



[Amazon.com](#) (ticker: [AMZN](#)).

Even if you'd bought a single bitcoin just two years ago at about \$250, you'd be 10 times better off today, as that bitcoin was worth \$2,688 as of late Friday. Meanwhile ethereum, though much younger, now trades at \$217. In March, when it first started to reach public consciousness, it was worth \$19.

Yet both these currencies, still largely driven by speculation, have been known to wipe out investors with their wild fluctuations – not the stuff of rollercoasters, but rockets plunging through the stratosphere. In December 2013, [bitcoin](#) lost more than half its value of \$1,150 in just 18 days.

"These currencies are extremely speculative and hard to value, thus they present a very big risk to individual investors," says Brent M. Wilsey, who owns and operates San Diego-based [Wilsey Asset Management](#). "A safer investment to profit from improvements in blockchain would be larger financial institutions."

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Thus as large banks such as Citigroup ([C](#)) and JPMorgan Chase ([JPM](#)) get into blockchain, they could provide a more stabilizing effect and harness its growth in less volatile ways.

On a smaller scale, this is already happening. On July 12, Falcon Private Bank, in cooperation with Bitcoin Suisse AG, became the first Swiss bank to directly offer bitcoin and crypto asset management to high-net-worth clients.

Who else stands to win with blockchain? "Microsoft ([MSFT](#)) and IBM ([IBM](#)), among the back end of this market-wide transformation, rapidly enhancing their



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