



ARKADIA  
DIGITAL ADVISORY

# Your bridge from traditional to digital finance

Corporate Presentation

Jan 2024



01.

# Who is Arkadia



# Vision

**Arkadia aims to become  
a **leading player** in the  
active digital asset  
management industry.**





# Arkadia prides itself on an incredible and diverse team of experts

## Governance



**FOUNDER & MANAGING PARTNER**

Alessandro Piccolella

+20y Financial Markets experience  
Banking and Insurance Advisor  
Crypto & Blockchain investor



**FOUNDER & MANAGING PARTNER**

Thomas Zara

Banking & Corporate Services background  
+20y Financial Markets experience  
Business Angel & Serial Entrepreneur  
Crypto & Blockchain investor

## Management



**OPERATION MANAGER**

Marco Caldana

+10y Process Manager at international  
Trade Companies.  
Crypto & Blockchain investor  
Bitcoin enthusiast



**STRATEGY MANAGER**

Corrado Cuttica

Trader & Technical Analyst  
Futures and Options Advisor  
Cryptonerd & Miner since 2016



**CHIEF FINANCIAL OFFICER**

William Pividori

DeFi Startup Founder & BTC Supporter  
Project Management background  
Experienced CFO & CSO (+10y)  
Mentor & Angel Investor

## Core team



**DEFI SPECIALIST**

Renato Macconi



**BOT SPECIALIST**

Daniele Micheloni



**MACRO & CICLICAL ANALYST**

Luca Fabbri



**ONCHAIN ANALYST**

Davide Galbiati



**INVESTOR RELATOR & BD**

Vittorio Ricatto



**ADMINISTRATION**

Luca Zaupa

## Advisors



**STRATEGIC ADVISOR**

Giacomo Zucco  
Bitcoin Specialist



**STRATEGIC ADVISOR**

Sergio De Prisco  
Co-founder at Decentra - Distributed  
ledgers academy



**LEGAL ADVISOR**

Lars Schlichting  
FinTech and LegalTech Expert

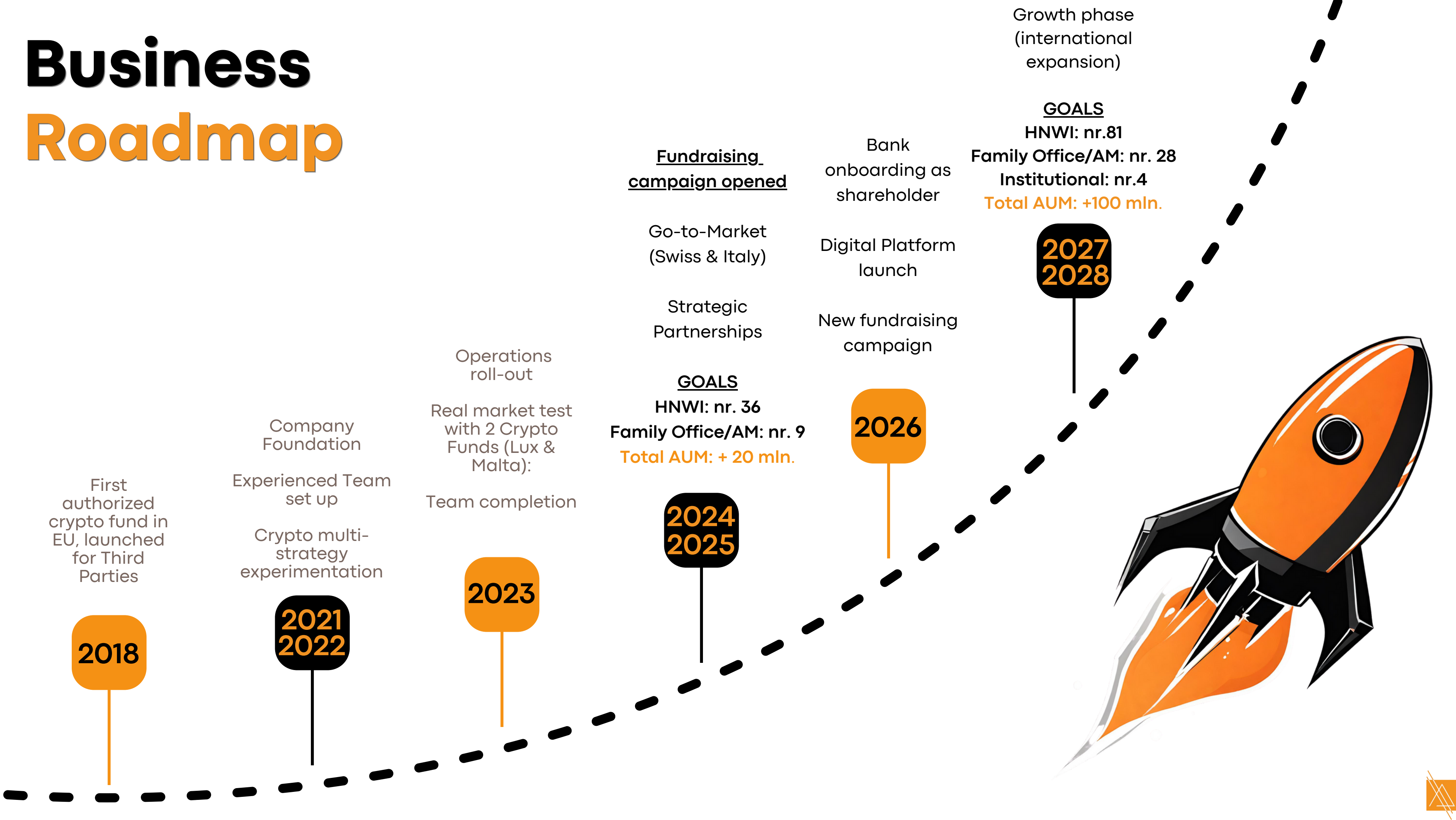


**FOUNDING & MANAGING  
PARTNER**

Avv. Fabio Maggesi  
MEPLAW - International Law Firm



# Business Roadmap



# 02.

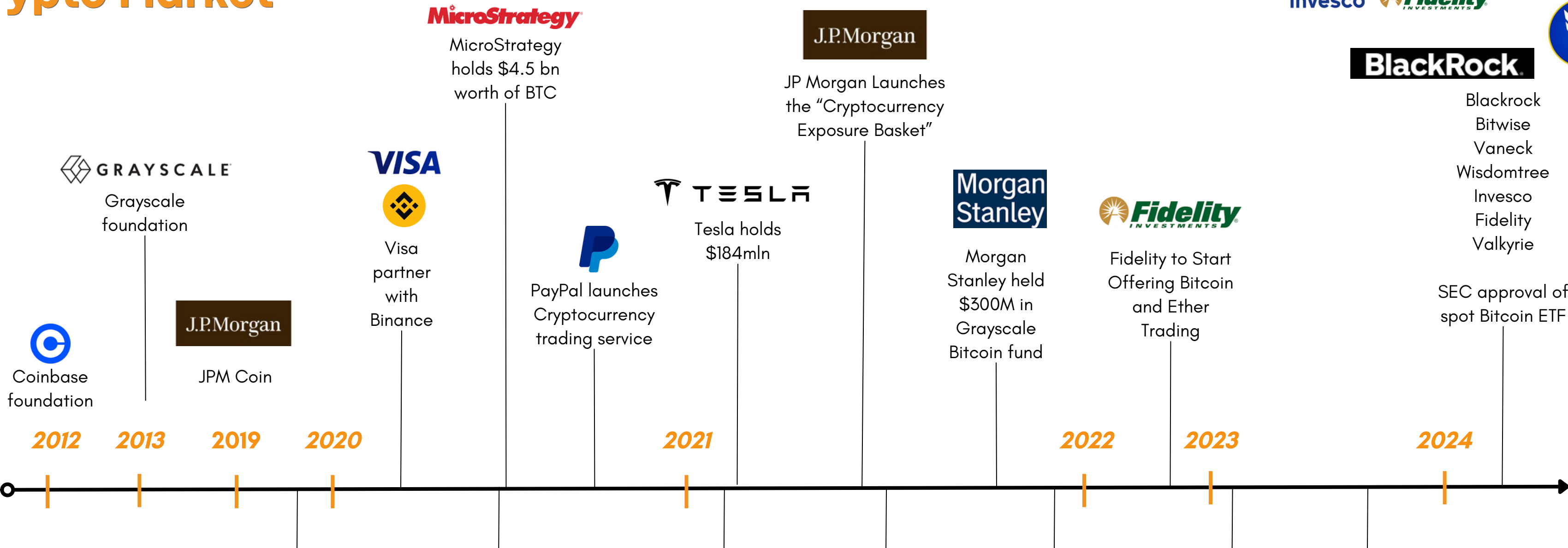
# Market




# Traditional Finance's road to Crypto Market



Jan 2009  
Bitcoin  
Launch




Switzerland licenses two crypto banks




SYGNUM

AMINA


The Chinese government has launched a pilot project to test the use of CBDC




Switzerland issued the "Blockchain Act" Regulate digital assets




El Salvador give Bitcoin legal tender status




Swiss regulates the world's first digital stock exchange



Ripple win over SEC



EU adopted the MiCA regulation

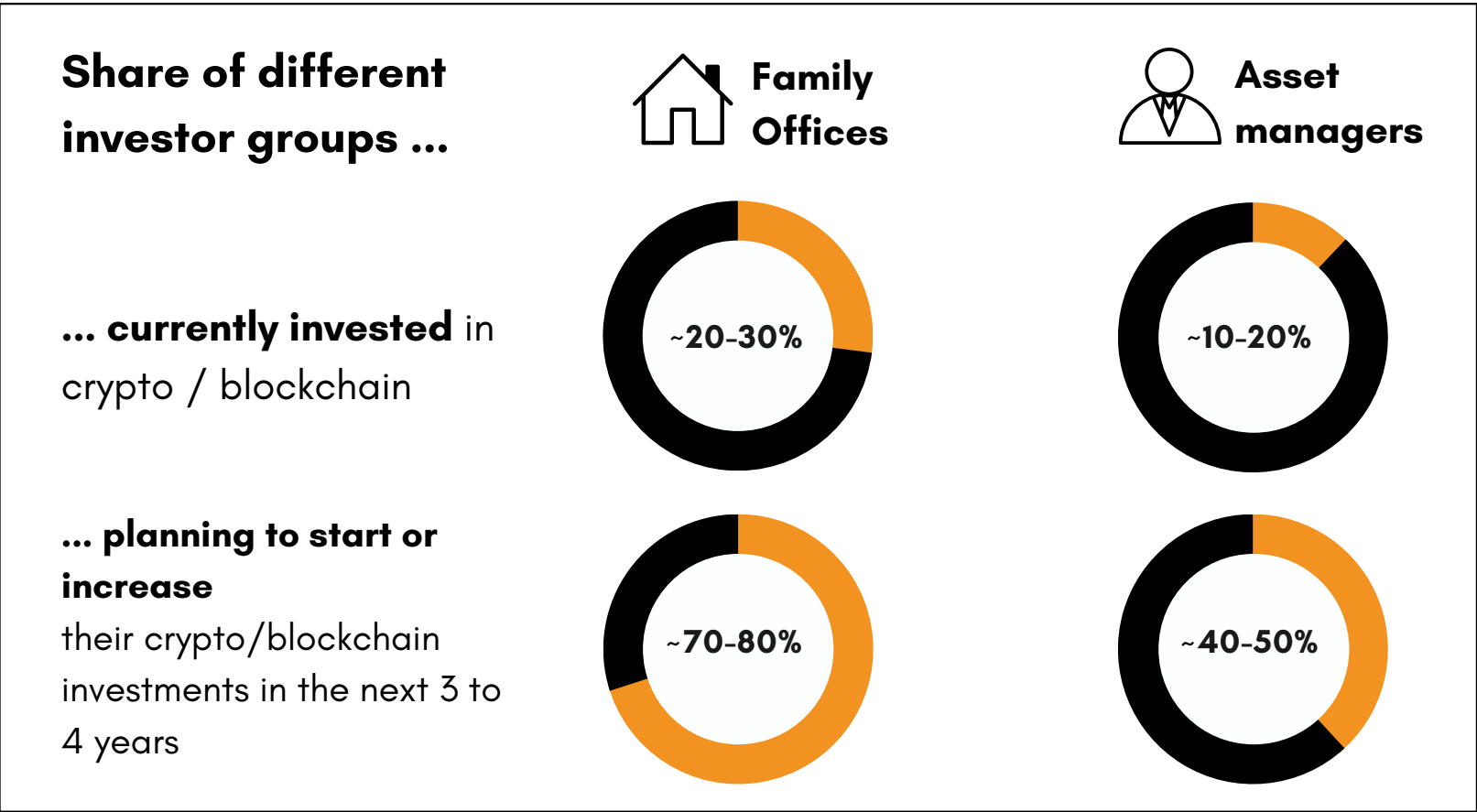






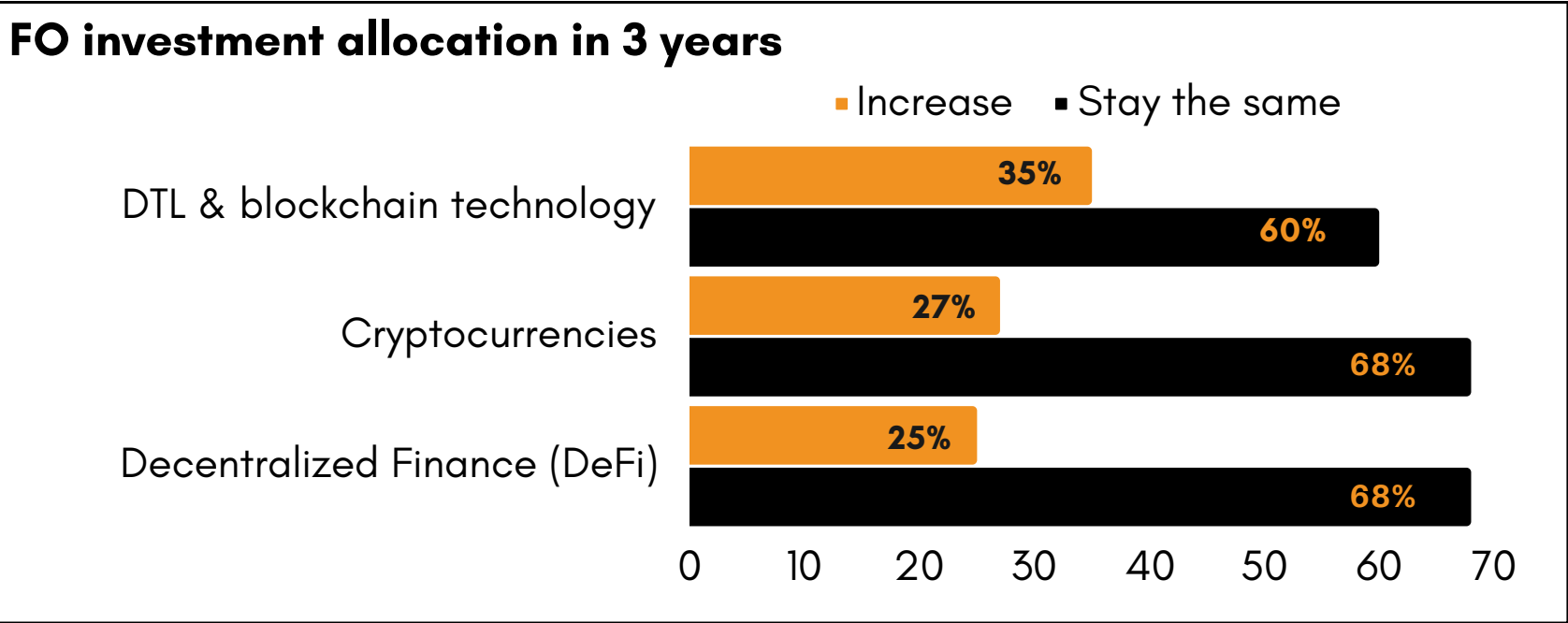
# Institutional forecast a huge capital flow toward digital asset

## Swiss landscape



Family offices have the advantage of being able to rebalance more flexibly and frequently.

**Digital transformation** remains the best theme.  
**Active asset management** is also back in favor.



Source: Strategy & (PWC) - How banks and institutional investors are embracing the crypto/blockchain opportunity (June 2023)

Source: UBS - Global Family Office Report





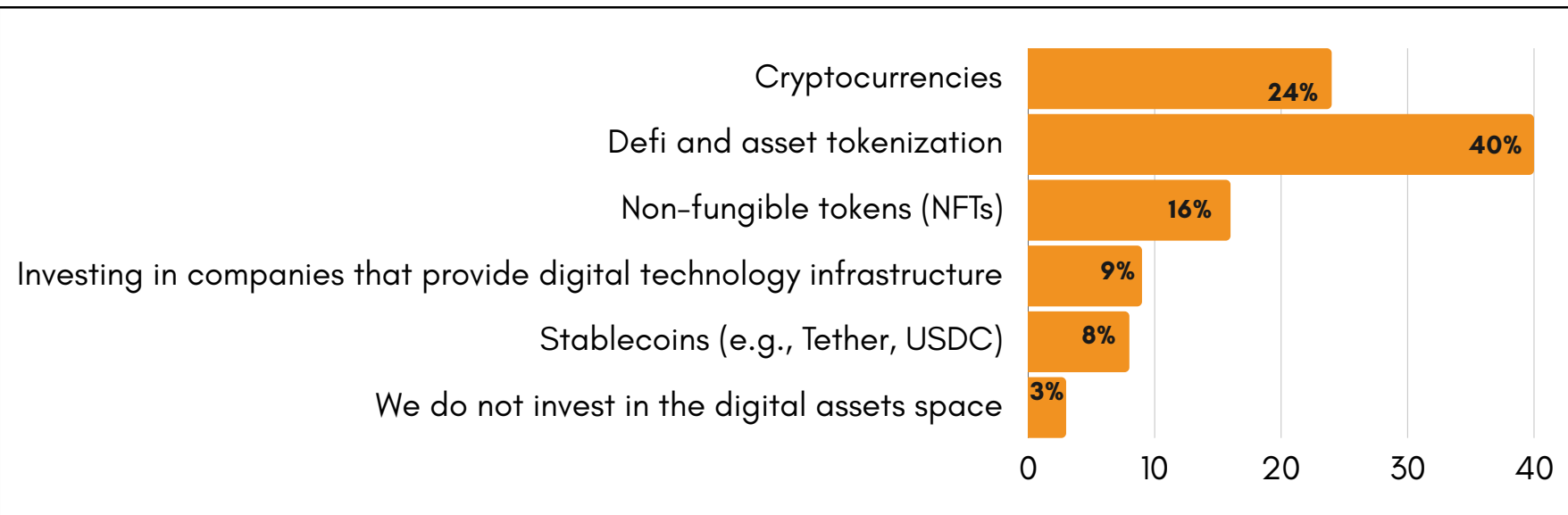
# Institutional forecast a huge capital flow toward digital asset

## International landscape



### Cryptocurrencies and DeFi seem to be most promising

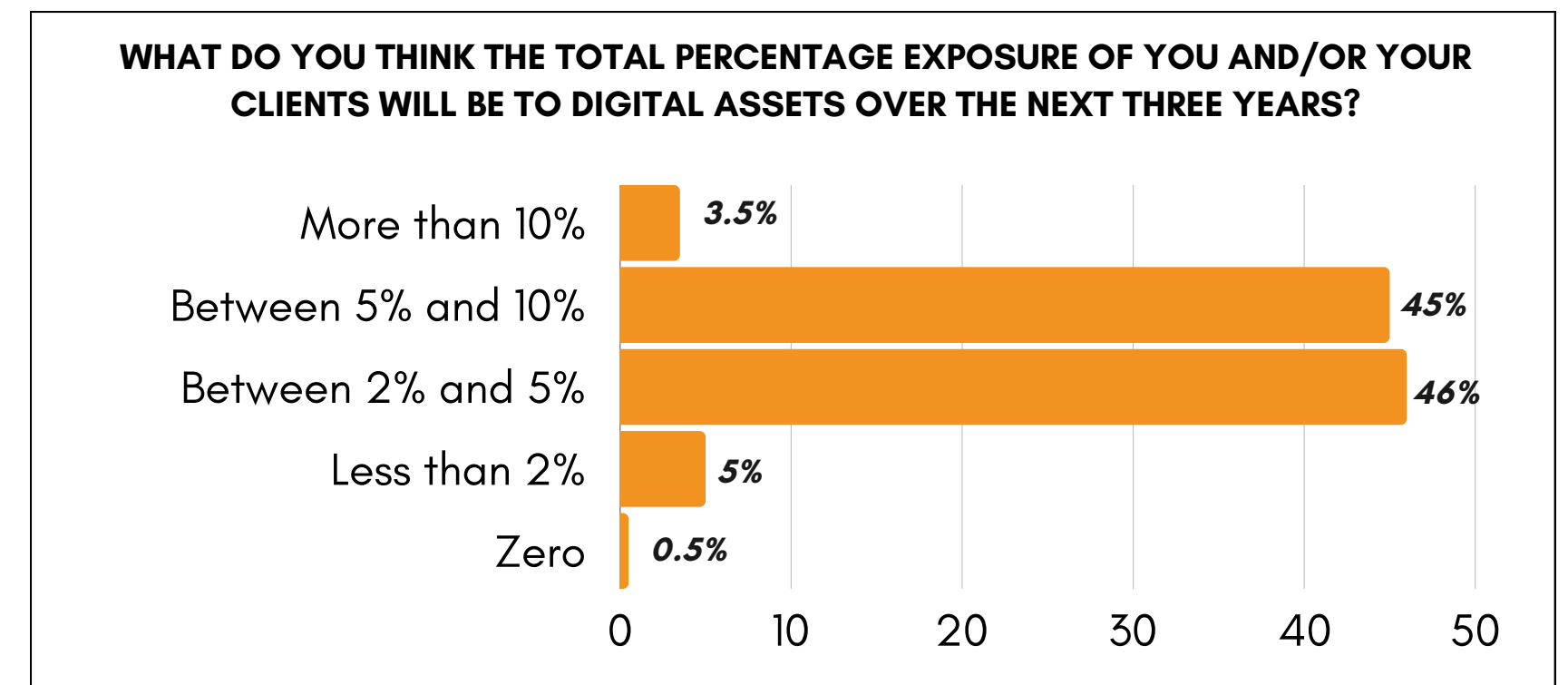
In which area does your firm expect to see the most potential value (through direct investment)?



Source: State Street – Digital Assets Survey (Nov. 2022)



The entities that were interviewed, contribute to the management of approximately \$4.956 trillion in assets and operate in Europe, the Middle East, the United States, China, Hong Kong, Singapore, South Africa and Brazil.



Source: Nomura (Laser digital) – Survey research report



# A small crypto allocation can go a long way in a portfolio

Bitwise®

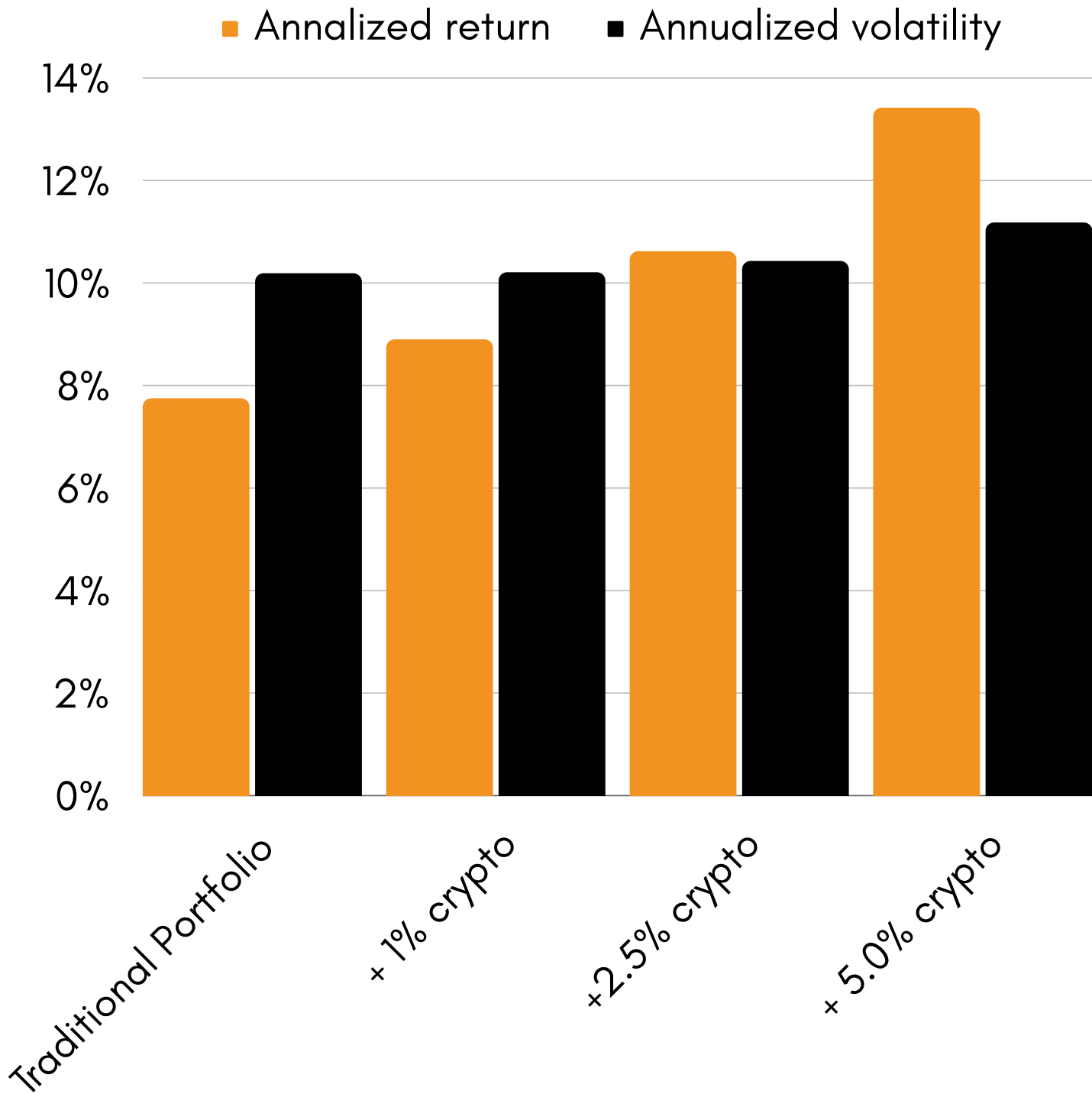
PORTFOLIO PERFORMANCE METRICS

Period between January 1, 2014 and June 30, 2021 (assuming quarterly rebalancing)

PORTFOLIO	CUMULATIVE RETURN	ANNUALIZED RETURN	ANNUALIZED VOLATILITY	SHARPE RATIO	MAXIMUM DRAWDOWN
Traditional Portfolio	74.72%	7.75%	10.19%	0.609	21.07%
Traditional Portfolio + 1.0% crypto	89.26%	8.90%	10.21%	0.719	21.32%
Traditional Portfolio + 2.5% crypto	112.73%	10.62%	10.43%	0.867	21.80%
Traditional Portfolio + 5.0% crypto	156.46%	13.42%	11.18%	1.055	22.76%

Source: Bitwise Asset Management with data from IEX Cloud

Crypto has outperformed other key asset classes since 2017.





03.

**This is us**



# At a Glance



## Solid Experience

Experts coming from TradFi who bring their experience in this new crypto market



## Risk Adverse

We operate always with a superior risk management strategy



## Security

Best in class partners and highest security standard



## Pioneers

Created the first authorized crypto fund in Europe



## Diversification

Volatility mitigation & *Alfa* generations through our multistrategy

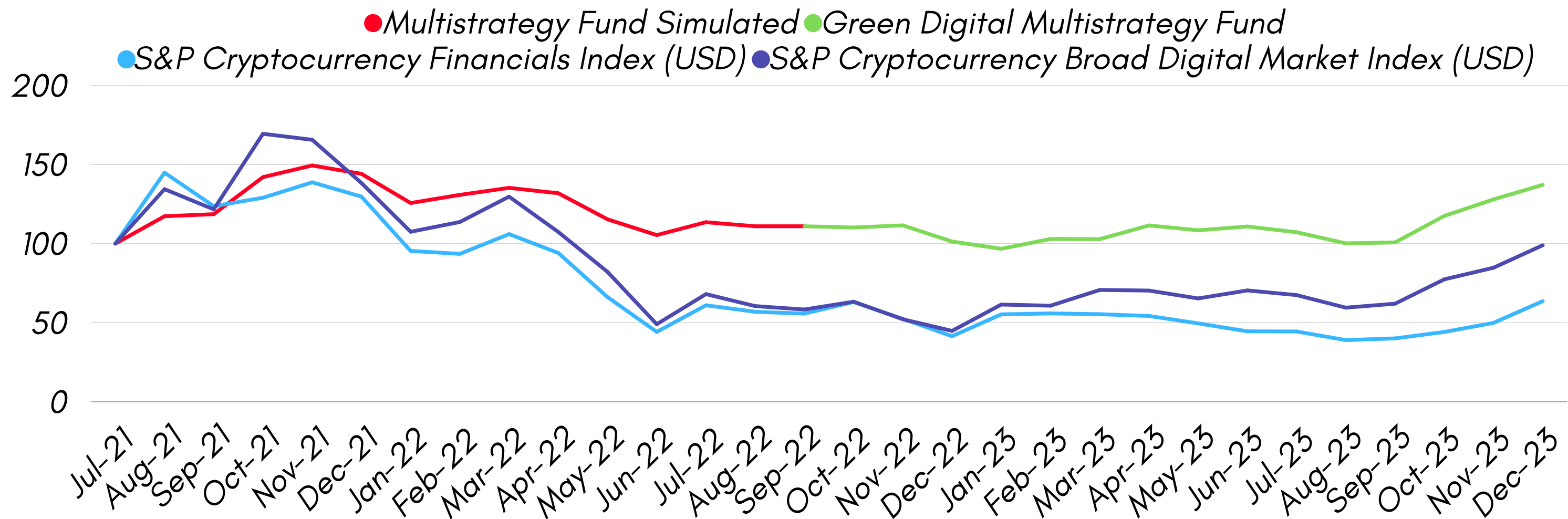


## Transparency

We ensure maximum transparency about our strategy and *Modus Operandi*



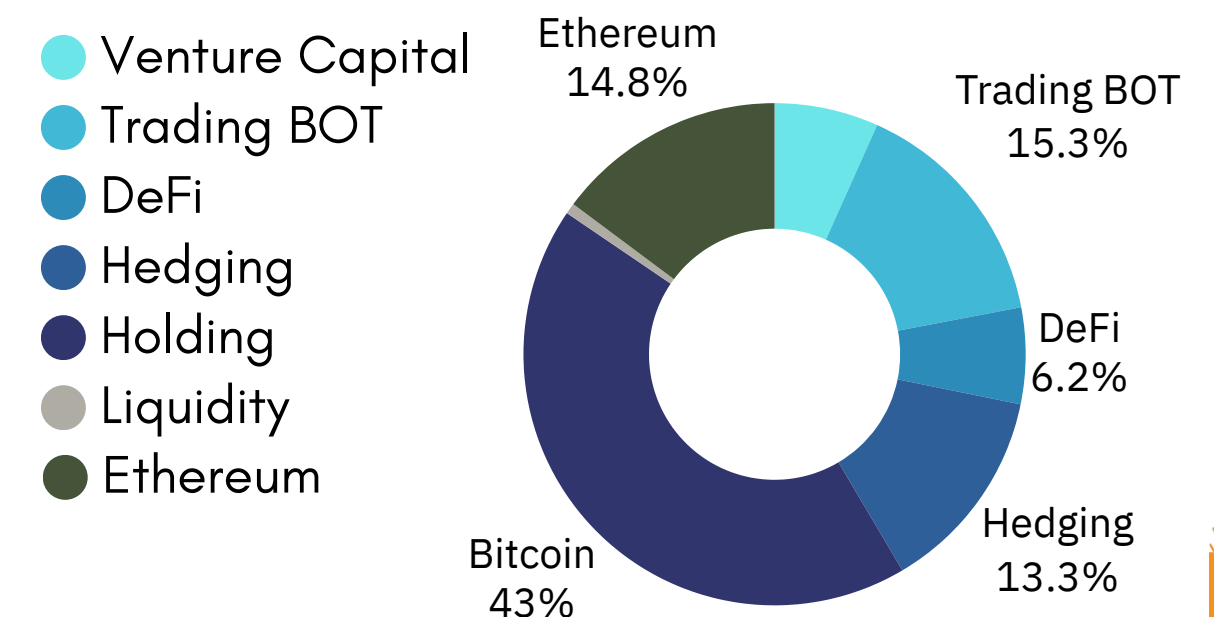




# The Multi-strategy

Various strategies were implemented during the testing phase. The experimentation phase (red line) is shown, followed by establishing a regulated fund (green line).

## Strategy Allocation at December 2023



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**Embrace  
the digital  
revolution NOW.**



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LinkedIn

