POCKET GUIDE · MINI

₹49 EDITION

Crypto & Web3, Without the Hype

The 20-minute reality check every beginner should read *before* spending a single rupee. No moon-talk. No shills. Just what's true.

WEKNOWWHATYOURELOOKINGFOR.COM

Pocket Insight Guide

WHAT'S INSIDE

Everything that matters, in pointers

This mini gives you the honest map of crypto in 20 minutes: what it is, how it works, which coins matter, how to stay safe, and India's tax reality. Read it once and you'll already know more than most people who've lost money.

01	What crypto really is	p.3
02	How blockchain works	p.5
03	The coins that actually matter	p.7
04	Wallets & keys — the one thing to get right	p.9
05	Buying in India, step by step	p.11
06	Web3, DeFi & NFTs — the honest take	p.12
07	Scams, risk & the red-flag checklist	p.13
08	India tax & starting safely	p.14

THE ONE IDEA TO HOLD THE WHOLE WAY

The technology can be genuinely clever **and** most individual coins can still be worthless or scams. Both are true at once. Never let a good idea talk you into a bad bet.

CHAPTER 01

What crypto really is

- **The promise:** send money to anyone, anywhere, with no bank or government in the middle to approve, freeze, or reverse it.
- **The origin:** a 9-page whitepaper published weeks into the 2008 banking crisis — a direct answer to fragile, middleman-run finance.
- **The core swap:** instead of one bank holding one ledger, thousands of computers hold identical copies and check each other. That's "trustless."
- **The pattern that matters most:** crypto moves in brutal boom-and-bust cycles. Violent rallies, then 75–88% collapses. This is the weather, not a freak storm.
- **What it is honestly:** a **speculative asset**, not a savings plan. Only ever risk money whose total loss wouldn't hurt you.
- **Survivorship bias:** you hear the winners' screenshots. You never see the far larger crowd who lost. The loud stories hide the quiet losses.

REALITY CHECK

Solving a real problem does not make an asset a good investment. Keep those two questions separate and you'll already avoid most beginner mistakes.

CHAPTER 01 · CONTINUED

The boom–bust cycle, in numbers

–88% 2013–15 crash from peak	**–80%** 2017–18 crash from peak	**–78%** 2021–22 crash from peak

Each time, the headlines said "this is the end of crypto." Each time the cycle eventually turned — but plenty of individual coins never came back at all, and many people sold at the bottom.

- **Bitcoin is the *least* volatile major crypto** — and it still did the above. Smaller coins swing 2–5× harder.
- **Time in, not timing:** nobody reliably calls the top or bottom. Anyone who says they can is selling you something.

REMEMBER

Being the safest crypto is not the same as being safe. Size every position as if it could go to zero — because some do.

CHAPTER 02

How blockchain works

- **A blockchain is a shared spreadsheet** of transactions, copied onto thousands of computers ("nodes") that constantly compare notes.
- **Why it's hard to cheat:** to fake an entry you'd have to fool the majority of the whole network at once. On a big chain, that's extremely hard.
- **Blocks & hashes:** transactions are bundled into blocks, each chained to the one before. Change any past record and the chain visibly breaks.
- **Proof of Work vs Proof of Stake:** two ways the network agrees on truth. PoW uses computing power (Bitcoin); PoS uses staked coins (Ethereum). Same job, different cost.
- **Decentralization has limits:** it's a spectrum, not a fact. Many "decentralized" apps still lean on central companies and websites.

A SIMPLE PICTURE

Imagine 5,000 students who each keep an identical notebook of every payment. Before a new line is added, they compare notebooks. One faker gets outvoted by the other 4,999. That's a blockchain, run by software.

Keys — the part that controls your money

- **Public key / address:** your "account number." Safe to share so people can pay you.
- **Private key:** the secret that authorizes spending. Whoever has it controls the coins. Never share it.
- **Seed phrase (12–24 words):** the human-readable master key. It *is* your money. Lose it and the coins are frozen on-chain forever.

THE OLDEST RULE IN CRYPTO

"Not your keys, not your coins." Everything about security comes back to this one line.

You'll see exactly how to handle keys safely in Chapter 4 — it's the single most important skill in this entire book.

CHAPTER 03

The coins that actually matter

There are tens of millions of tokens. Almost all are noise or fraud. A handful actually matter:

- **Bitcoin (BTC):** the first and largest. Whole pitch = scarcity: only 21M will ever exist. "Digital gold" — but that's a story, not a guarantee.
- **Ethereum (ETH):** a platform for "smart contracts" — programs that run on the blockchain. Most of crypto's apps are built on it.
- **Stablecoins (USDT, USDC):** tokens pegged to $1. Useful for moving value — but pegs *can* break, and some have.
- **L1s & L2s:** competing base chains and "layers" built on top for speed and lower fees.
- **Memecoins:** tokens with no product, driven purely by hype. Occasionally moon, usually go to zero.

BITCOIN'S HALVING (WHY SUPPLY SHRINKS)

HALVING	YEAR	BLOCK REWARD
First	2012	**25 BTC**
Second	2016	**12.5 BTC**
Third	2020	**6.25 BTC**
Fourth	2024	**3.125 BTC**

The brutal truth about "everything else"

- **Most tokens are dead or scams.** The vast majority of coins ever created have failed, been abandoned, or were frauds from day one.
- **New ≠ opportunity.** A brand-new coin promoted in a Telegram group is a red flag, not a ground-floor chance.
- **No yield, no dividend.** Bitcoin pays you nothing to hold it. Its only return is someone later paying more than you did.
- **Every coin has a counter-argument.** If a pitch only lists the upside, you're reading marketing, not analysis.

KEEP IT IN PROPORTION

If you buy anything, start with the biggest, most established assets — and even those have repeatedly lost three-quarters of their value.

CHAPTER 04

Wallets & keys: the one thing to get right

- **A wallet doesn't hold coins** — it holds the *keys* that prove the coins are yours. The coins never leave the blockchain.
- **Custodial (exchange holds keys):** easy, but you're trusting the company. Exchanges get hacked and can freeze funds.
- **Non-custodial (you hold keys):** full control via apps like MetaMask — and full responsibility. Lose the seed, lose everything.
- **Hot wallet:** connected to the internet. Convenient, more exposed. For small amounts.
- **Cold wallet:** offline hardware device. Safest for larger holdings.

THE RULES THAT STOP ALMOST ALL THEFT

Write the seed phrase on paper, never a photo or cloud note · Never type it into any website · No real company will ever ask for it · Bookmark the real exchange and only log in from that bookmark · Send a tiny test amount first.

Custodial vs non-custodial, at a glance

	CUSTODIAL	NON-CUSTODIAL
Who holds keys	The exchange	You
Ease	Easiest	More effort
Main risk	Hack / freeze	You lose the seed
Best for	Buying, beginners	Holding, control

- **There is no free lunch.** More control always means more responsibility. Pick the trade-off you can actually live with.
- **Common beginner setup:** buy on a registered exchange, then move anything you're not actively trading to your own wallet.

CHAPTER 05

Buying in India, step by step

- **Use an FIU-registered exchange.** The Financial Intelligence Unit (FIU-IND) is the body exchanges must register with to operate legally. Unregistered = red flag.
- **Indian options:** CoinDCX, CoinSwitch, ZebPay, relaunched WazirX — INR deposits via UPI/bank, PAN-based KYC.
- **The on-ramp:** 1) Sign up · 2) Complete KYC (PAN + Aadhaar) · 3) Deposit INR via UPI/bank · 4) Buy a small amount.
- **Market vs limit order:** market = buy now at current price; limit = buy only at a price you set.
- **Hidden costs:** trading fee + spread + the 1% TDS + 30% tax on gains. The sticker price is never the real price.
- **Don't park money on an exchange.** Exchanges get hacked. Keep only what you're actively trading there.

WATCH OUT

Any "exchange" you first heard about via a DM, Telegram group, or an ad promising bonuses = scam until proven otherwise. Clone sites are a top way beginners lose funds.

CHAPTER 06

Web3, DeFi & NFTs — the honest take

- **Web3:** the idea of an internet where your wallet is your login and you "own" your data. Real experiment — heavy marketing.
- **DeFi:** lending, borrowing and earning "yield" via smart contracts instead of a bank. Also a *hacking magnet* — billions have been stolen.
- **"Yield" warning:** advertised high returns are often paid from new deposits — the classic Ponzi shape. If yield seems too good, it is.
- **NFTs:** ownership records for digital items. Around 95% of them collapsed toward zero value.
- **Concept vs hype:** the tech is genuinely interesting; the marketing around it is where beginners get hurt.

THE BEGINNER RULE

You do not need to own a piece of Web3 today. Connecting your wallet to the wrong dApp is exactly how funds get drained. When unsure, stay out.

CHAPTER 07 · THE MOST IMPORTANT CHAPTER

Scams, risk & the red-flag checklist

- **80% crashes are normal.** Since 2014, Bitcoin — the safest — fell 50%+ on four occasions; its three biggest crashes averaged ~80%.
- **Volatility baseline:** BTC is ~3.6× as volatile as gold, ~5× as volatile as global stocks. Altcoins swing far harder.

SCREENSHOT THIS — THE RED-FLAG CHECKLIST

Guaranteed or fixed returns · "Double your crypto" · Urgency & countdowns · DMs and Telegram "tips" · Asked for your seed phrase · Celebrity giveaway "send 1, get 2 back" · A coin only one group promotes · An app you can't find on official stores · Anyone rushing you. **Any one of these = walk away.**

NON-NEGOTIABLE RULES

Only risk what you can lose · Never share your seed · Bookmark real sites · Verify before you send · Slow down — urgency is the scammer's main weapon.

CHAPTER 08

India tax & starting safely

- **30% flat tax** on crypto gains in India — one of the highest rates anywhere.
- **1% TDS** deducted at source on transactions — it eats into every trade.
- **No loss offset:** you can't set crypto losses against other income or even other crypto gains. Losses stay losses.
- **Legal status:** a patchwork worldwide; in India it's taxed and regulated for laundering, not banned — but rules keep shifting.
- **The safest first step** might be no step at all. "Doing nothing" is a completely valid choice.

IF YOU STILL CHOOSE TO BEGIN

Go slow and boring: tiny amounts, biggest assets only, registered exchange, keys written on paper, never invest borrowed or needed money, and keep records for tax. Boring is how beginners survive.

YOU'VE GOT THE MAP. NOW GET THE TERRAIN.

This was the 20-minute version. The full guide is the whole journey.

You now know more than most people who lose money in crypto. The complete **Crypto & Web3 Pocket Guide** takes every chapter above and gives you the diagrams, the step-by-step screenshots, and the exact walkthroughs.

- **The full 8 chapters** — every concept above, illustrated and expanded.
- **Visual blockchain diagrams** so the "how" finally clicks.
- **Wallet-setup walkthroughs** with the exact safety steps, screen by screen.
- **The India on-ramp** with real exchange comparisons and the full fee breakdown.
- **The complete scam encyclopedia** — all nine beginner traps with red flags.

GO FURTHER, PAY LESS

Two ways to keep going

THE MONEY STACK BUNDLE

Crypto + Stocks + Personal Finance + Side Hustle

Everything you need to understand and grow your money, in one download.

~~₹396~~ **₹199**

THE COMPLETE LIBRARY

All 30 Skill Series books

Spirituality, money, career, health, tech — the entire collection, one price.

₹499

GET EVERY NEW BOOK FREE

Follow **@weknowwhatyourelookingfor** and join our WhatsApp list — buyers get first access and reader-only pricing on everything we publish next.

weknowwhatyourelookingfor.com

FINANCIAL NOTICE

This guide is for education only and is **not financial, investment, or tax advice**. All investments carry risk, including possible loss of capital. Do your own research and consult a registered advisor before investing.

Published by weknowwhatyourelookingfor.com · For queries, corrections, or licensing, visit weknowwhatyourelookingfor.com.