

# Simple Prism

Crypto investing made simple.

**PRISM**

# Problem

People want to get into  
cryptocurrency but:

1. Don't know where to start.
2. Feel it's too risky.
3. Want to be more informed.

# Solution

A personalized and diversified cryptocurrency portfolio.

1. Remove the barrier to entry for investing.
  2. Bring tools from financial advisors to cryptocurrency portfolio.
  3. Educate about cryptocurrency and our algorithms.
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# Introducing, PRISM

The one-stop-shop for personalized  
diversification into the emerging  
crypto-economy.

Prism is the first manager dedicated to investing in cryptocurrencies that complements both the human touch and the power of automation. We do the heavy lifting and invest in a fully-diversified crypto-portfolio based on a user's risk appetite.

# The Team

## Tomer Solomon, Co-Founder

Tomer is an investment banker at Credit Suisse, so feels like an undercover spy on a very important mission: innovating finance. He has previously worked at a machine learning hedge fund and done statistical neuroscience research at Columbia's Statistics department. Most importantly, he's passionate about the future of cryptocurrency.



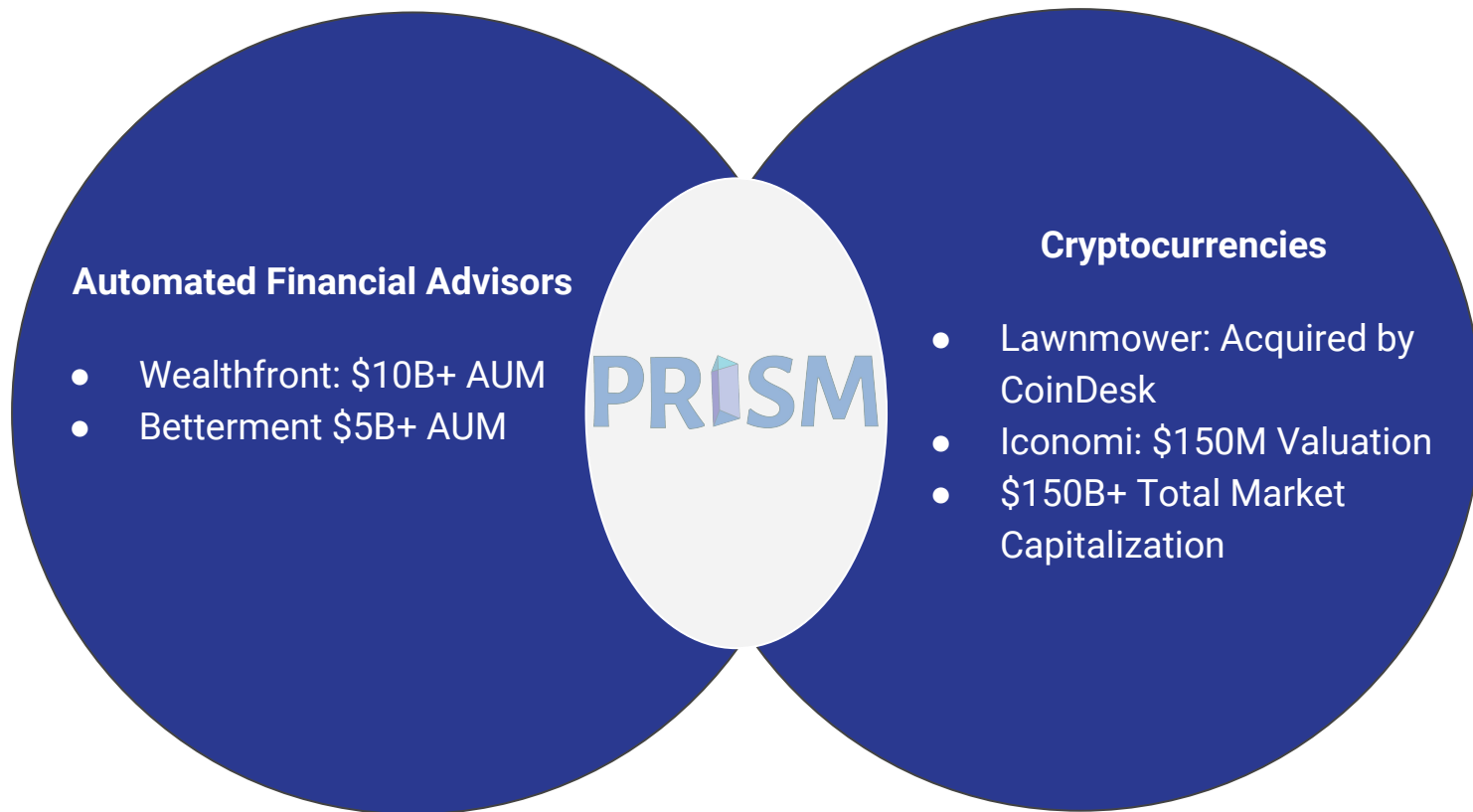
## Gilad Penn, Co-Founder

Gilad builds things. Most recently, he spent time at Princeton's Innovation lab, where he got a shoutout in TechCrunch. He also has experience working at Betterment, which may or may not come in handy in this endeavor. He has participated and won awards at over a dozen hackathons.



Fun Fact: Gilad and Tomer go back. They have a shared vision of creating products that help people, which brought them together at a University of Pennsylvania hackathon, where they built an application that detected tumors in MRI data.

# Market Opportunity



# The Cold, Hard Statistics

2.9 to 5.8 million.

The estimated number of unique active users of cryptocurrency wallets.<sup>(1)</sup>

\$2.2 trillion.

Projection for the value of robo advisor controlled AUM, driven by both existing and newly invested products.<sup>(2)</sup>

(1) University of Cambridge, "2017 Global Cryptocurrency Benchmarking Study"

(2) "The Coming Waves of Robo Adoption" (A.T. Kearney, June 18, 2015)



# The Product

## 1. Smart

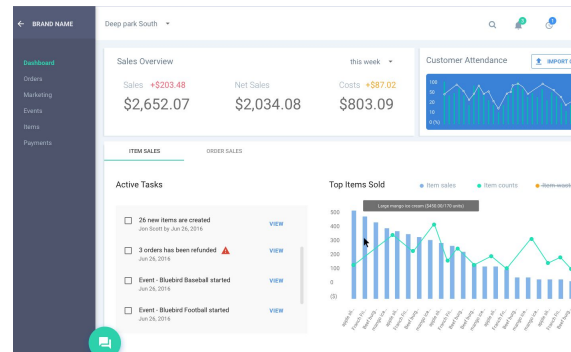
Our algorithms will help you make sense of the wild west of cryptocurrency. We will tailor a specific portfolio based on your risk profile.

## 2. Simple

Clean, intuitive interface with a dashboard showing your current investments and returns. Deposit and withdraw with ease.

## 3. Secure

What's most important to us. We take the highest measures to ensure that your money stays where it belong, with you.



# Creating your Risk-Tailored Crypto Portfolio

## 1. Create Account

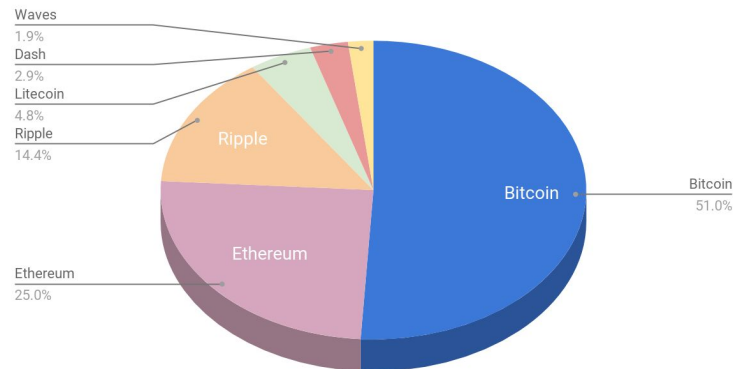
User's start by creating a profile. Once created, they will have access to their dashboard, which will display (1) their overall returns (2) their current investments and (3) access to educational articles about what's happening in cryptocurrency space.

## 2. Choose risk profile.

Our ML algorithms coupled with financial expertise will choose the optimal coin portfolio breakdown for you, from investing in established coins like Bitcoin to freshly minted alt coins off the ICO press.

## 3. Sit back and relax.

Go find the nearest beach and start drinking that pina colada you deserve.



# The Business

## Target Demographics

Young adults, 20-25 with savings interested in diversifying and getting exposure into the emerging cryptocurrency economy.

## Our Fee Structure

We take 1-2% of the invested money, in coins of course.

## Adoption Strategy

We are currently have a waitlist. We will bring idea first to school communities, and then branch out to other groups like the finance community. It's important to note that while finance professionals can't invest in stocks, they are allowed to invest in cryptocurrencies which is a huge untapped investment potential.

Diversify your portfolio by having us actively investing in the next generation of money.