

University in Melbourne and last year, she and her colleagues surveyed more than 2,000 women to find out about their ideas on money management. Their findings seem to perfectly explain many of the reasons women don't invest in cryptocurrency, as well as why they are often less financially savvy overall. Their findings show how women are often socialized to see themselves as focused on family concerns rather than financial ones; how they tend to be conditioned to lack confidence in learning new skills; and how they're often taught to defer to male partners on finance-related issues.

I was able to overcome the negative conditioning most women have and jump into cryptocurrency both because I'm reasonably confident online (which meant I knew how to find places I could learn), and because as a woman with a career in advanced driver training, I don't lack confidence in male-dominated arenas. Many women in crypto seem similar: they're either confident with technology or confident in traditionally male spaces, or both.

Craig Cobb also wants to encourage more women into crypto. Under the name Trader Cobb, Craig runs investment courses, oversees online communities, and produces a hugely popular podcast. I first saw Craig speak at a crypto meet-up last December and was particularly taken by his comments about women.

In front of a crowd of around 500 men and 10 women, Craig openly stated – to a collective gasp – that he thought women made better traders than men.

And when I spoke to him this week, he confirmed that view: "I know many women doing fantastically well in crypto but it is currently mainly men in this market" he told me. "Women tend to make better traders than men as they admit mistakes quicker, leave emotion at the door more often and don't feel the need to brag. These attributes make trading and investing a worthy endeavour for women."

I hope Craig's efforts to change the gender balance in crypto are successful. Because if women can push past their fears, cryptocurrency is an exciting new world. There's the upside