DISCLAIMER:

- This is not an offer to sell or a solicitation of any offer to buy any securities. Offers are made only by prospectus or other offering materials.
- To obtain further information, you must complete our investor questionnaire and meet the suitability standards required by law.

Hedge Fund Investors

Section 3(c)(1) Funds
- Limited to 99 investors
- Accredited Investor
- Qualified Client
  - Natural person with a net worth of $1,500,000
  - Note: may be dependant on state law
AltMoneyFund.com® Alternative Money Fund® is a Crypto Currency Hedge Fund "Specializing in Returning Freedom and Value."™

The fund is committed to provide exceptional returns through an actively managed diversified portfolio of blockchain assets.

With the emergence of Bitcoin, Altcoins and this exciting new technology has created a new asset class for investors. The volatility associated with these blockchain-based digital assets create valuable opportunities in an actively traded portfolio.

Our trading strategy does **NOT** use leverage or margin. Returns are reported monthly and capital accounts may be increased or redeemed each month.
S.W.O.T.
SWOT ANALYSIS -- STRENGTHS:

- SMALL AND NIMBLE FUND (IN AND OUT OF POSITIONS WITHOUT CAUSING PRICE CHANGES IN MARKET).
- THE FUND DOESN’T HAVE SCALABILITY ISSUES BECAUSE ITS SMALL.
- NEW ASSET CLASS FOR INVESTORS NEVER BEFORE SEEN (JUST 1 OF 50 NEW FUNDS).
- AWESOME RETURNS SO FAR (+2000% YTD 2017, ZERO HEDGE, VALUEWALK, ARTICLES).
- STRONG DETERMINATION (FOUNDERS).
- MANAGEMENT IS VERY EXPERIENCED AND EAGER.
SWOT ANALYSIS -- WEAKNESSES:

- BRAND MAY BE CONSIDERED TO BE TOO GENERIC SOUNDING.
- NOT ENOUGH CAPITAL TO ATTRACT LARGER INVESTORS YET.
- REGULATORY COMPLIANCE.
- COSTS ARE HIGH: AUDIT, ADMINISTRATOR, BLUE SKY FILINGS, FEES, TAXES.
- NEEDS SEED CAPITAL TO GET OFF GROUND.
- TROUBLE OBTAINING SEED CAPITAL BECAUSE OF VOLATILITY IN RETURNS.
- NOT GOOD AT ANSWERING THE PHONE.
- TROUBLE FOLLOWING THROUGH WITH RELATIONSHIPS OF CLIENTS.
- TROUBLE WITH PROCRASTINATION.
SWOT ANALYSIS -- OPPORTUNITIES

- **BRANDING** – LOGO PHONE, WEB AND LOOKS AND SOUNDS PROFESSIONAL.
- **HUGE GROWING MARKET.**
- **LOTS OF UPSIDE STANDARD DEVIATION.**
- **BIGGEST INVENTION IN COMPUTER SCIENCE IN OVER 20 YEARS.**
- **FEES: 2% AND 20% GREAT POTENTIAL TO MAKELOTS OF MONEY.**
- **SETTING OURSELVES TO BE THE “EXPERT.”**
- **THERE IS $3.2 TRILLION DOLLARS IN AUM FOR HEDGE FUNDS.**
- **HEDGE FUNDS ARE ON AVERAGE PROVIDING 6% PERCENT RETURNS PER YEAR.**
- **CRYPTO IS A GROWING COMMUNITY.**
SWOT ANALYSIS -- THREATS

- Global macroeconomic risks.
- Hackers. Theives.
- A large existing hedgefund may want to start a similar project. Brand-name recognition.
- They can smooth their returns better and raise more capital quickly.
- AMF “Draw-downs” are large because of small size and lack of monthly capital inflows.
- Unable to obtain credit or financing.
- Lack of a ‘track record.’
- Banks don’t want to deal with hedge funds (went to 7 banks to open an account).
- Regulators may try to shut us down in the future (SEC, CFTC, etc.).
ESTABLISHING “WIN-WIN” RELATIONSHIPS

PROFIT SHARING: LLC AND LP
Customer Segments

- Family and Friends.
- High net worth individuals.
- Accredited and Qualified Investors.
- “Fund of Funds” (Funds of Hedge Funds).
- Visionaries.
- Entrepreneurs.
- Consultants.

Value Proposition

1. Fight Against Inflation.
2. US Dollar is losing rapid value in the short and long term.
3. New Money: Newness of the asset class.
4. Performance: 2017 has been good.
5. Diversification.
6. Risk Reduction: USD is a dangerous place to be.
8. They do not have time or expertise to do it themselves.
VALUE PROPOSITION (CONT.) DIVERSIFICATION + PERFORMANCE

+2216% YTD 2017
CHANNELS
- S.E.O. -- ONLINE WEB PRESENCE: WWW.ALMONEYFUND.COM
- SOCIAL MEDIA (FB, IG, TWTR).
- PHONE CALLS – (888) 8 HEDGE-FUND.
- FACE-TO-FACE MEETINGS.
- EMAIL: INFO@ALTMONEYFUND.COM
- WORD-OF-MOUTH.
- HEDGE FUND DATABASES.
- NEWS ARTICLES ABOUT THE FUND.

CUSTOMER RELATIONSHIPS
- MONTHLY NEWSLETTER.
- MONTHLY UPDATE PERFORMANCE % (TIMELY REPORTING).
- BUILDING REPUTATION (TRACK RECORD).
- BUILDING TRUST.
- BUILDING LOYALTY AND BRAND (ANSWERING EMAILS AND PHONE).
- GETTING REFERRALS FROM EXISTING INVESTORS.
REVENUE STREAMS

- 2% MANAGEMENT FEE PER YEAR TO GENERAL PARTNER.
- 20% INCENTIVE ALLOCATION OF PROFITS TO GENERAL PARTNER.
- PERFORMANCE BASED COMPENSATION.
- ALIGNED WITH THE BEST INTEREST OF THE CLIENT (LP’s).

KEY RESOURCES

- ABILITY TO ANALYZE CRYPTO-CURRENCIES.
- SPECIALIZATION IN TECHNICAL ANALYSIS AND (SPOTTING TRENDS).
- FUNDAMENTAL ANALYSIS OF “ALTCOINS.”
- ABILITY TO NETWORK AND RAISE CAPITAL.
- COMMUNICATIONS WITH INVESTORS AND POTENTIAL INVESTORS.
- STARTUP CAPITAL (GROWN 1000-FOLD).
**KEY ACTIVITIES**

- FOCUSING ON PERFORMANCE (RETURNS).
- PORTFOLIO MANAGEMENT (TRADING).
- PROBLEM SOLVING (ANALYZING).
- NETWORKING (COMMUNICATION).
- CAPITAL FORMATION (RAISING $$).
- GUERILLA MARKETING (SOCIAL MEDIA).

**KEY PARTNERSHIPS**

- TD AMERITRADE (TD BANK)
- CRYPTO EXCHANGES (POLONIEX.COM, BITTREX.COM, KRAKEN.COM).
- PRIME BROKERAGE RELATIONSHIP (INTERACTIVE BROKERS.COM).
- FUND ADMINISTRATOR (TOWER FUND ADMINISTRATION SERVICES).
- 3RD PARTY MARKETERS (DISTRIBUTION).
- FUND AUDITOR (AT END OF YEAR).
- POSSIBLE JOINT VENTURE OPPORTUNITIES WITH AN EXISTING FUND?
- INITIAL COIN OFFERINGS (ICOs) PARTICIPATION IN?
COST STRUCTURE

LOW OVERHEAD COST STRUCTURE.

LOW FIXED COSTS.

DELAWARE FEES TO INCORPORATE LLC & LP ($888.00).

CALIFORNIA – LLC5 AND LLC12 ($400).

$800 DOLLAR PER YEAR MIN TAX (CALIFORNIA) PER YEAR PER ENTITY.

WEBSITE ($9.99 PER DOMAIN (x2), $10 PER MO.).

PHONE NUMBER ($13 PER MONTH + $.10 / min.

OTHER LEGAL FEES ($1000 paperwork).

FUND ADMINISTRATOR ($500 PER MONTH).
TYING IT ALL TOGETHER: “WIN-WIN” VALUE-ORIENTED RELATIONSHIPS
THE END – QUESTIONS, COMMENTS?

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- https://www.facebook.com/realjohnchalekson
- http://www.angellist.co/john-chalekson
- http://myopportunity.com/profile/john-chalekson/nw

- Link to presentation(s):

John Chalekson
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