

# EINUNDZWANZIG

## What Worked For Us

- Name:** EINUNDZWANZIG (German word for “twenty-one”)  
**Motivation:** create Bitcoin-only content for the German-speaking world  
**Initial format:** [Weekly News Podcast](#), similar to [RHR](#)  
**Targeting:** Bitcoiners and maximalists; nocoiners will find us eventually.

### In short:

- Community first
- Don't try to do everything alone
- Start small, be consistent, let it evolve
- Focus on one thing: Bitcoin & the German language

We had very humble beginnings. Started as a simple news show by two bitcoiners, we quickly realized that we'd have to involve other people. This was the secret sauce: be open and welcoming, and don't be afraid to let other people join and take things over.

At first, our focus was on the news show and to encourage others to translate existing bitcoin content into German. As other people joined, new formats were tried out, and a lot of them stuck: [interviews](#), “[Der Weg](#)” - having regular people on to talk about their bitcoin journey, and the “[Lesestunde](#)” - reading written content à la Bitcoin Audible.

Quite early we started a [Telegram Group](#). It grew gradually. Soon there were a couple of hundred, then a thousand, and now we have over 2k people in the group. We now have multiple groups, some are more local, some for bitcoin-adjacent topics, and so on. Again: don't be afraid to let it evolve and let people do their own thing.

Speaking of people doing their own thing: some community members were motivated to start a [YouTube channel](#) and also create and maintain an Instagram account. The YouTube channel is mostly for tutorials and the like; the podcast is still audio-only. If everyone is aligned with the bitcoin ethos, this loose organizational structure works like a charm.

One of the coolest things also happened organically: meetups. Community members started to self-organize meetups all over the place, so we put them on [a map](#) and are linking to the various groups and sites that these members use to communicate. In addition to that, new bitcoin-only podcasts were launched by the community members: [DezentralSchweiz](#), [Pleb's Taverne](#), [Münzweg](#), [Sound Money Bitcoin Podcast](#), and more.

We hope that this approach & format will work for other bitcoiners too. Local content is essential. Not everyone is fluent in English, and as Bitcoin grows, it will make its way into local news, media, and politics. One fork is [DezentralSchweiz](#), for the community in Switzerland. The first non-German fork is [Yirmibir](#), which is “twenty-one” in Turkish.