

Why everyone should own some crypto rn (right now)

Noah Putnam // November 2021



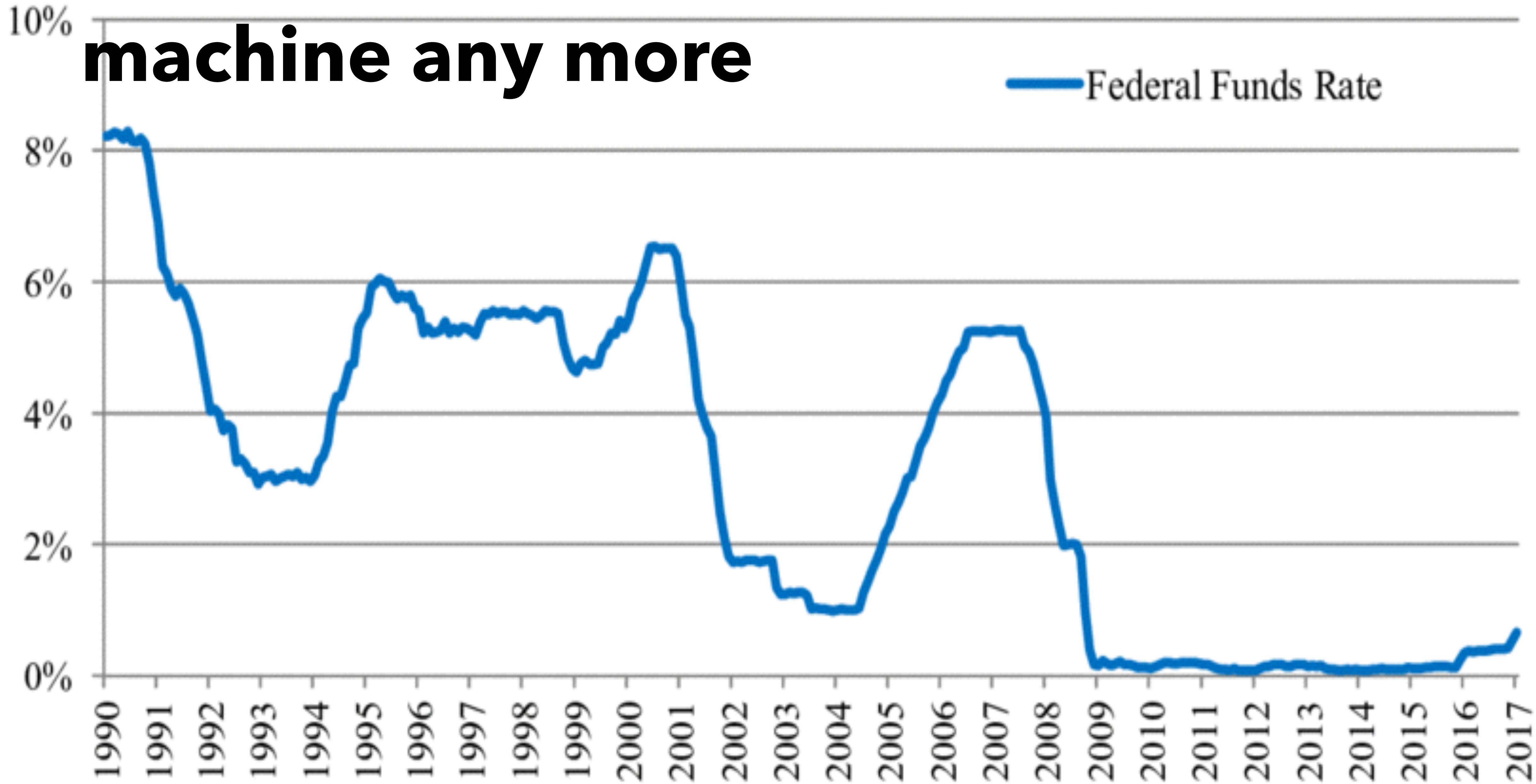
Agenda

- Why crypto is worth considering for your portfolio
- How beginners can get started investing in digital assets
- How to set up your crypto portfolio and start off with a free \$20 in crypto

ASSERTION

Whether you have a investment time horizon of 2 years or 20, you should probably own some crypto right now

The stock market isn't a weighing machine any more



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Federal Funds Rate



10%

0%

1990

1991

1992

1993

1994

1995

1996

1997

1998

1999

2000

2001

2002

2003

2004

2005

2006

2007

2008

2009

2010

2011

2012

2013

2014

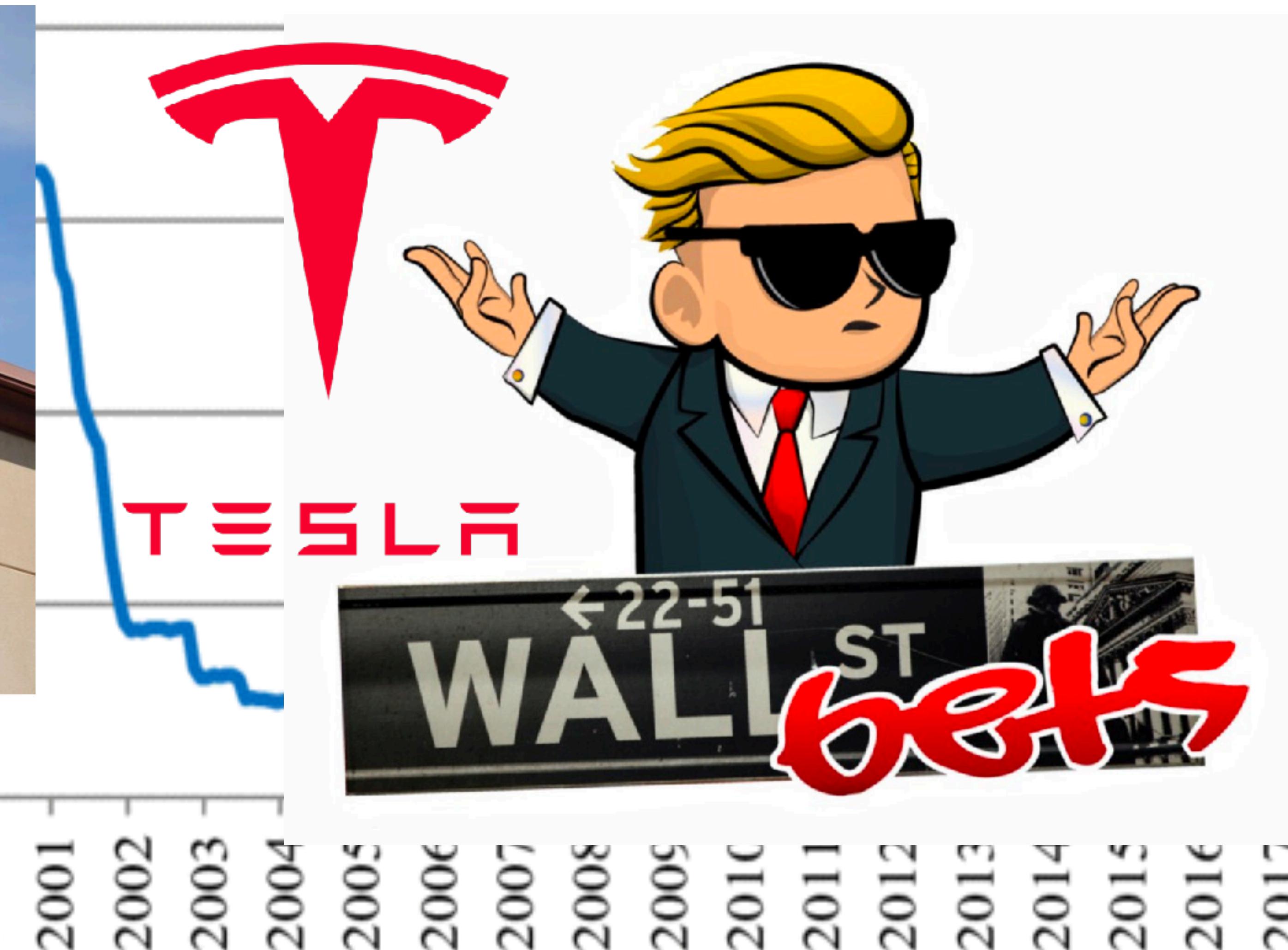
2015

2016

2017

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Federal Funds Rate



10%



0%



2016



2017

THESIS

Internet memes run modern financial
markets

THESIS

The internet is becoming an
increasingly important, if not dominant,
social substrate

THESIS

No one in any east coast institution
(NYT, Harvard, DC, etc.) really
understands this





CANCELLED

Hello
my name is

BOOMER



SECRET
LAB

GAME
OVER



SECRET
LAB

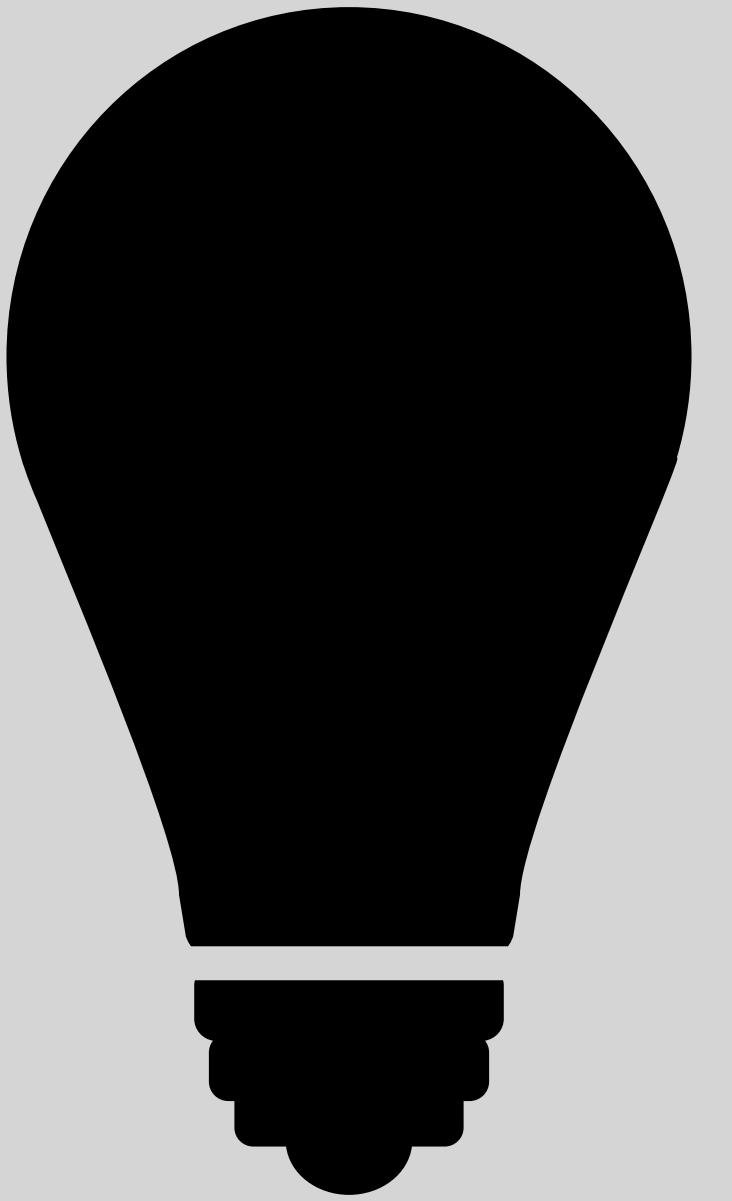
GAME
OVER

MEMES

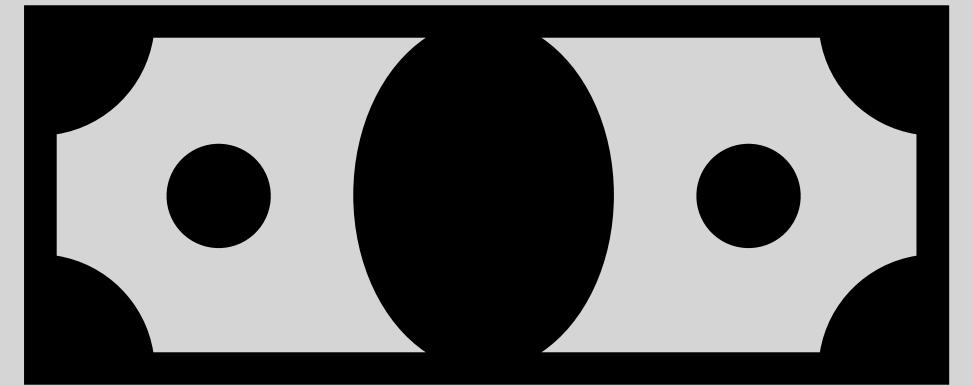
How do memes
work?

MEMES

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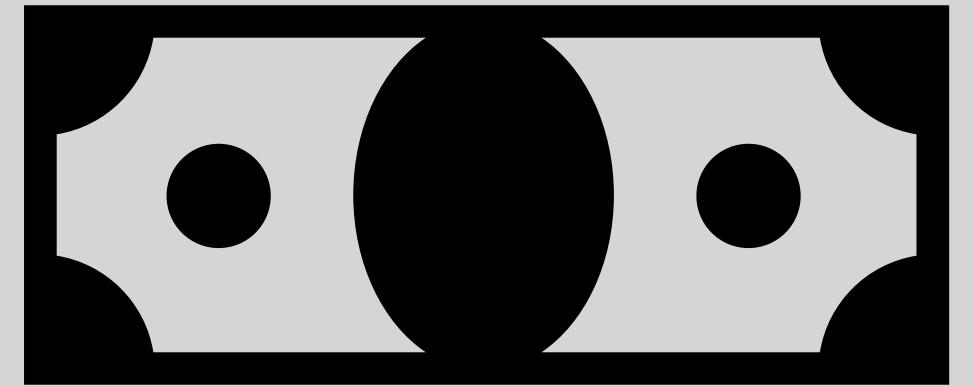
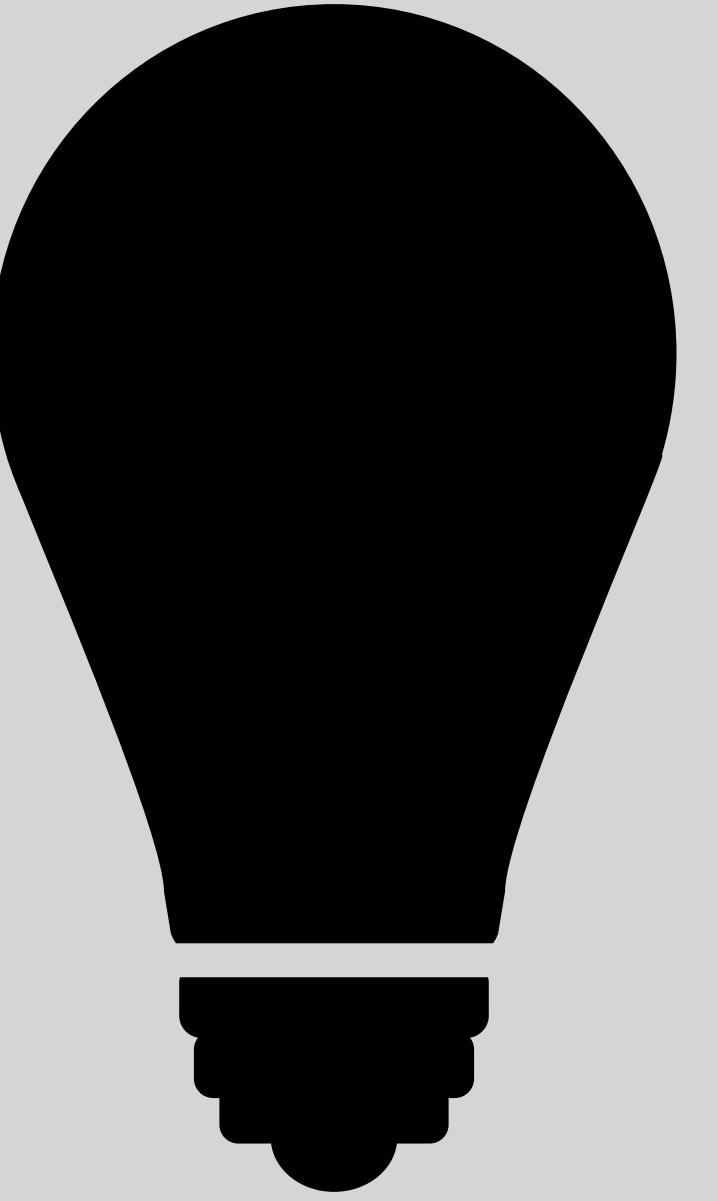
Idea



**Financial
Asset**

MEMES

How do memes
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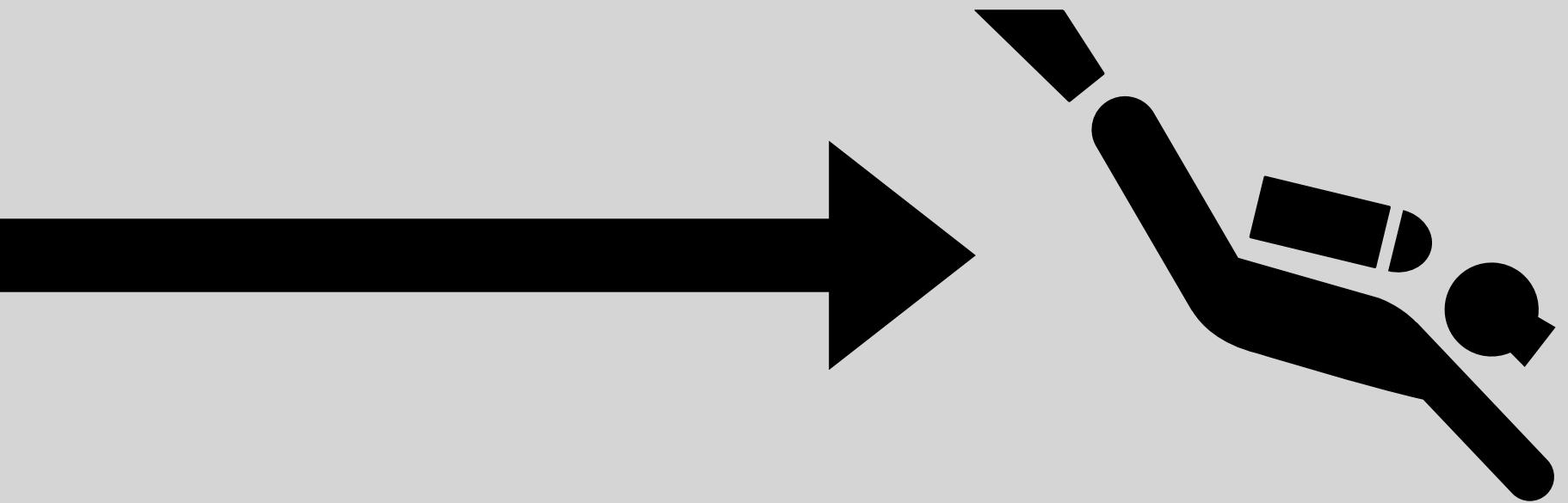
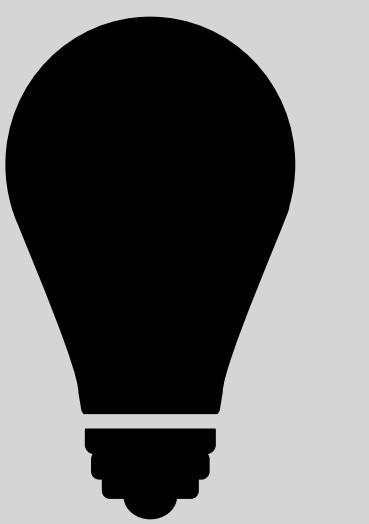


Carbon neutral
electric cars and
trucks

Tesla (TSLA)
Rivian (RIVN)

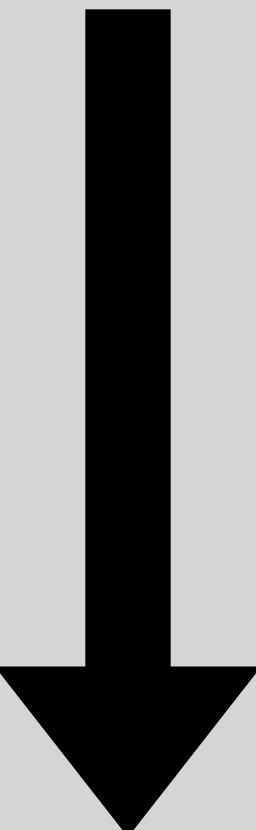
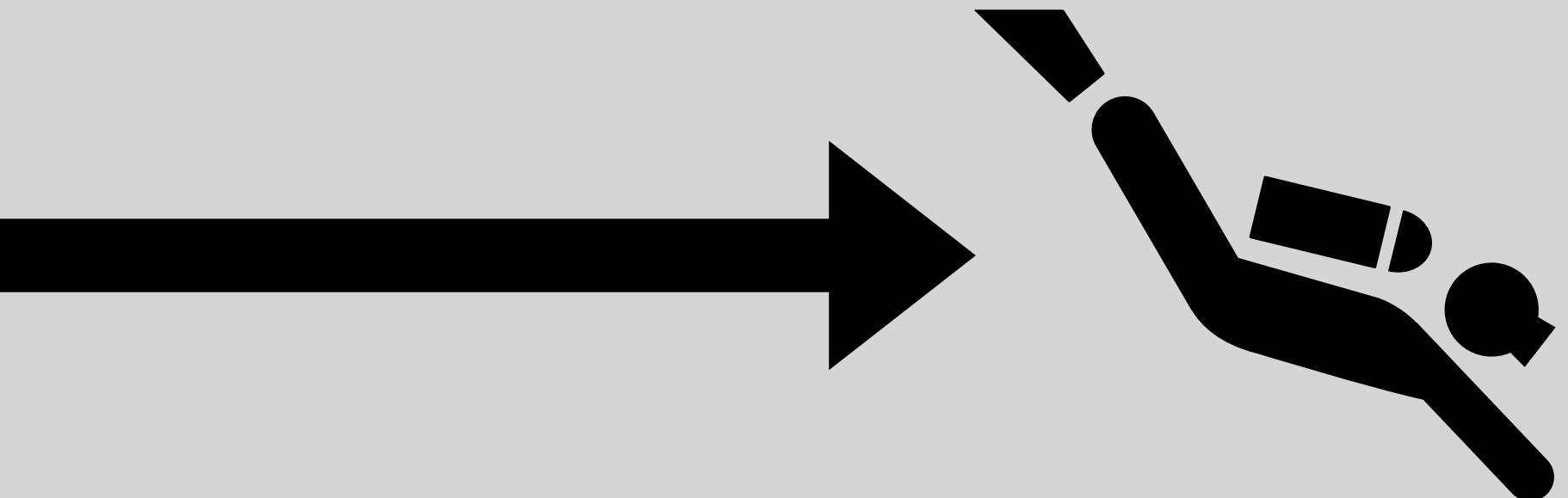
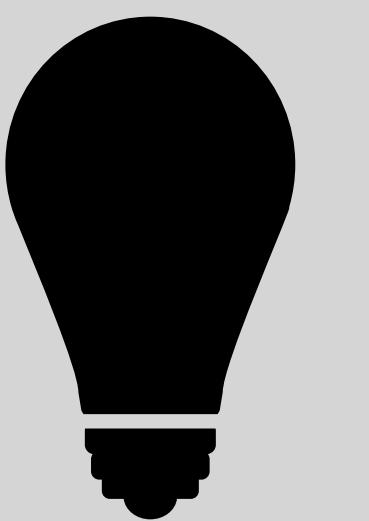
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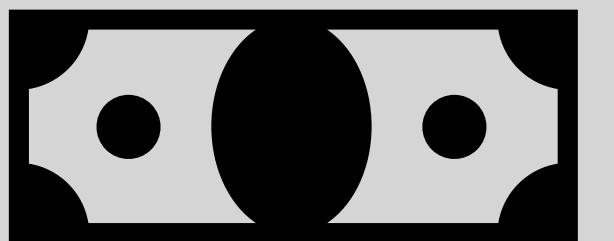
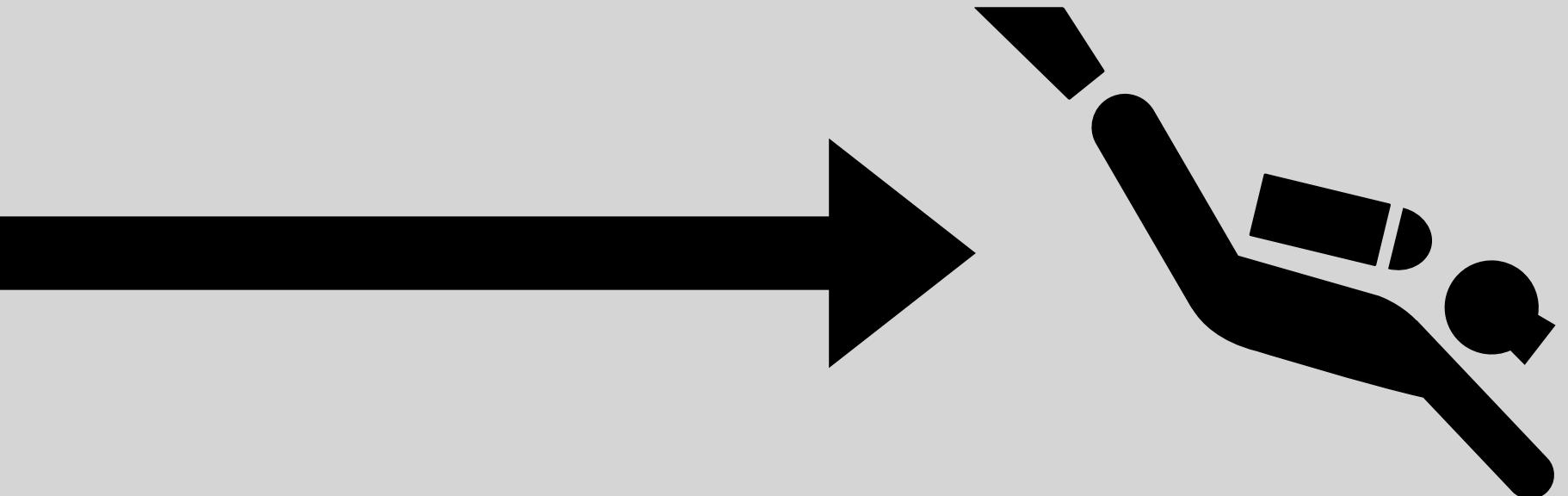
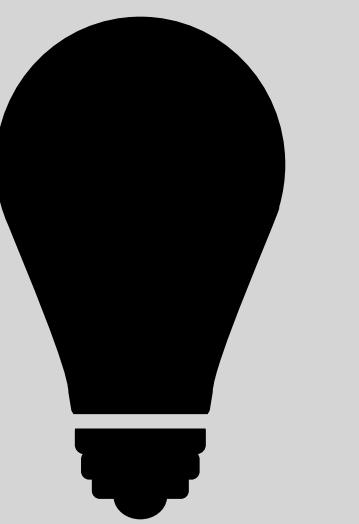
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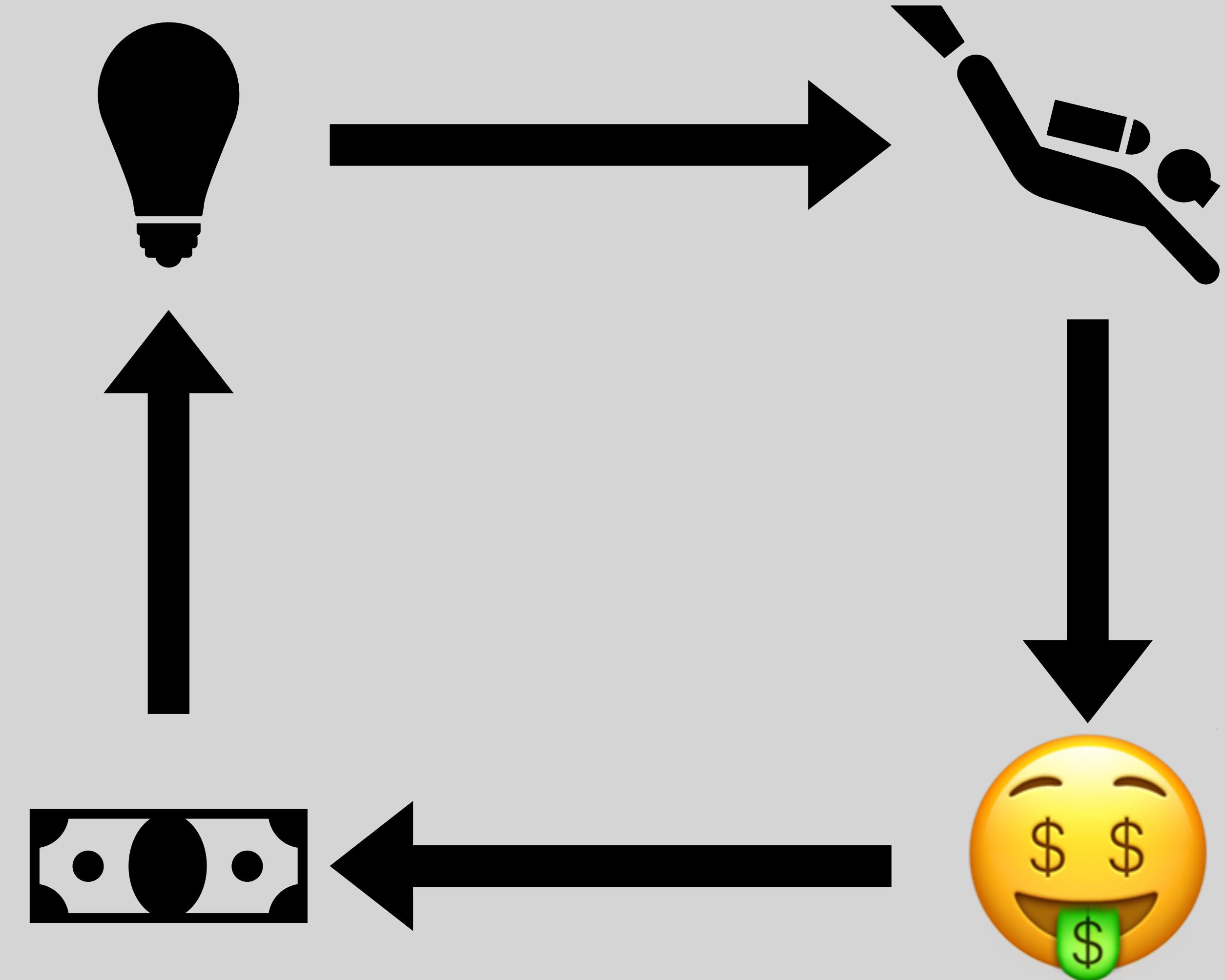
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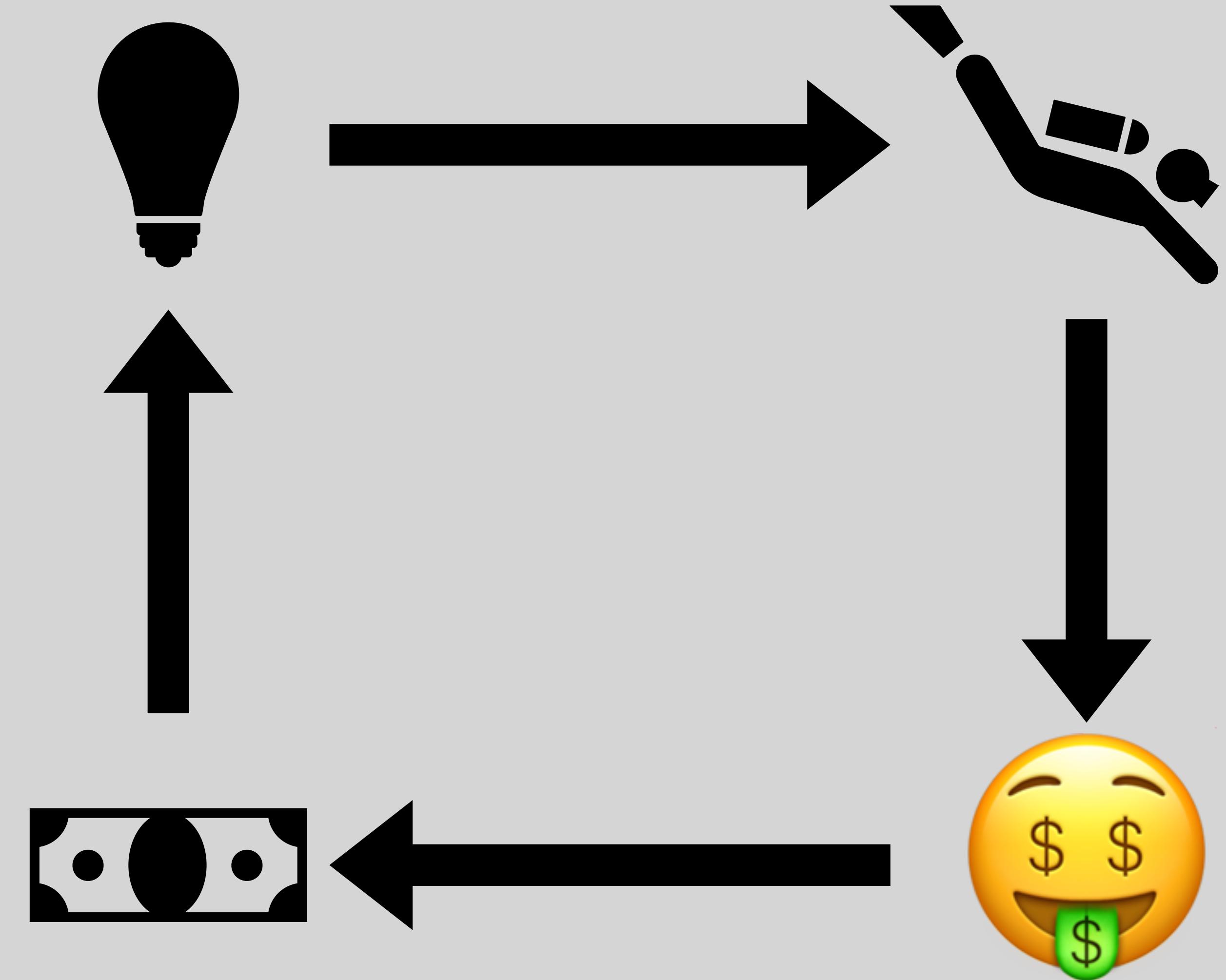
MEMES

Memes generate
uncorrelated
positive price
momentum



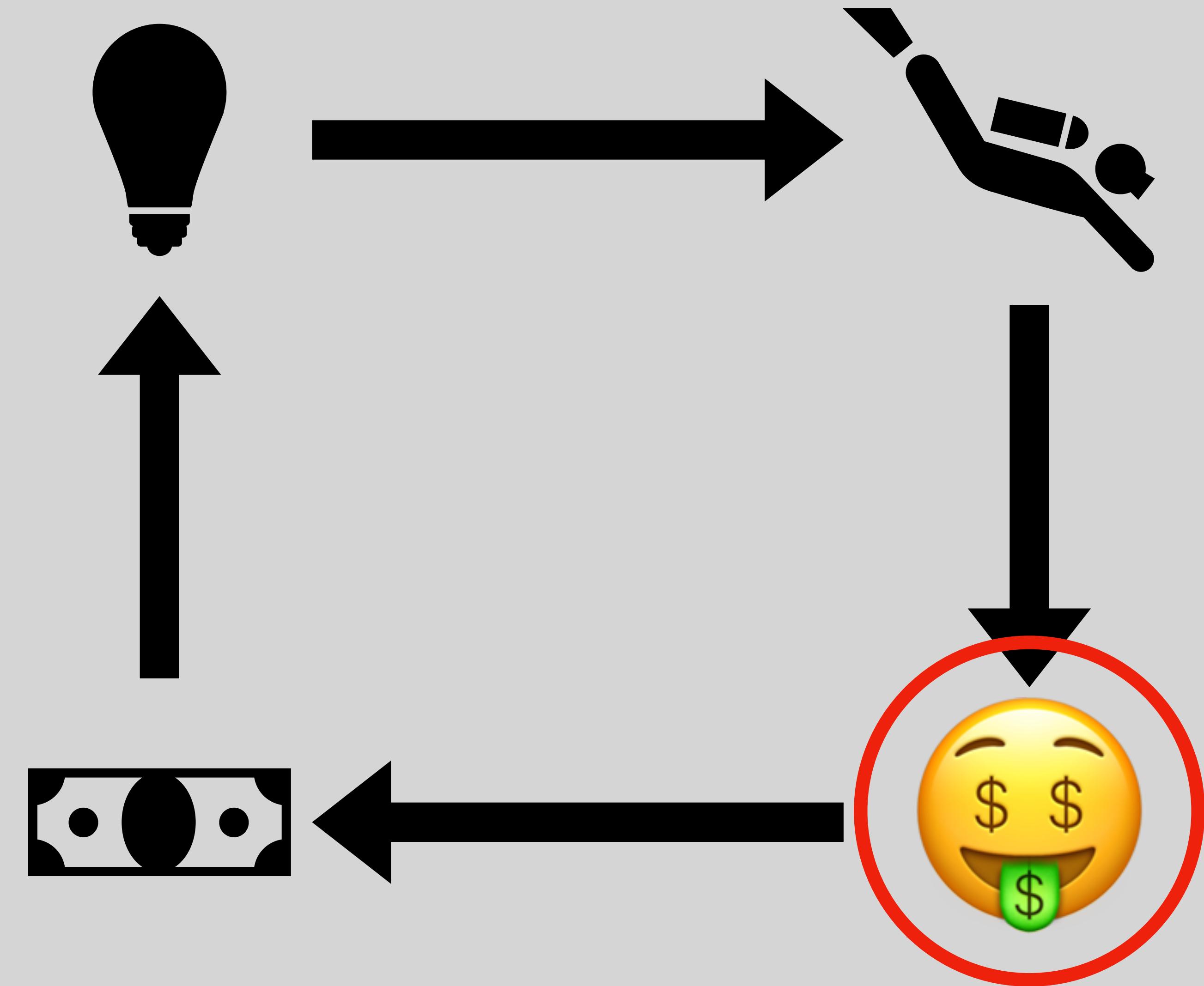
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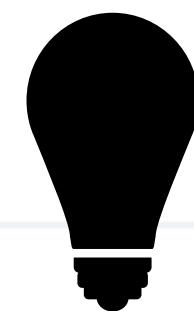
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MEMES

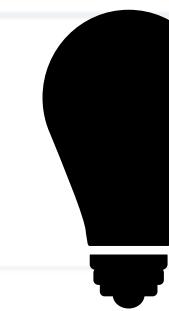
How do memes
work?





Digital Gold, Multi-polar global order





World Computer, web3 economy



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...All True!

But that's kind of the point

Meme assets have good fundamentals
in uncertain times because they aren't
anchored to the real world

INSIGHT

The big guys are buying in

Cryptocurrency leaders see exponential growth; banks embrace crypto as an asset class

About 90% of the global population will adopt cryptocurrency over the next decade, predicts Arcane Crypto CEO Torbjørn Bull Jenssen.

INSIGHT

The big guys are buying in

smartasset™

Here's Why Big Banks Are Going All In On Crypto: Should You Follow Suit?

Crypto

Wall Street Looks to Cash in as Bitcoin Goes Mainstream

Bank Stanley becomes the first big U.S. bank to offer its wealthy clients access to bitcoin funds

Bitcoin's big day on Wall Street

This cryptocurrency fad isn't going away.

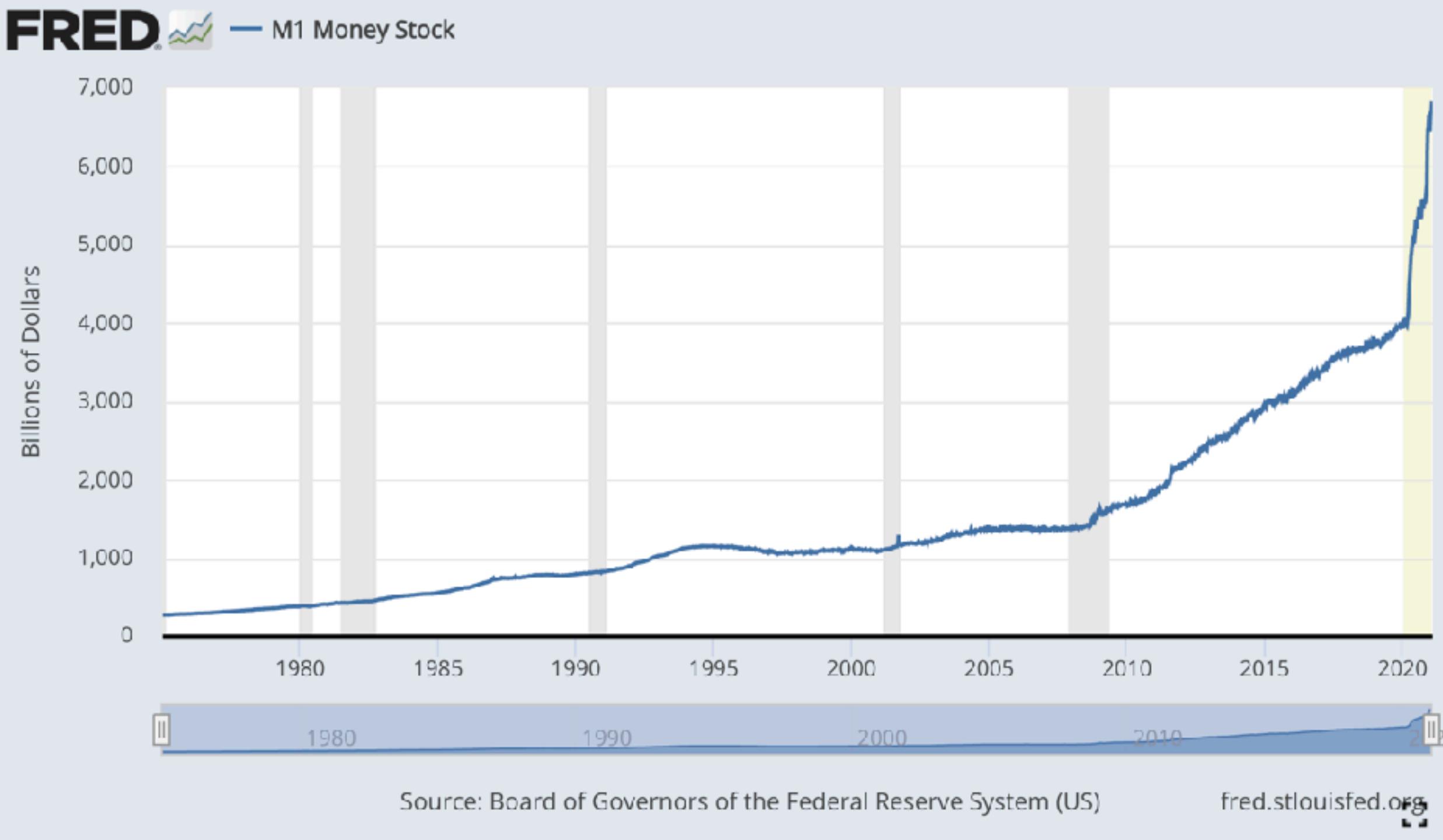
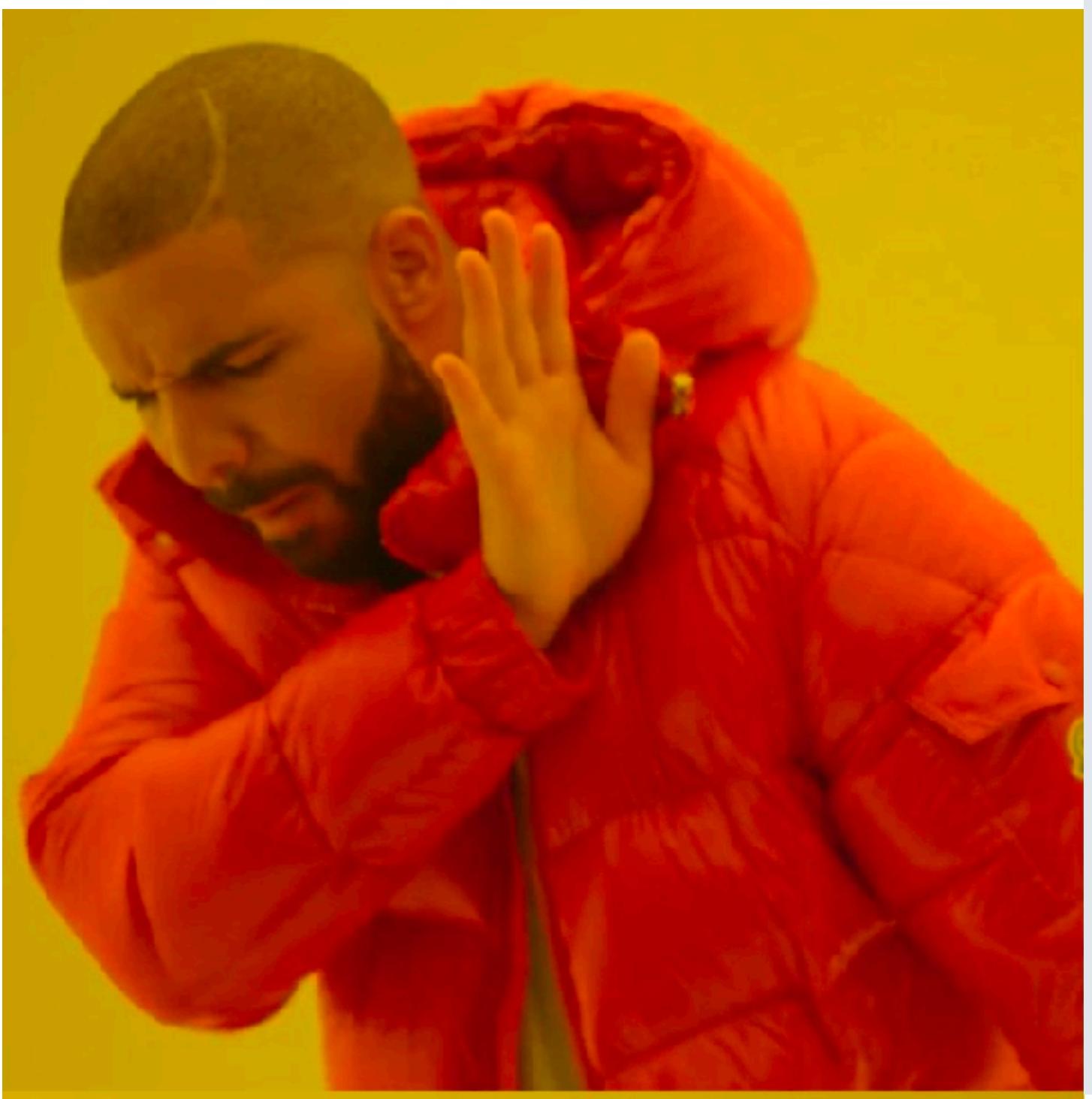
Wall Street Giants Are Suddenly Piling Into Bitcoin And Crypto Amid A \$500 Billion Price Pump

Banks Tried to Kill Crypto and Failed. Now They're Embracing It (Slowly).

Digital payments technology is forcing the financial system to evolve. Banks feel their power waning and want to regain control.

**In turbulent market times, the best
investors diversify**

Inflation is starting to come back.
Nobody knows what's gonna happen.



In inflationary economy, you can not afford to have money in cash. If you're young, you shouldn't own any bonds either

SUGGESTION

Buy some crypto and forget about it

Option 1: All BTC

Option 2: Half BTC/Half ETH

Option 3: Do some research

SUGGESTION

A good starting point is 1% of portfolio

SUGGESTION

Another good approach is to buy in periodic amounts synced to a pay stub

How to buy crypto with coinbase

Offer I invite you, and I'll send you \$20
in BTC to get started

CAUTION

Crypto is still very high risk

Questions

Appendix