

# PRISM

Your diversified and personalized cryptocurrency portfolio.

# Problem

People are interested in investing in cryptocurrencies:

1. Do not know where to start investing.
2. People resort to existing institutional solutions due to lack of knowledge.
3. Do not have time to actively manage a portfolio.

# Solution

## A cryptocurrency platform that is:

1. Simple enough to allow non-technical people who otherwise wouldn't have known how to invest to get broader exposure beyond stocks and bonds.
2. Based on diversification where individuals can invest in both mainstream coins as well as alternative coins and ICO coins, thus reducing risk and volatility.
3. Custom-tailored to an individual's risk tolerance.

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 "I" is stylized with a vertical bar. The logo is set against a background of three overlapping triangles in shades of purple and blue.

PRISM

Prism is a web application dedicated to building a personalized cryptocurrency portfolio. User's select a risk tolerance to determine their diversification strategy. We then create a portfolio based on thorough coin vetting as well as machine learning algorithms that minimize risk.

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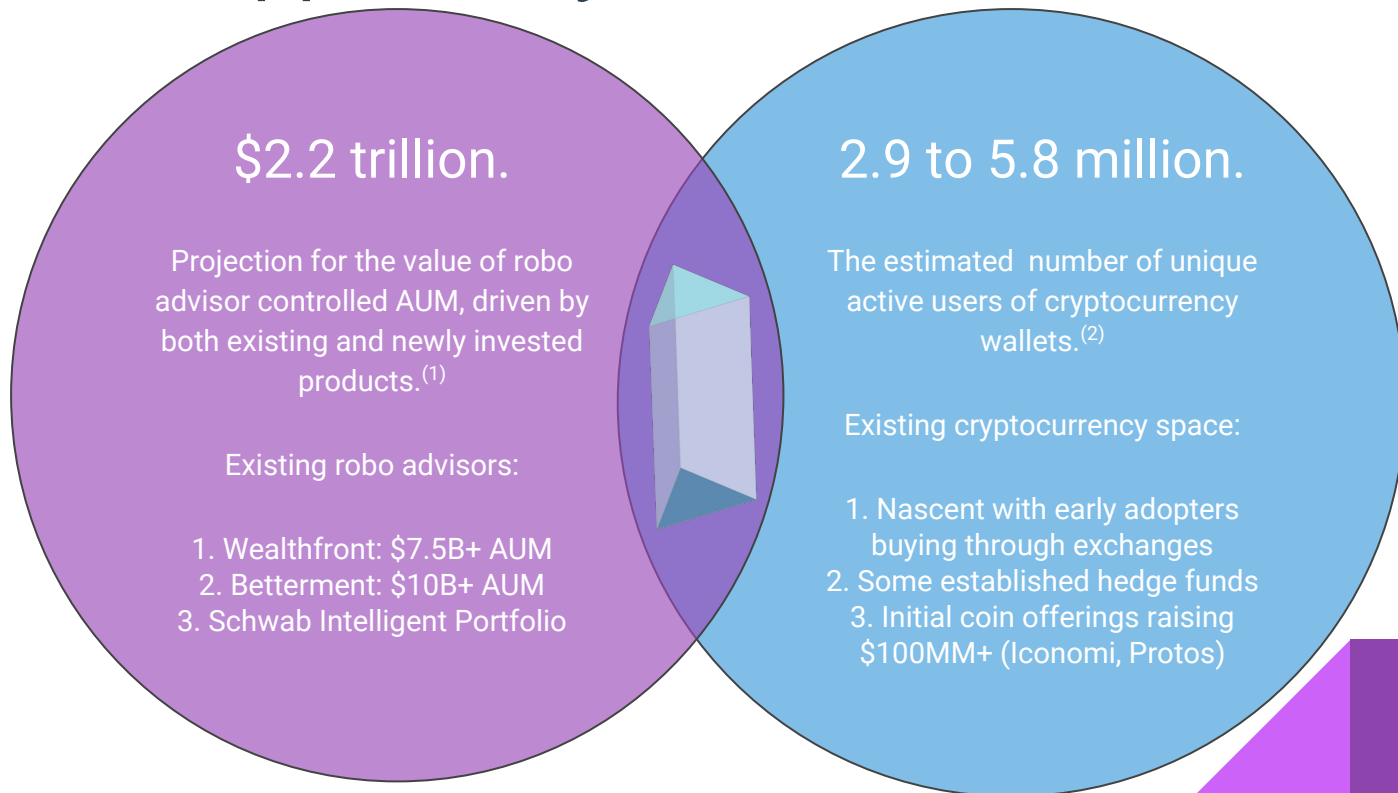
# The Team

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 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 the Penn Apps hackathon, they developed a web application that detects tumors in MRIs using machine learning, and were fortunate enough to be 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)

# The Product

## 1. Create your Portfolio

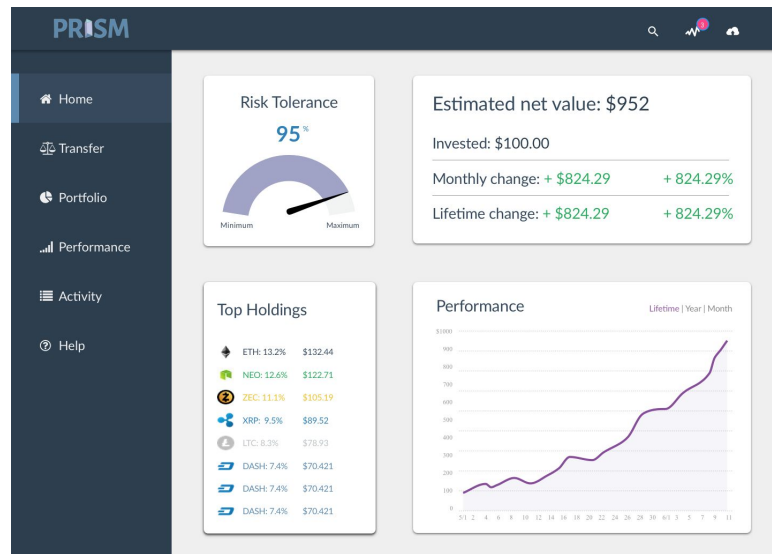
We distribute your investment into a diversified cryptocurrency portfolio. You will also have access to an educational center where you can learn more about specific coins and cryptocurrency in general.

## 2. Choose your Risk Profile

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

## 3. Keep Track with Analytics

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



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# The Business

## 1. Target Demographics

Young adults, 20-25 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 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.

## 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 them a way to diversify into this burgeoning asset class. In recent news, companies like Coinbase have partnered with Fidelity, which demonstrates a clear path towards more widespread adoption.

The logo for PRISM, featuring the word "PRISM" in a bold, sans-serif font. The letters are white with a slight shadow, set against a dark purple background. The logo is positioned in the bottom right corner of the slide, partially overlapping a decorative geometric shape composed of several triangles in shades of purple.



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