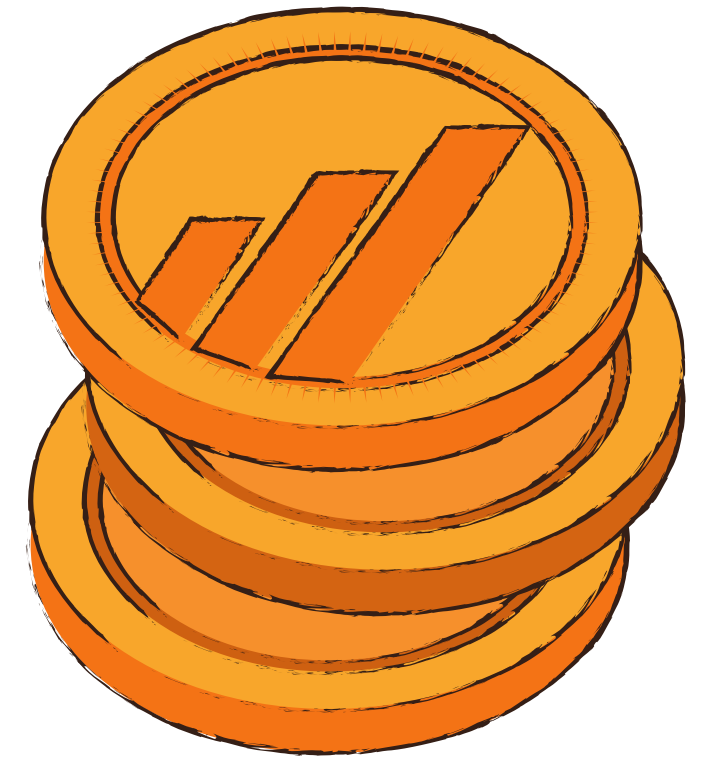




Simple Asset



Management

How to buy, sell and rebalance your
cryptocurrency investments

“We have elected to put our money and faith in a mathematical framework that is free of politics and human error.”

TYLER WINKLEVOSS, CO-CREATOR OF FACEBOOK, TOP INVESTOR IN BITCOIN

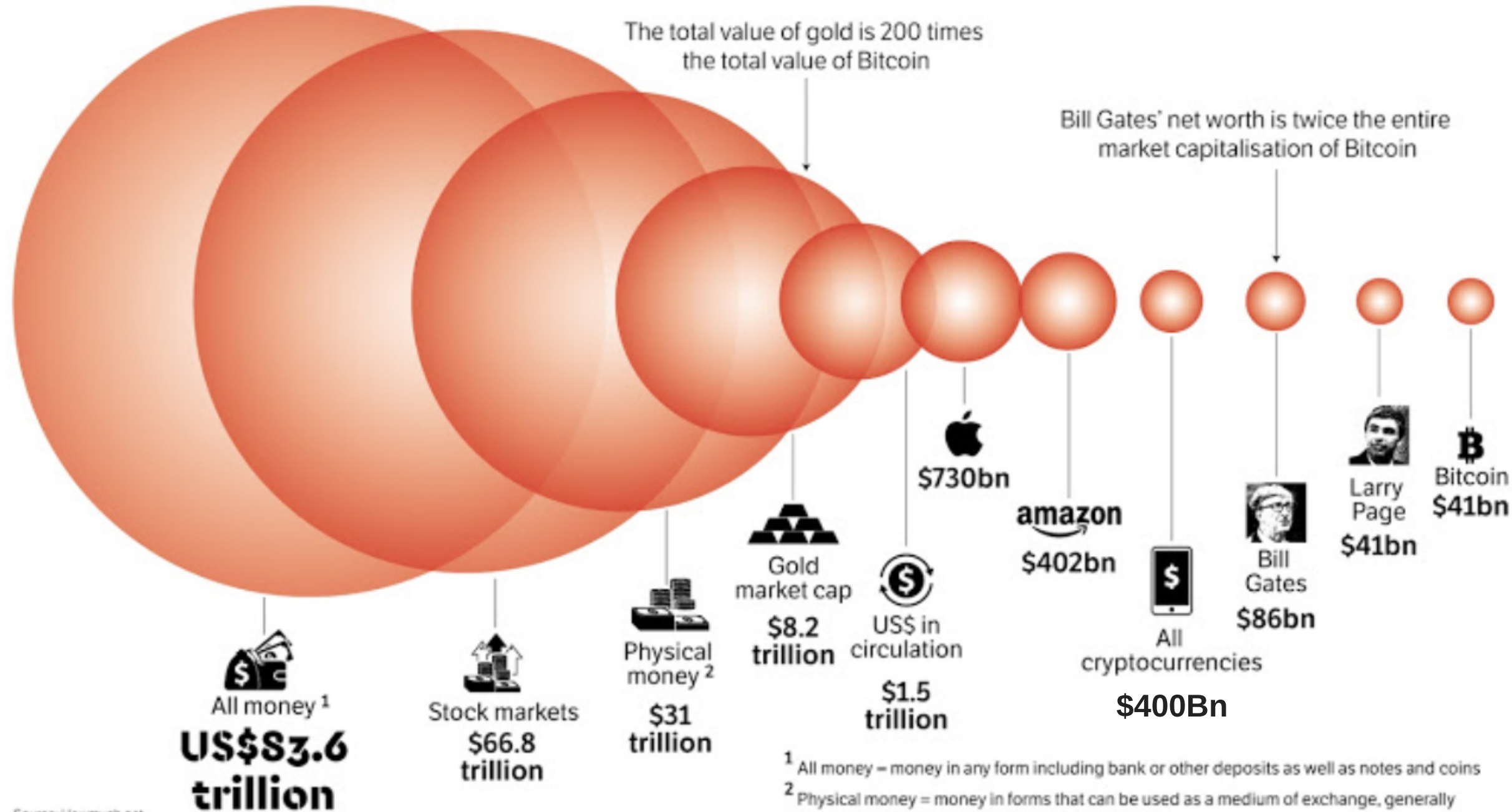
Key Assumption

This Market is **Unregulated** and therefore **Manipulated** by Whales and Institutions such as Exchanges.

Wash Trading is one example of a manipulative practice by exchanges – which are mostly unregulated – of buying and selling cryptocurrencies simultaneously to create artificial and misleading signals within the markets

As the market matures and regulation becomes more widespread, market manipulation will become harder to achieve.

Why? A New Asset Class



Source: Howmuch.net

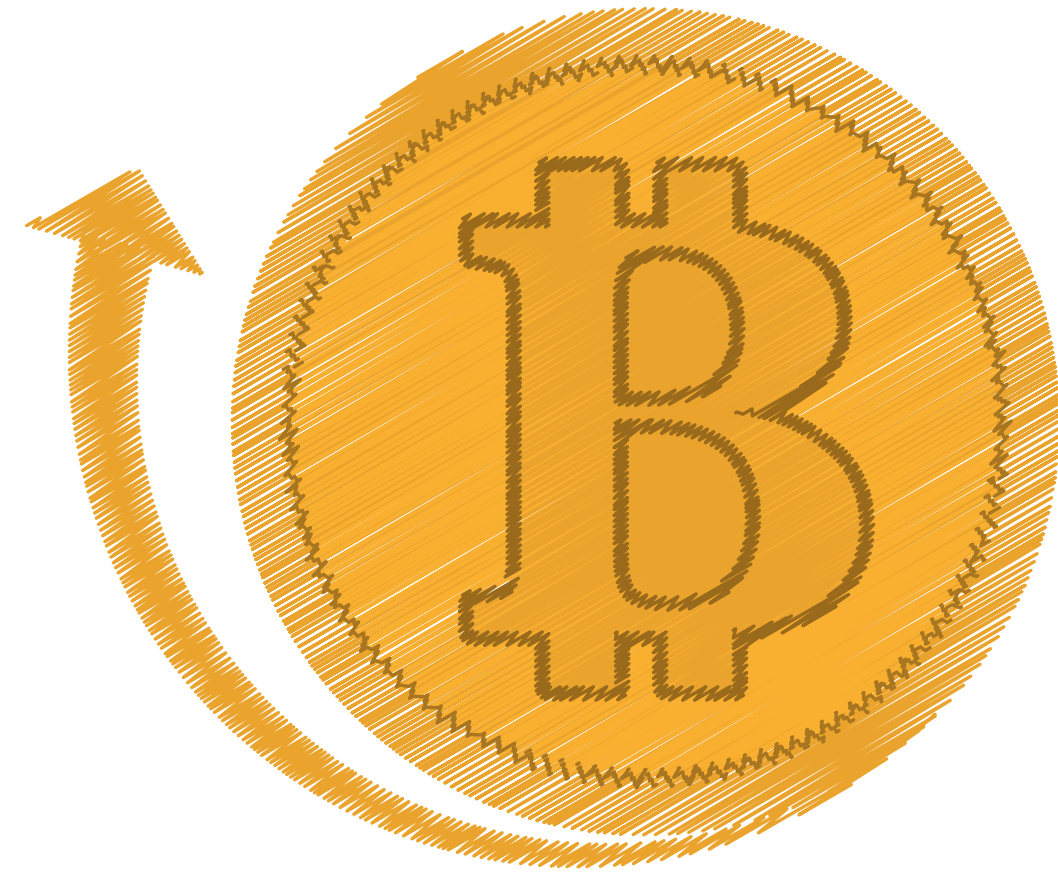
Investment Strategies

What are your goals? Your goals determine your strategy

Just investing? Lambo? Retirement? Income? Travel Fund?

Some common strategies include:

- 1) ICO Investing - Illiquid Tokens & undervalued companies
- 2) Income Investmenting - Security Tokens & Tokenised Funds
- 3) Passive vs. Active - or - Long Only vs. Day Trading



ICO INVESTING

Initial Coin Offerings

- +) Fundamental 'Start Up' Analysis. 'Venture Capital Mind'
- +) Extremely Risky - Extremely Rewarding - www.icostats.com

Example - IOTA + 459,151% since ICO since 25/11/2015 (5000 x)

ICO Challenges in 2018/2019

- +) Savvy Investors
- +) Marketing Bans
- +) Exchange Listings
- +) Regulation



Income Investing

Security Tokens, POS & Tokenised Funds

Strategically investing in tokens that Pay dividends or 'rewards'.

Mostly considered Security Tokens or Tokenised Funds.

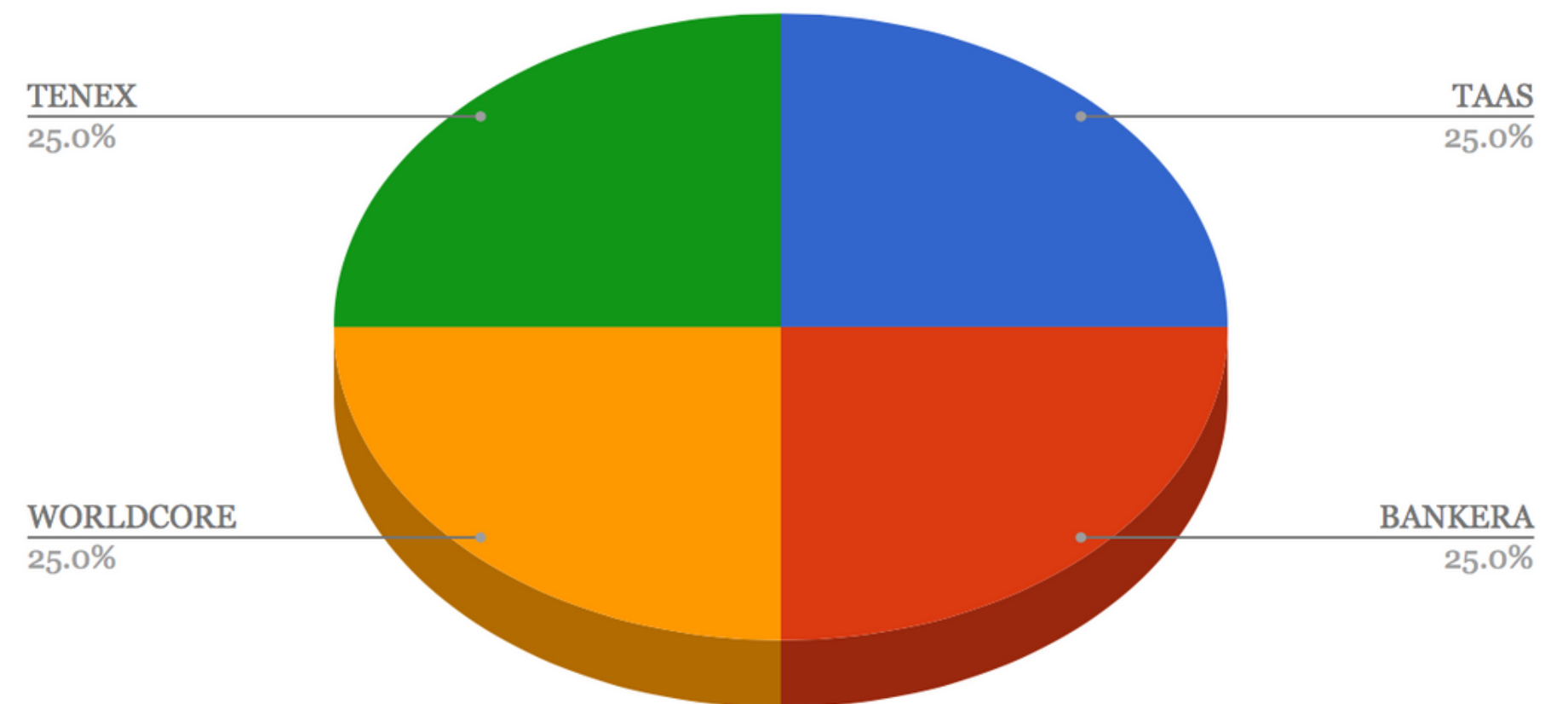
Dividends paid to any compatible wallet that holds the proposed tokens. For example, TAAS.fund pay quarterly dividends to TAAS token holders.

Make sure to keep these tokens in MEW or compatible wallets. NOT exchanges.

TAAS - Quartely
BANKERA - Weekly
Worldcore
TENEX

Note - Proof of Stake Coins such DASH,NEO and 'Harvesting' coins such as NEM also provide 'income'.

+ Envion Mining coming soon....



[HTTPS://MASTERNODES.PRO](https://masternodes.pro)

[HTTPS://WWW.NODESHARE.IN](https://www.nodeshare.in)

[HTTPS://BITCOINTALK.ORG/INDEX.PHP?TOPIC=2128028.0](https://bitcointalk.org/index.php?topic=2128028.0)

[HTTPS://MEDIUM.COM/@ENVION/HOW-AND-WHEN-EVN-TOKEN-](https://medium.com/@envion/how-and-when-evn-token-)

Passive vs. Active

Passive Investing

- +)' Buy and Hold
- +)' Building Wealth Over Time
- +)' Replicate market performance by constructing well-diversified portfolios
- +)' Minimal Trading - Minimal Fees

Active Investing

- +)' Short Term Opportunities
- +)' Specific Strategies; Algorithm, Arbitrage, Shorting etc.
- +)' Attempting to outperform the market
- +)' High Minimal Fees

Long Only Portfolio

VC/ Start Up Investing.

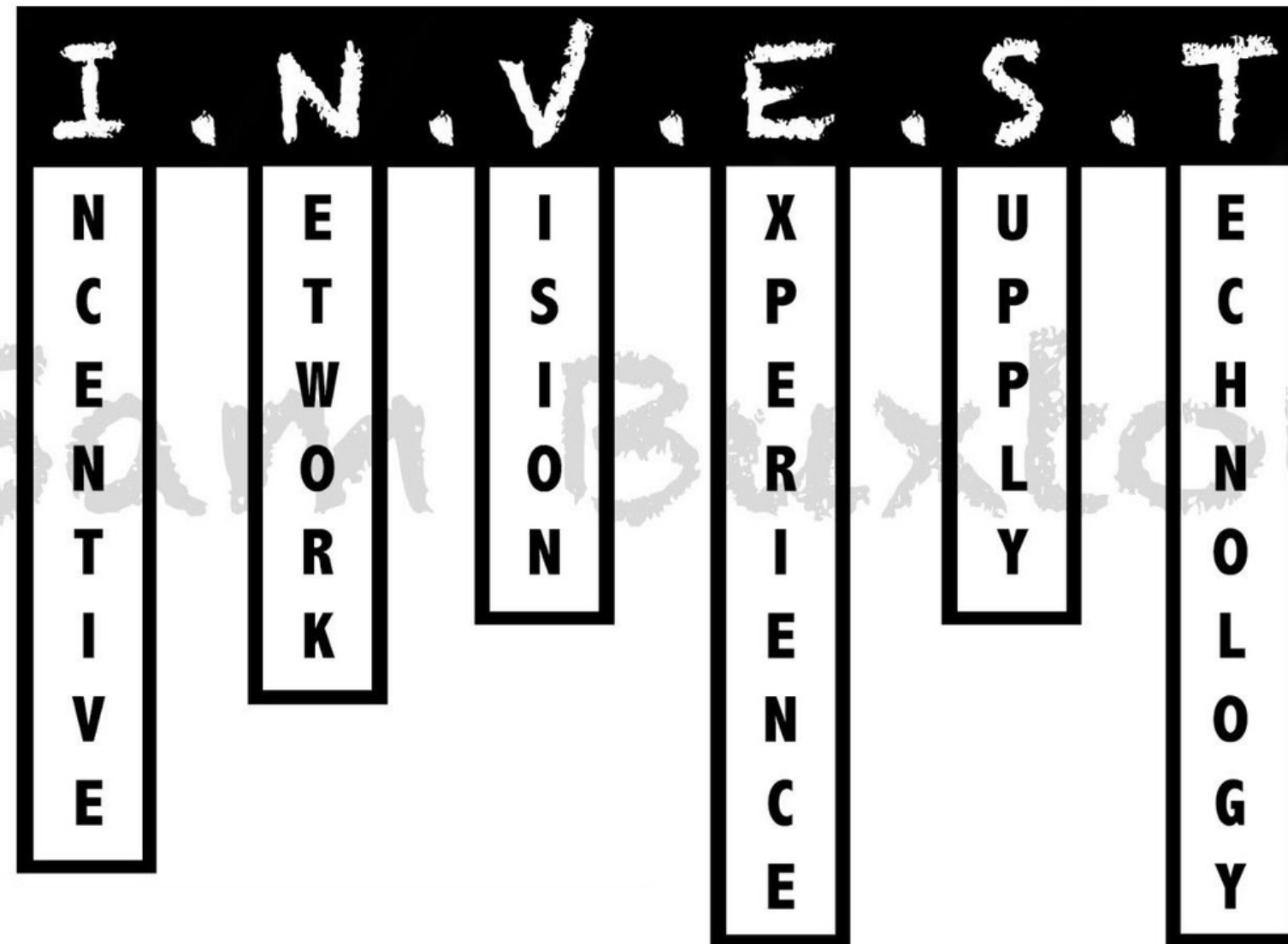
- 10 to 20 holdings
- Diversified
- Investment Research - Parameters
- Rebalance Monthly, Quartley or annually
- **Equal Weighted vs. Cap Weighted - see link below for results.**



WWW.SAMBUXTON.IO

[HTTPS://CRYPTOQUANTRESEARCH.COM/RESEARCH-BUILDING-CRYPTOCURRENCY-PORTFOLIO](https://CRYPTOQUANTRESEARCH.COM/RESEARCH-BUILDING-CRYPTOCURRENCY-PORTFOLIO)

Investment Parameters



- Circulating Supply
- Total Supply
- Price
- Volume
- Exchange Listings
- HQ Jurisdiction
- Roadmap
- White Paper Quality
- Product Alpha or Demo?
- DAPP, Platform or Marketplace?
- Target Market?
- Potential License requirements?
- Team
- Advisors
- Outsourced Functions? i.e Development?
- Pain point?
- Complexity?
- Niche?
- Community Interaction?
- Telegram/Facebook group size
- Utility vs. Security Token?
- Early Adopter Incentives?
- Token burn or Airdrop?
- Proof of Work, proof of stake or other
- Whale Protection?
- Ledger or hardware compatible?

CLEARPOLL ANALYSIS - POLL

[HTTPS://WWW.LINKEDIN.COM/PULSE/INVEST-CRYPTO-SAM-BUXTON-MBA-CHARTERED-BANKER-MCIBS/](https://www.linkedin.com/pulse/invest-crypto-sam-buxton-mba-chartered-banker-mcibs/)

Cap Weighted Rebalancing

Blue Chips'		\$10,000
BTC	15%	\$1,500.00
ETH	15%	\$1,500.00
XRP	10%	\$1,000.00
ADA	10%	\$1,000.00
EOS	5%	\$500.00
NEO	5%	\$500.00
Total	60%	
ICO Reserve	10%	\$1,000.00
B21	5%	500
Mingo	5%	500

Small Caps, ERC20, DAPPS		
Poll	3%	\$300.00
Civic	3%	\$300.00
BAT	3%	\$300.00
PPT	3%	\$300.00
SALT	3%	\$300.00
GNO	3%	\$300.00
UTRUST	3%	\$300.00
ETHOS	3%	\$300.00
MOBIUS	3%	\$300.00
GNT	3%	\$300.00
Total	30%	

3 Months Later... +40%

Blue Chips'		\$14,000		Small Caps, ERC20, DAPPS			
BTC	14.29%	\$2,000.00		Poll	4.29%	\$600.00	+ 100%'
ETH	13.57%	\$1,900.00		Civic	2.14%	\$300.00	
XRP	3.57%	\$500.00	- 50%'	BAT	2.14%	\$300.00	
ADA	7.14%	\$1,000.00		PPT	2.14%	\$300.00	
EOS	17.86%	\$2,500.00	+ 500%'	SALT	2.14%	\$300.00	
NEO	3.57%	\$500.00		GNO	2.14%	\$300.00	
Total		\$8,400.00		UTRUST	2.14%	\$300.00	
				ETHOS	2.14%	\$300.00	
ICO Reserve		\$1,000.00		MOBIUS	0.71%	\$100.00	- 66%'
B21	10.71%	1500	+ 200%'	GNT	2.14%	\$300.00	
Mingo	7.14%	1000	+ 100%'	Total		\$3,100.00	
	Total	2500					

Rebalanced...

Blue Chips'		\$14,000
BTC	15.00%	\$2,100.00
ETH	15.00%	\$2,100.00
XRP	10.00%	\$1,400.00
ADA	10.00%	\$1,400.00
EOS	5.00%	\$700.00
NEO	5.00%	\$700.00
Total	60%	\$8,400.00
ICO Reserve	10%%	\$1,000.00
B21	5.00%	\$700.00
Mingo	5.00%	\$700.00
	Total	\$1,400.00

Small Caps, ERC20, DAPPS		
Poll	3.00%	\$420.00
Civic	3.00%	\$420.00
BAT	3.00%	\$420.00
PPT	3.00%	\$420.00
SALT	3.00%	\$420.00
GNO	3.00%	\$420.00
UTRUST	3.00%	\$420.00
ETHOS	3.00%	\$420.00
MOBIUS	3.00%	\$420.00
GNT	3.00%	\$420.00
Total	30%	\$4,200.00

'Risk Categories?'

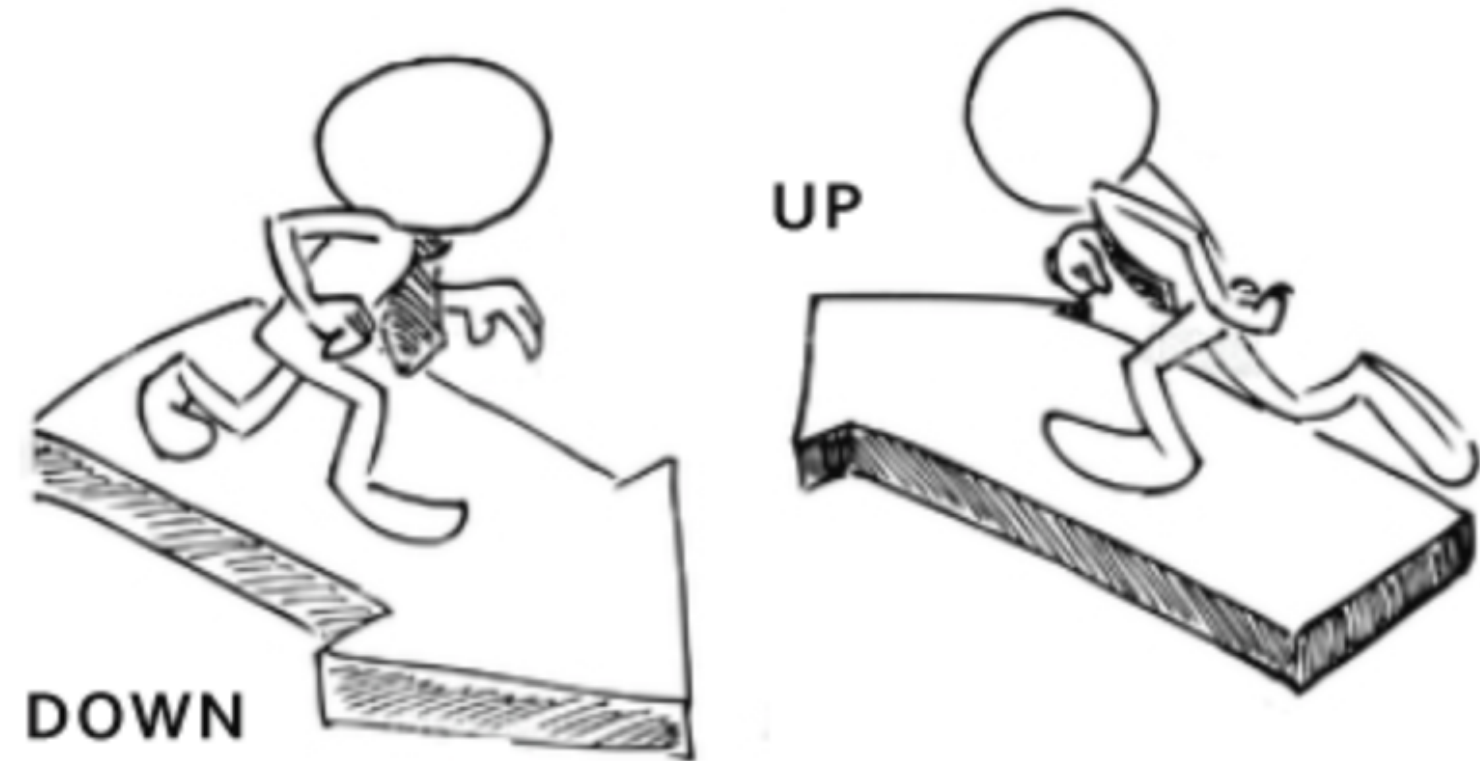
Low Risk	Weight	Sector/Type
BTC	20%	currency
ETH	15%	platform
LTC	10%	currency
DASH	10%	currency
EOS	5%	platform
XRP	5%	banking
IOTA	5%	platform
	70%	
ERC20	30%	
Gnosis		predictions market
BAT		Digital Advertising
Civic		Identity
Argon		Governance/Voting/DAO
Golem		Super Computer
Omise GO		Payments
Salt		Lending
Ethos		Investment
0x		Dec Exchnage
Populous		Invoice Finance

Medium Risk	weight	Sector/Type
BTC	15%	currency
ETH	10%	platform
LTC	5%	currency
DASH	5%	currency
EOS	5%	platform
XRP	5%	banking
IOTA	5%	platform
BCH	5%	currency
	55%	
ERC20	35%	
Gnosis	3.5%	predictions market
BAT	3.5%	Digital Advertising
Civic	3.5%	Identity
Argon	3.5%	Governance/Voting/DAO
Golem	3.5%	Super Computer
Omise GO	3.5%	Payments/ Value Transfer
Salt	3.5%	Lending
Ethos	3.5%	Investment
0x	3.5%	Dec Exchnage
Populous	3.5%	Invoice Finance
ICOs	10%	reservice in ETH/BTC

High Risk	Weight	Sector/Type
Blue Chips	25%	
BTC	10%	currency
ETH	5%	platform
LTC	2.50%	currency
DASH	2.50%	currency
EOS	2.5%	currnecy
XRP	2.5%	banking
ERC20	50%	
Gnosis	5%	predictions market
BAT	5%	Digital Advertising
Civic	5%	Identity
Argon	5%	Governance/Voting/DAO
Golem	5%	Super Computer
Omise GO	5%	Payments/ Value Transfer
Salt	5%	Lending
Ethos	5%	Investment
0x	5%	Dec Exchnage
Populous	5%	Invoice Finance
ICOs	25%	reservice in ETH/BTC

Hedging / 'Protection'

- +) **USDT position - scrutiny**
- +) **Cash Position - online security**
- +) **'Stable tokens'... coming soon**
- +) **Asset Back tokens ...**
- +) **Short Contracts CBOE, BitMex**



Trading & Custody

Purchasing

- +) Xapo
- +) Coinbase
- +) Bitstamp

- +) OTC - www.dam.gi

- +) Local Bitcoins

Trading

- +) Binance
- +) Kucoin
- +) Bittrex
- +) Poloniex
- +) Bitfinex

Storing

- +) Ledger
- +) Trezor
- +) Keep Key

- +) XAPO
- +) DAM - www.dam.gi
- +) Falcon Bank

Monitoring

- +) Blockfolio (app)
- +) CryptoCompare.com
- +) What do you use?

Hands Off Experience

- +) FUNDS - private, EIF, Coinbase Index
- +) Etoro - exposure/ CFDs
- +) www.dam.gi - portfolio managers



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