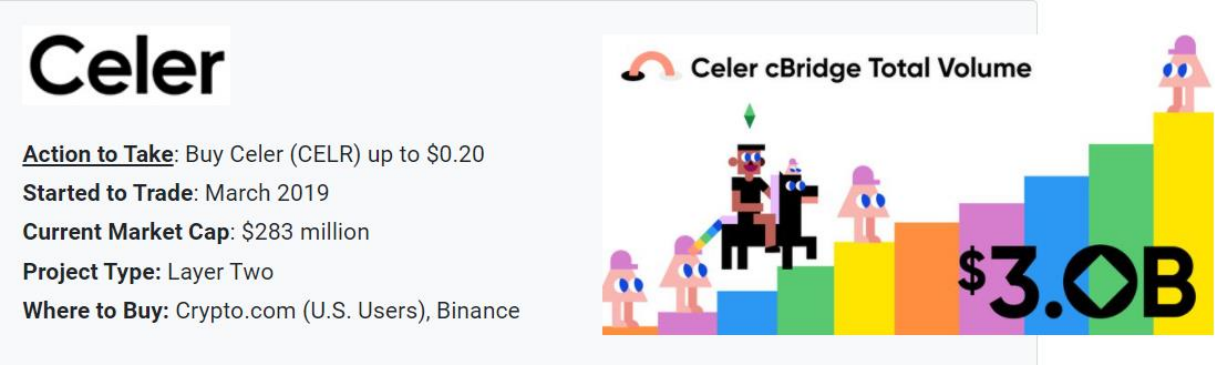
NEW BUY ALERT AUGUST 30, 2021 CELER (CELR)



The cryptocurrency market is giving us an opportunity to add a new position. We have had our eye on this project for several months, and now is a great time to take a position.

For any new members, welcome. The goal of this research product is to profile and recommend the most promising investments ushering in what I call “Web 3.0.” Crypto-Tech projects.

These special reports will provide foundational knowledge about blockchain technology and how it’s ushering in new internet on blockchain Web 3.0. The reports also outline our investment philosophy and shows what types of projects we will be targeting.

Today’s recommendation relates to a new technology which is poised to resolve one of the biggest issues regarding transactions on blockchain networks, the cost of transaction or gas fees.

One of the biggest misunderstandings in the industry is that cryptocurrency miners are just opportunistic companies and individuals mining for “free money.” This is not the case at all.

We should think of miners as the core infrastructure for blockchain networks. They are literally the racks of servers with computing power that keep the networks alive. And, of course, there is a cost associated with the equipment, the facilities, and the electricity required to run these networks.

These miners are compensated through both the mining of currency, as well as through fees paid for transactions.

If a transaction on a blockchain network is simple (like sending a few ethers from one person to another), we don't need to pay much in fees. But if it's complex (like a transaction that requires a complex smart contract), we need more. This means fees can be hundreds of dollars.

To make this cheaper, layer-two (L2) scaling technology is introducing solutions ***to make transactions 1/500th of what they are today*** in some situations. Layer-two blockchains enable a transaction to happen off the main layer-one blockchain (like Ethereum) inexpensively. Eventually, the transaction is bundled up with other transactions and settled on the layer-one blockchain cheaply.

And what makes this technology so exciting is that ***it will make non-fungible tokens (NFTs) cheaper and easier to buy, transact, and interact with***. It will allow platforms to absorb miner fees and improve the overall user experience. And ultimately, it will bring more users to blockchain applications.

Celer

Action to Take: Buy Celer (CELR) up to $0.20

Current Alert Buy Price: $0.05
Started to Trade: March 2019
Current Market Cap: $283 million
Project Type: Layer Two (L2)
Where to Buy: Crypto.com (U.S. Users), or Binance (International)

Let's dive deeper into why we like Celer.

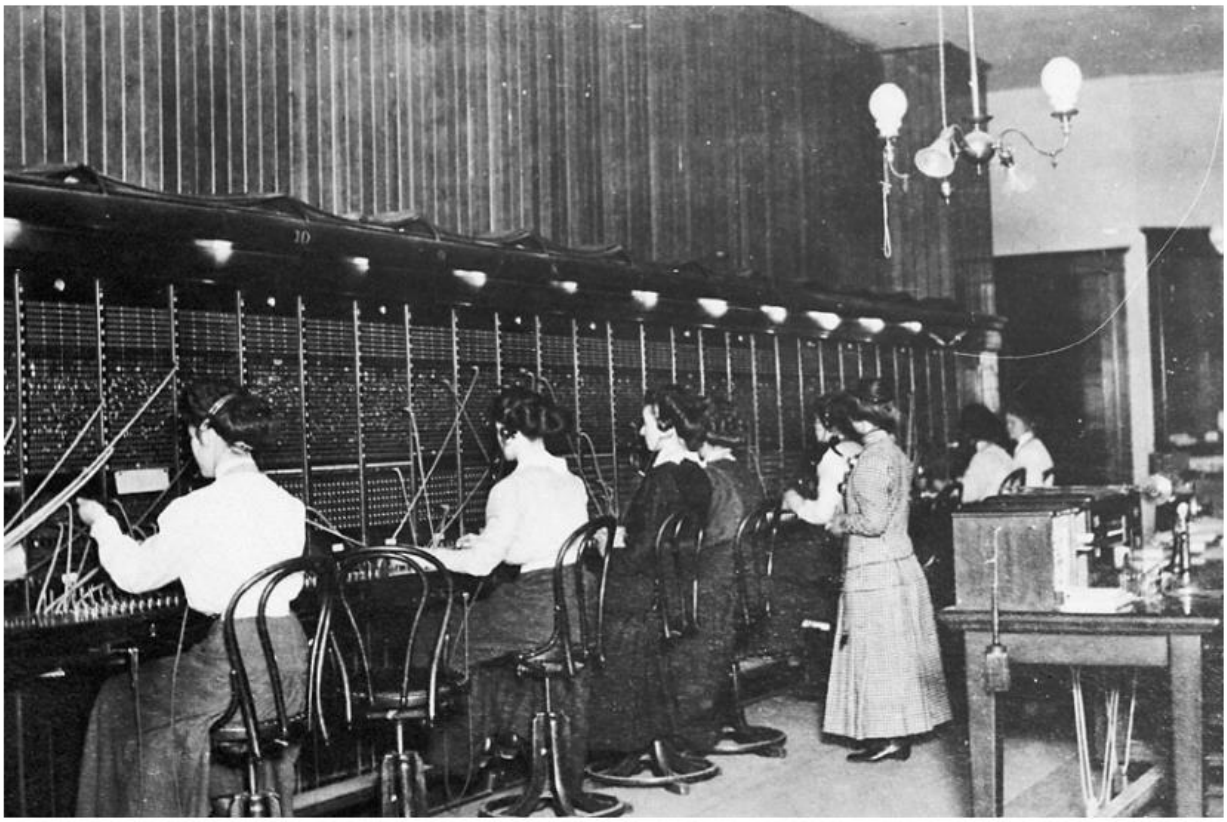
It took 15 minutes to make a long-distance phone call in 1918.

Back then, the phone lines would run down to a room where an operator sat ready to patch through each call that came down. The operator would answer the call coming in and insert the line into a hole to connect the caller to the desired receiver.

The device that operators used to connect two calls was called a switchboard.

Below we can see a photo of a room full of operators and switchboards.

Group of Telephone Operators Circa 1910



Source: Oregon Historical Society

Now if that same caller needed to make a call to another building, then a series of operators and switchboards were needed to establish the connection. The further the call needed to go, the more connections were needed.

It was like stringing together a bunch of tin cans. But it caught on like wildfire.

When the switchboard setup was introduced in the 1870s, it took only two years to go from serving 21 subscribers to nearly two U.S. states. This seemingly simple technology went on to reach three million phones by 1904.

And it was about five decades after switchboards were implemented that an even bigger leap in technology took place. In 1927, the first official transatlantic phone call took place. Of course, there was no wire traveling across the ocean. This call traveled 3,000 miles via airwaves.

No longer did direct connections need to be made. And instead of waiting 15 minutes to make a long-distance call, connections could be made in a fraction of the time. It was the true leap in technology that allowed for a global phone network.

What's more, the company involved in both technological leaps was AT&T. Their success in attracting users to the switchboard allowed them to introduce airwave technology with incredible success. It's a large part of why AT&T is a telecommunications powerhouse today.

I believe today's recommendation is like investing in AT&T in its early days. The project has essentially developed its own switchboard-like technology for blockchain networks. And it has just introduced a major technological leap that will fundamentally change how we transact on blockchain networks.

The Company

Celer (CELR) is a project that has spent nearly four years developing layer-two technology. As we know, the main purpose of this tech is to scale layer-one blockchain networks like Ethereum to make transactions cheaper and faster.

What's important to know about layer-two applications is that all the big technology breakthroughs are happening in this space. This is a major trend that will continue in 2022. And I believe the shift Celer is enabling will be like a moment moving from switchboards to fiber-optic networks.

Before we get into Celer's recent breakthrough, let's first look at who's backing this project.

Celer is backed by notable names like ***Pantera Capital, Arrington XRP Capital, Block VC, and others.*** These are all well-known venture capital (VC) firms in the blockchain industry.

And Celer has a wealth of industry-leading knowledge it can draw on. ***The team is filled with PhDs from Berkeley, the Massachusetts Institute of Technology (MIT), and Princeton, among others***. Their prior work can be traced to companies like Google, Intel, Raytheon Technologies, and Bell Labs.

The Blockchain Switchboard

Layer-two solutions have historically created friction for blockchain networks. But Celer takes a unique approach to its layer-two technology.

It looks to address fragmentation and increased workload by putting the user first. And it plans to fully enable this with its Inter-chain Message Framework (IM).

Introduced about two weeks ago, Celer IM leverages existing projects on virtually any blockchain. It communicates with projects where they already reside.

This allows users to enjoy the benefits ***of a diverse multi-blockchain ecosystem with the simplicity of single-transaction settlements***. ***That means users can swap cryptocurrencies across blockchains using a single transaction.***

This has historically been a huge headache in the industry. ***It means that a user no longer must navigate a series of manual transactions across multiple blockchains.*** This is impressive.

And the implications this tech will have for the NFT market cannot be overstated. Right now, users can buy, sell, and mint NFTs across multiple blockchain networks. And a select few, like Ethereum, stand as the most popular blockchain networks for transacting NFTs.

But as we know, Ethereum is just one network of many built for NFT transactions. And as more organizations, game developers, and other entities look to bring their own NFTs to market, they'll need to address the current complexity in settling transactions across multiple networks. The harder it is for users to do this, the more NFT vendors will lose out on potential revenues.

For example, let's say a user wanted to buy a NFT on a blockchain where their capital does not reside. The user normally needs to send their assets to a bridging solution, bridge them to the destination blockchain, and place the bid. In blockchain technology, bridging is simply the ability for users to move assets from one blockchain to another.

All of this assumes there is a direct bridge. It's the switchboard solution of blockchains. And it typically requires a user to spend hours setting up a transaction.

The ability for users to easily move between NFT marketplaces residing on multiple blockchains is key to truly bringing NFTs into the mainstream. It's the major pain point standing in the way of even broader adoption today.

That's why I'm so excited about Celer.

We'll no longer need a series of bridging solutions. And this tech applies to more than just NFTs.

A Benefit for the Entire Blockchain Industry

Celer's layer-two solution has sweeping implications ***for swapping assets, earning yield, lending, metaverse games, and more***. It gives users the full suite of blockchains and protocols at their fingertips. No more long tedious transfers.

This solution allows users to ***get the best prices, rates, and NFTs with less hassle.*** It's the type of leap that ***drops wait times from days and hours to minutes***.

And as we saw with AT&T in the early days, Celer's IM solution will leverage its existing network of users. If we think of Celer's IM solution as the *fiber-optic network*, we can think of Celer's current network of users on its cBridge as the *switchboard*.

And just like AT&T leveraged its switchboard customers to enable its solution for long-distance calls. Celer is leveraging its user base to enable a major improvement in layer-two functionality.

Celer's cBridge is key to facilitating the bridging process from one blockchain to another.

Most bridges tend to operate between two blockchains or a few. But ***cBridge can move assets between 20 different blockchains. These include Ethereum, Binance Smart Chain, Polkadot, Avalanche, Polygon, Fantom, Celo, Harmony, and more.*** These are some of the most popular blockchains to date, with new chains now being added weekly.

Users won't need to search for a specific bridge for their specific need. They can access this one solution for their bridging needs.

We're already seeing the success of this new feature drive more transactions through Celer's solution***. cBridge went from $28.5 million worth of assets sitting in its ecosystem to $257 million in about two months.*** This shows just how popular the solution is becoming with users, and how much bigger it's set to become as adoption grows over time.

This growing user base on cBridge is why I think Celer will have great success with its IM solution. It provides existing cBridge users unmatched freedom. Celer is essentially taking its "switchboard" network and upgrading it to this novel technology.

I only know a handful of developers working on a solution like this, and none of them has a network to introduce it to like Celer. ***Once users begin to realize a drastic reduction in time and cost in swapping assets across multiple chains, among other uses, there will be no going back.***

Celer is enabling greater usage across the ecosystem. Celer's IM technology is one of the biggest breakthroughs happening in blockchain technology right now.

What to Expect

The Celer network's ***CELR token has several uses. It's used to pay for transaction costs on its network. And it can be staked*** to help secure and validate the network through its Proof-of-Stake consensus method.

This means, as Celer's network incurs more users and transactions, ***the demand will increase for the CELR token due to its utility.***

But more importantly, the team at Celer is preparing to update its network of validators in the coming months. This will likely coincide with its IM solution going from testing to production. ***This presents a catalyst for CELR tokens***.

The update will allow CELR token holders to delegate their tokens to the network's validators. It will improve the overall security of the network.

This new function also gives users more reasons to hold the CELR token. When token holders start delegating their tokens, a large percentage of the supply can go from circulating to locked. This dynamic can result in less supply on centralized exchanges and DEXs alike. ***That's because with more supply getting locked up, CELR becomes scarcer. And over time, any uptick in demand can create major upside momentum for token holders***.

This is a setup that I really like to see with a token. ***The supply vs. demand tokenomics will stack the deck in our favor.***

The Celer network sits at a $283 million market cap today. This is grossly undervalued for what is to come.

Its technology is at the forefront of the blockchain industry. And it takes the approach of placing the user first.

In time, as Celer gains traction and its IM breakthrough gains wide usage, ***we will see it become one of the top 50 projects by market cap.***

This would place its market cap above $2 billion – giving us a possible 7x return.

Let's take a position in CELR before users begin using its new IM technology.

Where to Find This Asset

Celer (CELR) can be easily purchased on **Crypto.com for U.S. users**. For non-U.S. users, we can find CELR on Binance. We can purchase this digital asset and hold it on the exchange or in an Ethereum digital wallet of our choosing.

Let's add CELR to our portfolio of projects enabling the NFT trend.

Action to Take: Buy Celer (CELR) up to $0.20 on Crypto.com and Binance. There will be no stop loss for this position.

Risk Management: Because we will be holding this token without a stop loss, I encourage all readers to use rational position sizing. We should remember to never go "all in" on any one investment. Our mission is to build a portfolio of companies adding to positions over time. That's how we'll optimize our success.

Sincerely,

Jennifer R. Glick

Technical Analyst & Publisher

COMPANY WEBSITE: https://www.celer.network

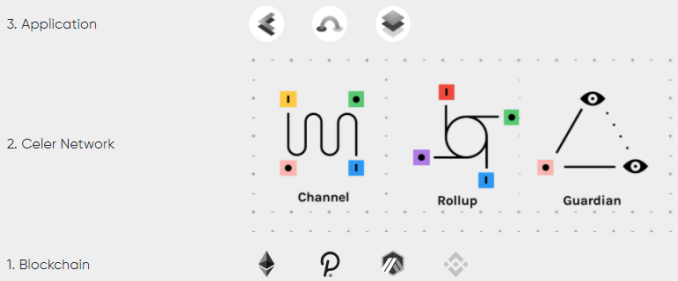
Celer

HOME PRODUCT TECHNOLOGY BUILD BLOG COMMUNITY ABOUT CAREER

Push blockchain to mainstream with layer-2 scaling technology.

What is Celer

Celer Network is a layer-2 scaling platform that brings fast, secure and low-cost blockchain applications on Ethereum, Polkadot and other blockchains to mass adoption. Celer launched the world's first Generalized State Channel Network and continues to push the frontier of layer2 scaling with advanced Rollup technology. Core applications and middlewares like cBridge, layer2.finance and more ecosystem applications built on Celer have attracted more large audiences in DeFi, blockchain interoperability and gaming space.



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