



Enrique

The image features a large, bold, white sans-serif font where the letters 'S' and 'G' are connected. The word 'StonkGo' is displayed prominently at the top. Below it, a subtitle in a smaller white sans-serif font reads 'Harnessing Sentiments for Bitcoin Investment Strategy'.

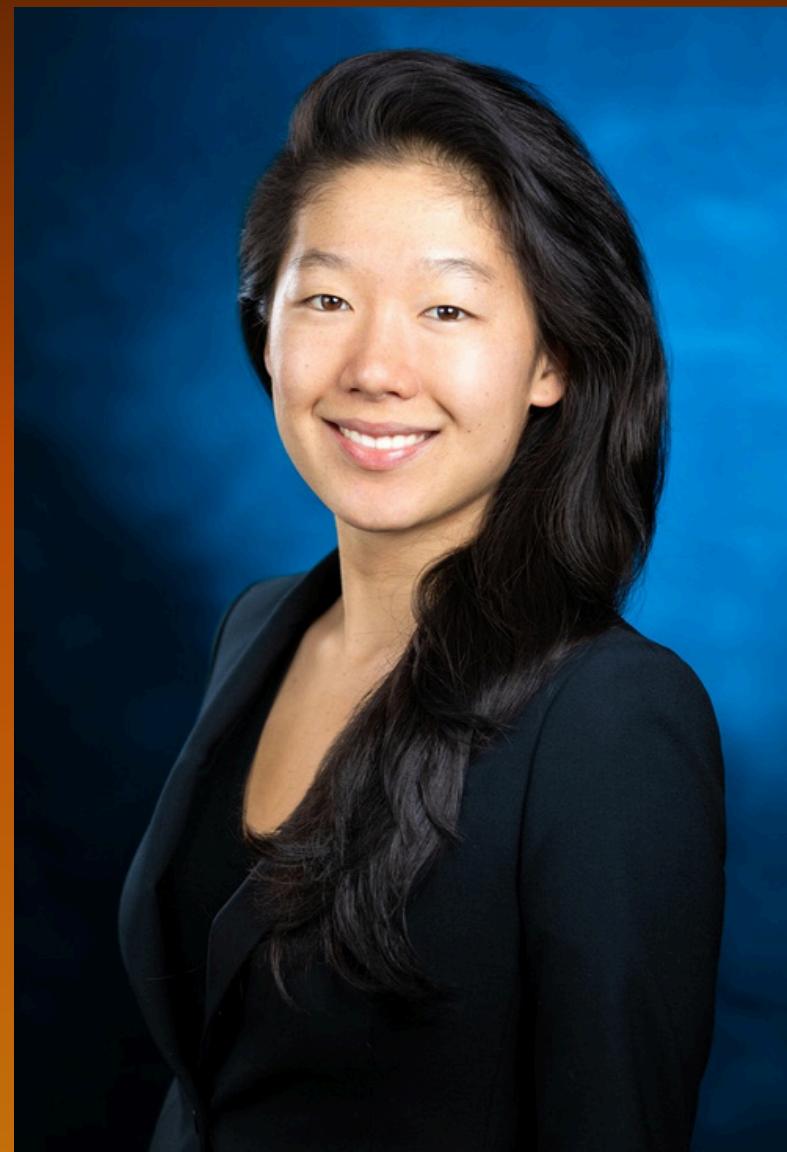
Anna Han

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24-03-28

Our Team



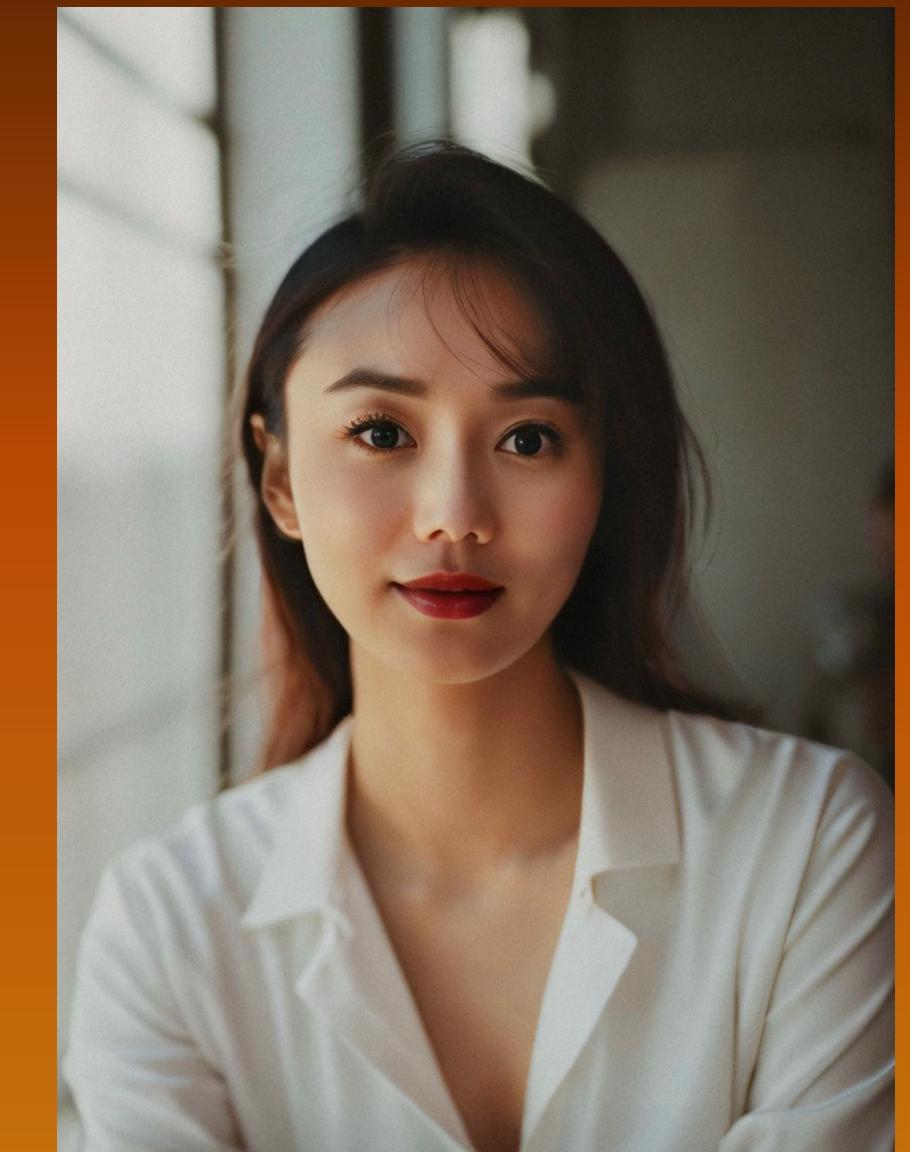
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Agenda

01 Overview

02 As-Is Scenario Map

03 Identification of Big Ideas

04 Future State Scenarios

05 Project Scope



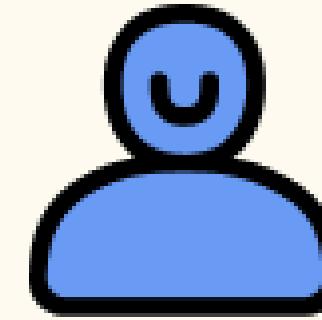
OVERVIEW

Retail investors lack effective guidance on how to make short-term profits from Bitcoin relative to traditional investment assets.

Bitcoin Financial Advisor services said need by extracting prediction signals from Reddit data and customizing recommendations to investors' dynamic needs.

PERSONA: JACK

Jack



"Archetype"

- Occupation: Office Clerk
- Age: 30
- Financial Knowledge Level: Novice; self-taught through reading news (e.g., WSJ, Bloomberg).
- Investable Assets: \$100 per paycheck.
- Risk Tolerance: Moderate to high; Willing to risks for higher returns.
- Needs: extra spending money.

About them

- **Approach:** Spends a few hours each week reading financial news and headlines.
- **Diversification:** Prefers crypto over bonds.
- **Technology Use:** Utilizes online broker platforms for trading; news apps and social media for updates; and, uses brokerage account tools to track performance.
- **Trading Frequency:** At most once a day.
- **Information Source:** Reddit, Twitter, free Bloomberg news. Mainly less costly services.
- **Time Constraints:** Balancing investment research with a full-time job and personal life can be challenging.
- **Emotion Driven:** Unavoidably driven by the sentiments

AS-IS SCENARIO MAP



DOING



THINKING



FEELING

Know Your Customer

- Allocating \$\$ to invest.
- Set primary target return and time frame.
- Choose time frame.

- What is my PnL vs. investment horizon elasticity?
 - I'm planning a trip next month so I need to earn more but my window is longer.
 - I just need a little extra spending money for this weekend.
- What level of positive return would satisfy me enough to close my trade early?
- What magnitude of loss would force me to capitulate?
 - E.g., If I lose 50% of my initial investment, I'm cutting my losses.

- Lucky like it'll work out.
- Anxious about losing money.
- Uncertain if risk appetitive is correct.
- YOLO.

Initiate Trade

- Buy/sell bitcoin to open a position.

- The chance I achieve my investment goals are high enough for me to take action.
- I better be disciplined and cut my losses if I hit my loss limit.
- If I make my return goal much quicker than expected, maybe there's momentum and I should increase my position.

- The jitters of having skin in the game.
- Self-doubt if it's the right move to make.
- FOMO.

Manage Position

- Actively track investment performance / bitcoin price.
- Update position – increase or decrease position based on performance so far and predicted outlook.
- Update risk tolerance and goals.

- Should I increase or decrease position?
- How does the performance so far change my confidence?
- How does the performance so far and probabilities of expected performance impact my decision?
- Has my time window changed?

- Stressful
- Second guessing yourself when you are seeing losses.
- Cocky – It's going well I knew this was right idea I'll increase my position
- Cautious – I hit my goal early should I close it out now?

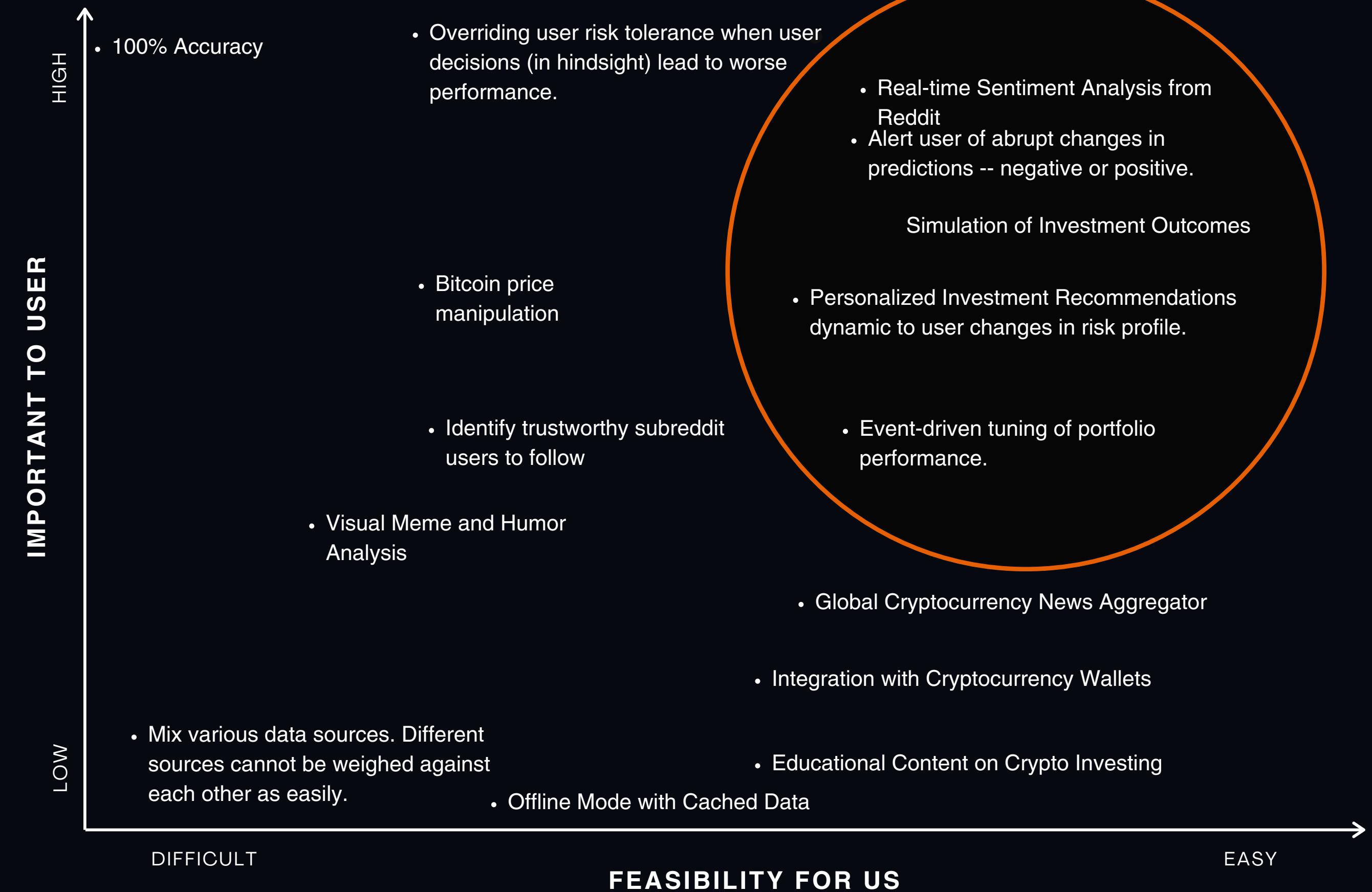
Exit Position

- Close position and take home PnL.
- Spend earnings.
- Miss out on activity due to losses/lack of profits.

- How can I get more profit?
- Why did I lose again?

- Positive PnL - excitement, satisfaction.
- Negative PnL - regret, anger, frustration.

PRIORITIZATION OF BIG IDEAS



FUTURE STATE SCENARIOS



NEAR-TERM

1

- Real-time sentiment analysis of subreddit specific to Bitcoin value.
- Translate sentiment into likelihood of range of returns for various time windows. At this stage, user must decide for themselves which option.

MID-TERM

2

- Personalized advice. Based on past performance and user risk, can suggest which time holding frame and risk limits are best.
- Actively notifies user when to buy, sell, hold bitcoin.

LONG-TERM

3

Stage 3

- Analyze sentiment from more resources.
- Provide advice for different cryptocurrencies or asset class.

- Basic portfolio performance tracking.
- Data digestion automation picks up new information regularly.

- Enhance ML Algo with finer tuned sentiment scores.

- Enhanced user interface with indicators and charts based on model's heaviest features.

- Behavioral Insights.

PROJECT SCOPE



2024

CAPSTONE I



AI

ARTIFICIAL INTELLIGENCE

Thank You For Attending