



Welcome to TRIAD Crypto, a CTR Brand

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Mr. Leicester, Crypto Talk Radio



INTRODUCTION

Cryptocurrency is an as-yet-immature, but still growing, shift in the way we potentially transact business. It has the potential to solve numerous problems both related and not related to fiat currency. However, it faces a number of challenges; the vast majority of which can be consolidated into one problem statement:

There are too many greedy people.

There's nothing wrong with basic greed and a desire to make profit; it's natural. Where it becomes a problem is when you treat cryptocurrency as though that's all it's good for, thus devaluing it in the eyes of those who invest in it and tempting them to pump-and-dump it.

Every day, people look for newly launched products in an attempt to make a quick buck, and very few cryptocurrencies have succeeded in establishing true value **outside** of what we refer to as the "Crypto Bubble". This is because they don't think about those people.

As of July of 2022, it is estimated that only 10% of the world's population is involved in cryptocurrency, and to varying degrees; largely skewed towards the wealthy. Those wealthy ones have enough to drain projects without a second blink, thus causing the less wealthy to continue seeking the next "moon", and in some cases resulting in a lottery or gambling craze. This then breeds viral toxicity in communities, along with a forced push to sit in Telegram(scam) channels while people share nonsensical images and younger folks use the word "jeet" to describe more conservative investors.

Introducing TRIAD Crypto.

We believe that the definition of insanity applies here. Rather than keep doing the same thing that's been failing, TRIAD Crypto takes a completely different approach, more in line with where we started, as a perk of membership in Crypto Talk Radio's TRIAD membership. Read on to learn more about what we've come up with and why we believe it lends itself to less toxicity and more safety.



THE PROBLEM

We stated before that roughly 10% of the **world's** population is involved in cryptocurrency to some degree.

But what about the other 90%?

They don't understand it.

Some projects were created for educational purposes. But that assumes those people can find those services. Many of these projects don't understand the importance of SEO and how people look for information.

They don't trust it.

This is either due to word-of-mouth (i.e. someone got "rekt", lost a lot of money, then spread a bad word to people to avoid cryptocurrency in general) or the media ("Bitcoin is dead", etc.)

They find it difficult to get involved compared to fiat.

Today, getting paper currency is a simple trip to the bank or ATM. Getting cryptocurrency is somewhat simple, but requires a lot of set up to get going **and** there's no assurances like FDIC. When people try to understand using their cryptocurrency to buy something, the provider may or may not accept it.

Cryptocurrency projects frankly suck at mainstream communication.

Almost to a T, cryptocurrency projects require that people join Telegram(scams) to get critical updates. These projects don't see a value in keeping their websites updated, looking at it only as a "marketing tool" rather than the main source of information **outside** of the "Crypto Bubble". The result: a token makes a change such as a migration and current holders are not made aware, only to see their value plummet without warning and with no easy way to understand what's going on.

It is important to understand Telegram(scam). It is a tool by and large used in Asian countries, **not** the United States, United Kingdom or other natively English-speaking countries, mostly because it ties to mobile devices. Telegram(scam) came under major scrutiny by the United States because the software is prone to exposing people's information and putting them at risk; yet cryptocurrency projects and related tools such as BSCScan, Etherscan, etc. almost always require a Telegram(scam) channel as the normal method of communication.

Telegram(scam) enables scams because the cryptocurrency projects have full control, without any oversight or scrutiny, to delete vital information and even remove two-way chats with people; thus, any statements made can be removed without any history left behind. With a website, archive.org is almost always indexing it, making the project accountable for claims made should a lawsuit be viable/necessary.

In other words, the projects suck at communication not because of ineptitude, but because **it's how they pull off the scams.**

We tied cryptocurrency to fiat, which forced it into the same volatility and low value as fiat.

This was a conscious decision made because of the need to access basic currency and attempt to put an easy-to-understand value against the cryptocurrency. In truth, what it did was create artificial, often phony values for cryptocurrency (i.e. Bitcoin pumping to near \$70k when it had/has no actual use case), which then created opportunity for scammers to create illegitimate projects – honeypots and rugpulls, or exit scams – to take unknowing investors' money from them.

We enabled certain "influencers" to "shill" projects that they were in, which allowed them to rip people off on the way out.

This includes celebrities like Matt Damon and Kim Kardashian, but there are many others who are not celebrities. Unknowing new investors listen to these people due to follower counts, likes and subscriber counts, which in of themselves are faulty metrics. It's the same basic idea as buying certain clothes because you see your favorite musical artist wearing them (thus the 'skinny jeans' fad): there are impressionable people who listen to these influencers because they've gained trust; not because of credibility, but because of arbitrary status (or in Kardashian's case as with many other female 'influencers', her Instagram account with photos in various stages of undress alongside a certain endorsement or statement of support).

There are simply too many blockchains.

This may seem counterintuitive, but it's true. Not only is it true, some blockchains are inaccessible to certain countries, others are challenging to get into, etc. When one does find a project other than a "core" token, it's often not as simple as going to a store and buying it; but rather multiple levels of understanding about how to get the token. Many cryptocurrency projects (again, **inside** the "Crypto Bubble") make the flawed assumption that it should be easy when it's not, especially for older investors. The response then is that they shouldn't get in – the fact is, the older investors are the ones with the money, **not** the younger ones. That's why it's referred to as the "Crypto Bubble" – they don't understand how normal investors work and they think that the young, impressionable ones are where the money is when most of them aren't going to invest more than a few bucks.

The tax implications are diverse and not well understood.

This isn't the fault of the cryptocurrency project, but the vast majority of them don't warn investors that there **might** be tax implications as a result of their investment. Unless one does their own taxes, they may not understand the level of risk being introduced as a result of a simple investment of a few hundred dollars in a cryptocurrency.

Almost all cryptocurrency projects encourage “#YOLO” or “#FOMO” investing, rather than cautious, conservative investing.

“YOLO” stands for **You Only Live Once**. “FOMO” stands for **Fear Of Missing Out**.

A “YOLO” is where you basically invest more than you can really afford. It's the definition of a gamble – and statistically, people lose more often than they win, just like real gambling or the lottery.

“FOMO” is where you invest because you see some movement that makes you think that you must act, lest you miss an opportunity to make money. Again, another form of gambling that more often than not results in losses, especially if the project was doomed to fail from the beginning.

It almost always requires a rather high amount of money to make a high amount of money.

Most of the communication circles around outlier projects like SHIB, where a modest investment of \$50 turns someone into a millionaire simply by “HODLing” (Holding On for Dear Life) long enough. Sounds good, except that not every project is ethically sound, and in fact there are more trying to rip you off than are not. Increasing the odds of profit usually involve way more investment – to the tune of \$10k or more – to make sure that the multiplicative return on investment is actually worth the risk, but if you had that much money to begin with, you could invest a fraction of it in the stock market and make just as much if not more with way less risk (because of the significant amount of regulatory scrutiny and protections).

The Howey Test.

For those that don't understand this test, it's a measure of whether or not something can be considered a security and thus subject to regulatory scrutiny. It has never been modernized to consider cryptocurrency, which means that it has an uncertain future from a regulatory perspective.

It's highly unlikely that a full ban happens, but it does mean less profit potential, which may make less people **outside** the “Crypto Bubble” likely to get in, which means that cryptocurrency will struggle to take off.

HOW TRIAD CRYPTO IS DIFFERENT

A Spin On An Idea



Put simply: *the definition of insanity is doing the same thing over and over and expecting a different outcome.*

For too long, cryptocurrency has chugged along like a ghetto stepchild of a banking system rather than what it could be, which is a safe way to gain access to things without considering fiat. On our podcast we featured Mr. Joshua Scigala, who was one of the very first to believe in the future of Bitcoin and try to encourage something different, only to have the industry veer off into the current fiat-based direction that it has.

We took his idea and combined with our own to create a model that doesn't need fiat to thrive. It simply needs a use. For the first two offerings under TRIAD Crypto, we call this **Collectible Utility Token, or CUT.**

CUTs provide the holders with access to something that grants access to what you really want, without any direct investment.

Because it's not an investment instrument, it is:

- Completely safe from the Howey Test.
- Ignored by the greedy.
- Welcomed by those who don't want to stress over graphs.
- Immune to bear periods; in fact, it *thrives* when it's a bear period, because of the nature of it.
- Immune to any sort of financial influence that would harm investors (because you don't "invest" in it).
- Easy to gain access to (because of what it is – you don't need to buy it and access to it is purposely limited).

Build A Strong Community



Crypto Talk Radio is the most successful podcast under the CTR Stage group umbrella. However, many of those were only motivated due to one project, and that project was greed driven. As a result, we've shifted around the target audience to attract more serious investors that want information designed to help them be stronger and safer. This inspired the TRIAD, which is a set of membership offerings with increasing levels of value.

TRIAD Radiance is the highest value tier. It offers access to the TRIAD Crypto suite of offerings, including CUTs, as a perk of membership in the TRIAD.

The TRIAD has a price only to filter out non-serious investors from the serious ones, but the amount of value provided is staggering.

Everything described in this white paper is provided to the TRIAD Radiance members as part of the CUT strategy. There are other perks that members receive which we believe are some of the best in the business.

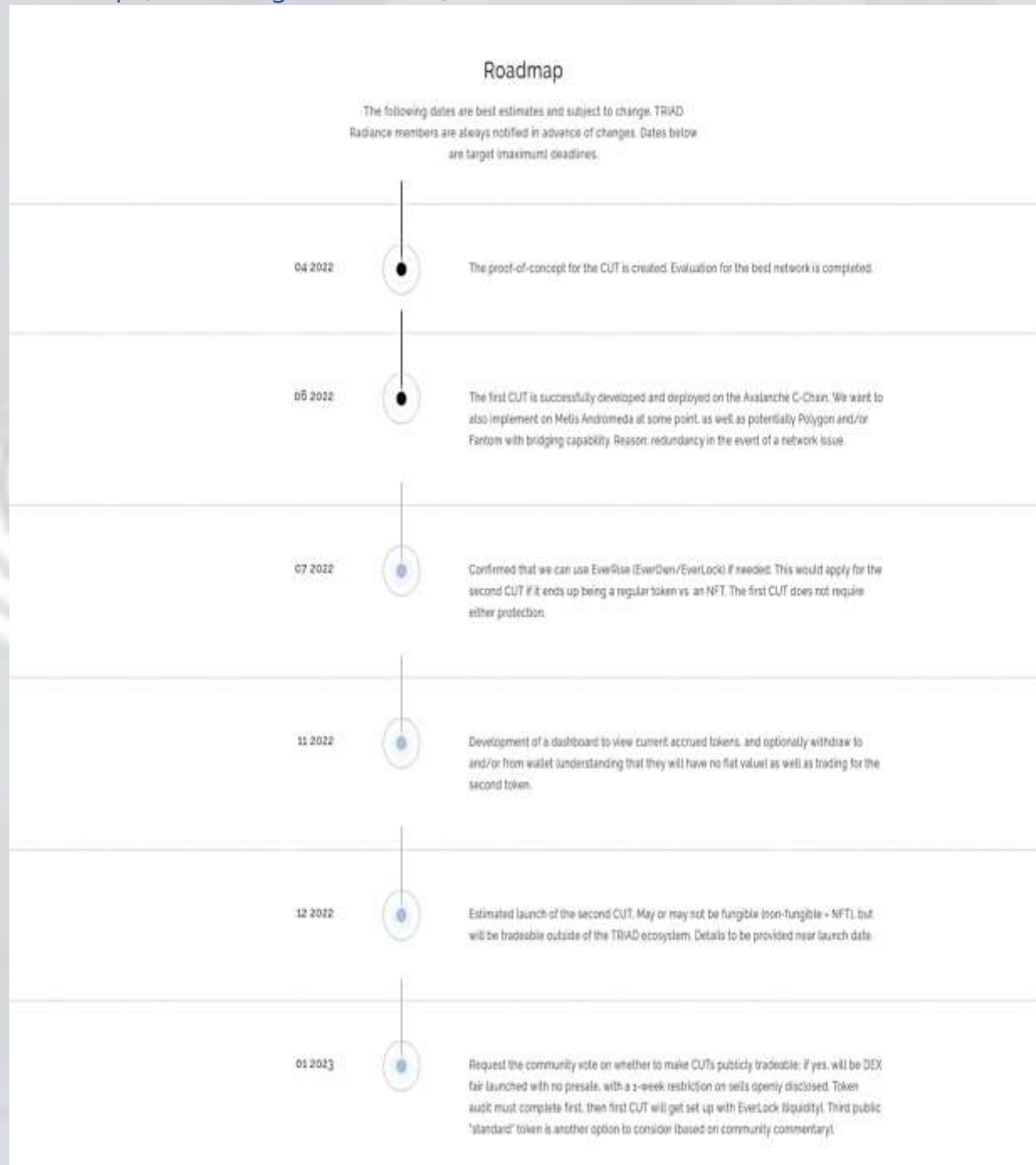
Future State



The community can then decide whether a third token, which would **not** be a CUT but instead a standard token, should be offered for those that are interested. The third token would have no bizarre tokenomics or complexity; rather, it would simply be made available as another investment instrument, without the risks of other projects. Each TRIAD Radiance member can then decide whether they want the ability to set their own price and sell one or both of the CUTs on the open market, in exchange for the value that they bring. This gives **them** control over the value of the CUTs, not TRIAD Crypto.



Roadmap (Will Change Over Time)





CONCLUSION

TRIAD Crypto is the start of a community. Members of the community that join TRIAD are entitled to cryptocurrencies offered by TRIAD Crypto.

Key Takeaways

- We want to show how community is supposed to work.
- We think our cryptocurrencies have the potential to improve the industry.
- Our priority is to minimize risks to those that support Crypto Talk Radio but provide something that has potentially unlimited future value.