



ALTERNATIVE MONEY FUND LP

GENERAL PARTNER: ALTERNATIVE MONEY FUND MANAGEMENT LLC



DISCLAIMER:

- This is not an offer to sell or a solicitation of any offer to buy any securities. Offers are made only by prospectus or other offering materials.
- To obtain further information, you must complete our investor questionnaire and meet the suitability standards required by law.

Hedge Fund Investors

Section 3(c)(1) Funds

- Limited to 99 investors
- Accredited Investor
- Qualified Client
 - Natural person with a net worth of \$1,500,000
 - Note: may be dependant on state law



MISSION STATEMENT



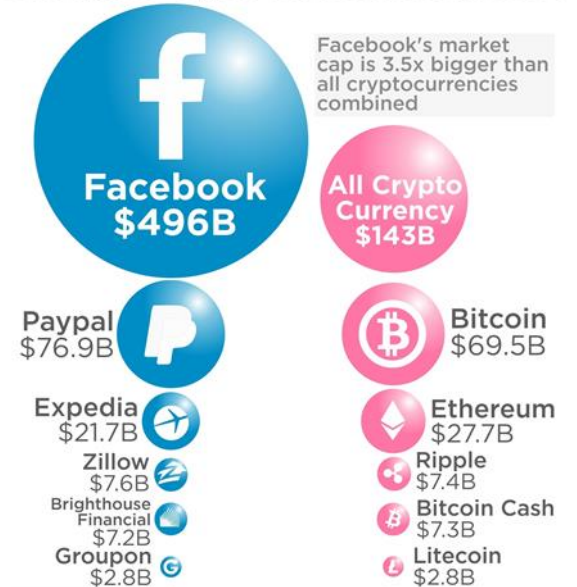
**AltMoneyFund.com® Alternative Money Fund® is a
Crypto Currency Hedge Fund "Specializing in Returning
Freedom and Value."™**

The fund is committed to provide exceptional returns through an actively managed diversified portfolio of blockchain assets.

With the emergence of Bitcoin, Altcoins and this exciting new technology has created a new asset class for investors. The volatility associated with these blockchain-based digital assets create valuable opportunities in an actively traded portfolio.

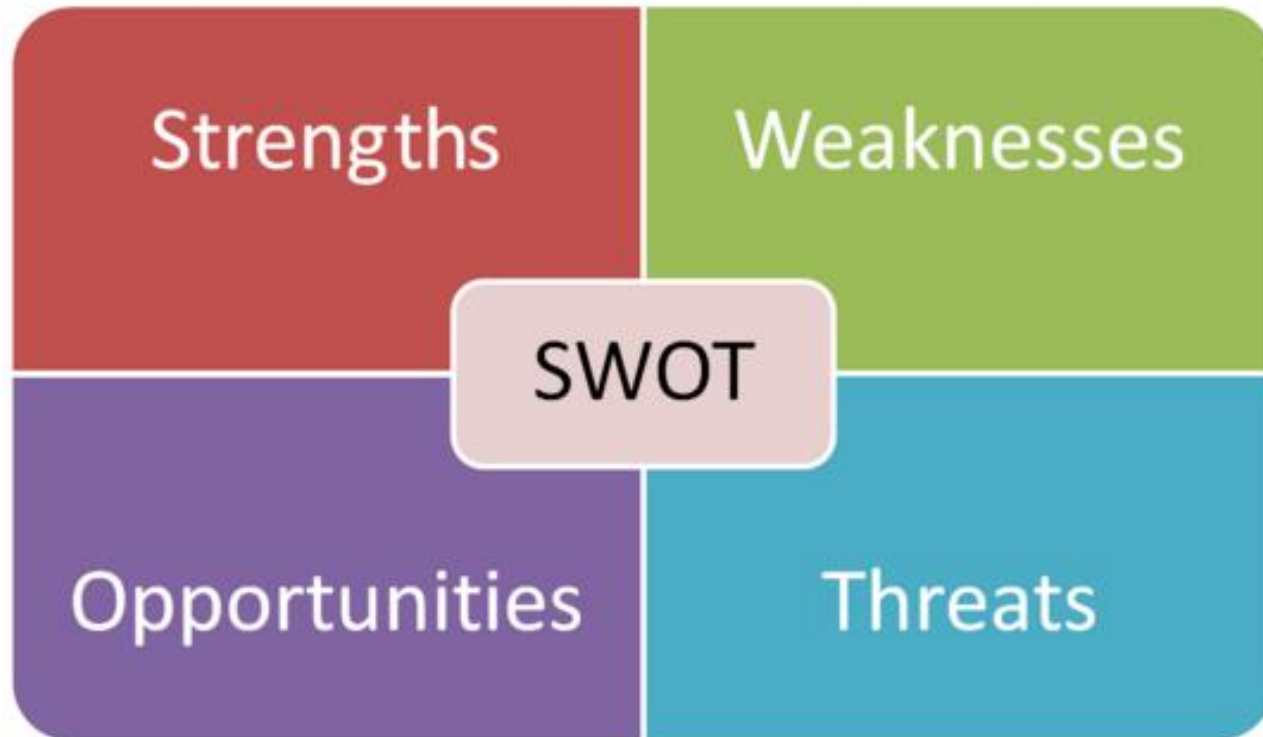
Our trading strategy does **NOT** use leverage or margin. Returns are reported monthly and capital accounts may be increased or redeemed each month.

Putting the Crypto Market in Perspective



*Financial snapshot on 9-29-2017
Article & Sources:
<https://howmuch.net/articles/putting-the-crypto-market-in-perspective>
<https://www.nasdaq.com/>
<https://coinmarketcap.com>

S.W.O.T.



SWOT ANALYSIS -- STRENGTHS:



www.zerohedge.com

**Cryptocurrency
Hedge Fund
Returns 2,129%
YTD | Zero Hedge**

- SMALL AND NIMBLE FUND (IN AND OUT OF POSITIONS WITHOUT CAUSING PRICE CHANGES IN MARKET).
- THE FUND DOESN'T HAVE SCALABILITY ISSUES BECAUSE ITS SMALL.
- NEW ASSET CLASS FOR INVESTORS NEVER BEFORE SEEN (JUST 1 OF 50 NEW FUNDS).
- AWESOME RETURNS SO FAR (+2000% YTD 2017, ZERO HEDGE, VALUEWALK, ARTICLES).
 1. <http://www.zerohedge.com/news/2017-08-22/cryptocurrency-hedge-fund-returns-2129-ytd>
 2. <https://www.valuewalk.com/2017/08/crypto-hedge-fund/>
 3. <https://www.valuewalk.com/2017/09/alternative-money-fund/>
- STRONG DETERMINATION (FOUNDERS).
- MANAGEMENT IS VERY EXPERIENCED AND EAGER.

SWOT ANALYSIS -- WEAKNESSES:

WEAKNESS

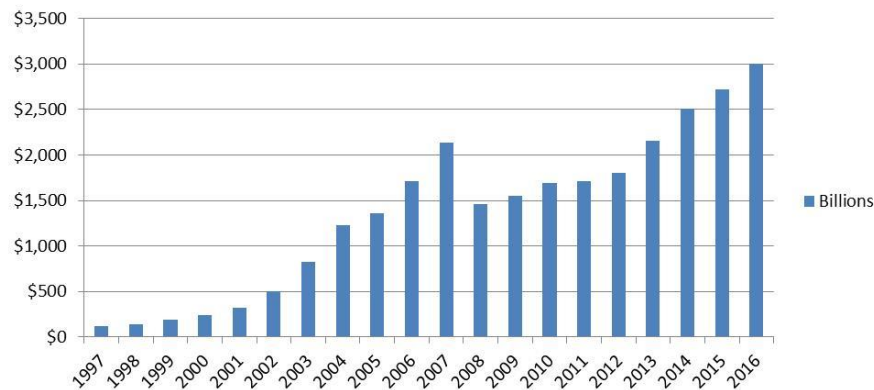


- BRAND MAY BE CONSIDERED TO BE TOO GENERIC SOUNDING.
- NOT ENOUGH CAPITAL TO ATTRACT LARGER INVESTORS YET.
- REGULATORY COMPLIANCE.
- COSTS ARE HIGH: AUDIT, ADMINISTRATOR, BLUE SKY FILINGS, FEES, TAXES.
- NEEDS SEED CAPITAL TO GET OFF GROUND.
- TROUBLE OBTAINING SEED CAPITAL BECAUSE OF VOLATILITY IN RETURNS.
- NOT GOOD AT ANSWERING THE PHONE.
- TROUBLE FOLLOWING THROUGH WITH RELATIONSHIPS OF CLIENTS.
- TROUBLE WITH PROCRASTINATION.

SWOT ANALYSIS -- OPPORTUNITIES



Growth of Hedge Fund AUM



- BRANDING – LOGO PHONE, WEB AND LOOKS AND SOUNDS PROFESSIONAL.
- HUGE GROWING MARKET.
- LOTS OF UPSIDE STANDARD DEVIATION.
- BIGGEST INVENTION IN COMPUTER SCIENCE IN OVER 20 YEARS.
- FEES: 2% AND 20% GREAT POTENTIAL TO MAKE LOTS OF MONEY.
- SETTING OURSELVES TO BE THE “EXPERT.”
- THERE IS **\$3.2 TRILLION DOLLARS IN AUM FOR HEDGE FUNDS.**
- HEDGE FUNDS ARE ON AVERAGE PROVIDING **6% PERCENT RETURNS** PER YEAR.
- CRYPTO IS A GROWING COMMUNITY.

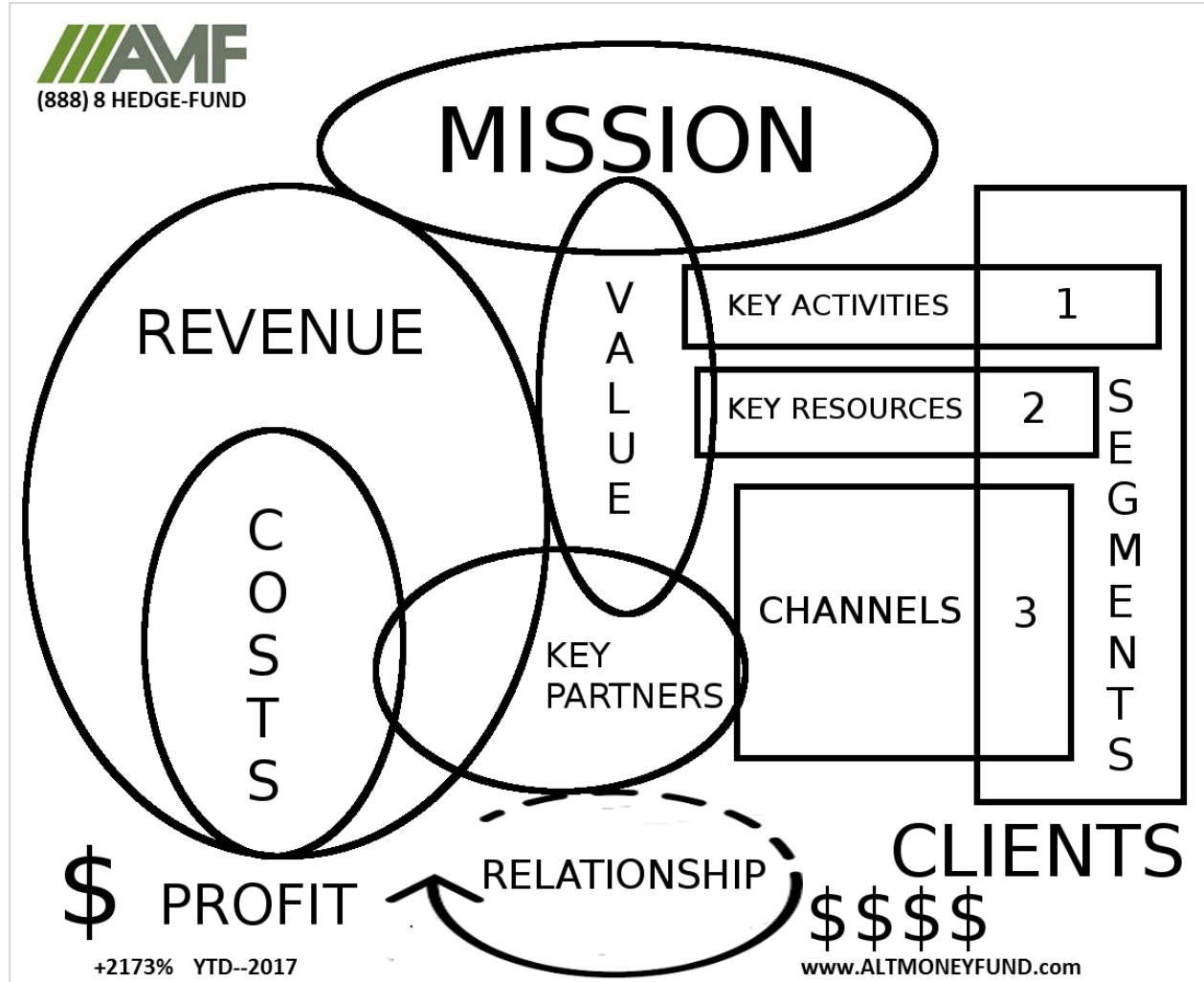
SWOT ANALYSIS -- THREATS



- GLOBAL MACROECONOMIC RISKS.
- HACKERS.THEIVES.
- A LARGE EXISTING HEDGEFUND MAY WANT TO START A SIMILAR PROJECT. BRAND-NAME RECOGNITION.
- THEY CAN SMOOTH THEIR RETURNS BETTER AND RAISE MORE CAPITAL QUICKLY.
- AMF “DRAW-DOWNS” ARE LARGE BECAUSE OF SMALL SIZE AND LACK OF MONTHLY CAPITAL INFLOWS.
- UNABLE TO OBTAIN CREDIT OR FINANCING.
- LACK OF A ‘TRACK RECORD.’
- BANKS DON’T WANT TO DEAL WITH HEDGE FUNDS (went to 7 banks to open an account).
- REGULATORS MAY TRY TO SHUT US DOWN IN THE FUTURE (SEC, CFTC, etc).

ESTABLISHING "WIN-WIN" RELATIONSHIPS

PROFIT SHARING: LLC AND LP





Time



Money



Expertise



Customer Segments

- Family and Friends.
- High net worth individuals.
- Accredited and Qualified Investors.
- “Fund of Funds” (Funds of Hedge Funds).
- Visionaries.
- Entrepreneurs.
- Consultants.

Value Proposition

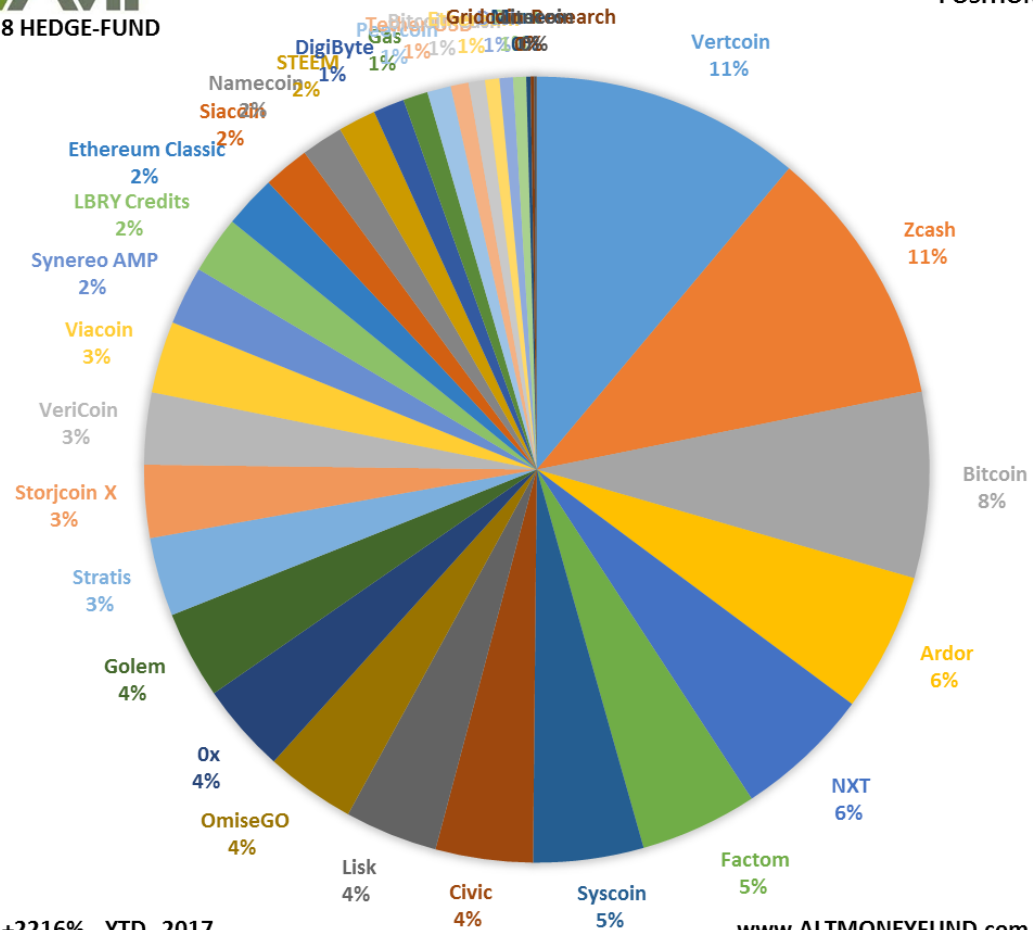
1. Fight Against Inflation.
2. US Dollar is losing rapid value in the short and long term.
3. New Money: Newness of the asset class.
4. Performance: 2017 has been good.
5. Diversification.
6. Risk Reduction: USD is a dangerous place to be .
7. Access to New Market.
8. They do not have time or expertise to do it themselves.

VALUE PROPOSITION (CONT.) DIVERSIFICATION + PERFORMANCE



ALTERNATIVE MONEY FUND, LP -- 10/22/2017

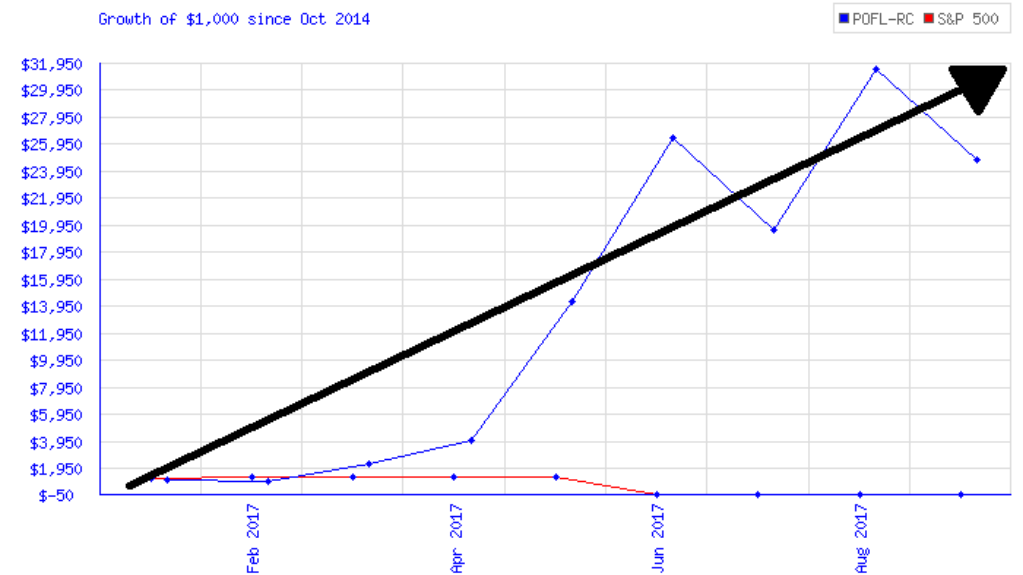
CURRENT POSITIONING:



+2216% YTD--2017

www.ALMONEYFUND.com

Growth of \$1,000 since Oct 2014



+2216% YTD 2017

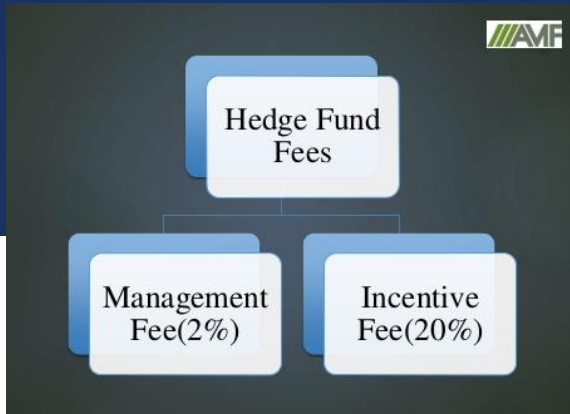


CHANNELS

- S.E.O. -- ONLINE WEB PRESENCE: WWW.ALMONEYFUND.COM
- SOCIAL MEDIA (FB, IG, TWTR).
- PHONE CALLS – (888) 8 HEDGE-FUND.
- FACE-TO-FACE MEETINGS.
- EMAIL: INFO@ALMONEYFUND.COM
- WORD-OF-MOUTH.
- HEDGE FUND DATABASES.
- NEWS ARTICLES ABOUT THE FUND.

CUSTOMER RELATIONSHIPS

- MONTHLY NEWSLETTER.
- MONTHLY UPDATE PERFORMANCE % (TIMELY REPORTING).
- BUILDING REPUTATION (TRACK RECORD).
- BUILDING TRUST.
- BUILDING LOYALTY AND BRAND (ANSWERING EMAILS AND PHONE).
- GETTING REFERRALS FROM EXISTING INVESTORS.



Revenue



KEY RESOURCES

- ABILITY TO ANALYZE CRYPTO-CURRENCIES.
- SPECIALIZATION IN TECHNICAL ANALYSIS AND (SPOTTING TRENDS).
- FUNDAMENTAL ANALYSIS OF “ALTCOINS.”
- ABILITY TO NETWORK AND RAISE CAPITAL.
- COMMUNICATIONS WITH INVESTORS AND POTENTIAL INVESTORS.
- STARTUP CAPITAL (GROWN 1000-FOLD).



REVENUE STREAMS

- 2% MANAGEMENT FEE PER YEAR TO GENERAL PARTNER.
- 20% INCENTIVE ALLOCATION OF PROFITS TO GENERAL PARTNER.
- PERFORMANCE BASED COMPENSATION.
- ALIGNED WITH THE BEST INTEREST OF THE CLIENT (LP's).

TO DO LIST

1. **MAKE**
2. **MORE**
3. **MONEY**



KEY ACTIVITIES

- FOCUSING ON PERFORMANCE (RETURNS).
- PORTFOLIO MANAGEMENT (TRADING).
- PROBLEM SOLVING (ANALYZING).
- NETWORKING (COMMUNICATION).
- CAPITAL FORMATION (RAISING \$\$).
- GUERRILLA MARKETING (SOCIAL MEDIA).

KEY PARTNERSHIPS

- TD AMERITRADE (TD BANK)
- CRYPTO EXCHANGES (POLONIEX.COM, BITTREX.COM, KRAKEN.COM).
- PRIME BROKERAGE RELATIONSHIP (INTERACTIVE BROKERS.COM).
- FUND ADMINISTRATOR (TOWER FUND ADMINISTRATION SERVICES).
- 3RD PARTY MARKETERS (DISTRIBUTION).
- FUND AUDITOR (AT END OF YEAR).
- POSSIBLE JOINT VENTURE OPPORTUNITIES WITH AN EXISTING FUND?
- INITIAL COIN OFFERINGS (ICOs) PARTICIPATION IN?

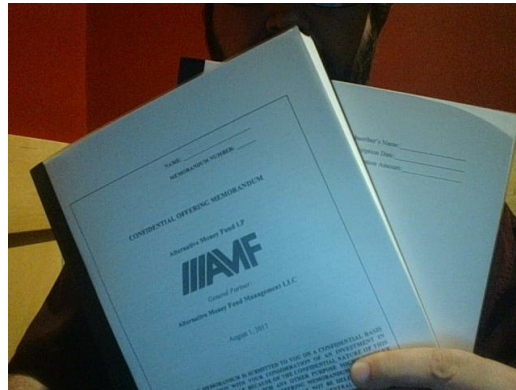
COST STRUCTURE



AMF AltMoneyFund.com
CRYPTO CURRENCY
(888) 8 HEDGE-FUND

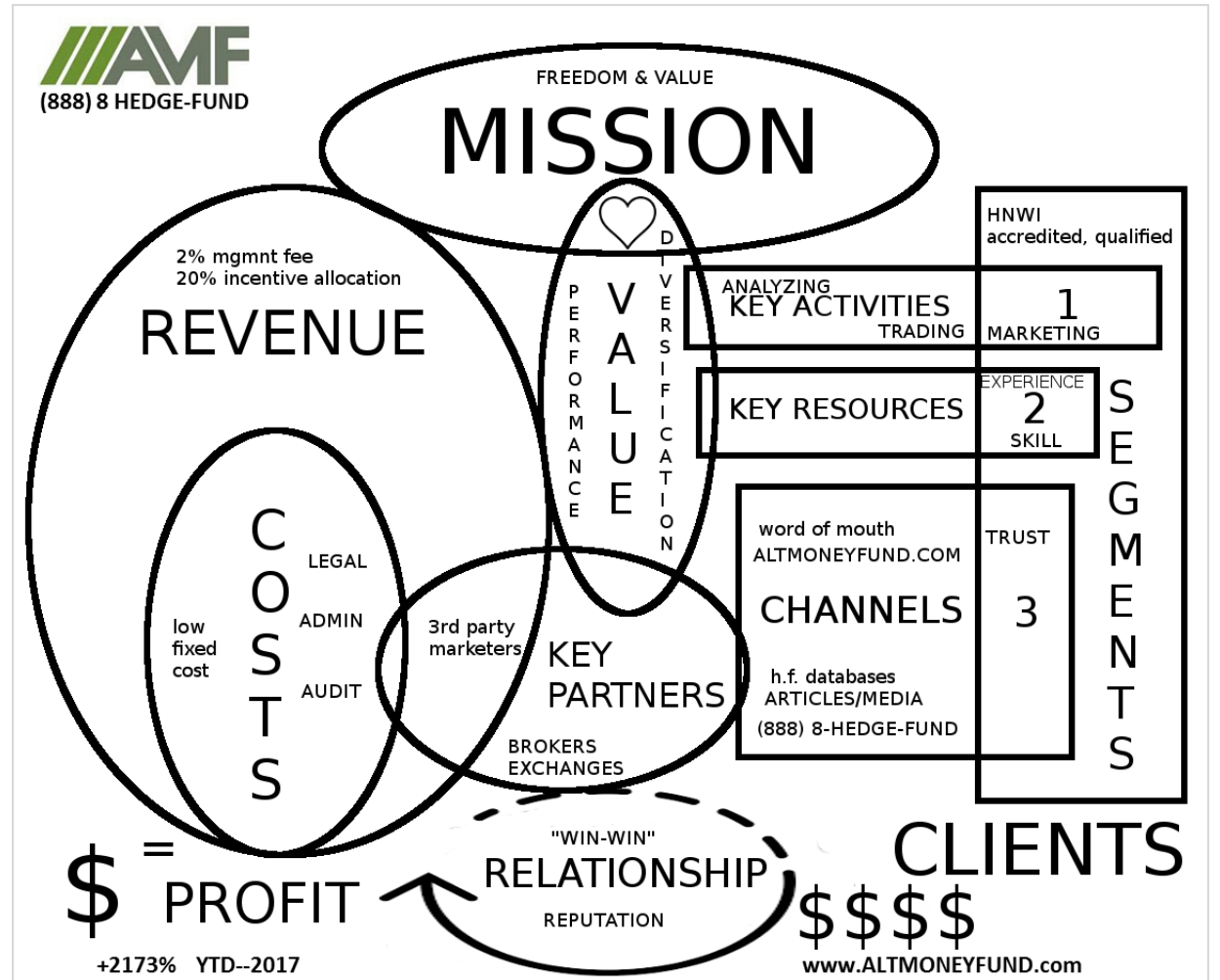
Offering Documents

- **Private Placement Memorandum (PPM)**
 - Similar to mutual fund prospectus
 - Discussion of important structural terms
 - Discussion of investment program
 - Information on management company and managers
- **Limited Partnership Agreement (LPA)**
 - Governing legal document
- **Subscription Documents**
 - Subscription agreement
 - Investor suitability questions

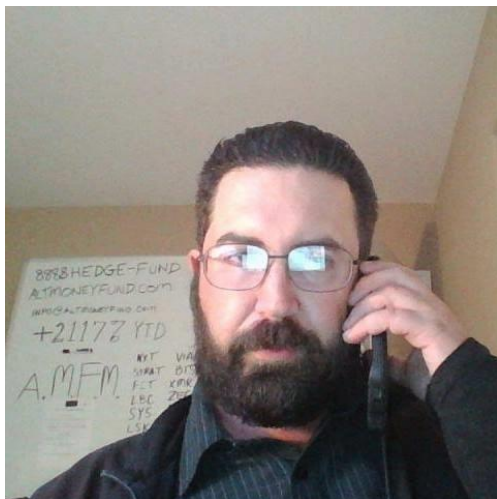


- LOW OVERHEAD COST STRUCTURE.
- LOW FIXED COSTS.
- DELAWARE FEES TO INCORPORATE LLC & LP (\$888.00).
- CALIFORNIA – LLC5 AND LLC12 (\$400).
- \$800 DOLLAR PER YEAR MIN TAX (CALIFORNIA) PER YEAR PER ENTITY.
- WEBSITE (\$9.99 PER DOMAIN (x2), \$10 PER MO.).
- PHONE NUMBER (\$13 PER MONTH+\$.10 / min.
- OTHER LEGAL FEES (\$1000 paperwork).
- FUND ADMINISTRATOR (\$500 PER MONTH).

TYING IT ALL TOGETHER: “WIN-WIN” VALUE-ORIENTED RELATIONSHIPS



THE END – QUESTIONS, COMMENTS?



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Alternative Money Fund Management LLC

<http://www.altmoneyfund.com/managing-members>

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- https://twitter.com/hedgefund_ghost
- <https://www.instagram.com/I0biteye/>
- <https://www.facebook.com/realjohnchalekson>
- <http://www.angellist.co/john-chalekson>
- <http://myopportunity.com/profile/john-chalekson/nw>

- Link to presentation(s):
- Business 13: http://altmoneyfund.com/AMF_2.pdf
- Business 12: <http://altmoneyfund.com/AMF.pdf>

VISUAL REFERENCES:

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