

*Is it time to cashout on Meme Coins?*

A year no one will forget is 2024, from the American Presidential elections, the Olympics in Paris, and fittingly [the boom in Meme Coins](#). These digital currencies play almost like a game of poker and have made several headlines and captured the media's attention. With the celebrity endorsements of [Haliey "Halk Tuah" Welch](#), Donald J. Trump, and more interest in Dogecoin. But is there more to these digital currencies?

As Sergio Gevatschnaider, a former professor in Economics and Finance who runs SG Data Consulting firm in Argentina, shares "Their existence is deeply linked to the virality of memes, the influence of social networks, and the participation of online communities."

Meme Coins emerge from trending topics online, whether that be the [Doge dog](#) or the viral sensation of the [Halk Tuah girl](#). However, that makes the virality behind Memes Coins unique as internet culture provides value to the digital currency. For example, HawkCoin earned its value from being heavily associated with Haliey Welch who became an internet star for her dirty comments on a [viral video](#), she and a team used that momentum to launch their own Meme Coin.

Sergio explained that "memecoins lack a clear utility, and their growth typically depends on social media virality, celebrity endorsements, and market speculation." Abdullah, a 22-year-old who's invested in Meme Coins, said, "you win some, you lose some." Abdullah has been able to play his cards right and make some profit off Meme Coins. His most recent victory has come from the Trump Coin, the coin branded and endorsed by current US President, Donald J Trump. He said that in order to cash in on the Trump coin he made sure that he only spent

around 10% of his total portfolio to make sure he could profit without sinking too much money in and risk losing it all on a Donald Trump-themed Meme Coin.

Abdullah reveals that Meme Coins are volatile. Since their value solely exists in the context of digital trends, these coins have no real value and the way to earn money off of them is by making sure you're there before the rug pulls. Rug pulls are [defined](#) as the creator of a Meme Coin releasing all their assets when they've made enough money, this decreases the value of the coin which leaves investors of the high and dry as lack of scarcity kills demand.

Abdullah immerses himself in the game of Meme Coins by analyzing what he describes as narratives. Narratives are the discussions, hype, speculation and trends of a Meme coin, which is the key to ensure that he comes out a victor in the game. If he sells when the hype dies down then his money goes down the drain. To avoid losses, he limits how much he invests — only spending what he's willing to lose.

People losing a lot of money to Meme coins has been the downside to the new financial trend. At the end of 2024 the viral HawkCoin and \$Trump had made millions but many of the average Joes lost out. Abdullah tells me that if people wanted to have cashed in on their chips to make bank, they would have had to pump as much money as they could within seconds of the coins' launch and then dump all of that as soon as the coin peaks. In fact when these early birds cash out on the coin, they usually end up crashing the coin.

So what exactly makes Meme Coins so worthy to so many people? Abdullah said it has to do with how quick it is to make money from Meme Coins. Normally it takes days to profit off of regular Crypto, but with Meme Coins, as long as you play your cards right you can make profit within minutes. However, the predatory nature of Meme Coins is well known among

regular Crypto enthusiasts who seek to get rich quick, which is why Abdullah recommends laymen to stay away from Meme Coins.

With Meme Coins entering the public consciousness, people lose out and win in a more volatile game of poker. Will people learn the rules of this high-stakes game — or fold for good?