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I. Foreword

We bring you insights from the world's top institutional investment research businesses – with a focus on emerging cryptocurrencies.

There is increasing institutional recognition of new and emerging cryptocurrencies. While bitcoin has seen sizeable gains, we are seeing greater acknowledgment that the price will continue to rise in 2017, particularly after August 2017.

The money which has been flowing into bitcoin and altcoins generally in 2016 and 2017 has shifted from the hobbyists and early adopters, to broader take-up. This has been driven by high net worth individuals and greater awareness in Asian markets such as China, South Korea, Japan, and increasingly India.

However, from our inside-view of the institutional investment industry, we believe that the real boom is still yet to come. There is increasing interest among individuals at institutional investment houses who are investing their own personal funds, which will soon translate into greater investment of client funds into cryptocurrencies as an investment vehicle. Much of our analysis of upcoming coins will focus on the business-case for the coin, and whether we can see broad institutional and public interest in coins.

We have been in the business of trading cryptocurrency since 2014, and in that time, we have seen many coins come and go which the market had believed was promising. In these circumstances, many investors hold the coin, watching their investment depreciate, until the development team of the coin simply ceases work and the coin fades to the bottom of the market cap rankings. These events can be predicted with the business focused-analysis which our team engages in. The reason these coins fail despite interest from initial investors is that many speculators simply do not have the technical ability and industry knowledge to determine the use-case and value-proposition of a coin – we are seeing a number of these coins in the top #100 market cap in 2017 and expect the landscape to change significantly in the lead-up to 2018.

While our vision and primary service is to reveal unrecognised and promising coins to the market, we will also periodically release analysis on high value coins which are likely to see declines in their market cap as the excitement around their potential fades and reality returns to the market.

II. Who we are

Spero started with a group of professionals with international finance experience. We have representatives from banking, finance, consulting, law, and technology. We have been trading and investing privately since 2014, then as a group from 2015 – and now we have decided to create Spero Research.

Institutional cryptocurrency and distributed ledger technology ('DLT') deals are becoming increasingly commonplace, and since 2015 we have each positioned ourselves as experts in the cryptocurrency space within our respective institutions. This means that we have a front row seat, and ability to influence, some of the most exciting developments in the institutional stage take-up of this exciting technology. We each remain in our day-jobs working on the institutional side of DLT, and engage in trading and research on the side, but these worlds are becoming increasingly blurred.

When we initially entered the bitcoin market, we were the only people in our offices discussing this strange new bitcoin phenomenon. Now we have people approaching us after meetings and asking which coins we recommend, which exchange to load into, and what the implications are for cashing out significant profits. The crypto world has changed immensely since 2014, and this is just the beginning.

Seeing this evolution of the space, and after considerable success in our trading efforts, we have decided to create Spero Research to share our knowledge, expertise, and first-hand institutional insights with the cryptocurrency investing community. While the core founders remain at the head of Spero Research, we are also building a team of hand-picked professionals from around the world to increase the local expertise, and technical depth of our analysis.

III. Our Values

From an early stage, our values have been the pillars supporting our investing successes. We truly believe that our idea to form Spero Research and our individual accomplishments have been a result of our adherence to these principles. By joining us, we hope that you will embrace these values, as we have, to embark on a prosperous and successful journey together.

Community

“Every successful individual knows that their achievement depends on a community working together.”

We are here to build an informed community in the cryptocurrency landscape. Members are expected to show respect and courtesy to one another. Any behaviour otherwise will not be tolerated.

Excellence

“Excellence is the gradual result of always striving to do better”

Day in, day out, we strive to be the best in providing members with our service. However, we also expect members of the community to contribute in the same way, to help us achieve our vision together.

Patience

“Patience is the ability to count down before your blast off”

We hope to instil patience in all our members. We are investors ourselves and understand that fundamentally strong projects are those that ultimately survive. We also ask for patience for our work at Spero Research. Please be assured that we are constantly working to deliver the best.

Professionalism

“There is good reason that a professional demeanour appears so often amongst the business elite”

At Spero, we pride ourselves on being the best in our respective fields. As a result, we will always and only deliver high quality solutions to our members. We realise that in order to become truly successful, this is how we will build the community's trust.

Value

“The crypto market is filled with individuals who know the price of everything, but the value of nothing.”

As fundamental analysts, our goal is to buy value. We enjoy profits but this comes naturally with a great project. Our focus is therefore not on the price of coins or short-term profits. We look for undervalued projects with great potential and steady profits have naturally followed.

IV. Our Vision

Our vision is to become the premier cryptocurrency research house on the market. We believe in a future where cryptocurrencies form a part of our everyday life. There are many projects that will succeed but also those that will fail. It is our vision that Spero Research will become a trusted source of information and the hub of a vibrant and thriving community.

1. Market Leader

Our vision is to become a market leader in delivering professional and invaluable solutions based on fundamental analysis. We will eventually provide a full suite of capabilities to assist members, including important research materials and essential tools. For example, we will continue to foster our industry connections to provide in-depth and exclusive insights. We are also eager to continually build our team at Spero Research. As such, Spero Research will attract and continually scout out the best talent in the crypto market. This includes personnel ranging from analysts to developers to social media influencers. In building our community, we understand the importance of working together, and by retaining the brightest and best minds, we hope to become a trusted and reliable name amongst the crypto community.

2. Supporting Cryptocurrency

At Spero Research, we are constantly looking for undervalued projects to bring to our members. We believe that we are well-positioned to bring support and awareness to these projects. The analysts here at Spero Research undertake great pains to ensure that our analysis is accurate and thorough. All our selections go through a rigorous vetting process before an analyst panel before we are confident of its prospects and value in the future. Our ultimate goal is to ensure that the community is well-informed of these reliable and promising projects and to support them so that they can flourish in an inefficient market. Spero Research truly believes in making a difference for investors and development teams alike and that the support of high-potential projects is absolutely essential for the success of cryptocurrency in the future.

3. Intelligent Investment Hub

We believe in developing a community of investors, not speculators. Here at Spero Research, our focus is on the future. As such, we strongly believe in developing active, courteous and intellectual members. To shape our Spero community towards this vision, we expect all members to adhere to our values, which can be found above. We will also be imparting wide-ranging initiatives and contributing time to develop our own resources for the members to learn and grow. This investment in our members will ensure meaningful discussions the coin prospects of different technologies and opportunities within our community are the status quo. For the seasoned professionals, we will be adopting a dual-group system to ensure quality discussions at a more sophisticated level.

V. Our Services

To market the awareness of undervalued coins and spread early-stage investment opportunities, we will provide a range of services from Spero.

Research Reports

Led by our founders, our analysts will work to produce regular professional-grade research reports on the potential of undiscovered and undervalued coins.

These reports will create an assessment matrix for each cryptocurrency to determine the potential of the coin, its strengths and weaknesses compared to similar cryptocurrencies in the market, and whether we feel that the technology has more potential.

Our team is composed of expert fundamental and technical analysts. Combined with our industry connections, we ensure that the coin is covered from every angle.

Current Market Analysis

While our main goal is to report on promising projects, it is critical not to lose sight of the meta-movements in the cryptocurrency market. As such we will provide commentary on a periodic basis on larger-scale impacts on the cryptocurrency market.

These will be based on the insights of Spero members in their range of institutional roles around the world, and also on market research.

Intelligent Investment Hub

Cryptocurrency investment is still in its infancy, and at this stage, community is crucial. We will be providing a number of forums via Telegram, Twitter and our website for investors to gather and discuss their portfolios and potential opportunities.

The Intelligent Investment Hub will create a dialogue between Spero members and our supporters, to provide clarification on our research reports and to create a two-way discussion on emerging and undervalued cryptocurrencies. We will also be adopting a multi-pooling structure within our Hub to ensure a high quality of relevant information is constantly delivered to members.

We recognise talent and experience at Spero and as members demonstrate business acumen and knowledge of the market, they will be invited to discuss upcoming coins with groups of our professional analysts.

VI. Getting Involved

Spero may periodically be hiring new staff members, with positions advertised on www.speroresearch.com.

We are always looking for new community members, and our general Telegram are open to all new members. Spero announcements and news are available from our official Telegram channel and Twitter.

Join our community! For more information, please visit www.speroresearch.com.





Disclaimer

Spero Research is a group of members providing information about areas of interest in the technology industry – we are not providing professional investment advice, legal advice, accounting advice, and we are not providing information which anyone should trade on. Spero does not accept any liability for trades undertaken on information provided by Spero. Statements made by members on social media channels are not to be taken as statements of Spero, and no member has the authority to act as an agent of Spero or bind Spero in any capacity. Members of Spero are themselves investors in cryptocurrencies and may hold investments in the cryptocurrencies which are the subject of research and commentary.