

assets under management (from which fees are calculated) are also increasing, putting a very sweet cherry on top of the sundae.

To be clear, I'm in no way advocating for portfolios with only 1% or 2% bitcoin. I want companies to understand the power of just dipping their toe in the water. This book offers low-risk ways for companies to enrich themselves and their customers using bitcoin, and these little moves can go a long way without putting any of the firm's capital at risk. Imagine making a 5% allocation and experiencing even a subdued portion of what history does suggest will happen. The only catch is that the firm must hang onto its hat and hold its ground when the drawdown occurs. A buy-side mutual fund should have no leverage whatsoever with respect to bitcoin exposure, making it much easier to navigate the year when it corrects

10.4 Sell Side: Hedging

The mutual fund investment strategy of including small portions of bitcoin to outperform the overall market is an easy and straightforward offensive strategy to take advantage of bitcoin's superior returns. There is a flip side to this offense, which is when funds contain short positions exposed to bitcoin's outstanding price exposure and may not realize it. Consider a hedge fund which uses longs and shorts, typically as a way to capture the volatility of an asset class while re-