



## SECURE CRYPTOCURRENCY INVESTING: A PRACTITIONER'S PERSPECTIVE

# What's Special About This New Asset Class?



\$300 billion total cryptocurrency market cap as of July 2019



The Top 10 Cryptocurrencies by Market Cap Percentage



# DIGITAL ASSETS & Blockchain Technology

## Cryptocurrencies Solve Real Problems

International Remittance

Banking for Unbanked

Micro-Billing Tools that allow people or companies to create, share, or exchange info

## Cryptocurrencies “Complete” the Internet

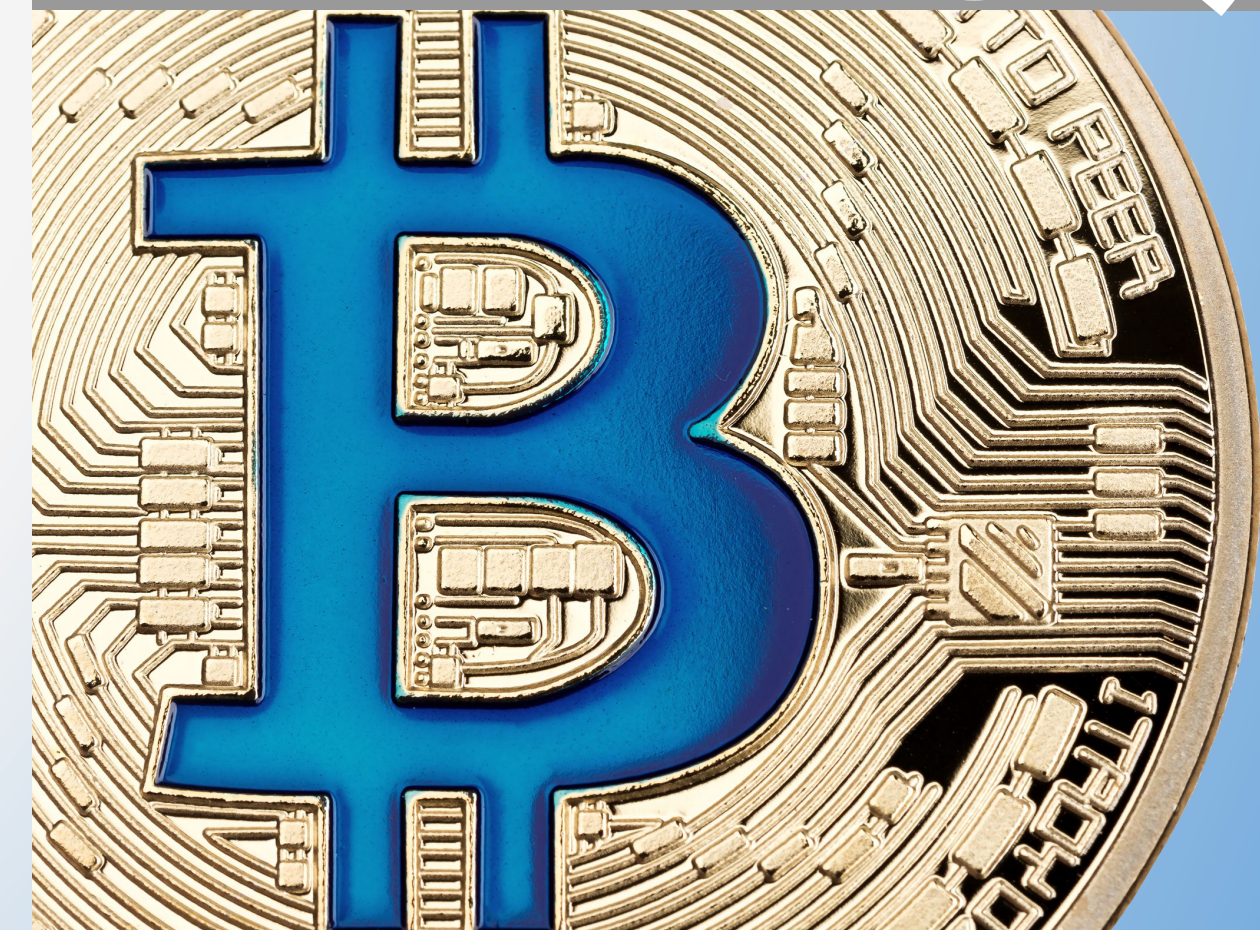
Evolution from real-time information transmittal to real-time value transmittal.

A must for IOT (Internet of Things)

## Faster and Cheaper Transactions

A huge savings in cost, time, and processing layers,

# HERE TO STAY





# Addressing Security Concerns

Safeguarding your clients' digital asset exposure.

# USE MULTIPLE ESTABLISHED U.S.-BASED EXCHANGES



## Advantages

- Diversifies counterparty risk, known bankruptcy workout procedures.
- FDIC insurance offered on USD balances (Up to \$250k)
- Available Customer Service
- Less foreign legislation risk

## Disadvantage

- More cumbersome application process
- Not all cryptocurrencies will be available on U.S. based exchanges.
- 1099 Tax Reporting

# ICO's, AML & The SEC: **REDUCING RISK**



## With SEC oversight ...

- Initial Coin Offerings (ICOs) – (were) ripe for fraud.
- To reduce the risk of investing in a fraudulent project or one that will be targeted by the SEC ...

## We Require

- More Be Listed on a Registered US Based Exchange
- Have a \$1 Billion dollar market capitalization
- Not be a “Privacy Coin”
- Not have been ICOed in the second half of 2017 in the USA

# Electronic Vaulting - Sterile Devices - Two Factor

Establish Sanitized Devices Specifically for Accessing Cryptocurrency Accounts and establish 2-factor authentication, utilizing “non-sim card based” 2 factor protocol.

Move long term eligible holdings into “time delayed” Digital Vaults.

Avoids exposing your device to malicious software, viruses, or other phishing programs.



coinbase



# CYBER HACKING INSURANCE: GET COVERED

**LLOYD'S**  
LLOYD'S OF LONDON

**BERKSHIRE  
HATHAWAY**

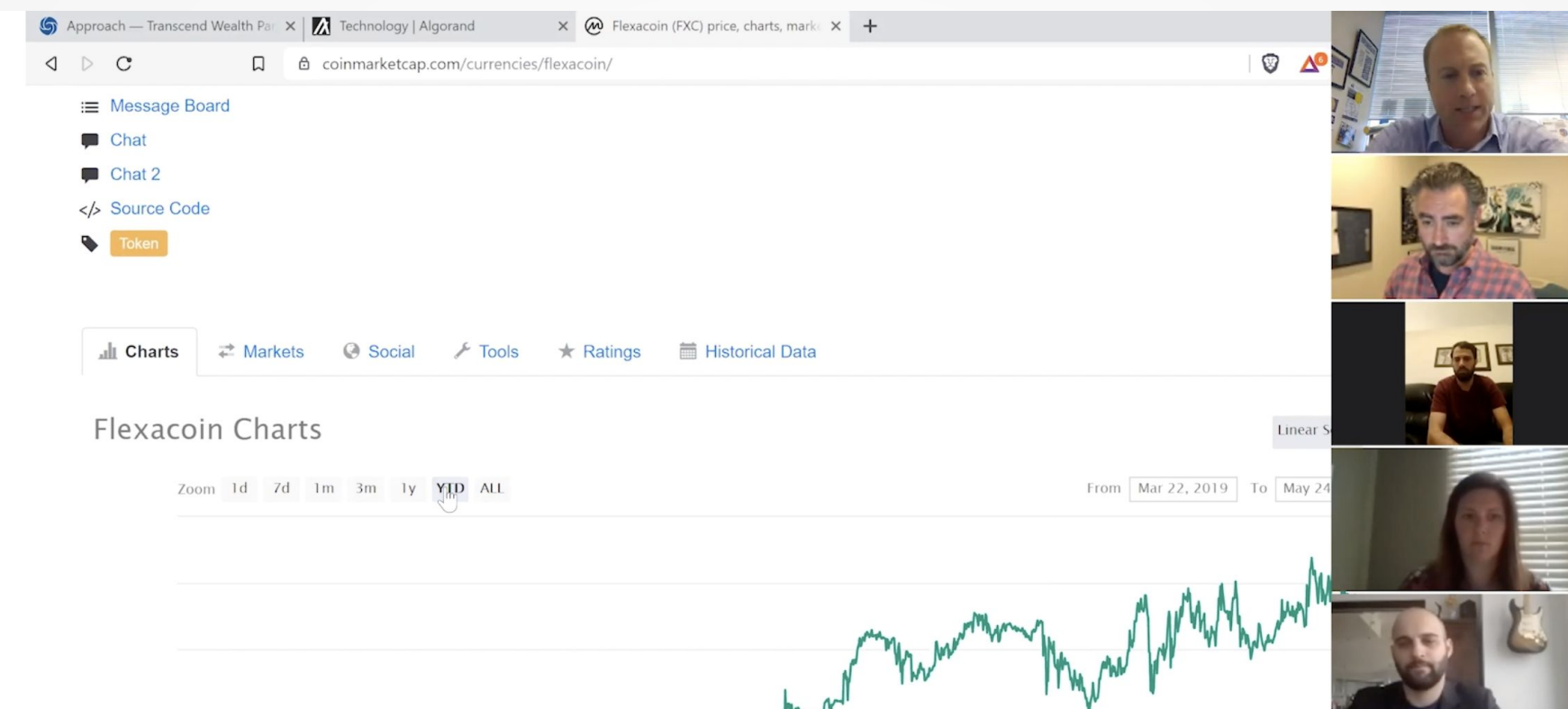
## Add Digital Assets to Personal Insurance Lines

- Both Berkshire Hathaway and Lloyds of London currently offer cyber theft insurance.

**Approximately \$1,000 - \$1mm**

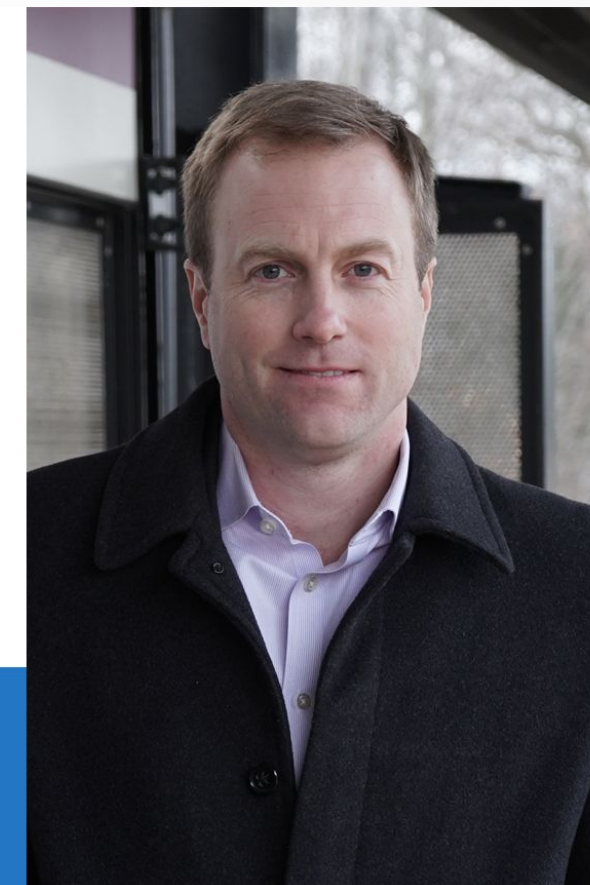
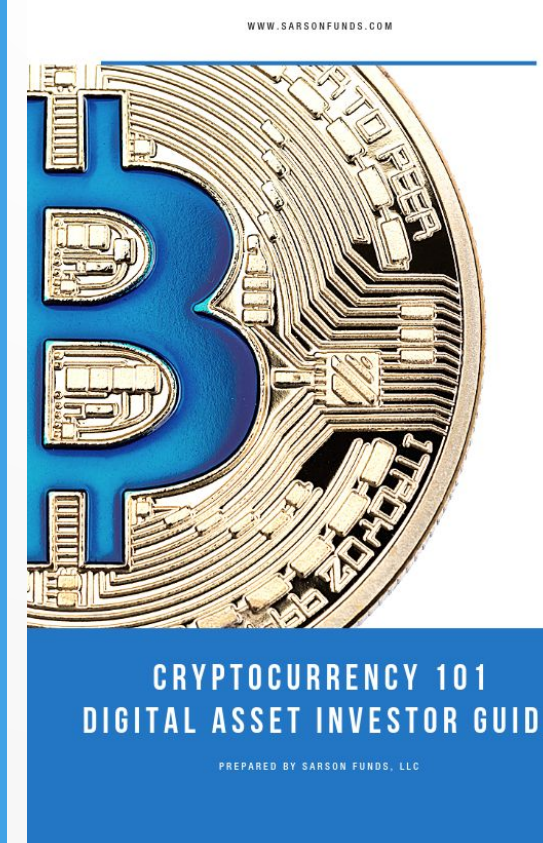
# Market Intelligence In a Nascent Space

## Supporting Investment Advisors



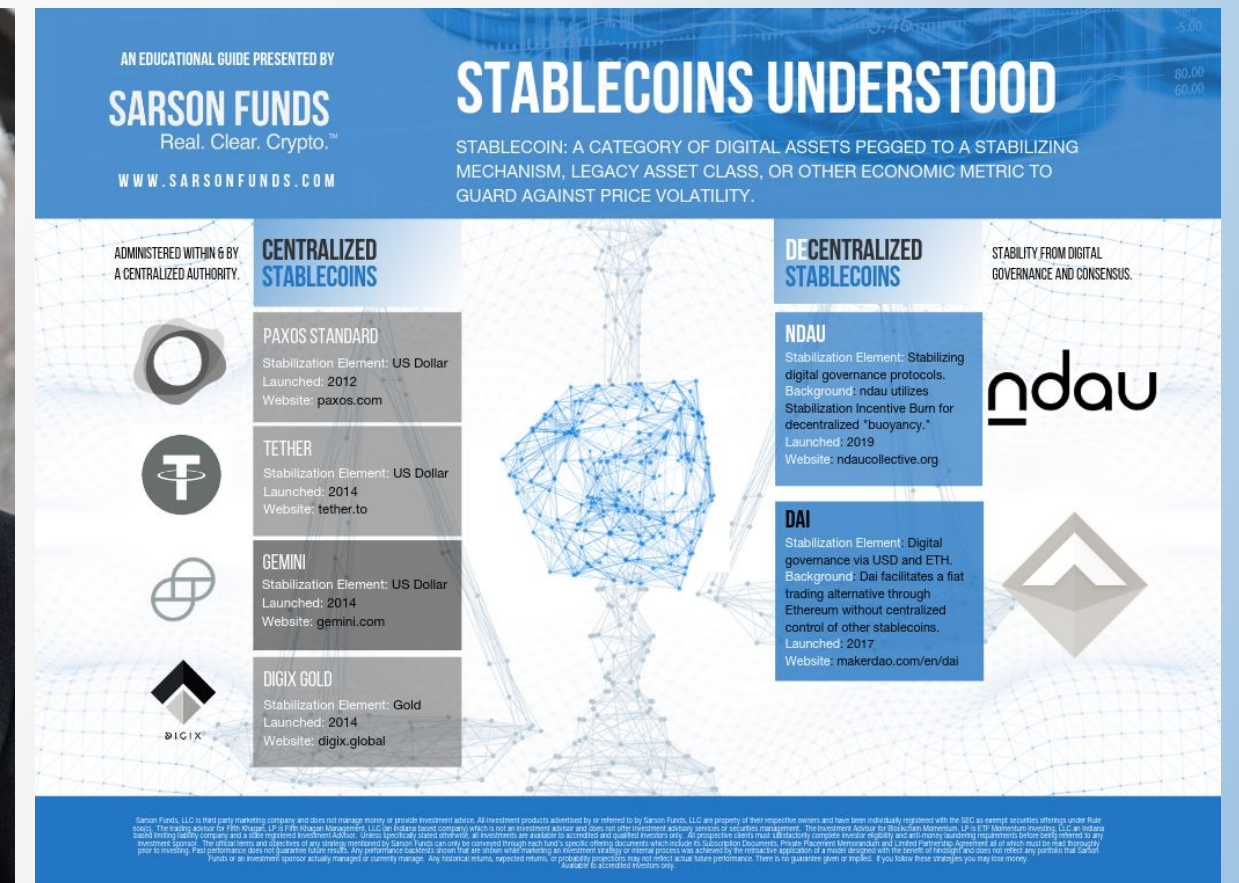
### Blockchain Insider Call & Report

Weekly broadcast video call with the Sarson Funds trading team, organized by topic and syndicated through YouTube and our community marketing channels.



### Investor Education

Client-facing digital asset class investor guides and information, designed for Financial Advisors.



# TWO INVESTMENT FUNDS TAILORED FOR CLIENT NEEDS

## LARGE CAP CRYPTOCURRENCY FUND

**Our large cap cryptocurrency fund gives clients exposure to the top, investment grade, cryptocurrencies in the space.**

Named Blockchain Momentum LP, the fund uses a proprietary, machine learning, momentum algorithm to maximize earnings and dampen volatility. The algorithm is targeted to maximize Sharpe ratio.



**BLOCKCHAIN**  
M O M E N T U M

A S A R S O N F U N D S L P

**Our small cap cryptocurrency fund gives clients the opportunity to invest in leading edge, undiscovered, blockchain projects with exponential upside opportunity.**

Named Fifth Khagan after the Chinese Emperor who introduced fiat currency. We strive to find the next cryptocurrencies which will change the way finance is done.

Our team of diverse traders are performance driven with an emphasis on high return and risk management



## SMALL CAP CRYPTOCURRENCY FUND

**FIFTH KHAGAN**

A S A R S O N F U N D S L P

# In Conclusion

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- Humans consistently underestimate the impact of new technologies.
- It *is* different this time than 3 other corrections of 80% or more.
- Bitcoin For Freedom
- Metcalfe's Law and Continued Rapid Adoption

# Use Cases Q & A

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- BAT -Disrupting Google
- Po.et – Disrupting Getty Images
- IOTA - Making Cars Drive themselves
- DMC- Medical Records on the Blockchain
- PROPY – Property the Blockchain
- RIPPLE – Taking Over SWIFT

# SARSON FUNDS

Real. Clear. Crypto.™

Thank you!

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