# CRESCENT CRYPTO ASSET MANAGEMENT

**INVESTOR DECK** 

**AS OF MAY 2019** 

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# **SELECTION CRITERIA**

Maximum of 20 coins held in the index, rebalanced on a monthly basis<sup>1</sup>



### **SUPPLY VALUE**

Minimum market cap - Coins must have a trailing 90-day average market cap greater than USD \$500 million



# **LIQUIDITY**

Volume minimum - A coin's trailing 30-day average daily trading volume (30-day ADTV) must be greater than USD \$3 million for at least one day over the past month. 30-day ADTV calculated using data only from eligible exchanges

Redundancy - A coin must trade on

2 or more eligible exchanges

Read through the full index methodology here: CCMIX Index Guide



### **PRICE**

No stablecoins or pegged assets -Coins that are pegged to other digital assets, traditional assets, or fiat currency will not be included



### **CUSTODY & SECURITY**

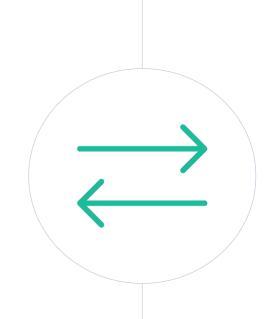
Cold storage capable - Air-gapped custody solution through a hardware wallet or trusted 3rd party with offline transaction ability

Known security issues - Coins have no known security issues - includes potential bugs, exposure to 51% attacks, public developers engaged in the project, transparent pre-mine information, announced delistings from exchanges, etc.

# WHY OUR PASSIVE STRATEGY?

# **OUR OBJECTIVE:**

Define and systematically capture the beta of the investment grade crypto universe



- If equity markets serve as an example, systematic passive investing consistently outperforms active managers net of fees
- Our stringent criteria and monthly rebalancing keeps the portfolio up to date with qualifying assets
- Market sentiment drives the majority of portfolio returns in the cryptocurrency markets
- Passive Investments are great way to express a thematic view, such as cryptocurrencies

# THE CASE FOR DIVERSIFICATION



- The nascent cryptocurrency universe has shown investors episodic bouts of volatility and correlation
- The cryptocurrency space is fast-moving and wholly unlike traditional markets
- New crypto investors can be at risk to lose funds and invest in scam projects
- Net of fees, passive investments have generally outperformed active managers in the long term
- Our rules-based approach will allow up to 20 coins to influence the returns of the fund without the conflict of manager bias

### Cross-Asset Correlation 1,2

	Bitcoin	Gold	S&P 500	Bonds
ССМІХ	0.83	0.06	0.09	0.00

### **Underlying Holdings Correlation<sup>3</sup>**

	ВТС	H	XRP	ВСН	EOS	LTC	XLM	ADA	XMR	TRX	DASH	NEO
втс	1.0	-	-	-	-	-	-	-	-	-	-	-
ETH	0.5	1.0	-	-	-	-	-	-	-	-	-	-
XRP	0.3	0.3	1.0	-	-	-	-	-	-	-	-	-
ВСН	0.4	0.5		1.0	-	-	-	-	-	-	-	-
EOS	0.4	0.5	0.4	0.4	1.0	-	-	-	-	-	-	-
LTC	0.5	0.5		0.4	0.4	1.0	-	-	-	-	-	-
XLM	0.4	0.3	0.5		0.4	0.4	1.0	-	-	-	-	-
ADA	0.3	0.4	0.5	0.2	0.3		0.5	1.0	-	-	-	-
XMR	0.6	0.6			0.4	0.5	0.4	0.4	1.0	-	-	-
TRX	0.4	0.4	0.4	0.2	0.4	0.4	0.3		0.4	1.0	-	-
DASH	0.5	0.5	0.2	0.5	0.4	0.4	0.3	0.3	0.6	0.4	1.0	-
NEO	0.4	0.4	0.2	0.4	0.4	0.4	0.3	0.4	0.3	0.3	0.4	1.0

[1] CCMIX is represented by the Crescent Crypto Market Index. Bitcoin is represented by the Crescent Crypto Market Index. Bitcoin Select Spot Index. Gold is represented by S&P 500 Index and Bonds is represented by US 30-Year T-Bond Futures. [2] Back tested results of the Crescent Crypto Market Index. The Inception date for the Index is November 1st, 2017. Correlation statistics in the table above represents a hypothetical, backtested and unaudited return-stream that does not represent the returns of an actual account. Actual returns may differ materially from hypothetical, backtested returns. Back testing is calculated by the representation by the representation of the statistics in the table above represents a hypothetical, backtested returns. Performance of an index is not illustrative of any particular investment. It is not possible to invest directly in an index. Correlation statistics based on daily returns and calculated on an annualized basis from January 1st 2017 to January 31, 2019. The results presented by US 30-Year T-Bond Future performance of the State testing is calculated on the Index is not possible to invest directly in an index. Correlation statistics based on daily returns and calculated on an annualized basis from January 1st 2017 to January 31, 2018. Such results are not necessarily indicative of future performance of the strategy. Please refer to additional important disclosures in the back.

# THE PROBLEM

# **Background**

- Cryptocurrencies are unlike any other asset, and even experienced investors are unfamiliar and uncomfortable
- Investing is difficult KYC/AML, custody and security,
   lack of performance and tax reporting
- Passive investing has dominated public markets due to simplicity and favorable net-of-fee performance
- Fund managers are more likely to use ETFs to express thematic views in a simple and managed way

### **Solution**

- Cryptocurrencies are in the midst of a multi-year secular bull market coupled with increasing mainstream acceptance — a comprehensive solutions platform that appeals to the average consumer is needed
- New investors to the crypto space are slowed by the steep crypto learning curve and lack of familiarity – both retail and institutional investors need to be educated by unbiased, reputable leaders in the financial services sector
- The cryptocurrency ecosystem is littered with schemes and scams that can divert investor dollars with poor due diligence capabilities into poor investments – an investment quality standard is needed



# INSTITUTIONAL SECURITY AND CUSTODY INFRASTRUCTURE

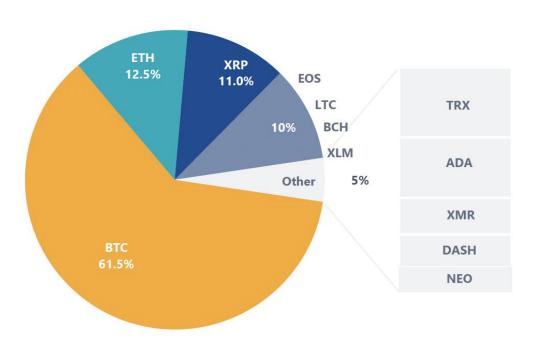
- Cold storage describes the custody of cryptocurrencies offline (away from the internet).
  While cold storage is by far the most secure method of crypto storage, it requires a heavier infrastructure investment.
- Crescent Crypto's passive strategy offers the ancillary benefit of a 100% cold storage infrastructure. Traditional active managers take constant exchange risk as they are frequently trading, which leaves them susceptible to hacks.



- Multi-signature authentication of multiple individuals is required to remove coins from cold storage in order to reduce risk of theft.
- **Two-factor authentication** required & whitelisting of fund specific public keys where coins can be sent to mute risk of human error.
- Redundancy controls are in place with multiple backups to replicate & recover lost or stolen hardware devices.

# **PORTFOLIO HOLDINGS**

As of 5/1/2019



TOTAL COINS | 12

ASSET		SECTOR	%
<b>B</b> E	Bitcoin (BTC)	Store of Value	61.49%
<b>♦</b> E	Ethereum (ETH)	Platform	12.54%
X	Ripple (XRP)	Value Transfer	11.00%
<b>♦</b> E	EOS (EOS)	Platform	2.98%
€ L	litecoin (LTC)	Value Transfer	2.93%
B	Bitcoin Cash (BCH)	Value Transfer	2.74%
S	Stellar (XLM)	Value Transfer	1.59%
T	TRON (TRX)	Platform	1.46%
	Cardano (ADA)	Platform	1.27%
	Monero (XMR)	Anonymity	0.76%
<b>2</b>	Dash (DASH)	Anonymity	0.68%
	NEO (NEO)	Platform	0.52%



<sup>[1]</sup> Crescent is represented by the Crescent Crypto Market Index Fund, incepted on January 1st, 2018. Fund returns are calculated net of expenses. [2] Bitcoin is represented by the MVIS CryptoCompare Bitcoin Select Spot Index.

<sup>[3]</sup> Back tested results of the Crescent Crypto Market Index. Performance in the table above prior to January 1st, 2018 represents a hypothetical, backtested and unaudited return-stream that does not represent the returns of an actual account. Index performance does not include fees and expenses that are charged by the Fund. Actual returns may differ materially from hypothetical, backtested returns. Back testing is calculated by retroactively applying a financial model or Index-weighting methodology to the historical data to obtain returns. The Inception date for the Index is November 1st, 2017. Performance of an index is not illustrative of any particular investment. It is not possible to invest directly in an index. Please refer to additional important disclosures in the back.

# **INVESTMENT TERMS**

### **KEY FACTS AND TERMS**

Asset Class	Cryptocurrency
Represented Index	Crescent Crypto Market Index (CCMIX)
Index Calculation Agent	MV Index Solutions (MVIS) - a Van Eck company
Fund Inception	January 1st, 2018
Investment Objective	Rules-based, passive portfolio representing approximately 85% of the market cap of the entire crypto-universe.
Rebalance Frequency	Monthly
Offering Type	Ownership units offered under Regulation D / 506 (c)
Investor Qualifications	Investors must be accredited and U.Sbased
IRA Eligibility	Yes
Minimum Investment	\$50,000
Subscriptions	Weekly on Thursdays (Daily for \$250k Contributions)
Redemptions	Weekly on Thursdays. One week notice required. No Lock up.
Taxation	The fund is treated as a pass-through partnership for tax purposes (K-1)
Custody	100% Cold Storage

### **FUND SERVICE PROVIDERS**

General Partner	Crescent Crypto Platform GP LLC
Investment Manager	Crescent Crypto Asset Management LLC
Index Provider	Crescent Crypto Index Services LLC
Legal Counsel	Morgan, Lewis & Bockius
Fund Administrator	Triple Leo Consulting LLC
Auditor	Berkower LLC
Bank	Signature Bank

### **FEES**

Management Fee	Starting at 2.00% (See website for details)
Performance Fee	0%

# **ORGANIZATION**



# **ORGANIZATION**

# THE TEAM

# Management team with extensive experience investing at the institutional level



# Ali Hassan

Ali Hassan is the Co-Founder and Chief Executive Officer of Crescent Crypto Asset
Management, and has served in this capacity since the firm's inception in
November of 2017. Prior to Crescent Crypto, Mr. Hassan served as an associate at
a NY based family office from March 2017 to October 2017. Prior to that he served
as an analyst focused on venture capital investments at Fairview Capital Partners
from March 2016 to March 2017. Mr. Hassan started his investing career as an
analyst at Goldman Sachs in 2013. He earned his B.S. from Saint Peter's University.



# **Christopher Matta**

Christopher Matta is the Co-Founder and Chief Investment Officer of Crescent Crypto Asset Management, and has served in this capacity since the firm's inception in November of 2017. Prior to Crescent Crypto, Mr. Matta served as a Vice President at Goldman Sachs with primary responsibilities to the Goldman Sachs Trust Company and Philanthropy Fund. Prior to that he was an associate at the firm since 2015, and began his investing career as an analyst at Goldman Sachs in 2012. Mr. Matta earned his B.S. from The College of New Jersey.



Michael Kazley

Michael Kazley is the Co-Founder and Head of Trading of Crescent Crypto Asset Management, and has served in this capacity since the firm's inception in November of 2017. Prior to Crescent Crypto, Mr. Kazley served as a senior research analyst and trader at Cedar Lake Capital Ventures from September 2015 to October 2017 where he focused on equity investing. Prior to that he began his investing career as an analyst at Goldman Sachs in 2013. Mr. Kazley earned his B.S. from Cornell University,

# **ORGANIZATION**

# **MEDIA FEATURES**











Ex-Goldman bankers launch crypto fund for rich US investors

# **Bloomberg**

CrescentCrypto's thoughts on bitcoin futures



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