

# PRISM

Your diversified and personalized cryptocurrency portfolio.

PRISM

# Problem

People are interested in investing in cryptocurrencies but:

1. Do not know where to start investing.
2. Resort to existing institutional solutions due to lack of knowledge.
3. Do not have time to actively manage a portfolio.
4. Are intimidated by the nascent idea of virtual currencies.

# Status Quo

Currently, people resort to:

1. Not investing at all.
2. Investing in one or two types of coins with exchanges like Coinbase and Gemini.
  - A. This does not give exposure to the biggest opportunities new coins or ICO's.
  - B. This does not implement diversification strategy that minimizes risk.
3. Paying a premium to invest through cryptocurrency hedge funds.
  - A. You must be an accredited investor to invest in the few funds that exist.

The PRISM logo is located in the bottom right corner of the slide. It consists of the word "PRISM" in a bold, sans-serif font. The letters are white, and the logo is set against a dark purple background that features a geometric design of overlapping triangles in various shades of purple.

# Solution

## A cryptocurrency platform that is:

1. Simple enough to allows non-technical people to get broader exposure beyond stocks and bonds.
2. Based on diversification where individuals can invest in both mainstream coins as well alternative coins and ICO coins, thus reducing risk and volatility.
3. Custom-tailored to an individual's risk tolerance.

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We bring together meticulous human-vetting coupled with machine learning algorithms to create a balanced and diversified portfolios.

Prism invests in established coins and provides exposure to emerging coins, thus minimizing risk and volatility.

**PRISM**

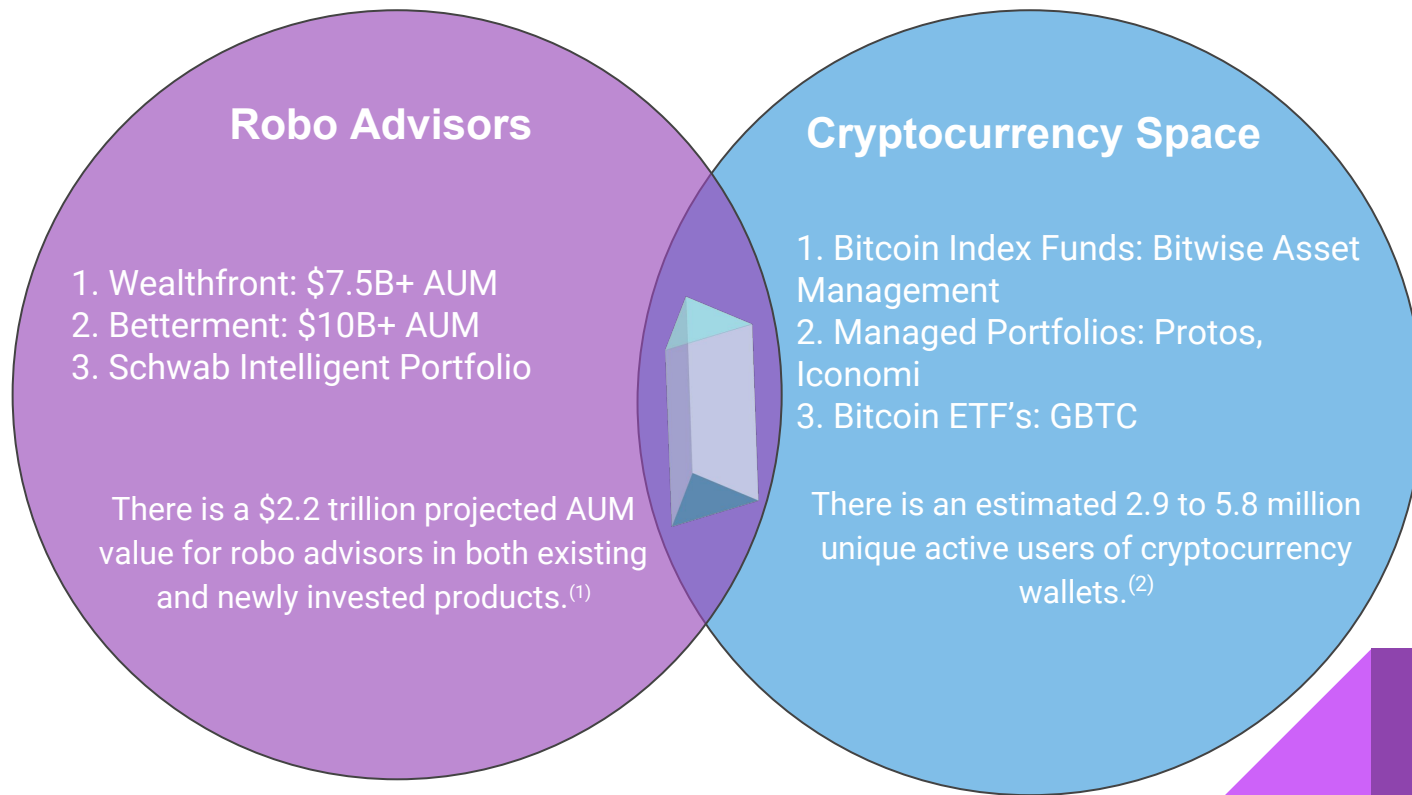
# Team

As blockchain and cryptocurrencies are nascent fields, we have domain expertise in fin-tech, machine learning, and web development. Gilad and Tomer met freshman year at Columbia, and have taken classes and hacked on projects together since. Gilad Penn (left) is a former Betterment intern, worked at several tech companies, and founded two startups, one of which was featured on TechCrunch. Tomer Solomon (right) is currently an M&A investment banking analyst at Credit Suisse with a background in machine learning, and has worked at a quant hedge fund and done statistical neuroscience research at Columbia. Gilad and Tomer have prior experience building software together; at PennApps, they developed a web application that detects tumors in MRIs using machine learning, and were selected as finalists.



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# Market Opportunity



(1) University of Cambridge, "2017 Global Cryptocurrency Benchmarking Study"  
(2) "The Coming Waves of Robo Adoption" (A.T. Kearney, June 18, 2015)

# Product

## 1. Create your Portfolio

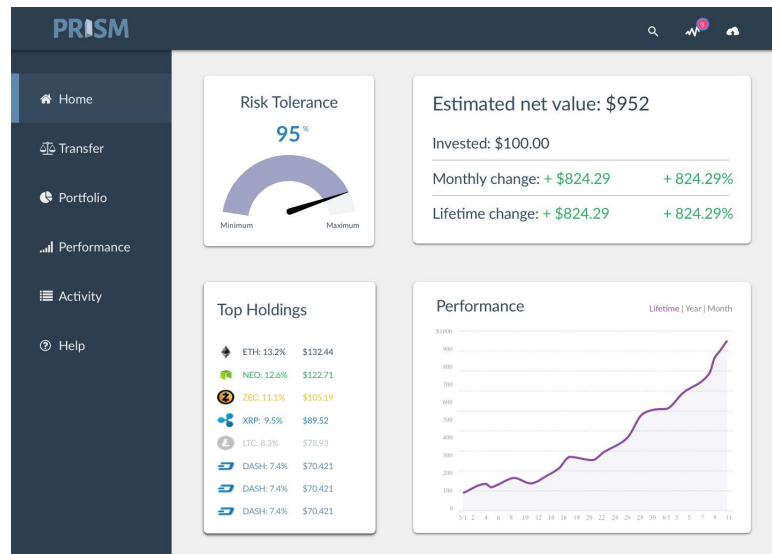
We distribute your investment into a diversified cryptocurrency portfolio. You will also have access to an educational center where you can learn more about specific coins and cryptocurrency in general.

## 2. Choose your Risk Profile

Personalize your portfolio with our risk tolerance slider. We invest in range of coins, from established coins like BitCoin to selected alternative coins to coins from initial coin offerings.

## 3. Keep Track with Analytics

Keep up-to-date with your performance using our detailed analytics platform.



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# Business Plan

## 1. Target Demographics

Young adults, 20-30 with savings interested in diversifying and getting exposure beyond traditional stocks and bonds into the emerging cryptocurrency economy.

## 2. Adoption Strategy

We currently have a waitlist. We will bring idea first to university 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.

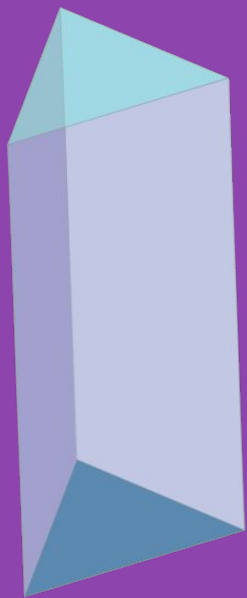
## 3. Business Model

Similar to other online advisors, we will charge a fee of approximately 2-3% based on the amount of invested money.

## 4. Long Term Plan

Our long-term vision is to integrate with established institutional investors like Vanguard and Fidelity to provide a way to diversify into this burgeoning asset class. In recent media, companies like Coinbase have partnered with Fidelity, which demonstrates a clear path towards more widespread adoption.

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