

The background features a dark green color palette with various financial data visualizations. At the top, there are faint candlestick charts and line graphs with numerical values like '176.50', '75.75', and '23.60'. The bottom half of the image is dominated by a complex network of glowing green lines and nodes, resembling a blockchain or data network structure. The entire content is framed by a white border with rounded corners.

# BLOCKQUAKE™

CREATING SEISMIC SHIFTS™

## **Pre-Investment Tips**

## Looking to invest in Crypto?

Here are 6 Pre-Investment Tips from BlockQuake's Chief Strategist, Sam Hyun.

Before you invest in a Crypto Asset (think Bitcoin) or an Initial Coin Offering or Security Token Offering (think buying stock in a company), do your due diligence. Channel your inner Sherlock and start investigating.



### 1 Visit the Website

Check out the website for the company or project. What type of information is provided? If there isn't a website, that's an immediate Red Flag.



### 2 Look at the Team

Does the project have a well-established team? Who are the key players and what are their backgrounds? Do the team members have an online presence beyond the company website? Also, look at the size of the team relative to the scope of the project.



### 3 Read the Whitepaper

What is the problem or opportunity that exists and how does the project solve it? The whitepaper (or other relevant project documents) will provide the backbone of what the project will entail - business plan, business scope, money allocation, expected/potential investment returns, positioning etc. Do they have any strategic partnerships with established companies? What is the scope? The scope of the project can dictate how large the company will be and how fast the company is trying to expand. After reading the whitepaper, you should have a good understanding of the project.



### 4 Obtain Info from 3rd Party Sites

In addition to a standard Google search, there are crypto news sites and data aggregators that feature information on crypto projects and coin offerings. A few places to start are CoinMarketCap.com and CoinGecko.com where you can see the market cap, ranking etc. for hundreds of cryptos. These listings can provide information relating to the overall size of the cryptocurrency market as well as provide additional resources and information on the project.



### 5 Be Interested in the Project

This goes for all types of investments. Don't invest just because your cousin Tom did. Fear of missing out (FOMO) is a No-No. Don't get caught up in the Fear, Uncertainty, and Doubt (FUD) which can influence perception. You should be interested and believe in the type of service or product the company offers. Can you see it thriving and having real use case utility in the marketplace?



### 6 Look at the Community

Is there a community and what are they saying about the project? Read blogs and articles, look at Reddit and Telegram as well as social media. Community support can help propel a project.

The key is to **Do Your Research**. Apply the same investigative technique as you would for any other investment or major purchase - no matter how popular the crypto is.

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