

Although the intrigue of Bitcoin has been around since its conception, the popularity of the cryptocurrency is a relatively recent phenomenon. BTC has seen a meteoric rise in public acceptance and industrial investment, with wealthy individuals and smaller businesses opting to use it to broaden or compliment their existing portfolio.

Perhaps the most meaningful shift towards establishing Bitcoin as a mainstream currency came recently in the form of a corporate stamp of approval. MassMutual, a pension insurance firm in the US, bought \$100 million worth of Bitcoin, securing the cryptocurrency's status as a legitimate form of investment and encouraging an open-minded approach to cryptocurrencies. With cryptocurrency still arguably in its early stages, relatively minor changes in attitudes towards BTC could have huge implications for later success of the industry.

MassMutual's purchase has been labelled "a milestone" in analysis conducted by JP Morgan. The examination explained how the insurance fund's decision will influence Bitcoin's potential, helping it to become a cornerstone of modern investment practices. Strategists outlined the "potential demand that could arise over the coming years", citing MassMutual's decision as a primary influence in prompting other institutional investors to throw their hat in the ring. Although JP Morgan's estimations for Bitcoin's success are optimistic, caution is advised: investments across the board are still relatively small, and are being taken out with measured prudence. But whatever hesitation other big businesses have towards Bitcoin, the fact remains that seeing established companies like MassMutual taking these chances fills others with the confidence to do the same.

A case in point is business intelligence agency MicroStrategy and their move towards using Bitcoin as their primary asset. The implications of this are huge for cryptocurrency, acting as another catalyst for widespread public trust in BTC. If these patterns continue, it can be expected that Bitcoin will continue to crop up in large companies' investments in the near future, and even modest investments could be astronomical. For example, other international pension insurance firms gravitating towards BTC would be staggering: if these firms in the EU, UK, US and Japan invested just 1% of their assets in the cryptocurrency, Bitcoin would see a \$600 billion increase in demand.

Cryptocurrency is just one symptom of our changing world; MassMutual reported that their decision was part of their strategy to achieve "measured and meaningful exposure to a growing economic aspect of our increasingly digital world." As more companies endeavour to do the same, Bitcoin could become an essential part of modern global investments. We are learning to adapt to new normals and, as a result, businesses are becoming more dynamic every day. Though the future is uncertain, we can be sure that game-changers like Bitcoin will be part of it.