

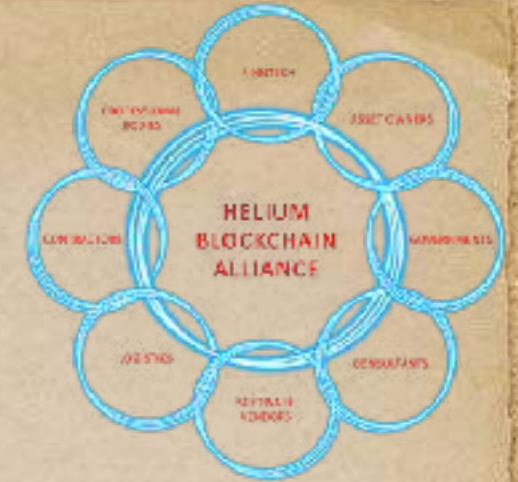
crypto investment strategy

LEARNING THE RULES
OF
ENGAGEMENT

roland alexander



CAPITAL CONVO

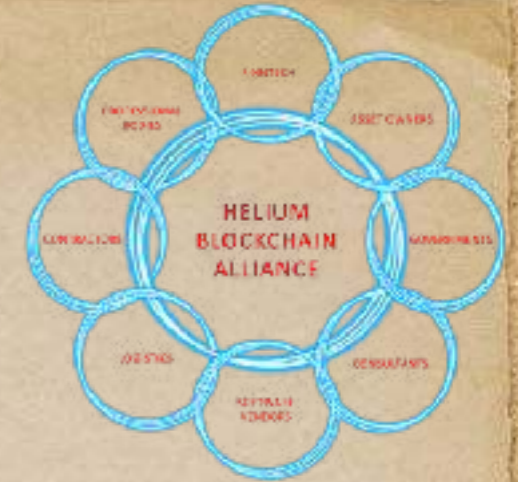


The Crypto Currency Market place is:

- a crude marketplace



CAPITAL CONVO

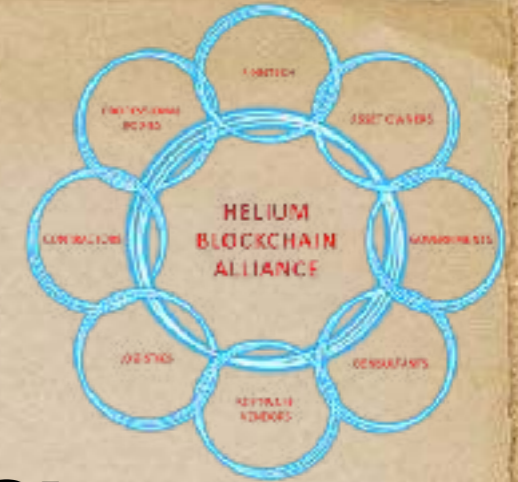


The Crypto Currency Market place is:

- a crude marketplace
- vaguely regulated



CAPITAL CONVO

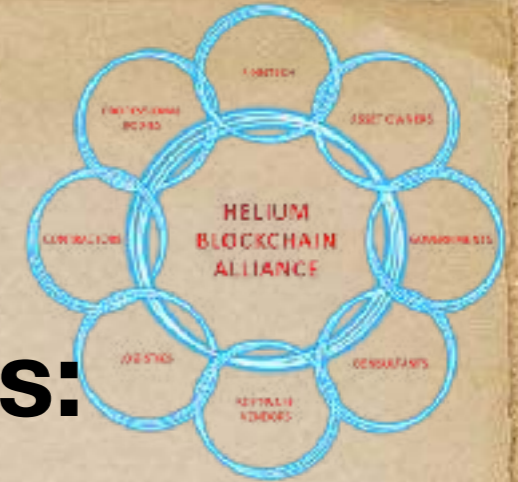


The Crypto Currency Market place is:

- a crude marketplace
- vaguely regulated
- unknown to most people



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The Crypto Currency Market place is:

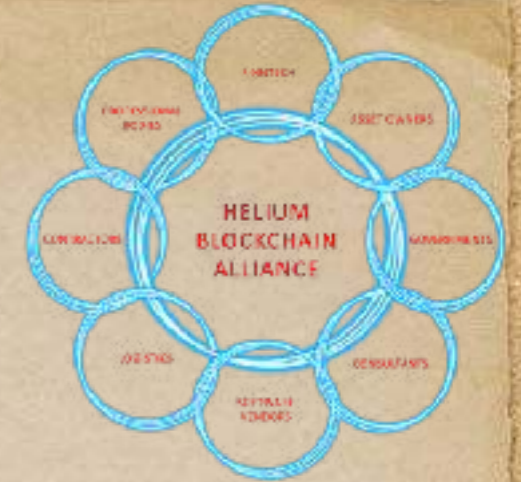
- a crude marketplace
- vaguely regulated
- unknown to most people
- it's full potential is yet to be realized



CAPITAL CONVO

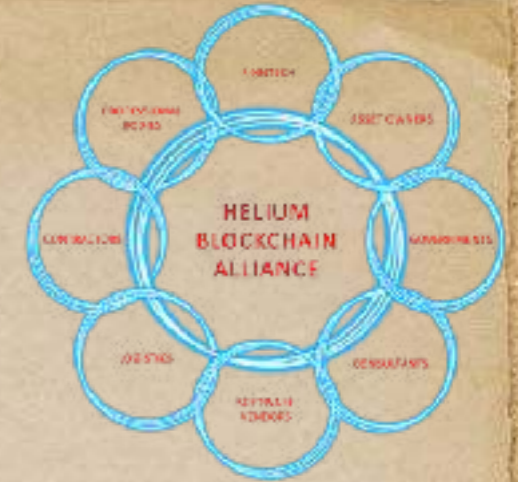
The Crypto Currency Market place is:

- a crude marketplace
- vaguely regulated
- unknown to most people
- it's full potential is yet to be realized
- great wealth is existent in the 'crypto-sphere'

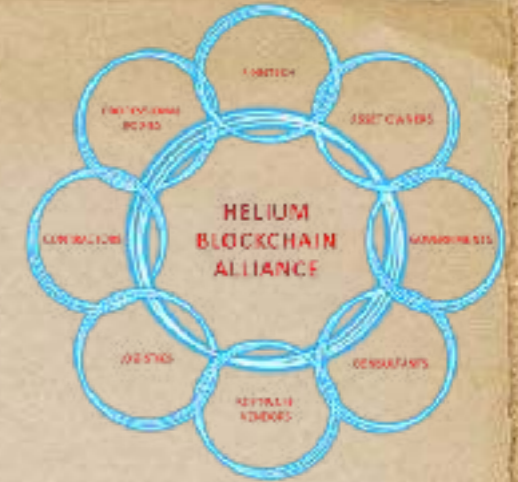


The Crypto Currency Market place is:

- a crude marketplace
- vaguely regulated
- unknown to most people
- it's full potential is yet to be realized
- great wealth is existent in the 'crypto-sphere'
- you are one of the few 'lucky ones' in the world!



CAPITAL CONVO

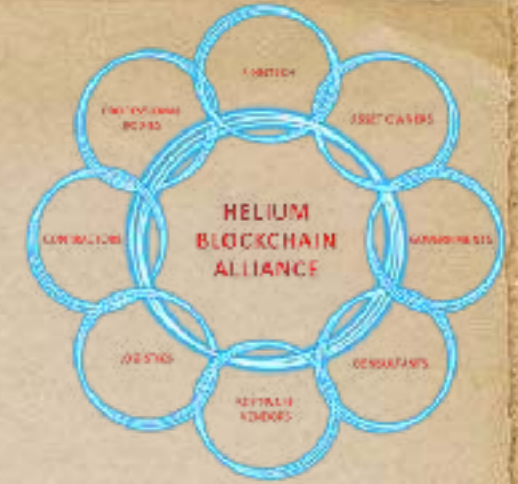


BUT

You must
LEARN HOW TO PLAY
in the
CRYPTO-ECONOMY!



CAPITAL CONVO

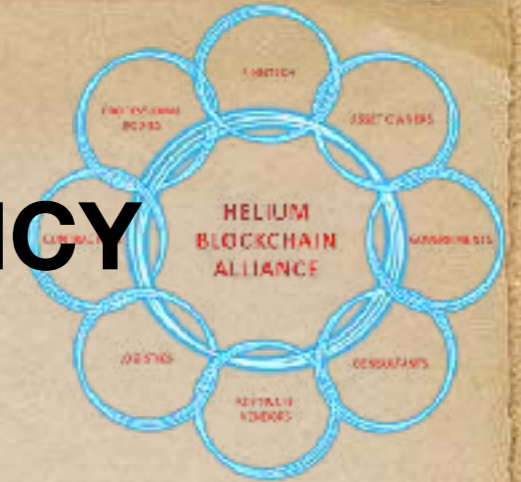


Basic Techniques...



CAPITAL CONVO

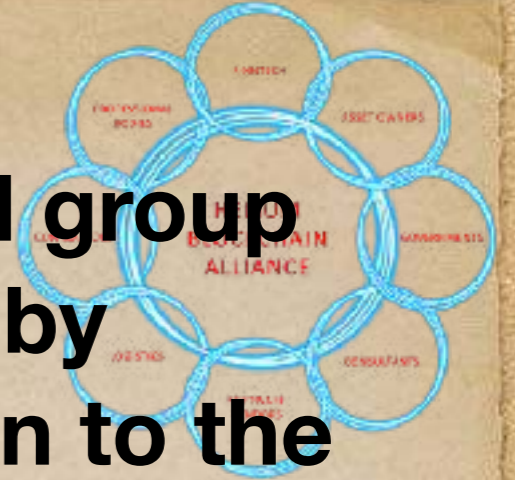
RESEARCHING A CRYPTOCURRENCY



- Does it own it's own Blockchain?
- Is it modified copy of another Blockchain?
- Does the coin interact with another Blockchain?
- Who are the people on the team? (Development team, Advisors etc) -Track record!
- Does the Cryptocurrency play a role in the decentralized system? Does it serve any purpose?
- How are the coins held and distributed by the network?
- Are there wallets that control a big part of the supply?
- Market Capitalization past history?
- Are there Master Nodes that freeze significant amounts of coins and thus decrease supply over time?



-The Master Node Network is a dedicated group of computers that help maintain security by bringing a greater level of decentralization to the process. The Master Node network will also act like a savings account paying an attractive return on deposited funds that can be withdrawn at any time by users.



- Service Nodes acts as a support layer to the Master Node network. Using an Uber-type rating system, service providers are rated by the network and by users to ensure everyone is getting the maximum benefit out of being part of the network



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561,506
USD

1,000
Dash

Masternode earnings

press [H]elp

Annual revenue

3,858
USD /month

6.87
Dash /month

8.25%

126.84
USD /day

0.23
Dash /day

Your network share

0.02%
Masternodes

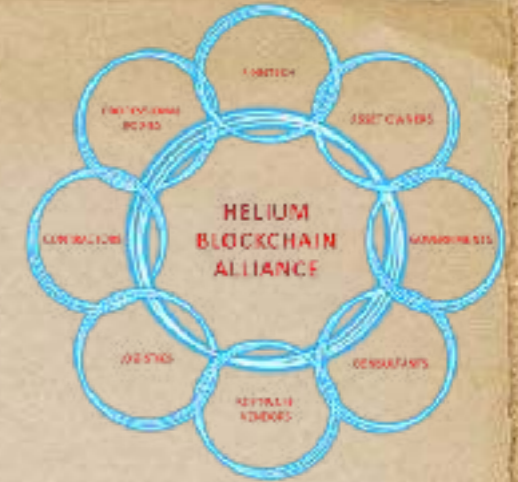
Market rates

561.51
USD /Dash

0.06986
BTC /Dash

8,037
USD /BTC

0.013%
Dash

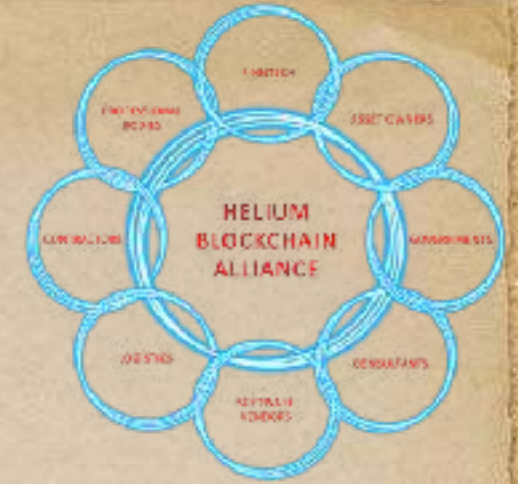


FACTORS THAT INFLUENCE PRICE MOVEMENTS

- News
- Technological Updates
- Exchange Adoption
- Block Reward Reduction
- Competition



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INITIAL COIN OFFERING (ICO)



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INITIAL COIN OFFERING (ICO)

- Cryptographic **Tokens** are being created and being sold to the public which they keep in a wallet software.
- ICOs provide unprecedented efficiency for capital formation in startups.
- ICO offer liquidity enhancement of startup finance needs through crypto investors, overcoming fundraising challenges for entrepreneurial initiatives.
- Value is determined by the economy being created by this entity.



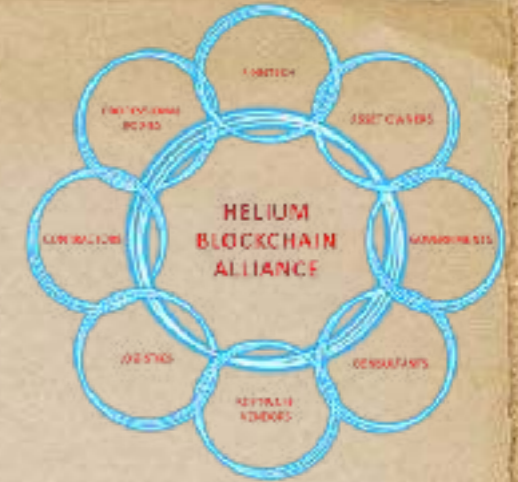
Two (2) classes of ICO:

**1. Asset-backed Securities- It represents the physical or virtual goods - some kind of asset .
e.g Real Estate backed fundamental pegged value of that token.**

2. Utility Token: Used to buy goods/services in some micro-economy.

- Average of 30 new ICO's launching per day!
- ICO has a generic root with Crowd Funding
- Over **\$3B** gone into the ICO market.
- Companies raising as much as **\$200 million** per ICO
- Being raised basically in **Bitcoin & Ether**- the value of which also continues to rise.
- Most common platform is the **Ethereum Blockchain**
- Ethereum enabled a uniform protocol for the overwhelming majority of ICOs; the most significant transformation in the ICOs market to date.
- Ethereum's decentralized platform incorporating smart contracts allows developers to build applications on the Ethereum blockchain.
- Given these advantages, the majority of developers opted for writing smart contracts on the Ethereum Virtual Machine rather than creating their own blockchain technology.
- Smart contracts automatically generate tokens when receiving Ether (ETH).





10 Things To Consider Before Investing In An ICO



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1. Roadmap

– Before the launch of an ICO, the underlying project is announced on **cryptocurrency fora** (such as Bitcoin Talk, Cryptocointalk, Reddit).

– The announcement is followed by an **Executive Summary** to present the project to investors, thereby obtaining specific comments of the project.

– The **Whitepaper** is the equivalent of an offering memorandum that provides more detailed information about the project with the purpose to support potential investors in their assessment of the project.

* Most important for the Whitepapers are the **key terms** and the **investment approach**, including the **investment strategy, criteria, restrictions, processes, and returns.**

- You need to know the **plans** and **vision** of the company before funding their project. The **timing** is also very important in order to justify the capital required in the ICO.



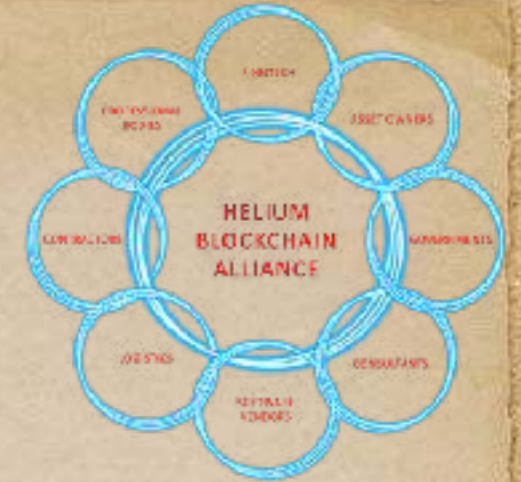
2. Information and Use Case

The information about the project is also crucial. Some ICO's do not provide enough information about their projects.

The use case of the project must solve a certain problem.

In this sense, large and vague explanations should be avoided. The **idea must be explained** in one or two paragraphs and then **the explanation of the project should be detailed.**





3. Is it a Copy Cat, an Incremental Improvement, or Disruptive Technology?

Disruptive: Is it solving a current problem within a specific industry that needs disruption and hasn't been touched by any other coin? For example, Augur is building a predictive market for forecasting. IOTA is removing the entire blockchain entirely and is intended to focus on being the currency for the Internet of Things to automatically process information between Internet of Things devices.

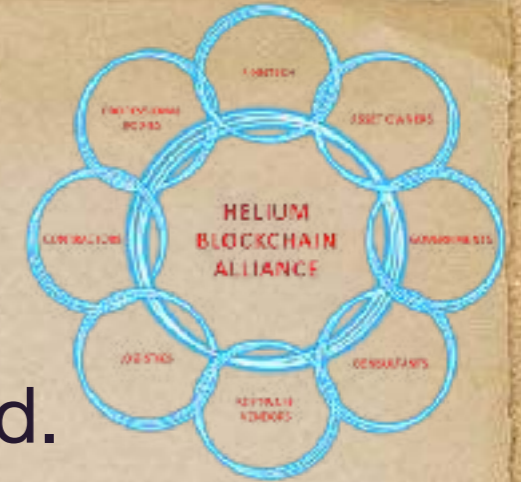
Incremental Improvement: Is the coin improving on a current problem within the crypto space? For example, Lisk is making it easier for developers to build Dapps by focusing on Javascript, a well-known language developers are familiar with. Stratis is doing the same, but using Microsoft's C# which is an industry leading language for enterprise software.

Copy Cat: Is the coin just doing the same thing another coin is doing?



4. Team

This is a major determinant if the project will succeed.



- **Technical solvency.** The members of the project should have the proper skills to develop the project. Among other things, most of the technological startups need specific developers, lawyers, business people or marketing specialists. All the roles required for the project are gathered by the team.

- **Degree of involvement.** It is not enough to have a team able to cover all the roles required. A good project needs people truly involved. Some startups have a board of advisors full of high skilled people which are not really participating in the ongoing of the project.



5. Code

There is no need to reinvent the wheel. Code reuse works well and has been previously tested. It is always better to use a well-known code like the Ethereum Foundation's multisignature smart contract than trying to implement it by yourself.

The code should also have unit tests covering all use cases. This practice usually helps to catch most issues.

We should verify that the code is public and corresponds to the code deployed to the blockchain (i.e. publishing it on *Etherscan* in case of ICOs launched using Ethereum).

The crowdsale smart contract usually interacts with others, and the funds are usually moved to those smart contracts once the capital is raised, for example to a multisignature escrow account. In this sense, we should verify that those smart contracts comply with the same security standards.

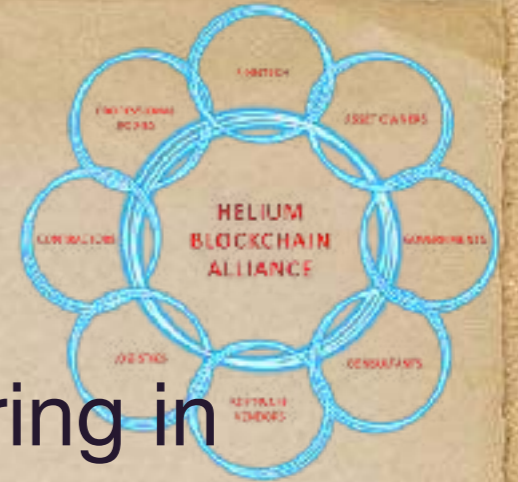


6. Token

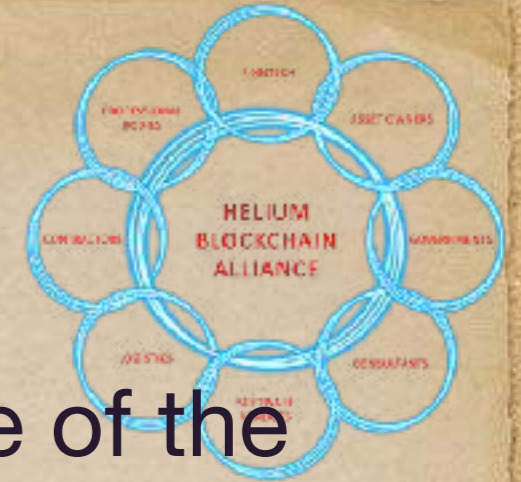
You should verify that the token you are acquiring in exchange of your investment have an actual usefulness or grant a return on investment.

It is also important to know how many tokens are being issued and how are they distributed. In some cases, if the founders have no tokens, they would not have the right incentives to grant their value.

In this sense, it is a good practice to design mechanisms to oversight further sells of the tokens by the founders.



7. Legal Aspects

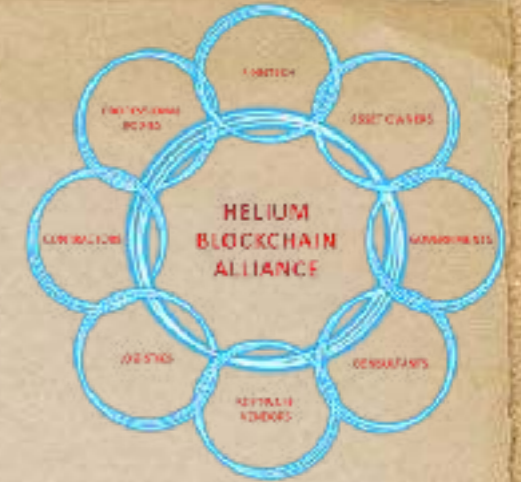


With good specialists granting the legal side of the ICO makes the project much more strong.

The Terms and Conditions of the site are important too (there are ICO landing pages without legal terms). If the project goes wrong or there is any problem with the ICO, the Terms and Conditions could help if legal actions are required.

Generally, the ICO should be legally viable, especially in financial use cases. So, when there are competent lawyers in the team from the beginning of the project, it seems to be stronger.





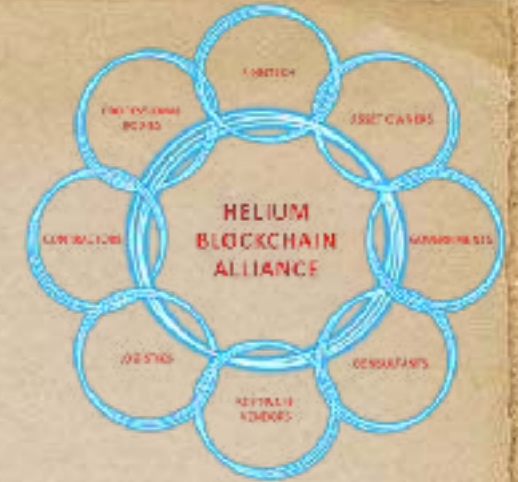
8. Audit

We have seen several cases of hacks, smart contract bugs and other events that implies big losses for the investors.

With a well-known third party auditing the code of the ICO and also a third-party auditing the balances of the company, you are probably facing a good investment.



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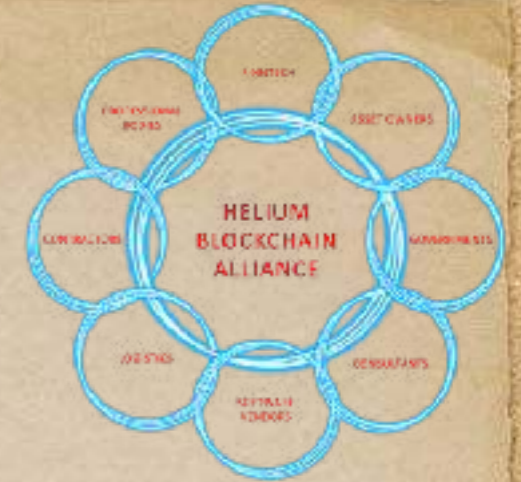
9. Community around the Project

A growing community is a good symptom for the future of the project. Getting a network effect once the project is launched is much more easier if there is a lot of expectation about it.



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10. Press



Ask yourself: What is the first thing I knew about them: their project or their ICO?

Some startups invest a lot of funds in a marketing campaign related to the ICO but do not provide enough information about the project.

So, if they are more worried about the investment than in their own project, why should I invest in them?



Confido ICO Raises \$340K, Vanishes

3947 Total views 222 Total shares



In a move that's sure to draw the ire of [ICO](#) naysayers, a recent ICO has completely vanished after raising \$347,000. The ICO, called Confido, sold [tokens](#) called CFD and claimed to offer 'safe and trustless cryptocurrency payments.'

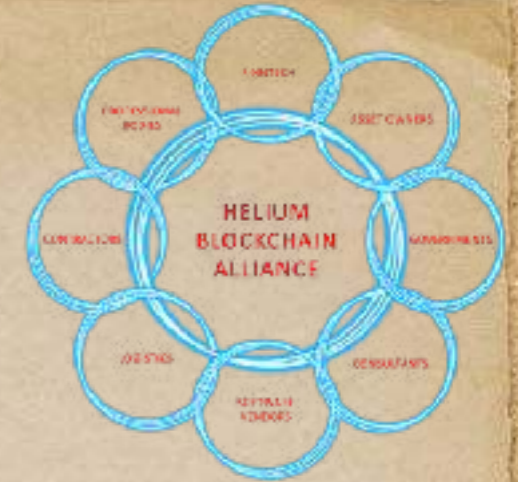
The [site](#) and the project's [subreddit](#) have completely disappeared, leaving no trace of the funds or the founders. The alleged founder and president, Joost van Doorn, who was previously employed with eBay, posted a message to the company's Reddit feed saying:

"We are in a tight spot as we are having legal trouble caused by a contract we signed. We



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Beware!



Fake ICOs

- Proof of endorsements and involvement from reputable figures, as well as a legitimate team.
- The White-paper is also your go-to to determine if the company has a clear plan and idea, or if they are simply waffling on about nothing particular.

Wallet scams

- Choose one that is reputable or that you have researched well and vetted.
- Go with one that does not store your private key.

Email scams

- You should never have to hand over your private key, especially not over email.

Fake exchanges

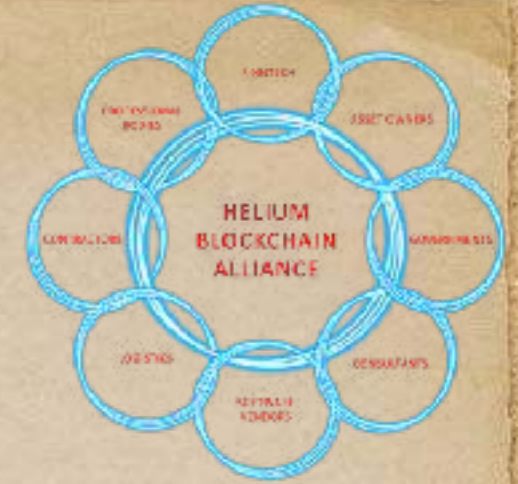
- Be savvy and smart when deciding on an exchange
- Go with big and popular ones. This can also help with avoiding odd pricing and fluctuations.

- Multi-Level Marketing / Network Marketing / Referral Business Model

- Internet / Social Media / Group Chats



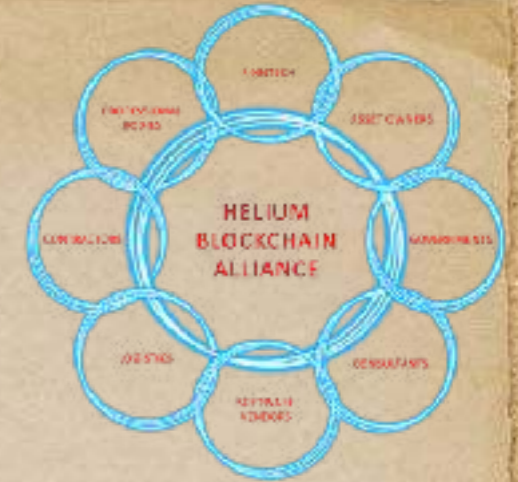
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8 Things To Consider...



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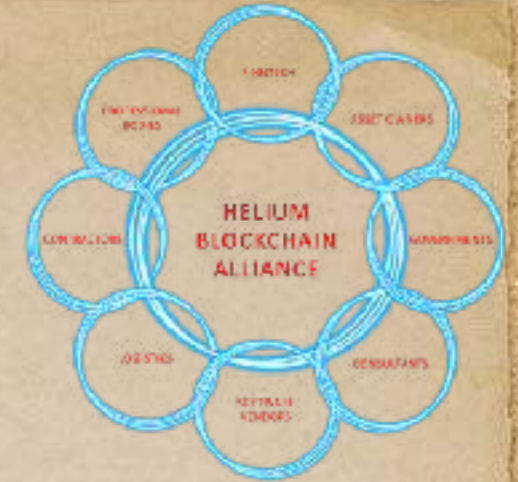


1. Education & Belief

- **Crypto News**
- **Internet (Articles & Journals, Videos etc)**
- **Books (Crypto, General Finance, Investing etc)**
- **Events (Conferences, Hackathons etc)**
- **Follow Leading Crypto Enthusiasts**



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2. Collaboration!

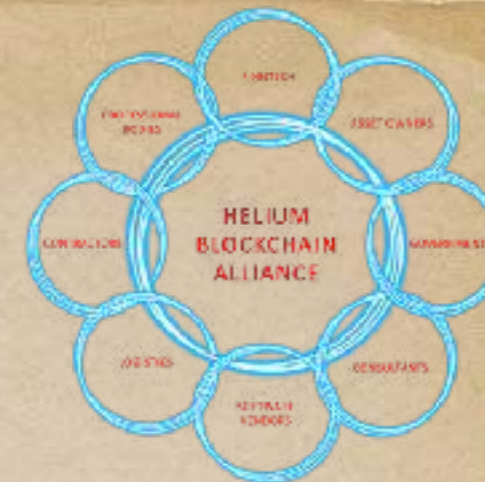
- Association is **Everything**
- The **'TEAM'** Power
- **Start-Ups**

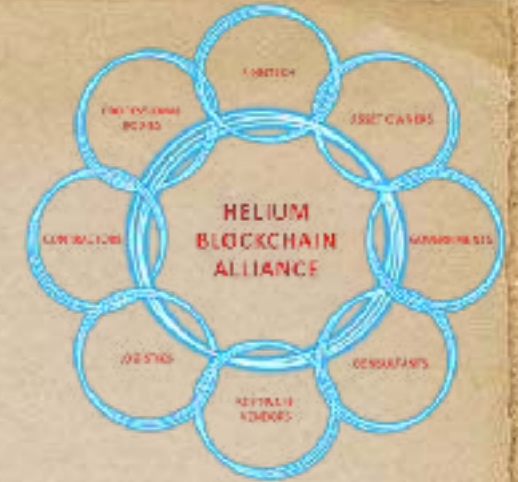


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3. Investment Habits

- Goals
- Intuition
- Patience
- Discipline
- Optimism
- Knowledge
- Avoid Greed
- Responsibility
- Long Term Thinking
- Courage & Calculated Risk



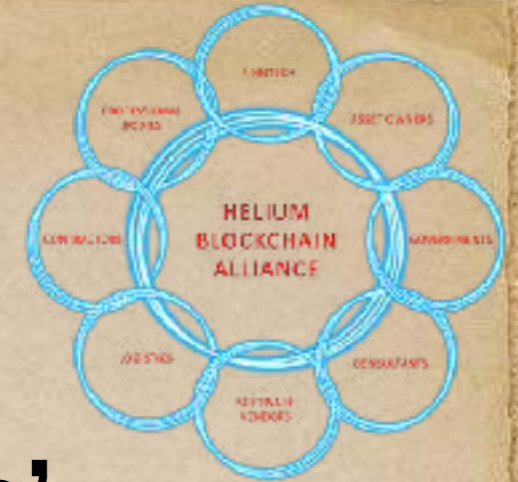


4. Think Value, Service & Problem Solving

- **Money is NOT everything!**
- **Look for a NEED and fill it.**
- **Leave a legacy!**



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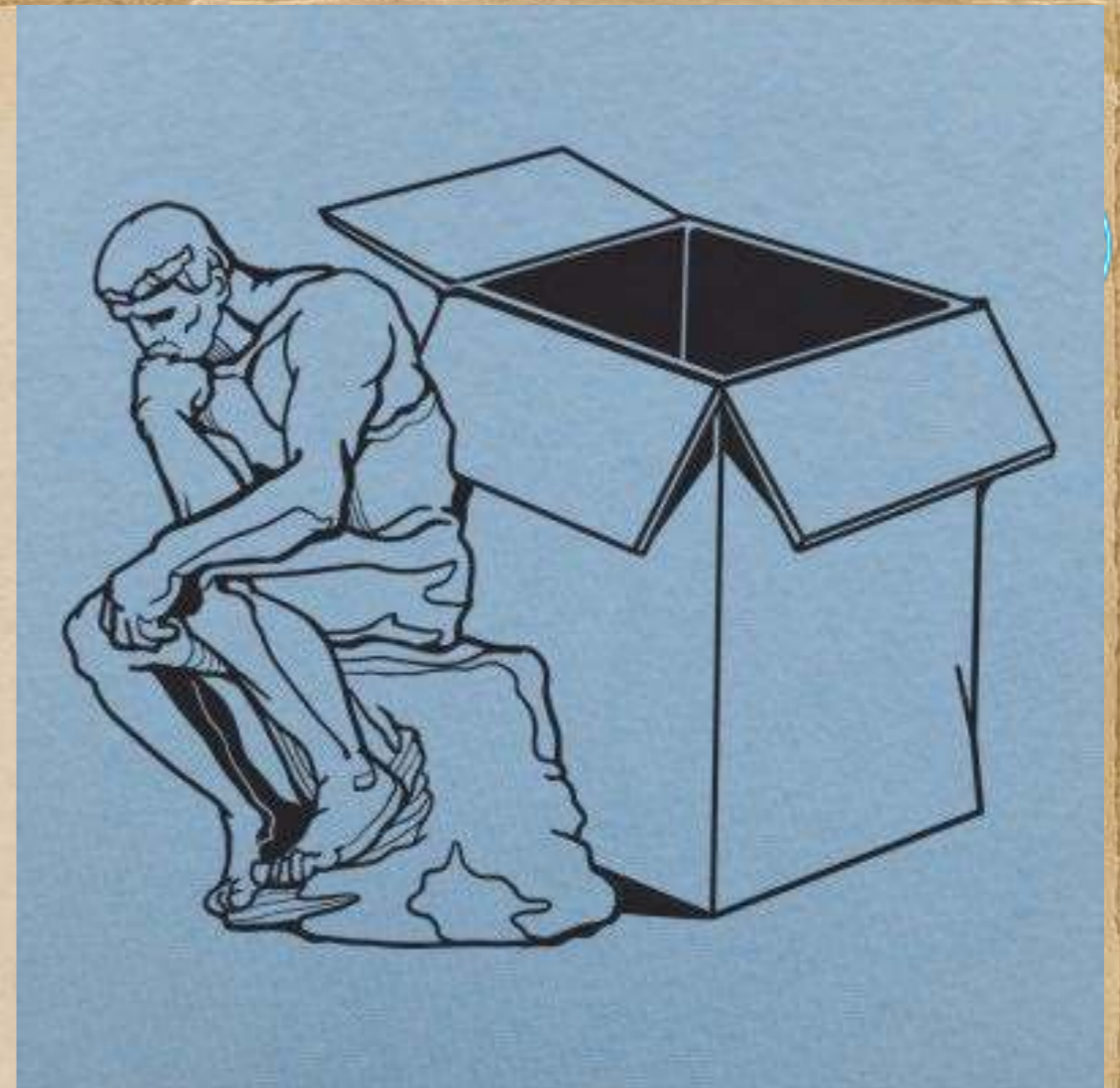


5. Spread the Decentralization 'virus'

- Use the products!**
- Share the products!**
- Disruption is here already. Wake up and smell the coffee!**



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6. Dream Big.

.....So big it breaks the box!

- The only limitation is your thinking.**
- Stretch your mind & expand your perspective!**



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Payment Use Cases



The Cryptocurrency Ecosystem



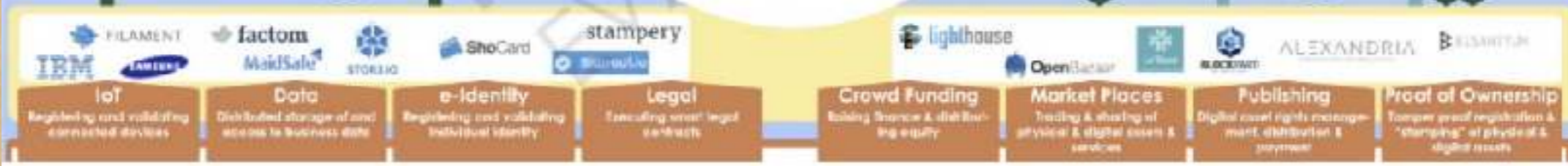
Established Financial Ecosystem

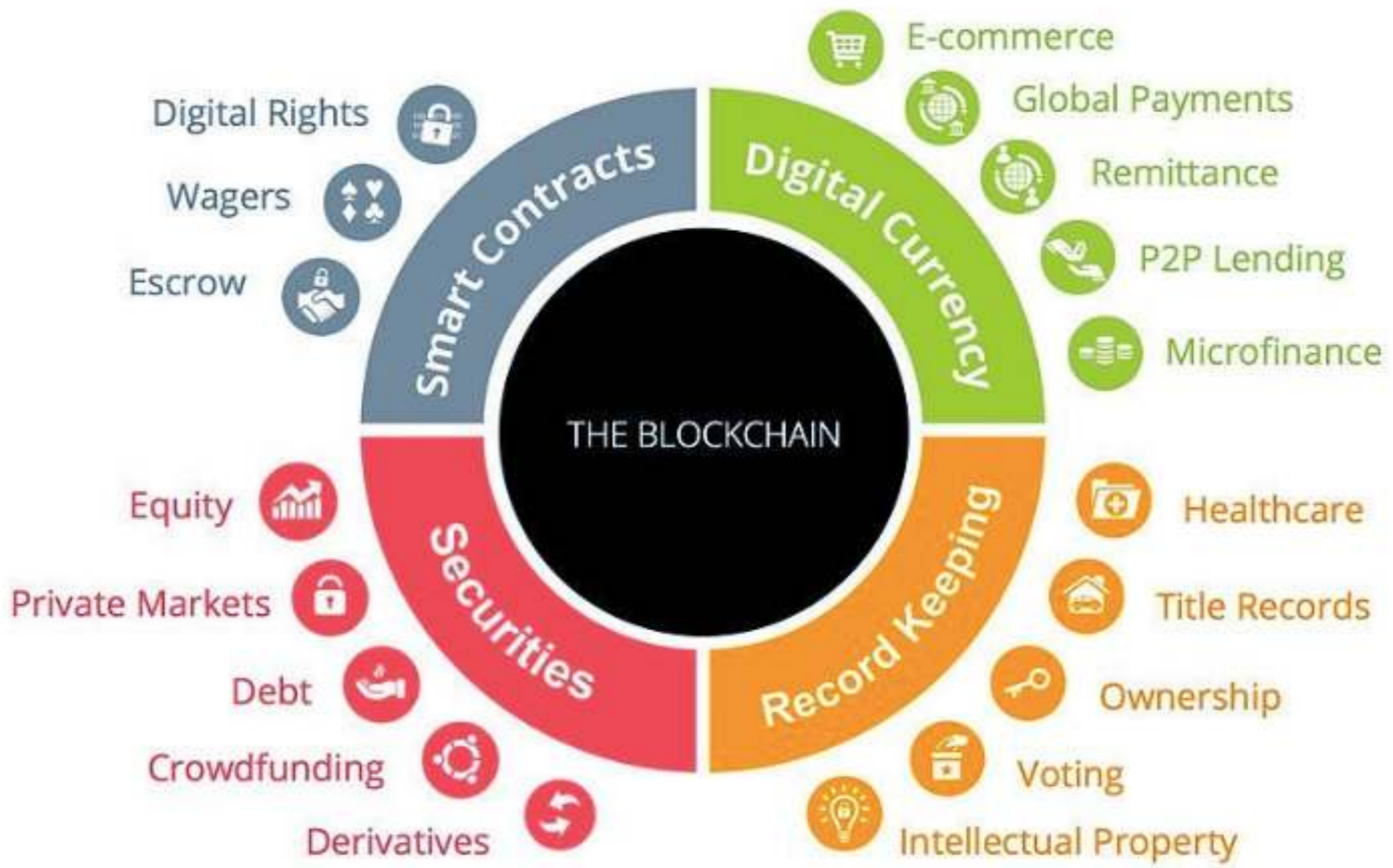


Enabling the Financial Services Blockchain



The Distributed Ledger





Applications of Blockchain Technology





BLOCKCHAINNAMES.COM
Blockchain Domains, Brands and Business

Sales@BlockchainNames.com

HOME BLOCKCHAIN GEO-BLOCKCHAIN FINTECH BUSINESS BRANDS INDUSTRY SALES

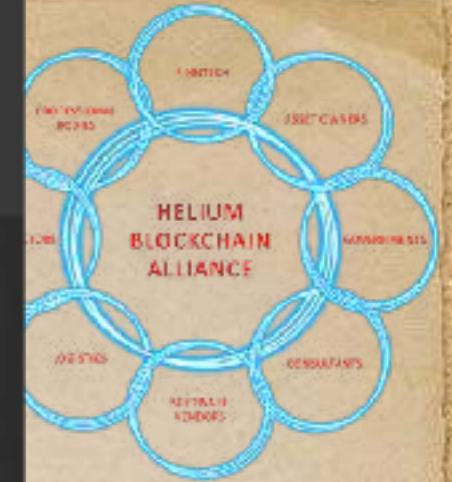
SALE
BIG

"The World's best blockchain domain name portfolio is now officially on the market for the first time ever. This group of over five hundred blockchain and FinTech domain names covers every major industry, keyword pairing and geographical

Total domains: 520

Cost: \$3,000,000.00 USD (3M), payable in Bitcoin (BTC) or Ether (ETH).

The portfolio is being sold in its entirety only, for more information on the Blockchain Names domain name portfolio, [click here](#)

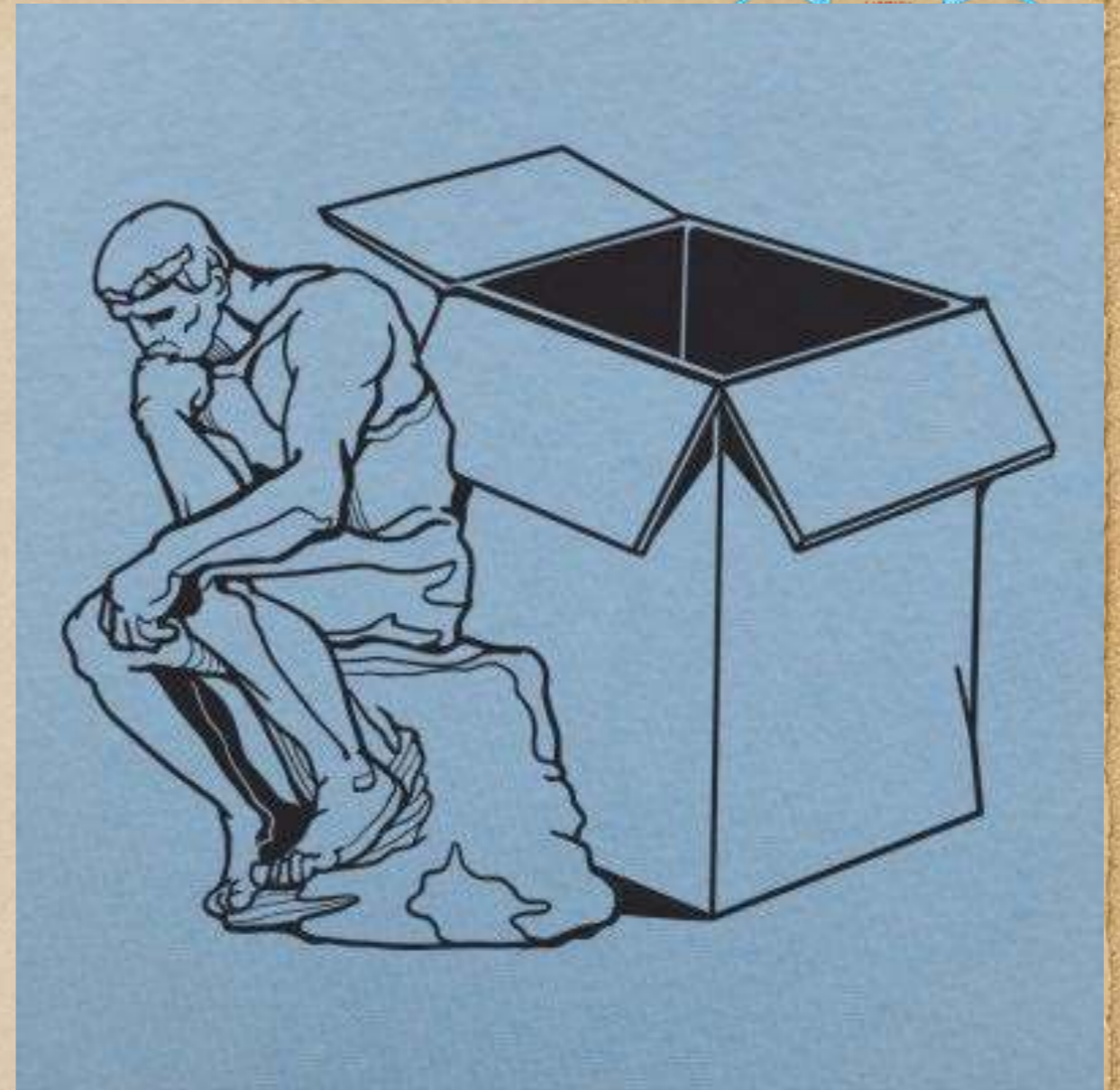


Premium Blockchain and Fintech Domain Names

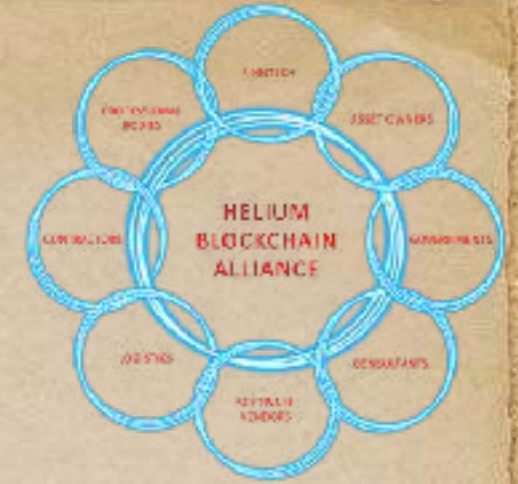
- AccountingChain.com
- Blockchain100.com
- Blockchain247.com
- Blockchain365.com
- BlockchainAccounts.com
- BlockchainAccounting.com
- BlockchainAccountant.com
- BlockchainAdvertise.com
- BlockchainAgriculture.com
- BlockchainArtwork.com
- BlockchainAttorneys.com
- BlockchainAuthenticate.com
- BlockchainAuthenticity.com
- BlockchainAuto.com
- BlockchainBaseball.com
- BlockchainBasketball.com
- BlockchainBooks.com
- BlockchainBrokerage.com
- BlockchainBudgets.com
- BlockchainCareer.com
- BlockchainCareers.com
- BlockchainFootball.com
- BlockchainForex.com
- BlockchainGolf.com
- BlockchainGovernment.com
- BlockchainGPS.com
- BlockchainGrocery.com
- BlockchainHockey.com
- BlockchainHorseRacing.com
- BlockchainHospital.com
- BlockchainHotels.com
- BlockchainIdentification.com
- BlockchainIdentity.com
- BlockchainIdentities.com
- BlockchainIncorporation.com
- BlockchainInsurance.com
- BlockchainInvention.com
- BlockchainInventions.com
- BlockchainInvestigation.com
- BlockchainInvestigations.com
- BlockchainIP.com
- BlockchainInspections.com
- BlockchainRentals.com
- BlockchainSecurities.com
- BlockchainSeminar.com
- BlockchainSeminars.com
- BlockchainSell.com
- BlockchainSMS.com
- BlockchainSoccer.com
- BlockchainSocialMedia.com
- BlockchainSocialNetworking.com
- BlockchainSongs.com
- BlockchainSports.com
- BlockchainSportsBetting.com
- BlockchainSummit.com
- BlockchainSupplyChain.com
- BlockchainSurveys.com
- BlockchainTeacher.com
- BlockchainTourism.com
- BlockchainTrade.com
- BlockchainTransparency.com
- BlockchainTransportation.com
- BlockchainTrip.com
- AfricaBlockchain.com
- AlbaniaBlockchain.com
- AmericaBlockchain.com
- AmericaBlockchains.com
- AngolaBlockchain.com
- ArmeniaBlockchain.com
- ArubaBlockchain.com
- AsiaBlockchains.com
- AustraliaBlockchain.com
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- BahamasBlockchain.com
- BeijingBlockchain.com
- BelarusBlockchain.com
- BelgiumBlockchain.com
- BelizeBlockchain.com
- BermudaBlockchain.com
- BoliviaBlockchain.com
- BosniaBlockchain.com
- BostonBlockchain.com
- BrazilBlockchain.com
- BulgariaBlockchain.com
- DominicanRepublicBlockchain.com
- EcuadorBlockchain.com
- EdmontonBlockchain.com
- ElSalvadorBlockchain.com
- EnglandBlockchain.com
- EuropeBlockchain.com
- FinlandBlockchain.com
- FranceBlockchain.com
- GermanyBlockchains.com
- GreenlandBlockchain.com
- GuatemalaBlockchain.com
- HongKongBlockchain.com
- HoustonBlockchain.com
- HungaryBlockchain.com
- IcelandBlockchain.com
- IndiaBlockchain.com
- IndiaBlockchains.com
- IrelandBlockchain.com
- IsraelBlockchain.com
- IvoryCoastBlockchain.com
- JapanBlockchain.com
- JapanBlockchains.com
- MontenegroBlockchain.com
- MontrealBlockchain.com
- MoscowBlockchain.com
- NamibiaBlockchain.com
- NewYorkBlockchain.com
- NewZealandBlockchain.com
- NicaraguaBlockchain.com
- NorthKoreaBlockchain.com
- NorwayBlockchain.com
- OttawaBlockchain.com
- PanamaBlockchain.com
- ParaguayBlockchain.com
- PortugalBlockchain.com
- QatarBlockchain.com
- RomaniaBlockchain.com
- RussiaBlockchain.com
- RussiaBlockchains.com
- ScotlandBlockchain.com
- SerbiaBlockchain.com
- SingaporeBlockchain.com
- SlovakiaBlockchain.com
- SloveniaBlockchain.com

7. Act!

-Action is Everything!



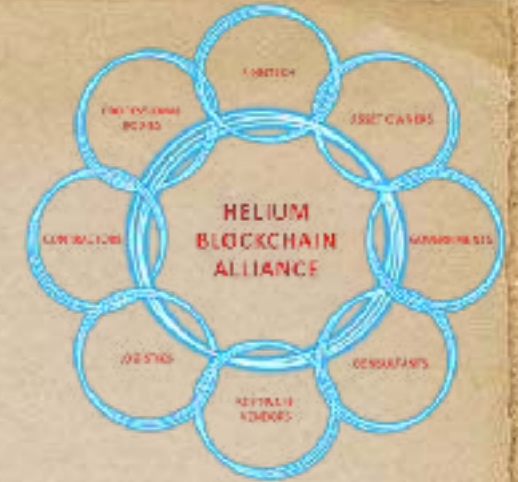
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and most importantly...



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8. Smile!

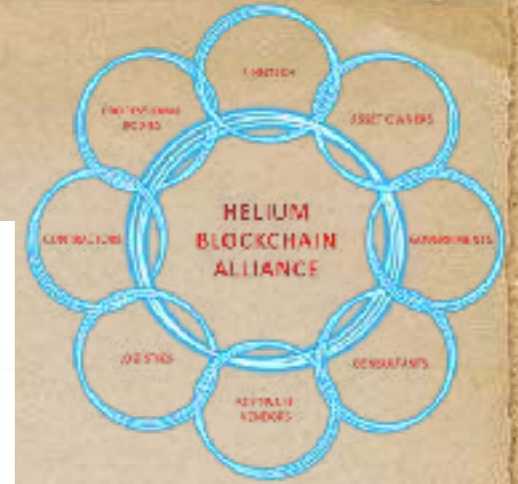
- Keep pressing
&
- Enjoy the 'crypto-economy' journey



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Thank you



ra@cryptoconsultant.com



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