

Investing in crypto assets: the institutional investor approach (analytical tools, strategies)

Fundamental analysis, technical analysis, retail and institutional investors psychology and behaviour, investment strategies, application of smart beta principles, ways to generate yield

Maxime Lagane,
Independent consultant,
Geneva

Patrick Heusser,
Head of Trading,
Crypto Broker AG, Zurich

Sina Meier,
Managing Director,
21shares, Zug

Hany Rashwan,
Co-Founder/CEO,
21shares, Zug

Fabian Dori,
Head of Asset Management,
Sygnum Bank, Zurich

Charles-Henri Monchau,
Chief Investment Officer and Chief
Commercial Officer,
FlowBank, Geneva

Alex Naray,
Lawyer, Consultant Ecommerce,
Naray Law, Geneva,
Founder of Bitcoin Academy Sàrl

Conference accredited by



9.00 How to begin in the crypto market - introduction to tools and approaches

- Investor profile, knowledge and experience, classification, time horizon, liquidity needs
 - Institutional products, platforms & reporting
 - Organizational & operational measures
 - Tools to follow the market, indicators, data feed
 - Warnings on the sources of information (eg: Telegram, Youtube Channels) and risks in general
- Maxime Lagane**

FUNDAMENTAL AND TECHNICAL ANALYSIS OF BITCOIN (BTC) AND ETHEREUM (ETH)

9.30 Fundamental analysis applied to BTC and ETH

- What are the main factors driving the price/volatility of crypto-assets?
 - What type of correlations with other assets (ex: stocks), interest rates, USD strength, macro-economic factors?
 - Depth of the market & liquidity
 - Example of fundamental analysis
 - Who provides research and on-chain data?
 - Differences between ETH and BTC: technology, mechanism of consensus, use case, dev teams, supply, liquidity, place of trading, institutional products
- Maxime Lagane**

10.50 Coffee break

11.10 Technical analysis applied to BTC and ETH

- **BITCOIN**
- Introduction to trend analysis on BTC
- Introduction to certain on-chain indicators for BTC
- Introduction to certain technical indicators and chart analysis adapted to BTC
- Practical examples
- **ETHEREUM**
- Introduction to trend analysis on Altcoins, BTC against ETH and other specific Altcoins indicators
- Introduction to certain on-chain indicators for ETH
- Introduction to certain technical indicators and chart analysis adapted to Ethereum
- Practical examples

Patrick Heusser

12.20 Lunch

INVESTORS PROFILES AND BEHAVIOUR

13.40 How to factor in the behaviour of retail and institutional investors?

- Retail investors and institutional investors: behaviours, strategies (short term/ long term buy and hold...); what is the weight/influence of retail

and institutional investors? What perspectives in the future: toward a more stable/institutional market?

- Speculative nature of the crypto assets market: FOMO, panic selling, bot trading, market cycles, market sentiment, behaviours & emotions
- Background of institutional investors / crypto portfolio managers: what were they trading before the crypto era? What is their intellectual/ technical apparatus? How do they approach crypto assets?

Sina Meier and Hany Rashwan

INVESTMENT STRATEGIES

14.20 Investment strategies for digital assets

- Is direct token holding superior to buying traditional wrappers enabling access to digital assets?
- What are the common investment strategies to build exposure?
- How can smart beta principles be used to identify future token winners?
- What other market strategies do exist to diversify digital asset exposure smartly?

Fabian Dori

15.20 Coffee break

15.40 How to integrate crypto assets in a global investment strategy

- Proportion of wealth and risk reward ratio
- Client situation, knowledge & experience, risk warnings
- Time horizon and compatibility in a portfolio
- Platforms, products

Charles-Henri Monchau

HOW TO GENERATE YIELD

16.20 Different ways to generate yield from lending crypto-assets / decentralised finance / DEX

- What is decentralized finance (Defi)?
- What are the different ways to generate yields in crypto (eg: staking, lending, etc...)?
- Case study: how does a Defi coin work?
- What are the risks specific to Defi?

Alex Naray

17.00 End of the conference

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PRACTICAL INFORMATION

Venue
Hotel President Wilson
47 quai Wilson, Geneva

Visio conference on Zoom
The Zoom link and the documentation will be sent to the participants on 19 May in the afternoon.

How to register
by phone: +41 (0) 22 849 01 11
by fax: +41 (0) 22 849 01 10
by e-mail: info@academyfinance.ch
by post: Academy & Finance SA
PO Box 6069, CH-1211 Geneva 6
www.academyfinance.ch

Fees
1250 CHF (+ VAT 7.7%)
A special fee is granted to the independent asset managers who are members of the associations ASG-VSV, SRIAA, VQF, Polyreg, OAR-G, GSCGI, ARIF: 860 CHF.
Additional registrations from the same company: - 50%

Conference accredited by 

For this conference accredited by ASG, the registered participants to the ASG training programme will receive 6 credits.

Registration and payment
Payment is made by bank transfer or by credit card. Credit card payments will be debited immediately upon receipt of card details. In any case, we will send you an invoice by email.

Substitution & cancellation policy
Substitutions from the same company are accepted at any time. Cancellation requests must be received in writing, by fax or by post up to the following dates end of business :
• 6 May refund of 100%
• after 6 May no refund will be made for cancellation.

REGISTRATION FORM

I register for the seminar «Investing in crypto assets: the institutional investor approach» in Geneva on Tuesday 20 May 2021.

I want to attend online on Zoom

I am a member of the association.....

FIRST PARTICIPANT

Full name.....
Position.....
E-mail.....

SECOND PARTICIPANT (-50%)

Full name.....
Position.....
E-mail.....
Company.....
Address.....
Postcode..... City.....
Tel Fax.....

Person to which the invoice must be sent for payment:

Name..... Email.....
Bank transfer Mastercard VISA AMEX
Credit card No : ____/____/____/____ Expiry date : ____/____
Cardholder.....
Address of AMEX cardholder
Date Signature.....

The organisers reserve the right to amend the programme if, despite their best efforts, circumstances oblige them to do so.