

Bitcoin Investing Simplified for Retail Investors

A Simple, Effective Alternative to Owning Bitcoin Using Conventional Investing Methods

With A Brief Introduction To

- BIRI
Bitcoin Investing for Retail Investors



INTRODUCTION

We find ourselves living in an extremely fast-paced world, with major developments in technology occurring what seems to be daily. The cryptocurrency phenomenon and subsequent *mania* is no exception, having captured the world's attention in a dramatically short timeframe. Backed by groundbreaking and truly profound technological concepts, the once far-fetched notion of a digital, or *non-fiat*, currency becoming a part of society's mainstream nomenclature is now the reality.

While the actual level of commercial activity being conducted in these cryptocurrencies (cryptos) is currently microscopic in the context of global scale, the magnitude of the inherent capabilities and advantages of using them to conduct business is globally altering. So is the underlying technology. Surprisingly to many, the concept is profound for sure, but it is not terribly difficult to understand.

Our goal for this book is to introduce the curious, mystified, uninitiated and/or previously "burned" retail investor to the concepts of bitcoin investing. Most importantly, how to do it in a safe, secure and manageable way. We will also educate the interested and motivated retail investor, arming them with a solid understanding of the key concepts and the overall methodologies of how we invest in bitcoin. If you've been overwhelmed by the thought of investing in bitcoin, this book is for you.

Finally, we introduce our strategy which we call BIRI for Bitcoin Investing for Retail Investors. **BIRI readily outperforms buy and hold, and offers a path to enhanced profitability when investing in bitcoin in a retail account.** Best of all, by virtue of the investment vehicle it utilizes, it is the only we are aware of that focuses solely on the retail investor and provides a direct way for the individual retail investor to have **direct, highly correlated exposure to bitcoin.**

PLEASE NOTE: the strategy does not HOLD actual bitcoin. It attempts to replicate holding bitcoin offers a simplified solution, suitable for conventional investment accounts and minimizes the risks involved in doing so.

We are actively engaged in this successful strategy and we think it is particularly well-suited for retail investors. It requires very little capital to get started, and can be followed using a variety of retail-friendly accounts, including IRAs. Additionally, the individual is always in control of their investments and capital. **BIRI supplies extremely simple**, **easy to read signals of suggested actions, delivered via email.** It seeks to trade minimally and always only when necessary, making it even easier to follow. It also attempts, through years of experience trading in *similar* markets, to avoid costly missteps.

We will begin with a very brief overview of the technologies behind the bitcoin revolution.

MEET THE UNDERLYING TECHNOLOGY: BLOCKCHAIN

The easiest way to conceive of blockchain is to think of it as a new implementation, or flavor, of accounting software. The biggest differences between this accounting software and the rest of the commercially available accounting software worldwide is:

- 1. The ledger can be made public in that all transactions can be viewed by anyone in the world. There are also uses for it not be available to the general public, but in the case of bitcoin it is available to the general public: https://blockchain.info
- 2. All transactions are *immutable* (cannot be changed)
- 3. Transactions are encrypted by default.

All these things sound interesting, but what's the big deal? Turns out these factors and more are very much a big deal. The encryption aspect makes the accounting of any transaction *immutable*, or *unchangeable*. Well, technically a transaction could be changed, but if it is changed, it rocks the software down to its core. In other words, it BREAKS it! As in, it breaks the Chain. Altered transactions are intrinsically rejected, because they're causing the Chain to break. Here's how:

These basic items of a transaction are required:

- 1. Exact, granular timestamp of when the transaction occurred.
- 2. Address of the sender which in the case of bitcoin is the sender's public key wallet address. It looks like this: 1ESvxoJnLdHNaafRw2BWqwWzk47ejdmQtw pretty tough to guess, right?
- 3. Address of the recipient which in the case of bitcoin is the recipient's public key wallet address. It looks like this: 19dNUJToKaAzJWidyYKiybHKdJuZk7wv8N pretty tough to guess, right?
- 4. Amount of bitcoin to send to the recipient (can be as small as 1/100,000,000 of a bitcoin).

Take that data, and run it through a cryptographic hashing algorithm.

It will look like this when completed - courtesy of

https://www.movable-type.co.uk/scripts/sha256.html

Message	1/1/2018,12:00:00AM,SEND 1 BTC, FROM 1ESvxoJnLdHNaafRw2BWqwWzk47ejdmQtw,TO 19dNUJToKaAzJWidyYKiybHKdJuZk7wv8N	
Hash	4c5f4e1d513e3fbf073e012c34bc14ef1c85e429e2d74986d5116022dbbb02b8	0.200ms

Now change ANYTHING about this transaction (we changed the Send 1 to Send 2):

Message	1/1/2018,12:00:00AM,SEND 2 BTC, FROM 1ESvxoJnLdHNaafRw2BWqwWzk47ejdmQtw,TO 19dNUJToKaAzJWidyYKiybHKdJuZk7wv8N	
Hash	2cb76297fb475ca869e23c26ddfbbdea2f1e5b02e9f7b3480240ff3eee2ee9d9	0.300ms

As you can see, the Hash produced is **ENTIRELY** different.

Please make note that this is an extremely simplistic example, but it does drive home the core concept of *immutability*, which is essential to a functional blockchain.

To finish this example and solidify what a blockchain is at its most simplistic, let's take it in steps again:

- 1. take a collection of transactions containing data like the messages above, and begin to assemble them, like a list.
- 2. Continue adding to the list in a *block* data structure until such a **time** or other defined criteria, such as the amount of data in the block, is satisfied to *close* the *current block*.
- 3. Using a specified methodology, create a summarization of the transactions contained in the current block. This can be achieved by aggregating all the resultant hashes as computed when the transactions were being verified and added to the block.
- 4. Create another, separate cryptographic hash that is composed of the individual transaction hashes.
- 5. Sign and close the block with that hash.
- 6. Start the next block with the signed hash from the previous block.

As you can now surmise, if the next block in time is seeded, or initialized, with the hash summarization of the previous block, if a change is made to ANY previous transaction, it is immediately apparent. The summarization hash would change, and thus would change (invalidate) every signature and initialization hash for every block past the change. Computers notice this right away!

BITCOIN IS A PROTOCOL ON TOP OF A BLOCKCHAIN IMPLEMENTATION

Now that you have as basic an example of blockchain that we can devise, the next (and last) basic concept to have in your pocket is this: bitcoin is a *protocol*. What is meant by that is: bitcoin has under its hood a lengthy and complicated complement of specifications, rules and operational standards in which it operates under. One of those core components is the verification mechanism by which it tracks balances according to wallet addresses (a wallet address is like the example above), and ultimately prevents "double spending", otherwise known as fraud. It uses the protocol's participants to verify transactions and thus prevent double spending, and rewards those participants with bitcoin when they successfully "mine" new blocks of the chain. Truly one of the more breakthrough features, if not the ultimate breakthrough feature of the bitcoin protocol's design is the proof-of-work mechanism. This mechanism distills down to the notion that it makes more *economical* sense (as opposed to moral sense) to participate honestly and openly in the protocol. It is not economically feasible to cheat or attempt to "hack" the protocol.

For the full treatment of "double spending", and how the bitcoin protocol makes change (as in, "can you give me change for this bitcoin?" – it's called UTXO), we recommend reading the original bitcoin whitepaper available here, among many, many other destinations on the interwebs:

https://bitcoin.org/en/bitcoin-paper

Trust us, it's in there.

WHY IS BITCOIN POPULAR?

There are many reasons why it is popular. The most obvious are:

- It is inherently decentralized
- It is pseudonymous to conduct transactions
- It is insulated from inflation the supply is finite
- It is a quick and convenient way to transfer value worldwide
- It is widely considered "digital gold"

No matter how one considers it, the world continues to vote that bitcoin is here to stay. Aspects such as the finite supply, the mechanism by which new bitcoins are digitally "mined" and a host of other attractive properties, which are beyond the scope of this book to discuss, all contribute to certify its authenticity as a value placeholder.

BITCOIN FUTURES MARKETS HAVE BROUGHT LESS PRICE VOLATILITY AND MORE LIQUIDITY

The last quarter of 2017 saw the price of bitcoin increase at a blistering pace. This sudden rise was accompanied by wild downswings and severe volatility. Thankfully, as of this writing, the introduction of bitcoin futures has ushered in a bit of a "sanity" check into the market. While the underlying concept of a futures contract, and specifically a bitcoin futures contract, can be murky to most, suffice it to say that at its most basic it serves as a "hedge" for holders of the actual bitcoin digital asset.

BITCOIN FUTURES IN RISK MANAGEMENT

Why are they a liquid product? Because effectively and efficiently managing bitcoin price risk is at the core of portfolio management. This is probably stating the obvious but in the long run it can easily separate the winners from the losers.

Unlike virtually every other futures contract in the marketplace (i.e. derivatives of a commodity, currency or equity), bitcoin futures have no cost-of-carry (interest and any dividends) component to describe their relative premium or discount to their "cousin", the bitcoin spot price. The bitcoin futures fair value can be very "loosely" calculated by pricing what one can borrow, in one case, US Dollars to then invest in bitcoin. The bitcoin futures contracts are trading with increasing volume week-over-week since their

induction. They are "listed" on the CBOE Futures Exchange (CFE) and the Chicago Mercantile Exchange (CME) with a full inventory of "expiration" dates. That is, like all exchange listed futures contracts, any given bitcoin futures contract one would consider trading has a finite lifespan. Anywhere from today to 150+ days from now.

In the simplest of strategies, a short position in a bitcoin futures contract would provide a level of bitcoin risk protection for an actual bitcoin asset holding in that the contract loses value as the price of spot bitcoin rises and gains value as the price of spot bitcoin falls.

Basic supply and demand and time to expirations will also affect the price of the bitcoin futures markets, oftentimes more dramatically than the spot market.

MORE INFORMATION ON BITCOIN FUTURES

http://cfe.cboe.com/cfe-products/xbt-cboe-bitcoin-futures

http://www.cmegroup.com/trading/bitcoin-futures.html

WHY INVEST IN BITCOIN?

We shall assume by the fact that you are reading this book, and have read this far, that you're at least curious and probably a bit fascinated. The price trajectory that bitcoin followed in late 2017 was nearly unlike anything witnessed in the world prior! The allure of quick profits can be powerful. However, quick profits aside, of which of course no one can be certain if they are to be repeated, there are basic parameters to use to gauge your suitability for such an investment. If you agree with the general considerations above, then a case can certainly be made for investing in an instrument comprised of those properties. While we are NOT investment advisors, those factors and others have attracted us.

HOW CAN ONE INVEST IN BITCOIN?

That's where we come in. The most common way is not exactly "simple" for the uninitiated or those intimidated by technology or trying new things. Particularly when money and the risk of losing money is involved!

We have years of combined experience trading out-of-the-ordinary instruments which appear to the uninitiated or inexperienced to be too complicated or simply out of reach to them. In nearly every case, that is simply not true. Consider the analogy that one does not need to know how to build a car to benefit from using a car. Where there's a will there's a way!

We have developed a strategy that is simple to follow, trades minimally and requires very little capital to get started. Additionally, you are always in control of your capital, **we only supply signals of suggested actions**, which are in fact the signals we adhere to daily as we

INTRODUCING BIRI – A SIMPLE AND EFFECTIVE WAY TO INVEST IN BITCOIN FOR THE "AVERAGE" RETAIL INVESTOR

Well, let's face it, if you are reading this book you are an above "average" retail investor. That is why average is in quotes. There is a certain degree of curiosity in the least, and more than likely savviness if you are interested in adding bitcoin exposure to your portfolio. Pronounced "beery", we believe it is the most straightforward way to invest in bitcoin. Let us state right away that the strategy does NOT invest in bitcoin futures. That is not in line with the expectations or capital capabilities of the average retail investor, and is generally not permitted in a brokerage-housed IRA. To that end, in most cases, BIRI can be immediately put to work in your personal IRA/ROTH IRA! We offer a quick start guide that walks through the steps that will, in most cases, get anyone involved in investing in bitcoin. From there, subscribe to our service to receive our daily signal emails delivered daily prior to the market open. This daily signal describes what the BIRI strategy will do that trading day. As mentioned previously, many days there is nothing to do, in that the strategy will take no action.

WHY USE BIRI? WHY NOT JUST TRADE, OR SIMPLY BUY AND HOLD BITCOIN?

There are several important factors to consider when weighing this decision. Here are ours:

- 1. **BIRI can be followed in conventional accounts, including in a Simple IRA or ROTH IRA**. Actual bitcoin can only be owned in a specialized, "self-directed" IRA. Due diligence is up to the individual in this case to determine if this is suitable.
- 2. **The product BIRI uses is cash, US Dollar denominated.** There are no conversions, exchanges or trades required to achieve a fiat currency.
- 3. A bitcoin wallet is not needed when following BIRI. Since no wallet is established, there is no risk of the wallet's private key being stolen, nor are there any security concerns to hassle with. Remember: if the key is stolen, the bitcoin is gone with it, never to be retrieved. This is serious business!
- 4. No wallet = no bitcoin apps, no wallet aps, no crypto exchange software is needed.
- 5. It is also easy to buy and sell the security BIRI trades to implement the strategy. BIRI uses the ETP product GBTC. **GBTC is liquid**.

GBTC uniquely provides the valuable benefit of having direct exposure to bitcoin in a conventional investment account while employing conventional trading mechanisms. So, what is the "catch" of GBTC? We're glad you asked! With those unique qualities comes price volatility. That's where we come in.

THE BASIC FUNDAMENTALS OF BIRI

The BIRI strategy is proprietary in nature and takes into consideration many factors when generating its daily BUY, HOLD or SELL signals. Chiefly among those factors are:

- 1. Current premium or discount levels relative to the spot bitcoin price
- 2. Bitcoin futures contracts term structure
- 3. GBTC realized volatility

These signals are generated after our computations are performed. The signals are emailed to all subscribers before the market open every trading day.

BIRI follows the New York Stock Exchange's days of operation due to GBTC being a US exchange-listed entity.

PREMIUM AND DISCOUNT LEVELS

For many reasons, GBTC is nearly always trading at a *premium* (**higher** price for the equivalent denomination of spot bitcoin) or a *discount* (**lower** price for the equivalent denomination of spot bitcoin). But almost never (yet to be observed) on the same day.

For example, a signal may be generated to take a profit on the current position due to the fact that the current premium is too high. Historically, these levels cannot be maintained and therefore the strategy takes advantage of the temporary mispricing. Conversely, a temporarily mispriced discount relative to the spot price of bitcoin can result in a buy signal. A valuable aspect of following BIRI is to confidently purchase shares of GBTC when they are most closely resembling the spot bitcoin price or even trading at a discount to the spot bitcoin price.

Figure 1 below is an illustration of the daily closing (NYSE close) premium or discount levels to bitcoin of GBTC. As can be seen it is quite volatile. BIRI seeks to take advantage of these behaviors.



Figure 1 – GBTC **does** have impactful price swings in relation to the price of bitcoin. BIRI navigates this!

BITCOIN FUTURES TERM STRUCTURE

A more complex aspect of the pricing behavior of the bitcoin futures lies in their *term structure*. That is, the behavior they exhibit as the nearest termed contract approaches its expiration date and it converges with the bitcoin spot.

It has been observed that bitcoin futures trade like the majority of futures contracts during normal market behavior and operations. But how are we defining normal? We define normal with a funny word: *contango*. It is defined as when the futures price is above the expected future spot price and implies an upward sloping term structure. We use the term structure to gauge the relative amount of contango at any point in time.

The opposite of contango is referred to as *backwardation*. Backwardation implies a downward sloping term structure. Expect this behavior during and after a significant broader market selloff.

A component of the model BIRI uses considers the current term structure of the bitcoin futures when generating signals.

Figure 2 is a sample term structure breakdown as provided by the Chicago Board Options Exchange. In this example, there is slight contango of the curve which then flattens out between the two furthest out contracts. Note that given the extremely low volume, this flattening of the curve is not particularly indicative of a sentiment.

Cboe XBT Bitcoin Futures Trading Data

Symbol	Expiration	Last	Change	High	Low	Settlement	Volume
GXBT	-	14111.15	-198.54	14134.30	13600.00		-
XBT/F8	01/17/2018	14180.00	-610.00	14790.00	13490.00	14790.00	3080
XBT/G8	02/14/2018	14250.00	-560.00	14650.00	13560.00	14810.00	183
XBT/H8	03/14/2018	14250.00	-620.00	14750.00	13640.00	14870.00	105

(DELAYED 10 MINUTES)

Figure 2 – Bitcoin term structure breakdown as provided by CBOE



Figure 3 – Bitcoin term structure breakdown as provided by CME Group

Figure 3 is a sample term structure breakdown as provided by the Chicago Mercantile Exchange Group. In this example, there is initial contango of the curve in the "front" which then peaks and falls in the "out" amongst the further out contracts. Without volume data it is not useful to attempt to discern any indication of a robust sentiment.

REALIZED VOLATILITY

Realized, or *historical volatility*, is the true measure of an instrument's volatility. The most common method of calculating historical volatility is close-to-close and in its most basic form would compute the historical volatility for an instrument from the previous day's close to the current day's close. Of course, this calculation can be applied to any term of days and often is. The longer the day term used, the more the longer term price behavior of the instrument will be reflected. Lastly, in general terms, the reading is interpreted as the potential up or down move of the instrument in percentage points of price over the next 252 trading days (one year). So for hypothetical XYZ, that currently has a 10day historical volatility of 15.5%, it should be interpreted as: the current daily price movement of XYZ is reflecting that its price *could* be +/- 15.5% what it is now, one year from now. Not that it will or will not, but that it could. In fact, it could be anything, no one knows, but a statistically based analysis of the current behavior suggests that this is an intelligent guess.

We compare the historical volatility of the spot bitcoin price, futures contracts and GBTC. We monitor these relationships closely on specific time frames that remain static.

IMPORTANT FACTS AND DANGEROUS MISCONCEPTIONS OF THE BITCOIN ETP

GBTC is the ticker symbol for The Bitcoin Investment Trust. The "G", we assume is for Grayscale, the investment firm that runs the trust. Grayscale holds ~170,000 bitcoins.

Individual investors can buy shares of GBTC, each of which represent the ownership of about o.ooi bitcoins. Therefore, 1000 shares are nearly 1 bitcoin.

An easy misconception of the bitcoin ETPs is their "price" or "level" at any point in time. Oftentimes, the price is only loosely related to the bitcoin spot price. Supply, demand, most recently the futures markets and other factors influence the price of GBTC at any point in time. That is the inherent value of following BIRI and letting our analytics shed light on the pricing.

We do not buy and hold. We form our opinion of the current state of the market with a few base comparisons

We monitor these relationships closely on specific time frames that remain static. This analysis and comparison produces "signals" that govern the actions the strategy takes.

ADVANTAGES OF BIRL

- 1. BIRI is much more profitable than simply buying and holding GBTC.
- 2. BIRI **dramatically smooths out price volatility** (see Figure 4) vs. buying and holding GBTC, or owning actual bitcoin (see Figure 5).
- 3. BIRI monitors and identifies market environments where the conditions are conducive for an **intelligent entry or exit**.
- 4. BIRI offers a disciplined, non-emotional approach to managing bitcoin exposure.
- 5. Adhering to advantage 3, minimal trading is achieved following BIRI.

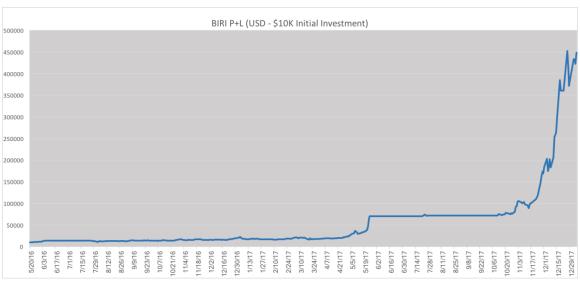


Figure 4 – BIRI Profit and Loss since GBTC inception

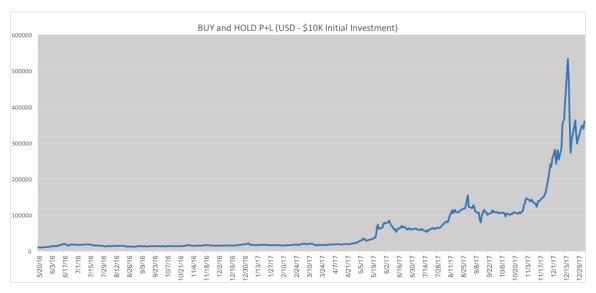


Figure 5 – Buy and hold GBTC Profit and Loss since GBTC inception

10k on inception o	f GBTC)												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	Ann. Ret.
2016					20.34	17.64	-8.87	0.44	13.92	19.56	-9.63	21.34	92%
2017	-20.22	6.53	-0.8	13.57	188.69	0	2.47	0	0	27.99	79.36	108.69	3767%
2018													
ld (\$10k on incepti	ion of GBTC)												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	Ann. Ret.
2016					20.334	53.47	-19.04	-13.68	13.92	19.56	-9.63	21.34	87%
2017	-20.22	6.53	-0.8	13.57	213.32	-23.79	3.96	137.03	-12.25	16.59	79.36	21.08	3006%
2018													
# of Trades Per Mo	onth												
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	ОСТ	NOV	DEC	Total
2016					0	2	1	2	0	0	0	0	5
2017	0	0	0	0	1	0	2	0	0	1	0	2	6
2017													
													11

Figure 6 – Monthly returns for both BIRI and "Buy and hold" GBTC, followed by a breakdown of the monthly trade count that has occurred following every BIRI signal

ADVANTAGES TO BIRI VS. OTHER BITCOIN TRADING STRATEGIES

There are distinct advantages to trading the BIRI strategy.

- 1. It bears repeating that a most prominent advantage is shown above in Figures 1 and 2. A bitcoin investor following BIRI is shielded from a tremendous amount of the price volatility that begins in May 2017 and continues to the present.
- 2. BIRI is FAR MORE PROFITABLE than buying and holding GBTC. In 2017, the annualized return achieved by following BIRI, +3,767% leaves buy and hold in its dust, returning 3006%
- 3. The daily email, signal-based nature makes following BIRI easy.
- 4. The overall lack of trading involved also makes it simple for the average retail investor to follow.
- 5. We are firm believers in disciplined trading. It is easy to fall into the trap of trading too much. The costs, management, time commitment, etc., add up quickly.
- 6. Most importantly, BIRI is inherently less risky than other strategies the strategy is *never* short contracts. This is a welcome sign to your broker and ultimately to you. We like to sleep at night.

WHY ARE WE TELLING YOU?

There are three main reasons why we are telling you!

1. GBTC is **highly liquid and maintains high daily volumes**. In trader speak this translates to good fills. That is, the amount paid or received upon market entry will be in reasonable proximity to the current market without effort on the participant's part. This notion is of course assuming what the broader market would consider retail size trades. Any larger than several thousand, and you'll

- require professional assistance to "work" your orders. This concept involves advanced trading techniques and is far beyond our scope.
- 2. Again, the strategy does not trade often. In relative terms to other strategies it trades remarkably seldom. It's not difficult to employ the strategy; therefore it's not difficult to track.
- 3. We believe this knowledge is valuable. We suspect that by now in this book you do as well.

We also want to make sure it is clear that we are not affiliated with any broker dealer nor do we earn any commissions for promoting any investment products. We are in it for ourselves!

WHAT IS INVOLVED WITH GETTING AN ACCOUNT ESTABLISHED?

Easy! Many investment and brokerage platforms offer access to GBTC. This makes adding GBTC to any retail investment account attractive including IRA/ROTH IRA accounts. Some of these offer minimal capital requirements and will trade in fractional shares of any instrument. To the retail investor it behaves like an ETF.

The simplest of all tests is to punch in the ticker "GBTC" on any trading platform.

Below are some valuable resources for establishing an account in preparation for following BIRI:

Capitol One Investing:

https://www.capitaloneinvesting.com/a/main

E*Trade:

https://us.etrade.com/home

Interactive Brokers:

https://www.interactivebrokers.com/en/home.php

PLEASE NOTE: these are only suggestions to facilitate getting started. Post6 has no affiliations with any brokerage or investment entity and DOES NOT earn any commissions from any brokerage or investment entity.

HOW DO I SUBSCRIBE TO BIRI DAILY UPDATES?

Sign up for a subscription at www.post6strategies.com/biri and begin receiving our daily strategy update emails. The site provides a description of the daily email format as well as periodic blog posts and BIRI performance metrics. Due to the usually low trading frequency (remember that's a good thing), we've designed the email so that it is recognizable from the subject if there is action we are taking.

If you purchased the book without a subscription, use the promo code on the last page of the book for \$5 off of the initial subscription price you choose. This makes the book free.

A WORD ABOUT T+2

Whenever a sell signal is generated by BIRI, the cash generated from the trade will not be available in a traditional brokerage account until 2 business days *post* the trade. Rest assured, the performance metrics take into account this rule, and a new position is not established until T+2 has been satisfied. Remember that the "T" in T+2 is a separate day (the day the trade was executed).

SOME PARTING WORDS

Whether you choose to follow us or not, here are a few topics we thought we'd pass along, just as some general words of advice based on experience. Do what you will with it, and whatever you decide, thanks for reading and good luck!

DON'T TRADE SPECULATIVELY WITH ANY MORE THAN YOU ARE WILLING TO POTENTIALLY LOSE

PLEASE READ THE DISCLAIMER BELOW

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