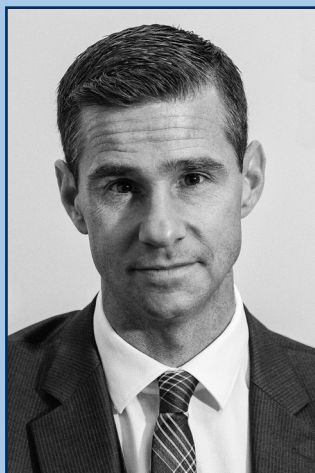


# Financial Insights



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#### Wine Pick:

**Poplar Grove The Legacy 2012**  
 \$49.90/750ml



*Great silky wine, if you  
 can find it, from the  
 Naramata Bench.*

*This is their expression  
 of a Bordeaux blend  
 and it has nice balance.  
 Perfect with roast beef!*

<sup>1</sup> Coinmarketcap.com

Happy New Year to all and welcome to 2018. For the sake of brevity and readability, we have decided to condense all newsletters into a concise one page format. We are all constantly inundated with information. Most of us have overflowing spam folders of discarded emails. But we want to be different. We want to help create meaning and actionable ideas, not confusion and disinterest.

Hot Topic: BITCOIN. Love it, hate it, or don't care, but the "concept" is here to stay. Bitcoin is an alternative currency. Yes, it is money because you can buy goods and services with it. Arguably, it has all of the necessary characteristics of money. The better question to ask is will it survive or are there other options? There are over 1450 "cryptocurrencies"<sup>1</sup> currently issued and many will not survive the year. So why bother? Ah, here's where it gets interesting. The technology behind bitcoin and all cryptos is the blockchain. A deep dive into this technology will provide numerous opportunities for wealth creation in the years to come. Do yourself a favour and Google blockchain. There is a growing consensus that this innovation will be the next Internet. I believe that we are in the early stages of a transformation in verification and validity for information which will disrupt our current system. I also believe, as many others, that this has very positive implication for our future. I will endeavour to find investment opportunities in this space and share my findings with you.

One final thought before we sign off on this edition. Emotions play tricks on our mind especially, when we discuss investment opportunities. There are reams of books discussing this and a whole branch of finance, known as behavioural finance, which attempts to explain our shared cognitive biases. Take my advice. There will always be another opportunity and another time to make money. Patience is always rewarded in investing, brashness is not.

Many Happy Returns,

#### Notable Quote:

*"Yesterday's the past, tomorrow's the future, but today's a GIFT.  
 That's why it's called the present"*

– Bill Keane

*[www.maxwealthfinancial.ca](http://www.maxwealthfinancial.ca)*