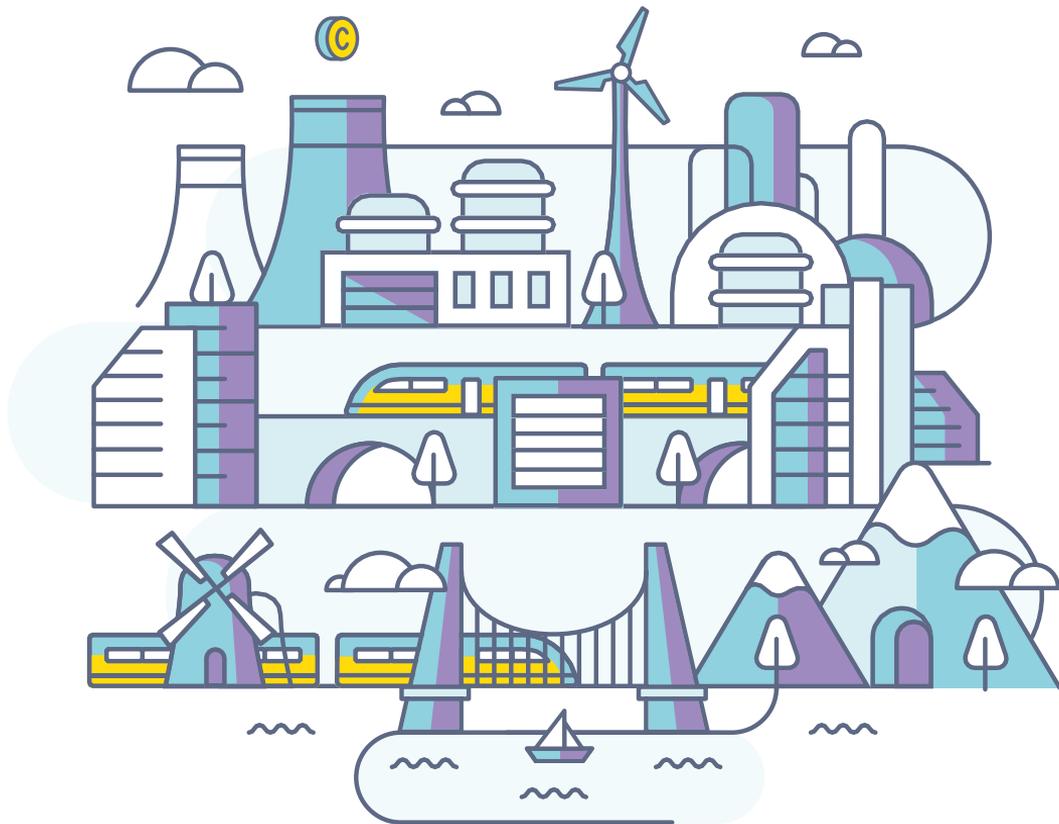




CoinMetro

MOVING CRYPTO FORWARD

A Complete Guide to ETCFs



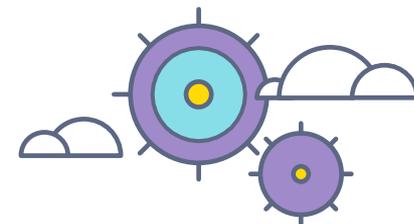


What is an **ETCF**?





What is an ETCF?



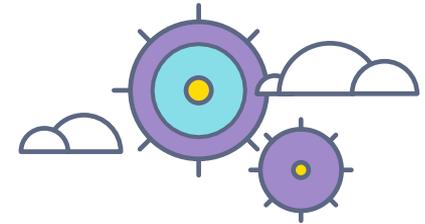
CoinMetro developed the idea of an “ETCF” (Electronically Traded Crypto Fund) by adapting the popular concept of an ETF (Exchange Traded Fund) from the world of traditional finance and applying it to crypto.

For investors in traditional financial markets (Forex, Stocks, etc.), ETFs offer an easy way to achieve **portfolio diversification** without manually researching and investing in tens or hundreds of different companies.





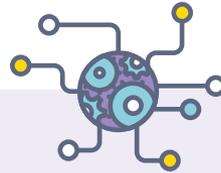
What is an ETCF?



Traditional ETFs offer more specificity and flexibility than many index funds, giving investors the option to invest into particular industries, such as:



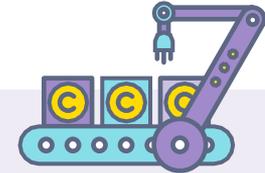
Healthcare



IoT



Finance



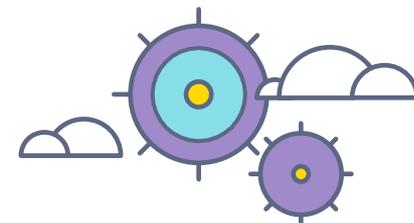
Tech

... and more!





What is an ETCF?



They also allow the investor to focus on varying levels of risk, social media metrics, geographic regions, or other relevant data. CoinMetro's ETCFs work much the same way, but for **crypto**.

Instead of researching each individual token in a given industry, for example IoT, and trying to pick a 'winner', investors have the option to invest in an **IoT ECTF**. With one click, they can invest in a curated selection of the most promising tokens in the IoT space.

In short, ETCFs give everyday people a way to easily diversify their portfolio into a basket of digital assets assembled by a team of crypto-savvy financial professionals.



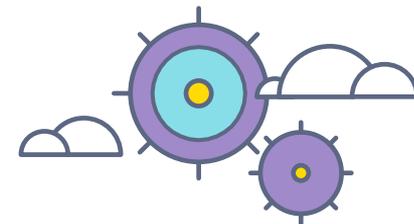


Why ETCFs?





Why ETCFs



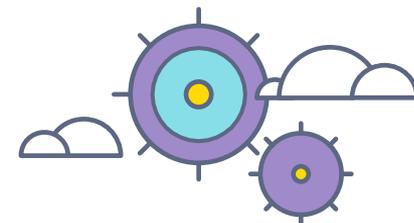
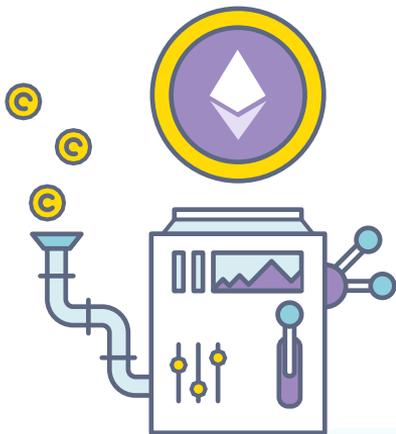
As more and more applications for blockchain continue to emerge, there is a **growing need for innovation** surrounding how people invest in digital assets.

While some platforms are making headway in terms of making crypto/fiat exchange more viable, the majority of crypto investors are still stuck picking out individual tokens and trading between available pairs on supported exchanges. As more and more new tokens enter into the market, it is becoming **increasingly difficult for investors to connect with promising projects**, and vice-versa.





Why ETCFs



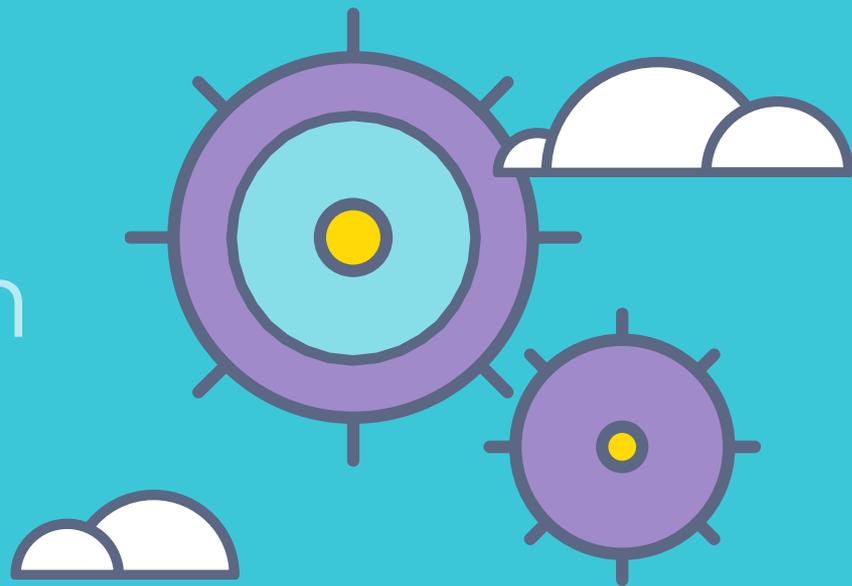
CoinMetro sees Ethereum – and the ERC-20 token – as leading the way in the digital asset economy. The interoperability built into the ERC-20 standard makes these tokens ideal for the ETCF model, both in terms of implementation and growth potential.

In addition to giving investors new opportunities to diversify, ETCFs are also designed to bring much-needed **liquidity** to the ERC-20 token space.



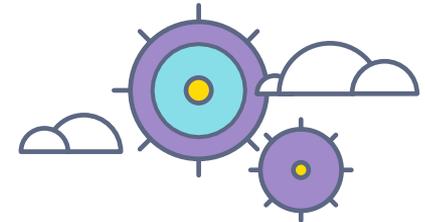


Advantages of **ETCFs** for Token Issuers





Advantages of ETCFs for Token Issuers



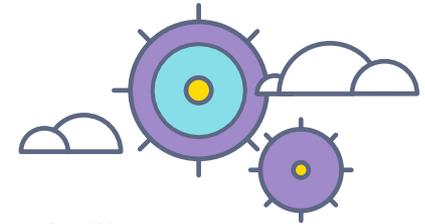
The CoinMetro platform is designed to foster innovation and support new projects. Inclusion of a new token into an existing CoinMetro ETCF offers liquidity through **grouping with more established tokens.**

It is no secret that **ICO hype cycles tend to move extremely quickly.** Many newer tokens experience crashes in value once initial enthusiasm for the project has waned and short-term demand peters out.





Advantages of ETCFs for Token Issuers



For startups and bootstrapped projects, this fast-paced volatility characteristic of the crypto space, combined with a current lack of underwriting options, can pose a serious challenge to progress and can easily stifle development.



CoinMetro sees inclusion in ETCFs as one way to bolster innovative tokens and bring long term growth and stability to the digital asset economy.



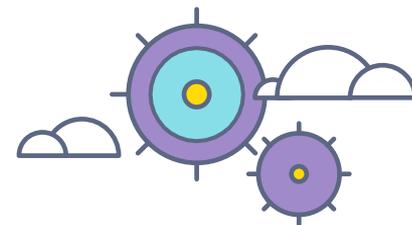


Why CoinMetro?





Why CoinMetro?



In theory, anybody could throw a bunch of tokens in a bag and call it a crypto ETF, right? So, what makes CoinMetro different?

As it turns out, you actually can't just throw a bunch of tokens in a bag and expect it to perform well – that's why successful ETFs tend to be created by teams of experienced financial professionals and not some random guys sat in a basement.

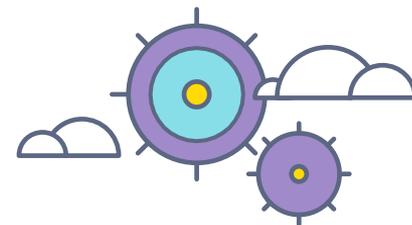
Fortunately, the core team behind CoinMetro, including CEO, Kevin Murcko, is largely comprised of **experienced financial professionals.**





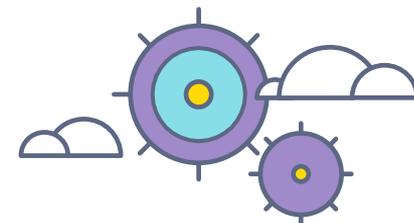
Why CoinMetro?

Several team members have previously worked together to build the successful online Forex brokerage, FXPIG, which has been growing steadily for over a decade, thanks to proven trading models assembled by the same brains behind CoinMetro. The curation and management of CoinMetro's ETCFs will be handled by a highly adept panel, comprising professionals with **many years of enterprise-level experience in the financial sector**, and a deep understanding of fund management, markets, financial products, regulatory compliance, and crypto.





Why CoinMetro?



CoinMetro's user-focused platform will make it extremely intuitive for investors to find and contribute to ETCFs, as well as offering many additional services and features, such as easy crypto/fiat exchange and margin trading. There is a high degree of probability that users initially drawn to the platform for other reasons may gravitate towards ETCFs as an alternative or supplementary form of investment.

CoinMetro's ETCFs represent a unique and innovative opportunity for both investors and token issuers, and are a brand new way to bolster mainstream participation in the growing digital asset economy.

