

## Etherical Alpha

Our premise is straightforward, some might even say old-fashioned. Buy low, and sell high. Buy what? Alt-coins.

In 2017 Bitcoin, Ethereum, alt-coins and ICOs have performed exceptionally well. It is possible, even logical, to outperform them. When BitCoin was first traded, it was worth \$0.003. 4 months later, it was \$0.08. 1 year later, it was \$1 – already a 33000+% return for the first investors. If BTC went up 33000% again from \$6000, each BitCoin would be worth \$200 million. Such hyper-growth is more likely in new coins.

The greatest returns go to those who purchased at the lowest price. There are many new coins priced in cents that soon will be priced in dollars.

In the world of alt-coins, bitcoins, cryptocurrency and digital tokens, there is a consistent way to get the lowest price available. Invest before the ICO.

In traditional technology investing, companies raise funds from angel investors, then series A & B rounds from venture capital, series C from investment banks then IPO. The timeframe from angel investment to IPO could be a decade.

The blockchain has compressed this entire cycle, and now ideas can go very rapidly to Initial Coin Offerings. The assessment of the investment is more like angel investment than traditional VC, private equity or hedge fund – with the liquidity of a publicly traded stock.

If a coin is made available to the public at 5 cents, and later is valued at \$1, this is a 2000% return. It may happen in years, months, or minutes. The coin could also fall in value to 2 cents.

If we purchase the coin before the ICO at 2 cents, the risk of it dropping in value is still there, but is much reduced. It would need to drop 60% from its 5 cent ICO price before we lost any value. In reality, at pre-ICO purchase the only risk is that the ICO might not happen. When it happens, at 5 cents, you have an immediate 250% return. If it breaks through a dollar, the return is 5000%.

Etherical will buy at the lowest possible prices by negotiating pre-ICO deals. We will use Internet research and personal networks in technology and finance including Silicon Valley, London and Asia to identify promising Token Sales. We will perform due diligence to evaluate the most interesting candidates, considering technology, management team track record, business plan, market opportunity. These investments are more like angel investments than venture capital or IPO investments, as in most cases the product does not yet exist and the market is untested.

We will seek discounts of at least 30% to the public offering price.

The token will pay a dividend each time a position is exited profitably. Half the net profits will be distributed proportionately to token holders wallets, the rest retained in Etherical Alpha for re-investment.

Etherical will become actively involved in promoting the coins in its portfolio through social media channels and our international network of cryptocurrency experts.

### **The Mechanics – How Does It Work?**

During the Token pre-Sale, send BitCoin BTC or Ethereum ETH to our wallet address and give us your wallet address. When we receive payment we will send `1 tokens to your wallet, and optionally email you a referral code to promote the pre-Sale to others. A referral bonus of **5%** of each purchase using the code will be offered to **both the purchaser and referrer**, issued in ZEA tokens. **20% extra bonus tokens** will be issued **during the pre-Sale**.

At the end of the Token pre-Sale, 5% of total tokens sold will be issued to the management team. All transactions will be committed to the blockchain and the token code will be activated to allow trading. ZEA tokens are ERC20 which are tradeable and may be listed on exchanges.

### **The Fine Print**

Etherical will charge an annual maintenance fee of 2% of portfolio value and a performance fee of 20% of realized capital gains. 10% of funds raised will be used for expenses. This offering is only available to sophisticated investors who understand the high risk. Consider legal and financial advice before purchasing. There is no guarantee that tokens will have any future utility or that any market will exist for trading them. Etherical and its advisors take no responsibility for the legality of this token crowdsale in your country. If token crowdsales are not legal in your country, do not participate.

### **Why Should I Invest In This? Can't I Do This Myself?**

Deal flow, due diligence, personal relationships, access to upcoming ICOs that are not yet public, technology expertise, Silicon Valley experience, angel investing experience, track record of successful IPOs and ICOs, negotiating power.

Promoting portfolio of tokens on YouTube, Twitter, Facebook, Gab, dTube, BitChute, Steemit, Medium and other social media platforms.

### **Why Is This New Type of Investment Superior to Angel or Venture investing?**

The cryptocurrency space is evolving rapidly, but the old maxim of buy low, sell high still reigns supreme in investing. Purchasing at a substantial discount to the public ICO price gives Etherical consistent positive returns as soon as the ICO begins. Exiting positions even partially will return dividends to token holders.

This model offers an attractive blend of continuous returns with long term upside that exploits the fixed supply, floating demand nature of cryptocurrencies. The tradeable nature of ERC20 Ethereum tokens gives liquidity to investors.

**How To Invest** Follow the instructions at <https://etherical.io/tokensale>