

A person in a dark suit and striped tie is shown from the chest down, interacting with a digital interface. The interface displays a candlestick chart with green and blue bars. In the foreground, several glowing cryptocurrency tokens are visible, including a large Bitcoin (BTC) token and various other tokens with different logos and colors like yellow, green, blue, and purple. The person's hand is touching one of the tokens on the screen.

# Smart Diversification: Building a Portfolio with Startup Tokens

When it comes to investing, one of the golden rules is diversification. This strategy becomes even more relevant in the startup world, where risks and opportunities abound in equal measure.

On iSelfToken, you can build a balanced portfolio with tokens from multiple startups, increasing your chances of return while reducing your risks. This presentation will guide you through the process of creating a smart, diversified portfolio of startup tokens.

**iSelfToken**  
**Crowdfunding**

# Why Diversification Matters



## Risk Management

Protects your capital by distributing risk across different projects, sectors, and stages of maturity



## Portfolio Stability

Creates greater stability even if one project underperforms



## Market Insights

Provides more learning opportunities and insights from the startup ecosystem



## Return Potential

Increases chances of high returns with at least one of the startups succeeding







# Building Your Token Portfolio

## Diversify Startup Profiles

Include projects in different stages: ideation, operation, and growth. This creates a balance between early-stage potential and more established ventures.

## Select Different Sectors

Choose startups from various industries such as health, technology, education, and food. Sector diversification helps protect against industry-specific downturns.

## Prioritize Verified Startups

Look for the "Verified Startup" badge on iSelfToken to ensure you're investing in legally vetted companies with proper documentation.

# Portfolio Management Strategies



## Balance Investment

Distribute your budget across 3-5 startups instead of concentrating in one



## Monitor Performance

Track updates and progress of each startup using the iSelfToken platform



## Adjust Periodically

Rebalance your portfolio based on performance and new opportunities

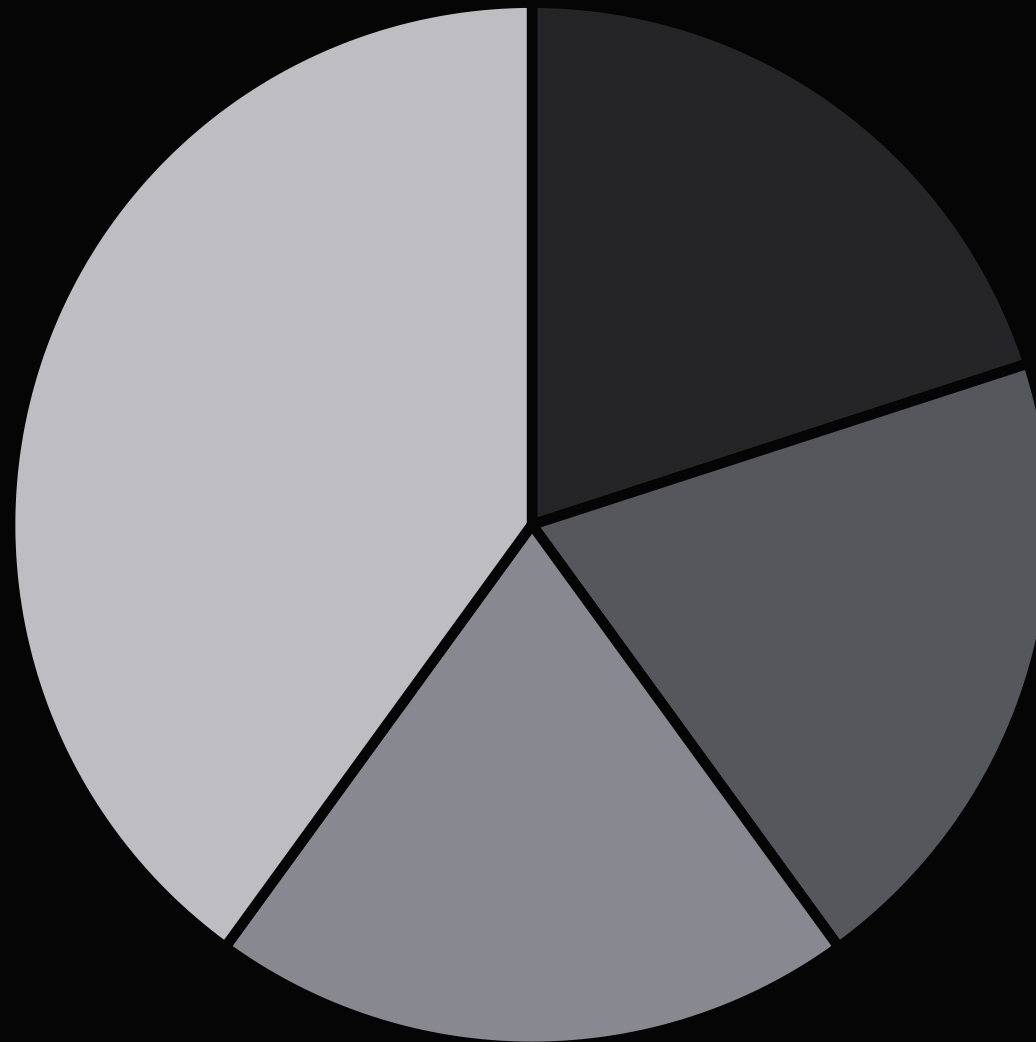


## Continue Learning

Stay informed about market trends and startup developments



# Sample Diversification Strategy



■ Health Startup (Growth Stage)

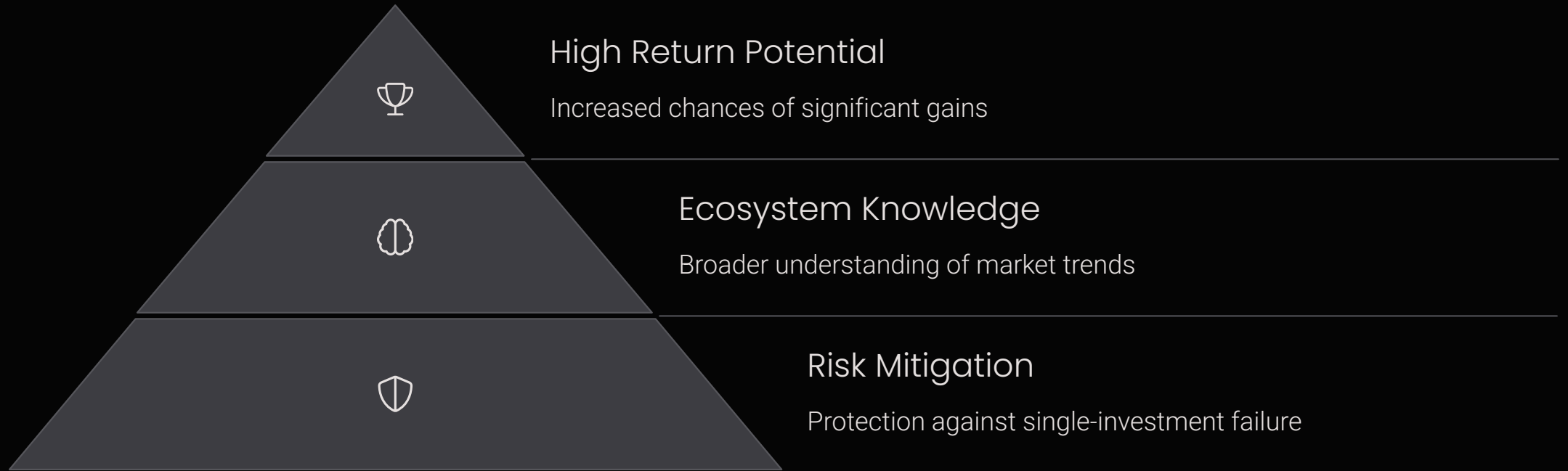
■ Edtech (Operation Stage)

■ Social Impact (Early Stage)

■ Fintech (Strong Marketing)

This example shows how to distribute an initial R\$1,000 investment across different startup types. Note the larger allocation (40%) to the fintech with a strong marketing plan, which may represent a more established opportunity, while maintaining equal exposure (20% each) to other sectors and growth stages.

# Advantages of a Diversified Portfolio



A well-diversified portfolio offers multiple benefits beyond just financial returns. By spreading investments across different startups, you gain valuable insights into various industries and business models. This knowledge can inform future investment decisions and help you identify emerging trends before they become mainstream.

# iSelfToken Platform Tools



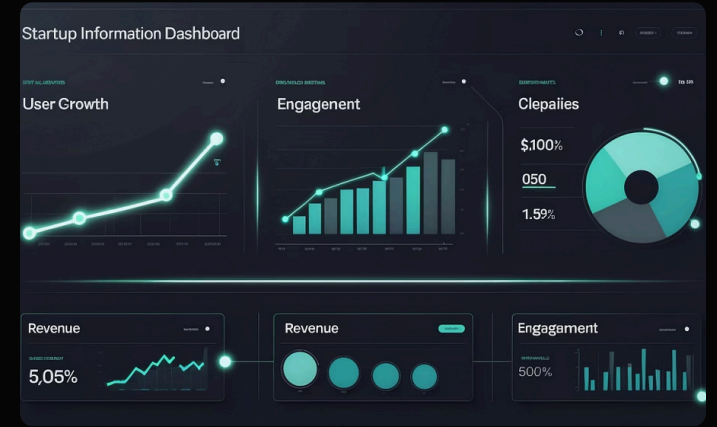
## Startup Listings

Clear categorization of startups by stage and sector, making it easy to identify diverse investment opportunities that match your portfolio strategy.



## Verification Badges

Visible verification badges on fundraising pages help you quickly identify startups that have undergone legal verification, reducing your due diligence burden.

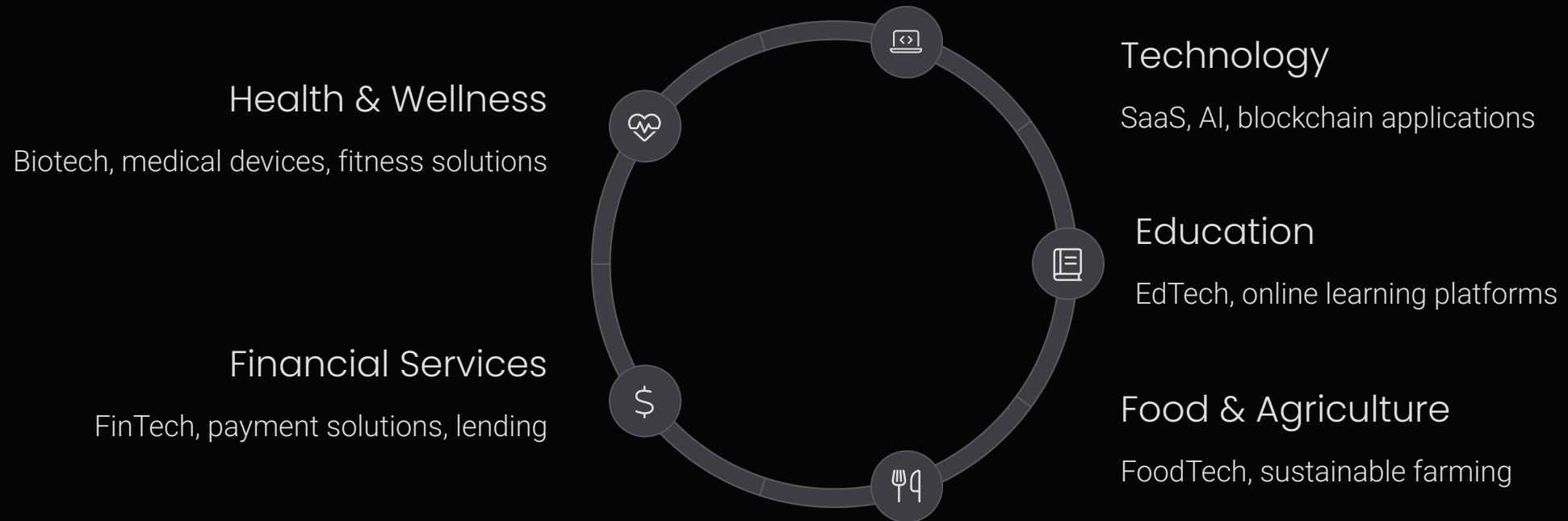


## Detailed Information

Comprehensive data about each project allows for informed decision-making when selecting startups for your diversified portfolio.



# Sector Diversification Strategy



Spreading your investments across different sectors helps insulate your portfolio from industry-specific downturns. When one sector faces challenges, others may continue to thrive, providing stability to your overall investment strategy.



# Growth Stage Diversification



## Ideation Stage

Highest risk, highest potential return

---



## Operation Stage

Moderate risk, proven business model

---



## Growth Stage

Lower risk, established market presence

Balancing your portfolio across different growth stages is crucial for managing risk while maintaining exposure to high-growth opportunities. Early-stage startups offer the highest potential returns but come with greater uncertainty, while growth-stage companies provide more stability but potentially lower multiples on your investment.

# Building Your Future with Smart Diversification

## Strategic Approach

Building a diversified portfolio with startup tokens represents a smart way to invest with strategy and future vision, balancing risk and opportunity.

## Accessible Platform

iSelfToken provides all the tools and information needed to build a solid, accessible, and promising portfolio of startup investments.

## Long-term Vision

By diversifying across sectors, growth stages, and business models, you position yourself to benefit from the innovation economy for years to come.

Smart diversification isn't just about spreading risk—it's about strategically positioning yourself to capture value from the most promising areas of innovation. With iSelfToken's platform, you have everything you need to build a portfolio that aligns with your investment goals and risk tolerance.