raises many concerns from a compliance and risk perspective. Risk governance and internal controls may need to be developed or updated to account for Bitcoin and other cryptocurrencies.



#### Operations and technology

Software and other IT investments may be needed to integrate alternative digital currency platforms into infrastructure and product offerings.



#### Tax and accounting

The adoption of Bitcoin may carry numerous tax and accounting implications, among them revenue recognition, mark-to-market valuation, the characterization of profits and losses for tax purposes, the applicability of barter transaction rules, basis tracking, and hedging considerations.



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