

Introduction to crypto assets investing

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

60 minutes - presentation made on 20 May 2021

- 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

Fundamental analysis applied to BTC and ETH

50 minutes - presentation made on 20 May 2021

- 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



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Maxime Lagane holds a bachelor's degree in HEC from the University of Geneva and a CAS in compliance management from the University of Geneva. With more than 11 years of experience in the banking sector, Maxime Lagane worked for several private banks, notably as an external auditor for 4 years (Ernst & Young), and for the past 7 years as a compliance specialist, advising the management of Banks (Lloyds TSB, Banque Pictet & Cie SA, Barclays Bank (Suisse) SA) on Swiss regulations mainly products, markets, services, organizational measures, various risk assessment and other regulatory advice to the direction.

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