



Investing in crypto the right way



2025

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INTRO




ALEXANDER PETOUD

- 44 years young
- Chief Commercial Officer
- 19 years experience in WM
- 5 years in crypto



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WHO

-  Scale-up
- 1m users / 2.2Bn AuM / 230 employees
- Offices in Lausanne, Lisbon, Paris, Dubai

WHAT

- Wealth management ecosystem
- Buy/sell/exchange crypto-assets
- Help investors navigate in Web3

WHY

- Democratising wealth management by making it fun, fair and community-centric



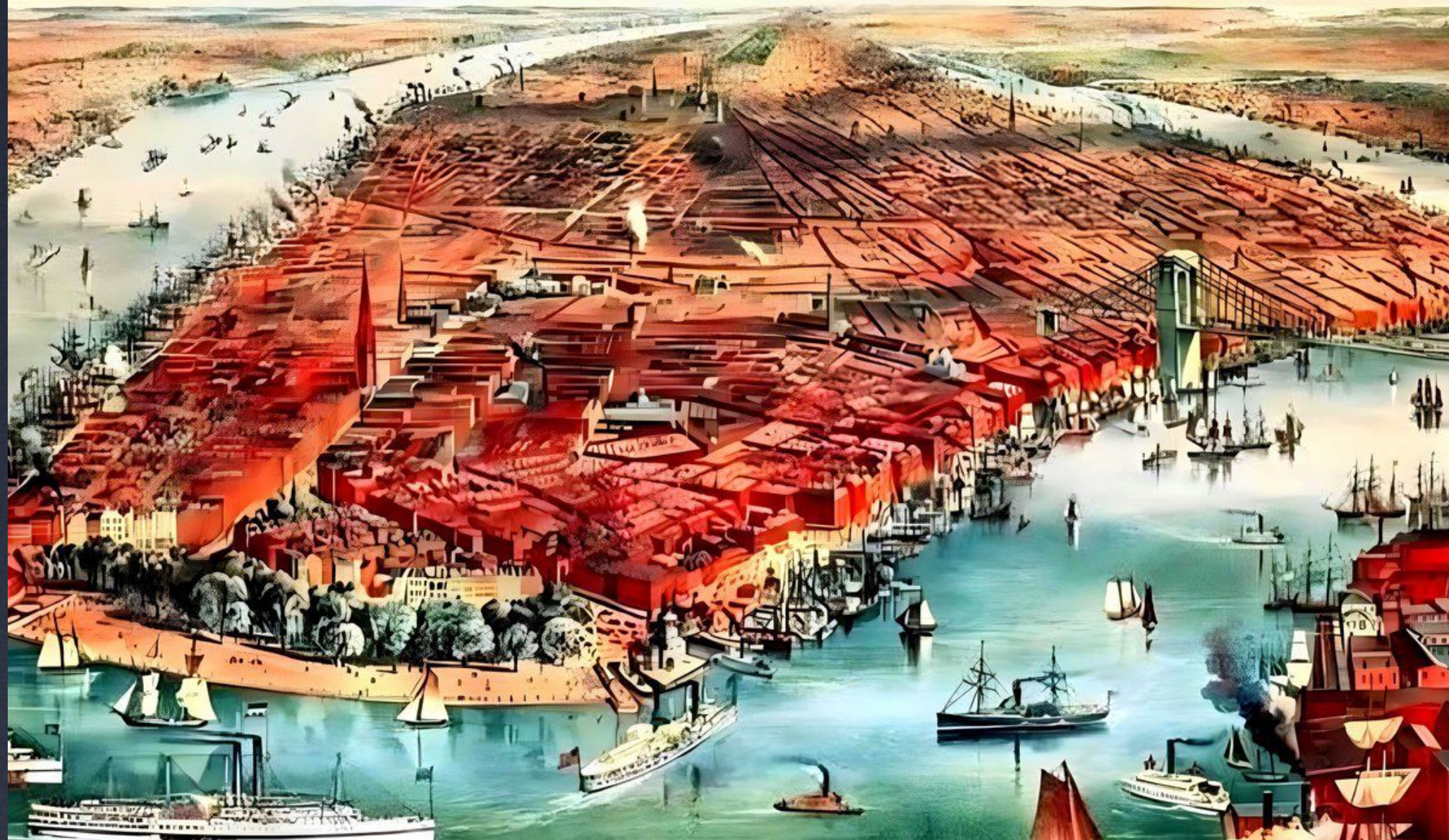
1. Why Crypto & Why Now?





Buying Bitcoin Now...

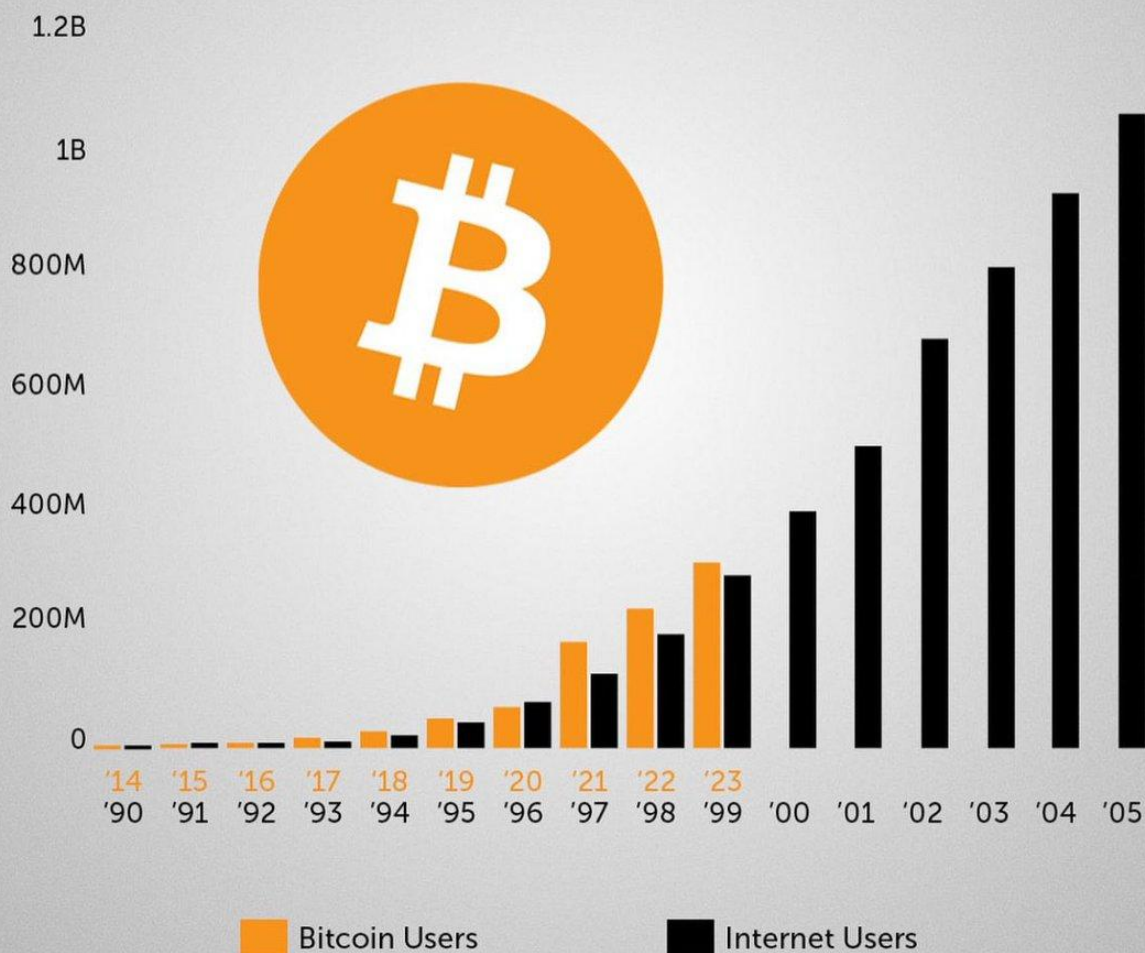
IS LIKE BUYING REAL ESTATE IN
MANHATTAN IN THE 1800S



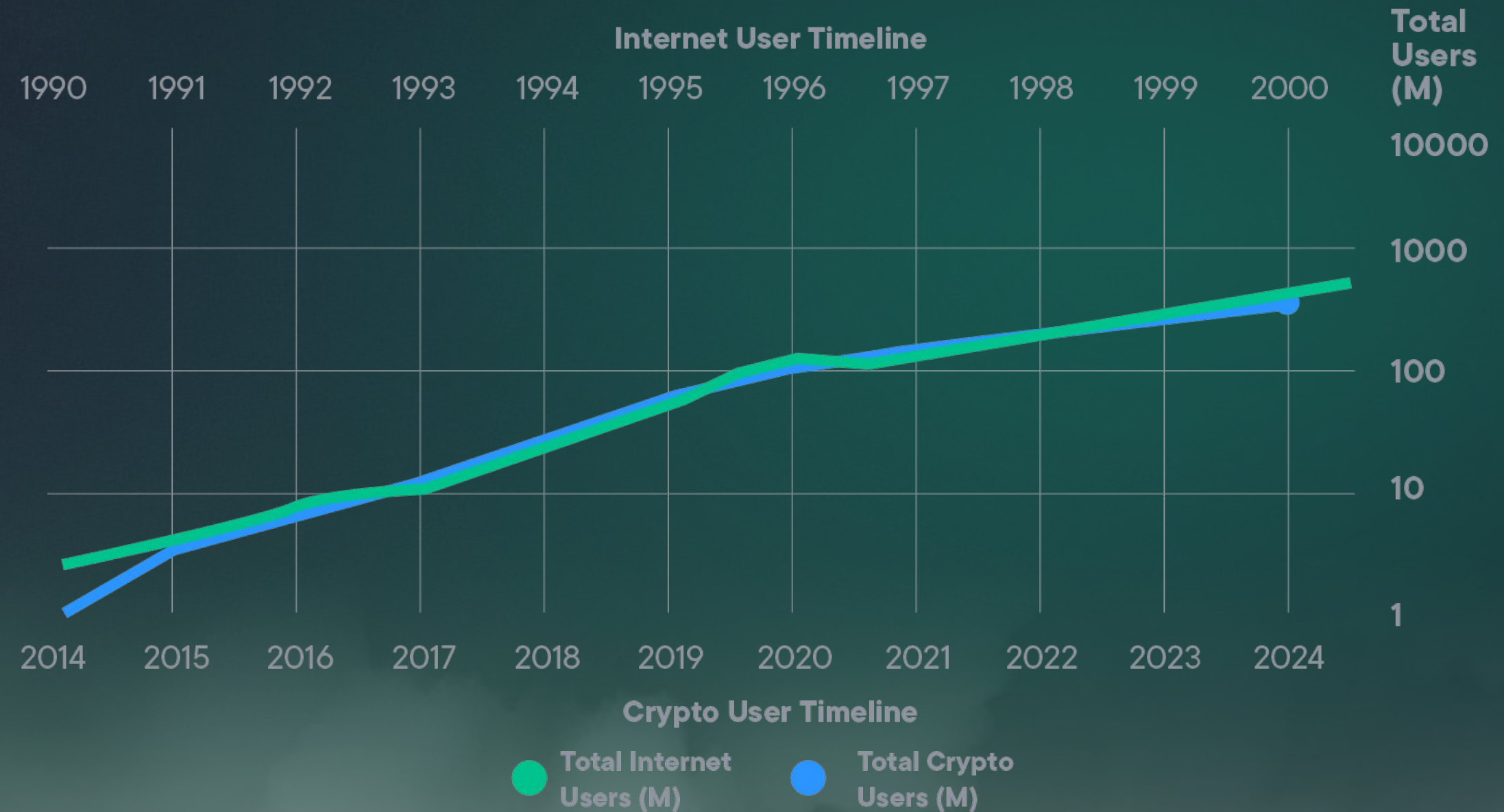


MACRO VIEW: The secular trend- we are still very early!!!

Bitcoin vs Internet Adoption



Internet vs. Crypto Adoption



Source: World Bank, Crypro.com

- Forecasts are 1 bn users by 2026 and 5 bn by 2030



MACRO VIEW – The Cycles

Bitcoin has been the top performing major asset class in many years and the lowest in others

Bitcoin performance compared with other select major asset classes¹

Returns for 2013-2024 YTD, %

2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024 YTD	Cumulative Return	Annualized Return
BTC 5,428%	SPX 15%	BTC 36%	BTC 120%	BTC 1,375%	AGG 0%	BTC 95%	BTC 305%	BTC 60%	CMT 20%	BTC 157%	BTC 41%	BTC 450,720%	BTC 132%
SPX 29%	AGG 6%	SPX 1%	HY 18%	EM 35%	HY -2%	SPX 31%	Gold 24%	SPX 31%	Gold 1%	SPX 27%	Gold 11%	SPX 326%	SPX 16%
HY 7%	HY 2%	AGG 0%	EM 15%	SPX 21%	Gold -3%	EM 21%	SPX 17%	CMT 30%	HY -11%	HY 13%	CMT 8%	HY 69%	HY 5%
AGG -2%	EM 1%	HY -4%	CMT 14%	Gold 12%	SPX -5%	Gold 18%	EM 14%	HY 5%	AGG -12%	Gold 12%	SPX 7%	EM 40%	EM 3%
EM -3%	Gold -3%	Gold -11%	SPX 14%	HY 7%	CMT -9%	HY 14%	AGG 7%	EM 0%	EM -18%	EM 9%	EM 4%	Gold 36%	Gold 3%
CMT -9%	CMT -18%	EM -14%	Gold 7%	CMT 6%	EM -15%	CMT 10%	HY 7%	AGG -1%	SPX -19%	AGG 5%	HY 1%	AGG 14%	AGG 1%
Gold -29%	BTC -58%	CMT -25%	AGG 3%	AGG 4%	BTC -74%	AGG 9%	CMT -3%	Gold -6%	BTC -64%	CMT -2%	AGG -3%	CMT 4%	CMT 0%



WEB 3 – Data

Home > data privacy > How Google and Facebook exploit the users' personal data for advertisement
data privacy | Data Protection | Data Protection Act (DPA) 1998 | Data protection laws | Facebook | Featured Student Assignments (LawSikho) | General | Google

How Google and Facebook exploit the users' personal data for advertisement

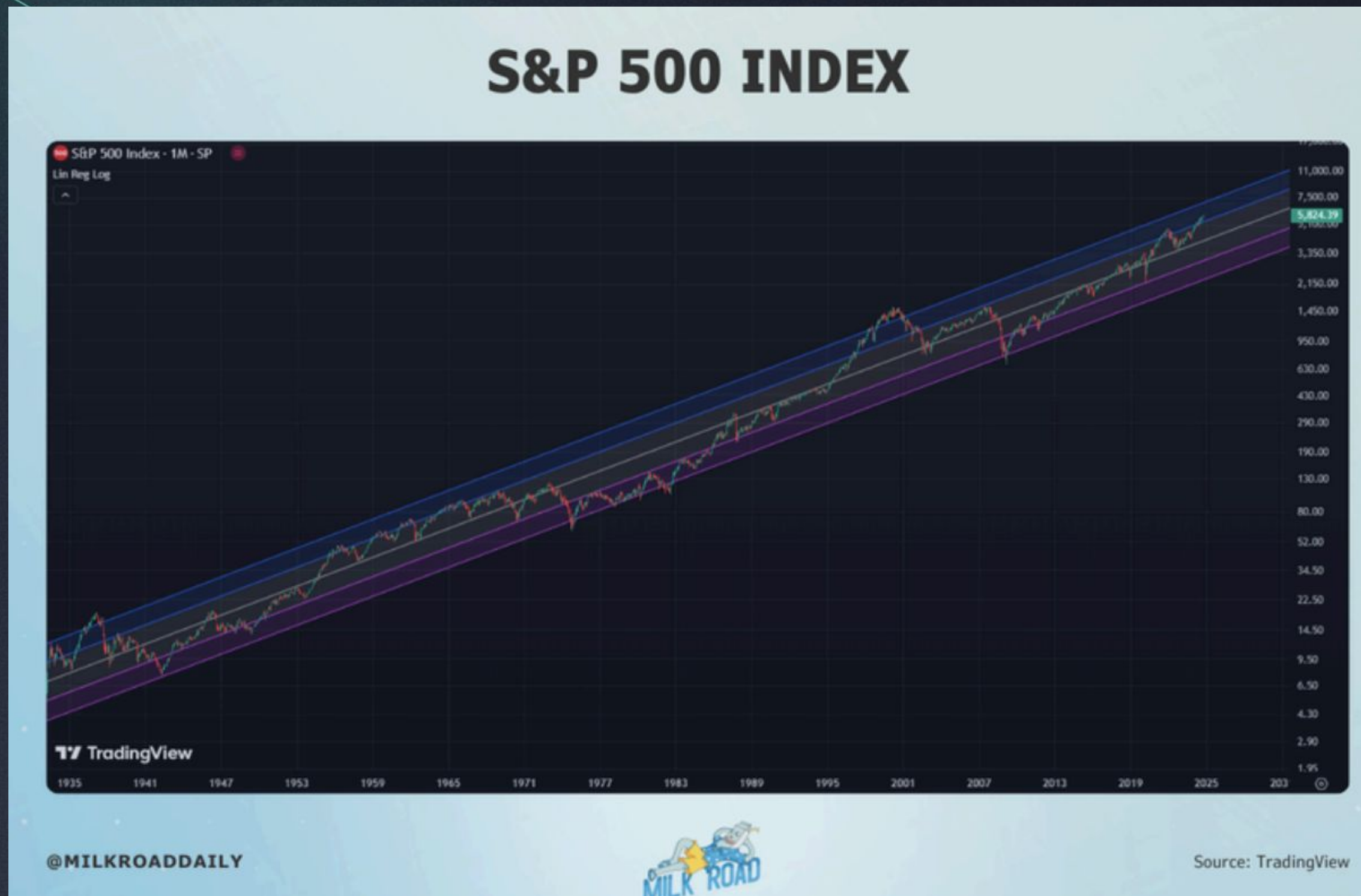
August 14, 2021 | 1048 | 0

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MACRO VIEW: The secular trend



The S&P 500 for example - aka the top 500 US companies - have been in a secular trend for more than a century, fueled by American innovation, capital and influence globally. As the global economy grew, so too did US based companies.



MACRO VIEW: The secular trend



NASDAQ - aka technology stocks - with the invention of computers and the internet



MACRO VIEW: The secular trend



Crypto in the early days of a secular trend of decentralized money and infrastructure

2. Tools & Strategies





Comprehensive Wealth Management Platform

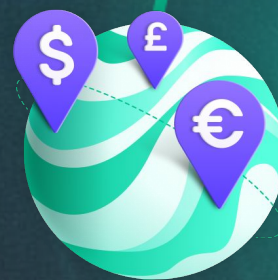
MPC Keyless Technology

The SwissBorg app protects users' assets with multi-party computation.



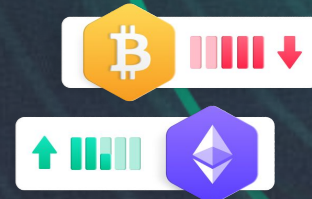
Multiple Fiat Gateways

Invest with 16 fiat currencies, including CHF, EUR and GBP.



Hourly Asset Analysis

Powered by AI, get the information you need to make smart investment decisions.



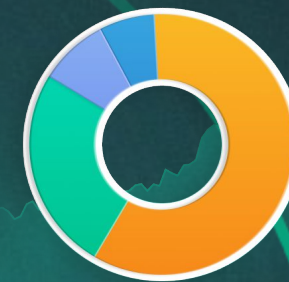
Diverse Investment Products

Earn, Alpha, Thematics, Auto-Invest to implement your own investment strategy



Portfolio Analytics

Track your portfolio with Profit/Loss, fees paid, running account balance and asset allocation.



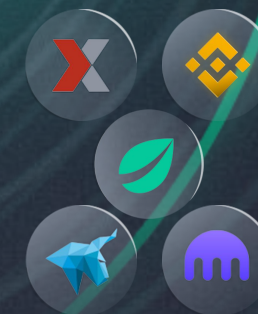
BORG Rewards Program

Win between EUR 1 and EUR 100 in BORG!



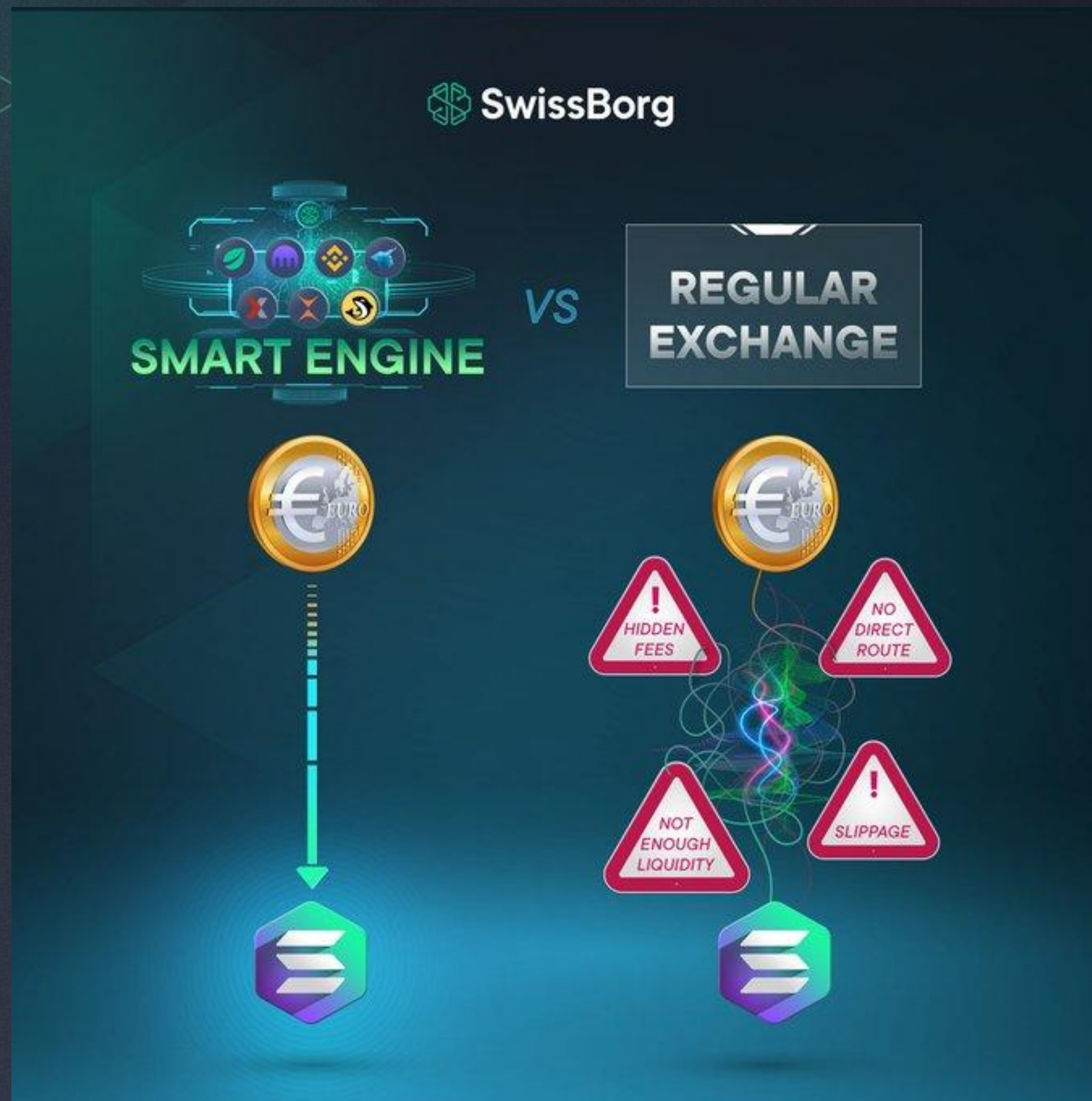
Smart Engine

Exchange anything to anything and get the best price every time with our revolutionary Smart Engine.



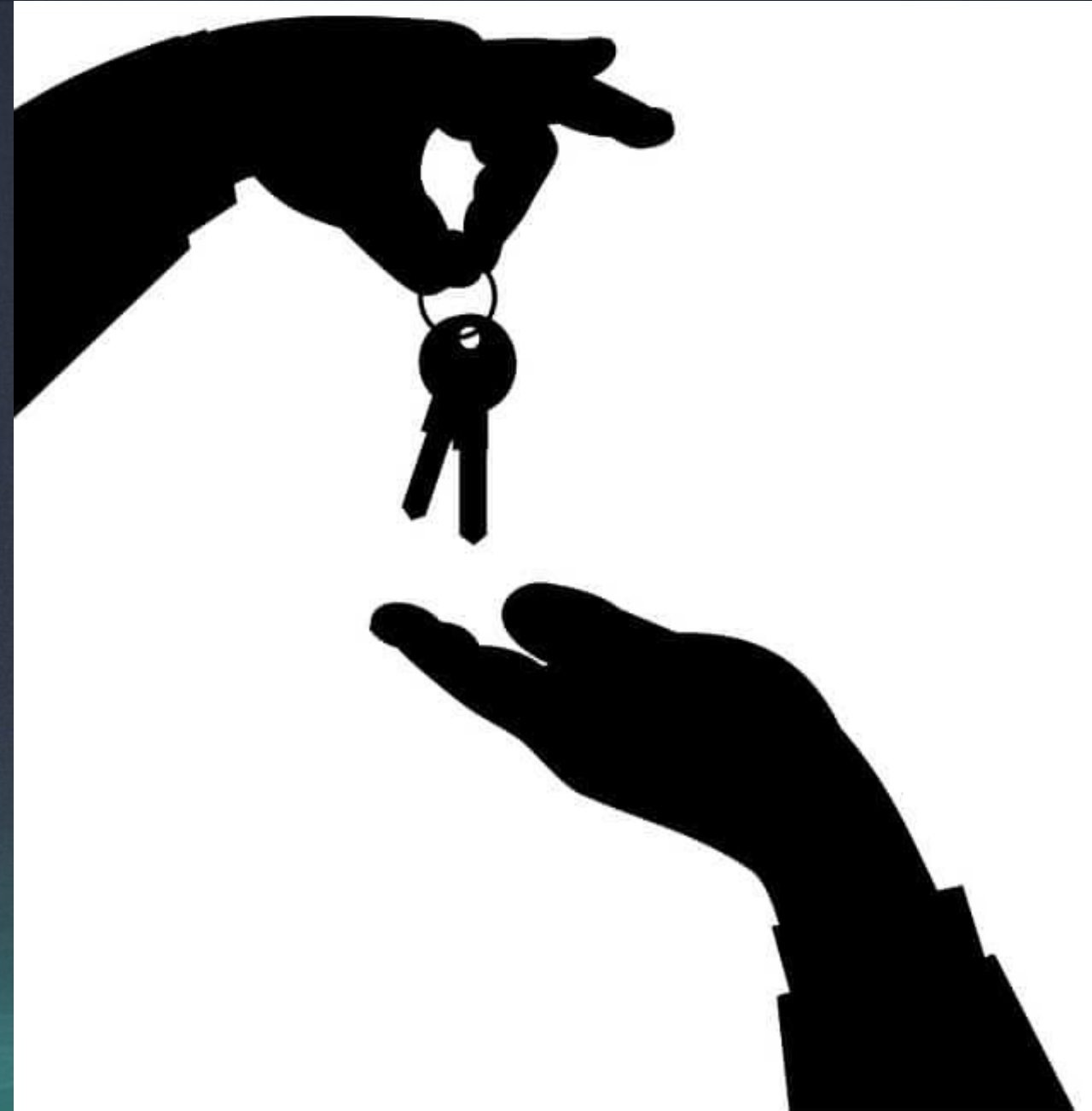


SMART ENGINE





2 Investment Strategies: DIY vs. Delegation



Core-Satellite Approach

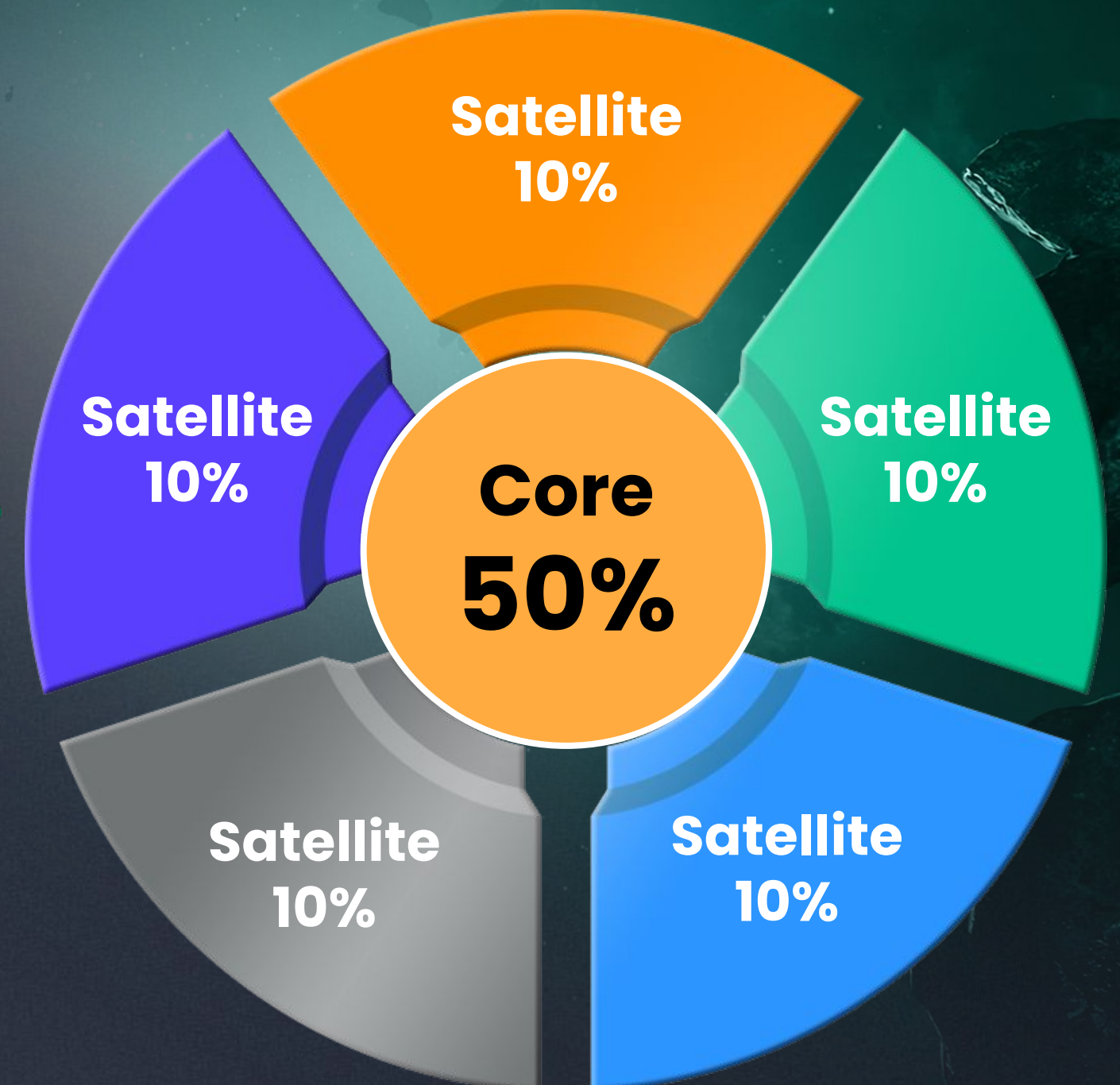
Every investor should focus on having...

CORE
50%



SATELLITE
50%

Any other
token



SwissBorg THEMATICS





DeFi

Invest in the disruptive potential of decentralised finance



[Learn more](#)



Meme Coins

Supercharge your portfolio with the most high-risk, high-reward asset class in crypto.



[Learn more](#)



Real World Assets

Be part of the revolutionary trend of tokenizing real-world assets. Own a piece of the real world, powered by crypto's innovation.



[Learn more](#)



Gaming

Gaming is a rapidly growing Web3 use case, attracting millions to crypto and emerging as a key trend in the upcoming market cycle.



[Learn more](#)



Best Blockchains

The future of finance is built on Blockchains. Dive into the heart of crypto and find out how to stay at the front of this revolution.



[Learn more](#)



Golden

Discover how to navigate the market cycles confidently with our algorithm-driven blend of Bitcoin & Gold.



[Learn more](#)



Crypto Stars

A balanced portfolio brought to you by the SwissBorg Team designed as a one stop solution for the next uptrend.



[Learn more](#)



Upcoming

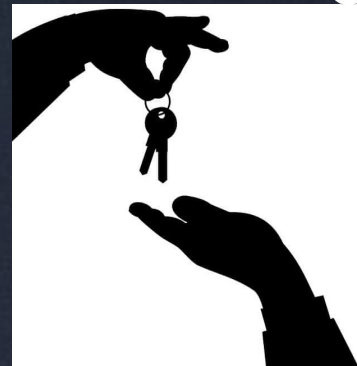
Stay tuned as more Thematics are coming this way, to help you diversify your portfolio.



Managed Portfolio – Ultra dynamic



SwissBorg



9:41



Moderate

MANAGED PORTFOLIO

[Invest Now](#)

Moderate portfolio with managed risk

This portfolio aims for balanced growth with a moderate risk approach, delivering steady returns with controlled volatility. It prioritizes effective risk management to minimize drawdowns, making it suitable for investors seeking a stable growth trajectory.

9:41



Growth

MANAGED PORTFOLIO

[Invest Now](#)

Growth strategy with strong crypto exposure

Designed for capital appreciation, this portfolio targets high returns through increased exposure, making it ideal for growth-oriented investors. While offering strong return potential, it maintains a focus on risk management to mitigate significant losses despite higher volatility.

9:41



Aggressive

MANAGED PORTFOLIO

[Invest Now](#)

Aggressive strategy maximizing potential returns

Pursuing maximum capital growth, this portfolio targets returns beyond Bitcoin by including high-performing altcoins. It's ideal for investors seeking the highest risk and reward, with a willingness to accept significant volatility and potential losses for substantial upside potential.

3. Investing the right way:

Key principles





Before You Buy anything...



4 GOLDEN RULES OF CRYPTO INVESTING



DIVERSIFICATION



- Not all eggs in one token
- Core Satellite
- Alts, Stables, BTC

RISK MANAGEMENT



- Only invest what you can afford to lose
- set stop-losses
- take-profit points

TIME HORIZON

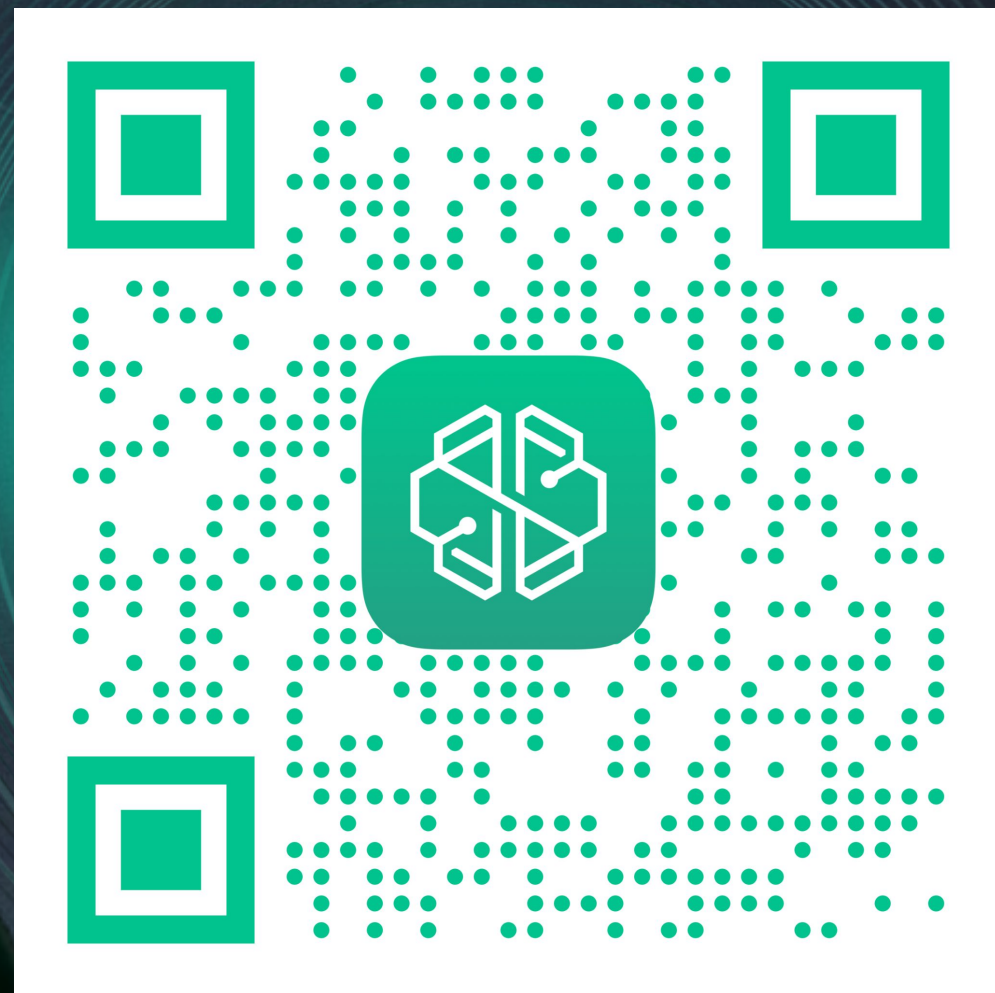


- Long-term vs. short-term strategies
- DCA
- Trading = full-time job

SECURITY



- Custody: “Not your keys, not your coins”
- Too good to be true!
- Pump & dump





Thank You!

