

Introduction - New Asset Class –100x Return Potential

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It is not often anyone can talk about an investment opportunity with risk mitigation and 100x return potential in the same breath. But that is exactly what a new breed of crypto asset is specifically designed to do.

At this time of economic recession and central bank money expansion is it really possible to reduce risk and still have strong upside potential?

The new breed of crypto asset I want to share with you can be packaged for traditional markets if that better suites your needs. But I am going to tell the story from a crypto-asset perspective.

The invention of the blockchain in 2009 created a new \$350 billion dollar asset class. About 35-50 million people now own crypto. That is 0.6% of the population. That figure is likely to change fast as the building blocks for mass adoption fall into place.

One of these blocks took place on 22nd July 2020 when the US Office of the Comptroller of the Currency (OCC) issued guidance that banks can store and work with crypto currency. The US banking system alone touches the lives of 300 million Americans. It holds more than \$20 trillion of assets. If customers allocated just 1% of their accounts to Bitcoin its market cap would double.

Financial institutions such as Fidelity, Intercontinental Exchange and JPMorgan Chase are building infrastructure to offer crypto products and services for their clients.

As hundreds of millions of people gain access to crypto former Goldman Sachs executive Mike Novogratz predicts the market will grow to \$20 trillion.

Investment fund Pantera Capital predicts the entire market will top \$40 trillion.

Billionaire venture capital legend Tim Draper predicts this market is going to \$100 trillion and beyond. That's a 500X increase from today.

The blockchain makes all kinds of transactions faster, safer, cheaper and more efficient. It is these capabilities that are driving adoption.

Walmart, Visa, IBM, Citigroup and UPS are using blockchain technology to track supply chains and facilitate cross border transactions.

Eighty per cent of central banks are engaged in blockchain research according to the Bank of International Settlements. China has recently begun trials of its own central bank digital currency (CBDC).

Developments like these lead the World Economic Forum to estimate blockchain projects will store 10% of the world's gross domestic product – or about \$8.6 trillion – by 2027.

Yet what if I suggest to you that these trends will only be accelerated by a new breed of crypto-asset specifically designed to reduce risk and yet have 100x return potential?

You see the launch of Bitcoin in early 2009 by a bunch of cyber-punks did more than demonstrate that the blockchain worked. In my opinion it also created a revolution 99.9% of investors today remain unaware of.

That revolution goes to the core of investing and, quite literally how we make money.

The key event took place on May 22, 2010. When Bitcoin was a little over a year old developer Laszlo Hanyecz bought two pizzas for 10,000 BTC.

The day is now known as “Bitcoin Pizza Day.” With one Bitcoin now worth \$13,000, this was a \$130 million purchase!

Bitcoin became the investment of the decade. All other investments paled in comparison to Bitcoin's growth.

How many investors today wish they had bought Bitcoin at the very beginning? The new breed of crypto-asset I want to talk about is designed to enable people to do just that.

In fact it may be that the message hidden in Laszlo's pizza purchase turns out to be every bit as important to investors as the invention of the blockchain itself.

Without those pizzas the blockchain could have remained an arcane piece of computer code, a plaything for geeks rather than game-changing technology.

That is because Laszlo's pizza's said something about money that may just change how we invest.

One day we may look at Laszlo as much as Satoshi as the person who transformed the investing world by improving returns, reducing risk and resurrecting the golden rule of sound investing – portfolio diversification.

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The full presentation is available to just 5 firms globally. For more information please contact:

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