

EXCEL

Investment Management

Analysis

BUSINESS MODE

A cryptocurrency investment fund

Target Client Key words:

- **Capital**
- **Cryptocurrency**
- **Performance**

01 Capital

Definition:

Capital

noun

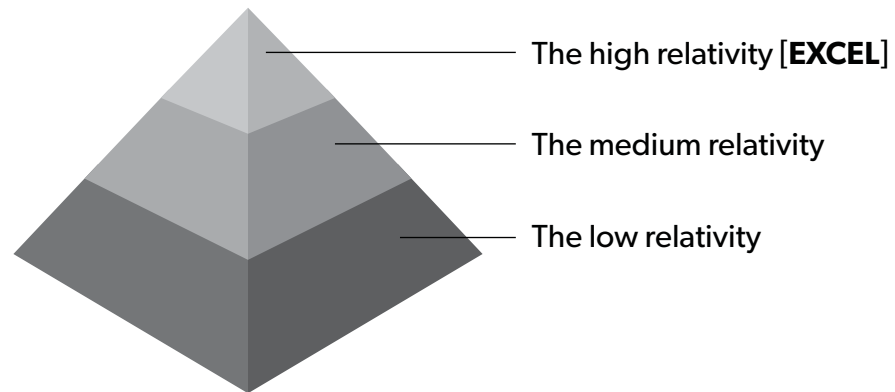
the **wealth**, whether in money or property, owned or employed in business by an individual, firm, corporation, etc;

an accumulated stock of such **wealth**;

any form of **wealth** employed or capable of being employed in the production of more **wealth**;

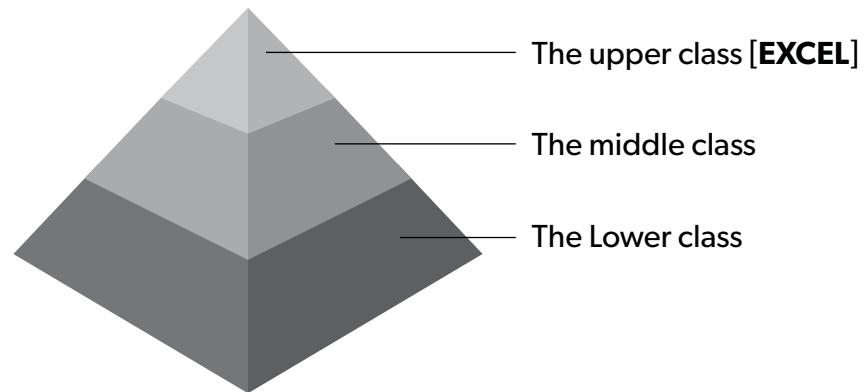
Structure:

Capital/Wealth vs Business Relativity



Structure:

Capital/Wealth vs Social Class



02 Cryptocurrency

Definition:

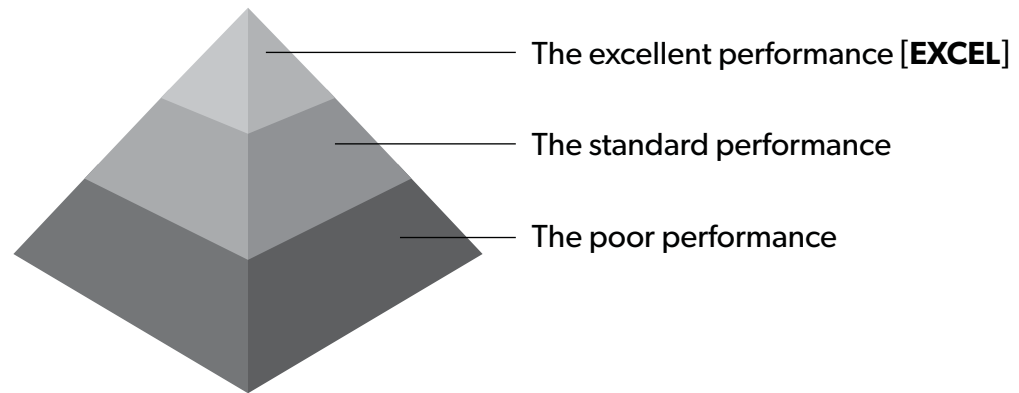
Cryptocurrency

noun

a digital **currency** in which encryption techniques are used to regulate the generation of units of currency and verify the transfer of funds, operating independently of a central bank.

Structure:

Cryptocurrency vs Performance



Analysis

AUDIENCE

01 Marketing Target

“ The focus of positioning
and communication. ”

- High Net Worth Individual
- Tech awareness
- Risk awareness
- Chinese

02 Consumption target

“ The focus of messaging. ”

Consumption market is not as attractive a core target for various reasons. It may be attracted by the benefits offered to the core and can be a focus of messaging.

- High Net Worth Individual
- Tech awareness

03 AA target

Affiliations, alliances and other companies in the industries.

—

knowledgable on
cryptocurrency and blockchain

Analysis

THE COMPANY NAME

01 The Word

Definition:

Excel

verb

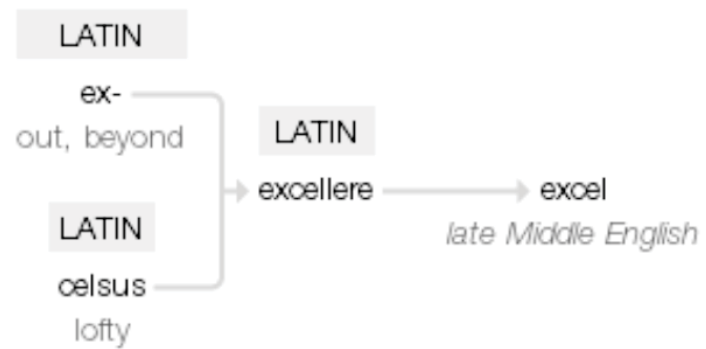
be **exceptionally** good at or proficient in an activity or subject.

perform **exceptionally** well.

02 Origin of excel - LATIN

Definition:

Origin



ex: **Beyond**

celsus: **Lofty**

03 Modern understanding of **Excel**

The Excel application



- Accurate
- Precise

04 Naming philosophy

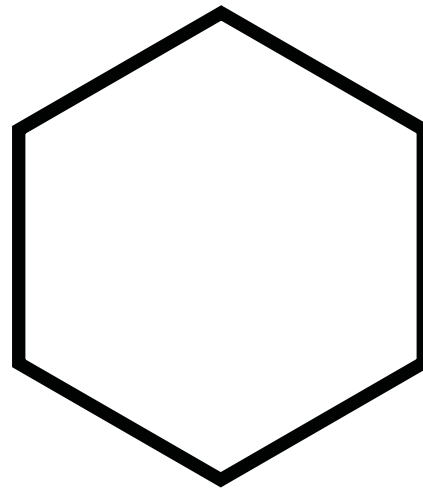
Unique selling point + Reason to believe + The Promise

- Extensive Resources
- Rational Selection
- Precision Calculation
- Moderate Strategy
- Stable Growth

Analysis

PROGES

01 Bound Form | The Company Eco-system



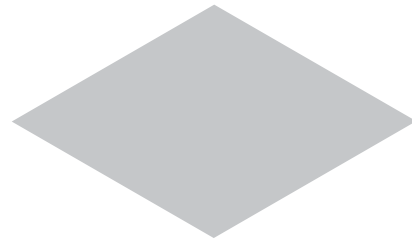
Hexagon | 六角形

Why ?



- Hexagon indicates Cryptocurrency & Blockchain industry
- Hexagon Architecture (Ports & Adapters architecture style) (Layered, input & output)
- 6 Aspects of Fund Evaluation
 - Investment Philosophy | 投资理念
 - Investment Strategies | 投资策略
 - Risk Management | 风险管理
 - Process & Service | 投资程序 & 服务支持
 - Relative Performance | 业绩类比
 - History Performance | 业绩历史
- Consistency of corporate identity.

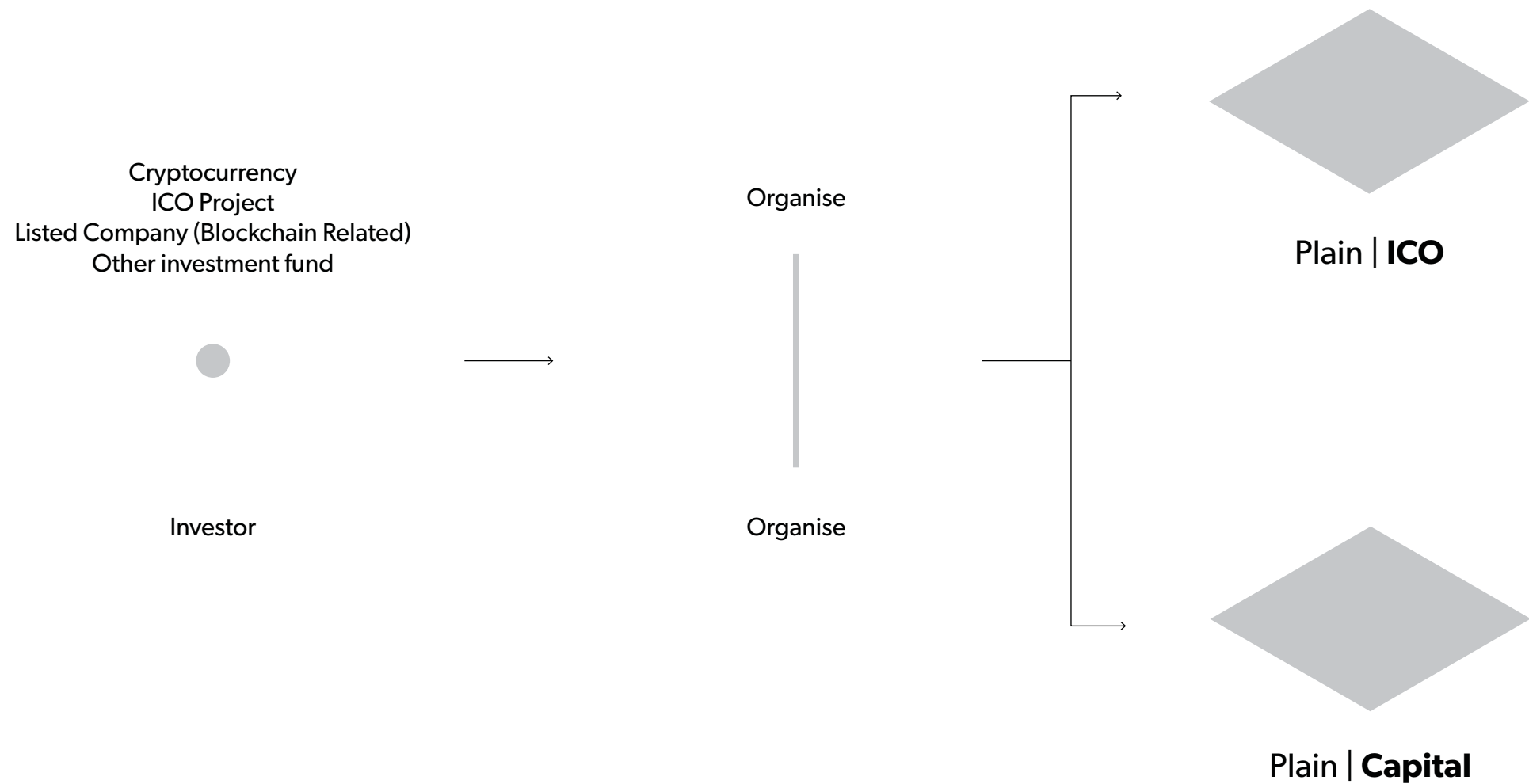
02 Inner Space | The Key Role



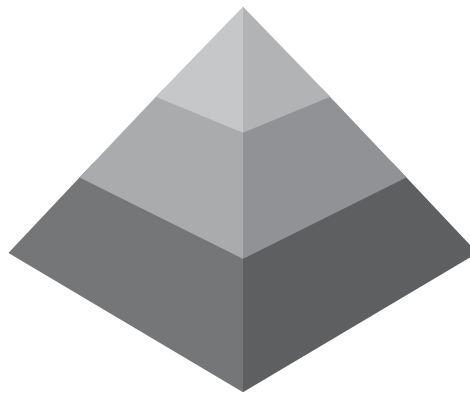
Plain | 平面

Why ?

Methodology:



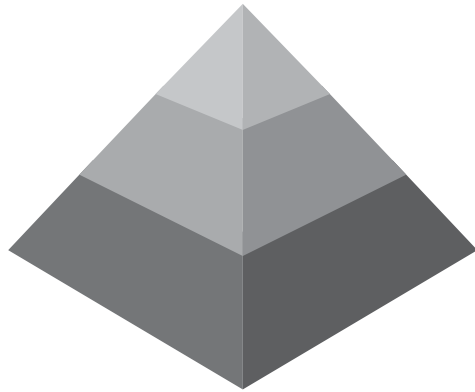
03 Hierarchy | The Business Philosophy



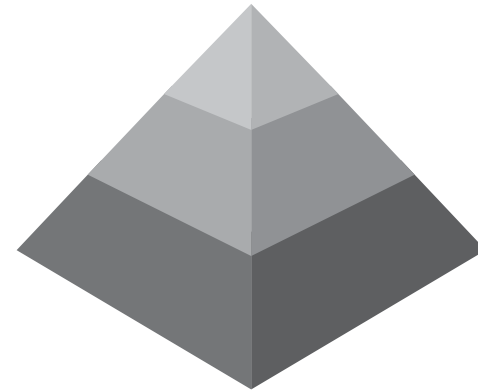
Pyramid | 金字塔

Why ?

Refer to business mode structure analysis

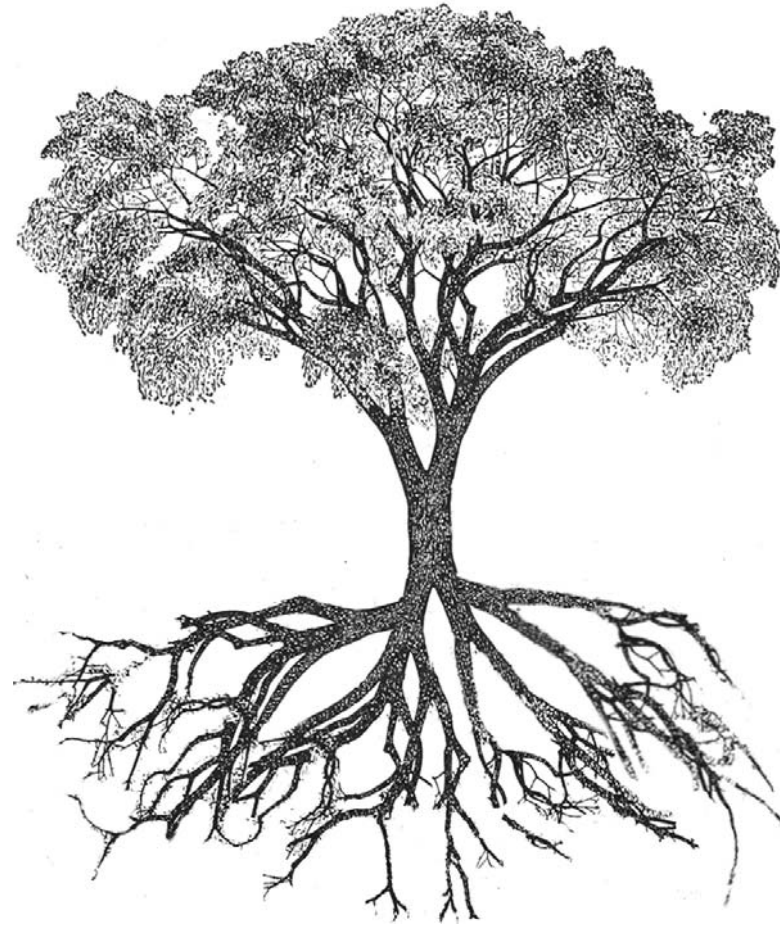


Pyramid | **Capital**



Pyramid | **ICO**

04 Flow | The Business Mode



Bottom to Top | 自下而上

Root to Branches & Foundation to Architecture

Root - Branch, Leaf, Flower, Fruit

Nutrient - Photosynthesis | 光合作用

Metaphor: Mutualism/Symbiosis | [生态] 互惠共生

05 Process

Process Logic

Perspective - Isometric

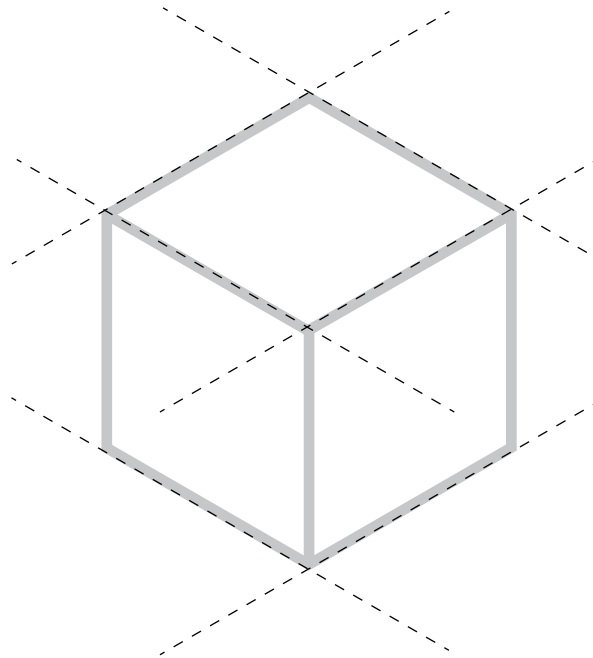
Identify - The Key Role

Embed - The Business Philosophy

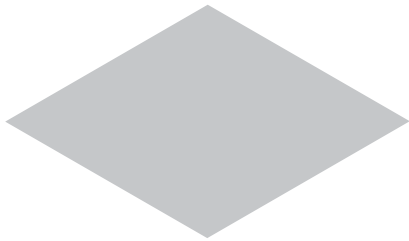
Demonstrate - The Business Mode

Outline - The Company Eco-system

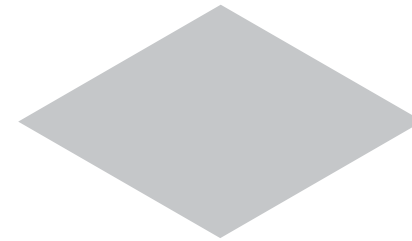
Isometric View



The Key Role

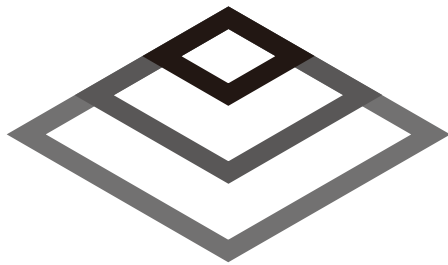


Plain | **Capital**

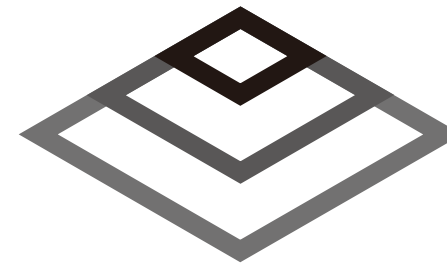


Plain | **ICO**

The Business Philosophy

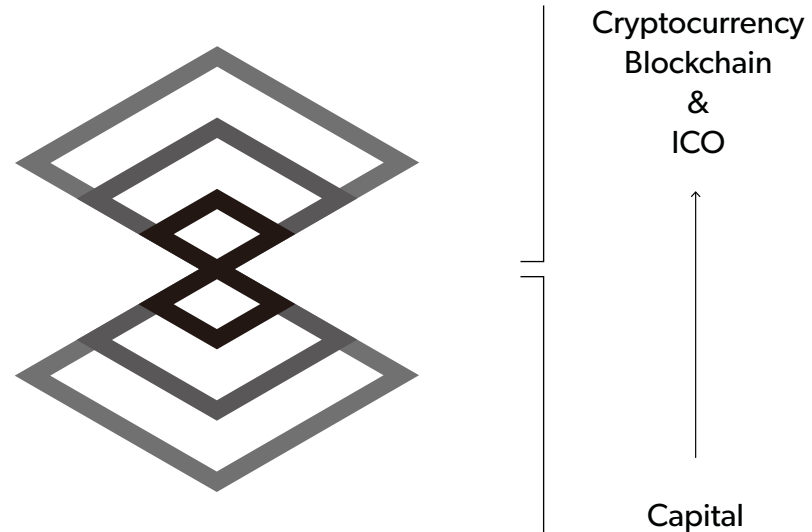


Pyramid | **Capital**



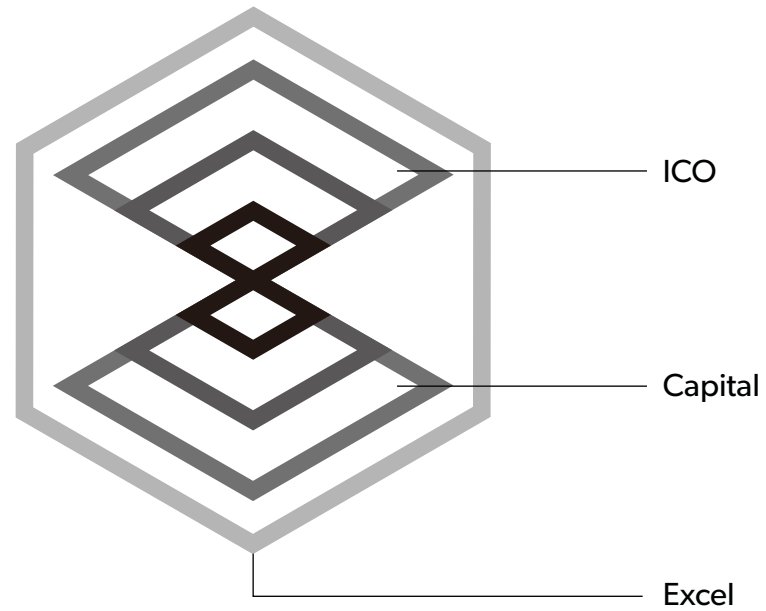
Pyramid | **ICO**

The Business Philosophy



Bottom to Top | 自下而上

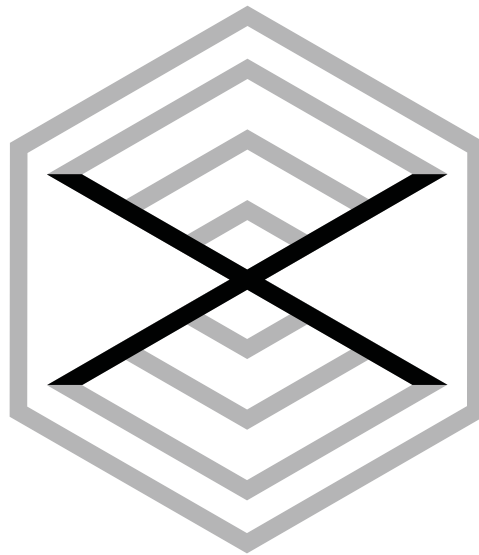
The Company Eco-system



Analysis

CONCEPT

01 The Metaphor | The Future of Blockchain



The “X” future is hiding in the crowded present.

The “X” is analysed, valued and invested here while the future
only existed in the rest of the world’s imagination.

The key of Excel is X, not E.

Definition:

X

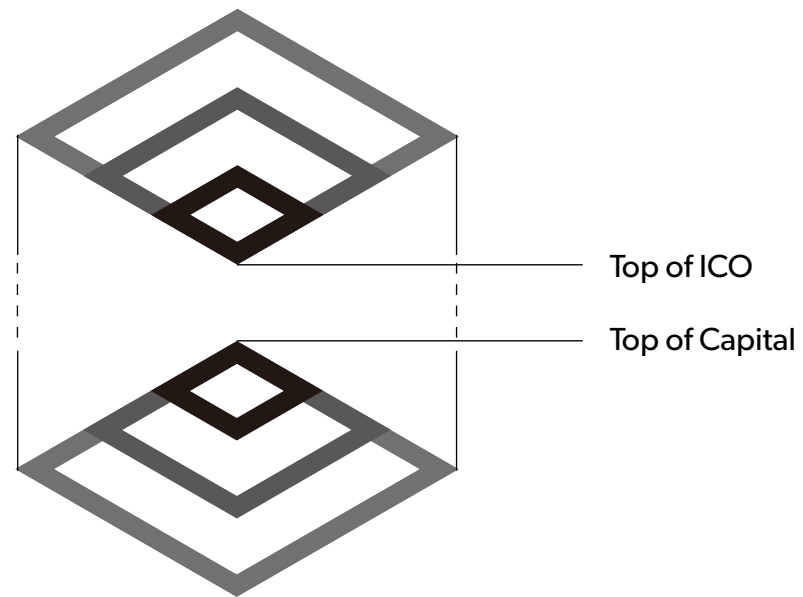
denoting an unknown or unspecified
the **first** unknown quantity in an algebraic expression, usually the independent variable.

Maybe rich, maybe risky

Nature of Industry

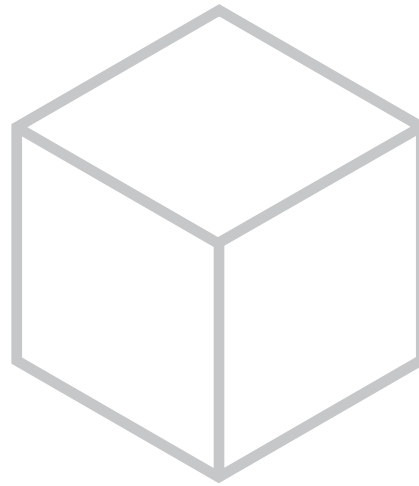
Nature of Cryptocurrency & ICO Investment (at the moment)

02 The Metaphor | The Joint & Leap



Excel is **"The joint point of Capital & ICO"**

Excel means **"Beyond+Lofty & Exceptional Good = A big Leap"**



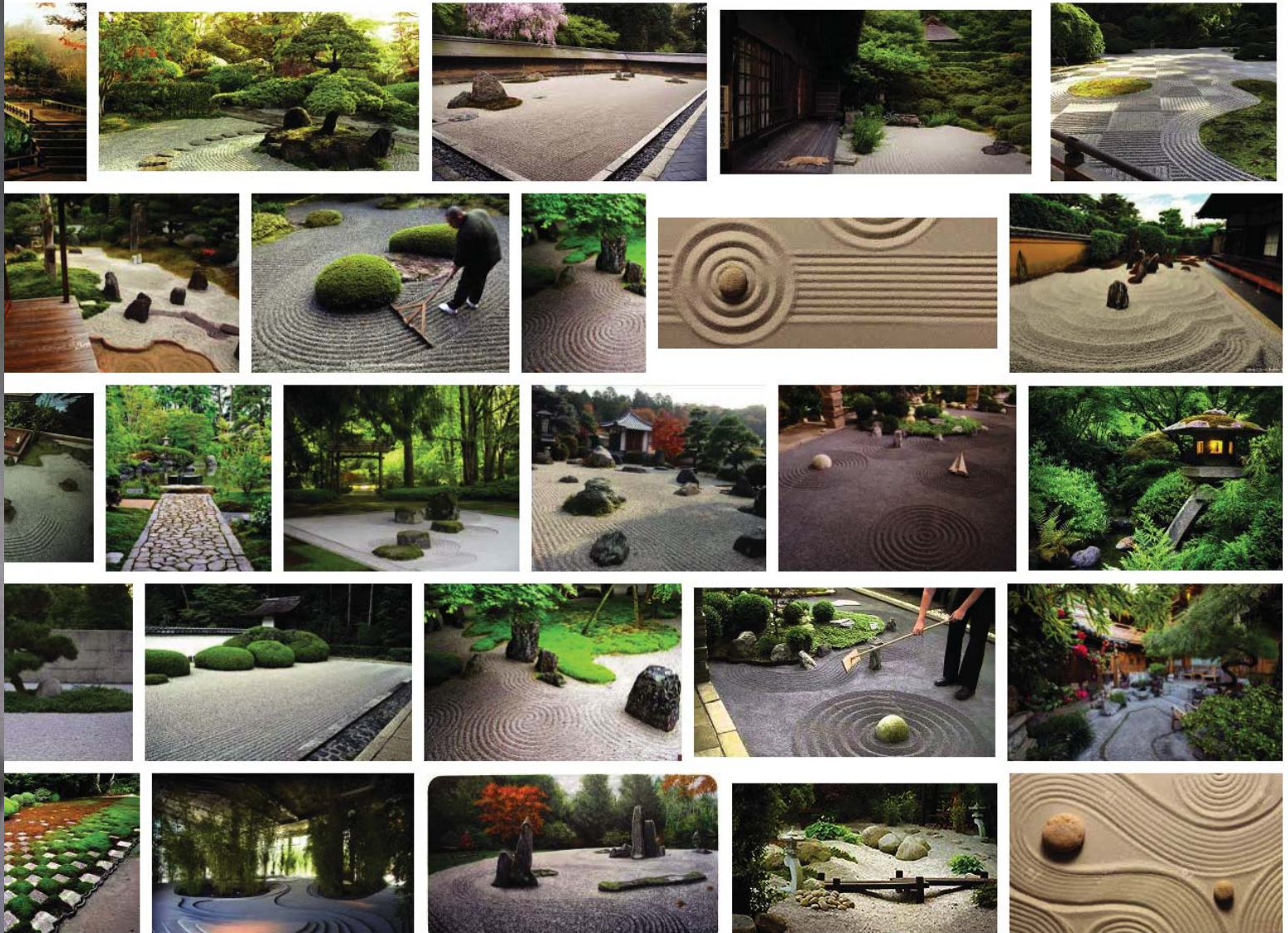
3Dimension world | **A fold - No Joint**

6Dimension world | **An other fold - Joint**

<https://www.youtube.com/watch?v=p4GotI9vRGs>

03 Look & Feel | Zen & Future

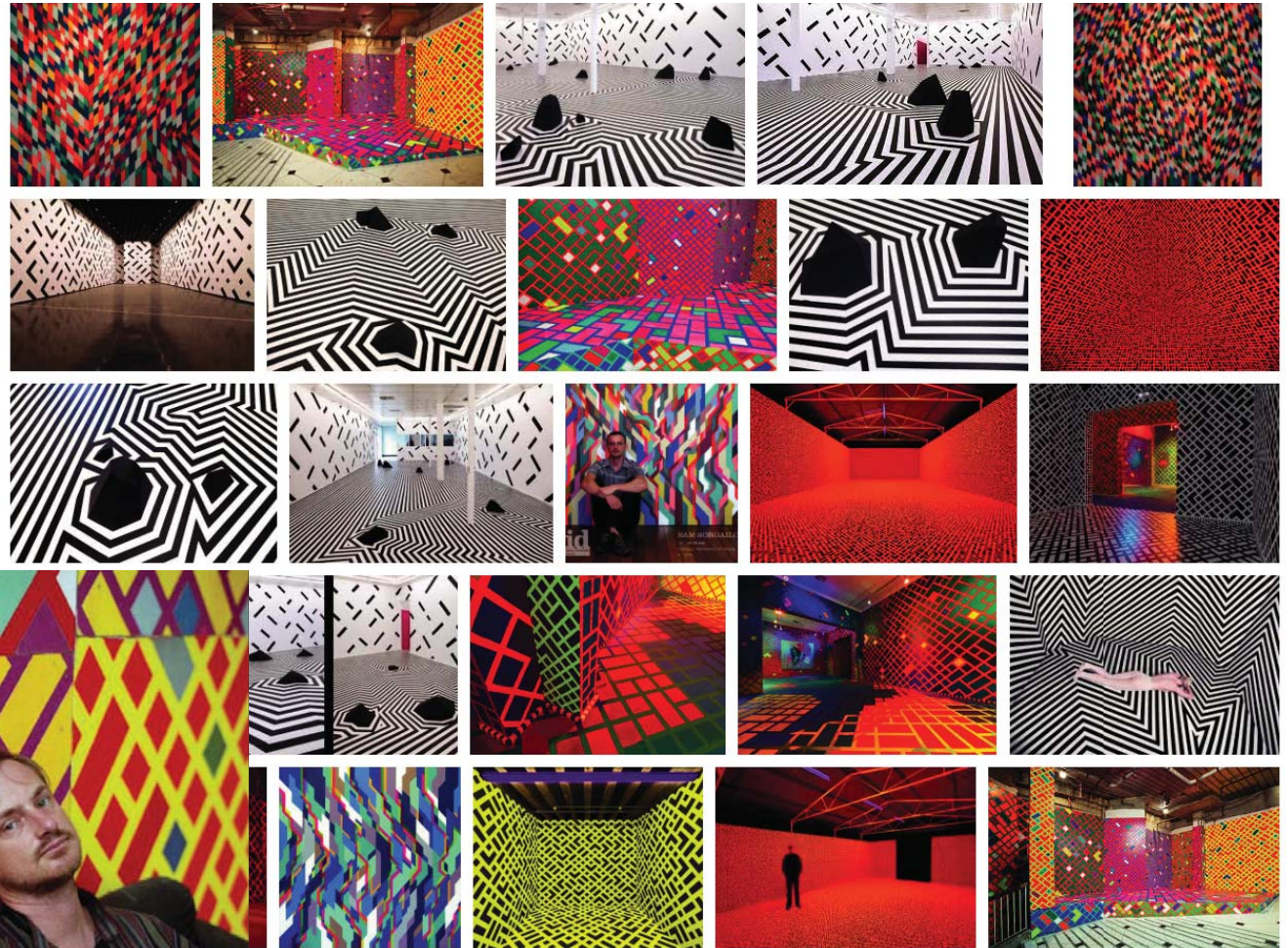
Zen Garden



Modern Zen Garden

By Sam Songailo





Sam Songailo

Interview
Álvaro Dolz

Photography
Agnieszka Chabros

When we refer to the future, we inevitably take moments from the past, while simultaneously referring to the same idea. But, do we really know what comes next? What will be of its image and its result? Sam Songailo is an extraordinary painter and installation artist based in Melbourne, Australia. Futuristic or not, his installations bring us to a parallel world, his world. The grand scale of his pieces, the energy of his colourful shapes and the hypnotic power of the ensemble make his work tremendously powerful.

124

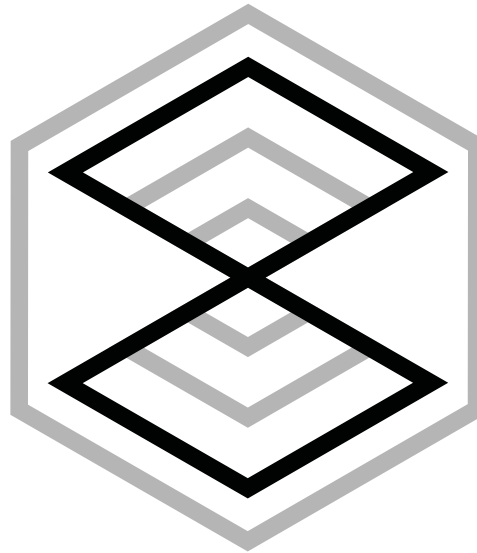
"The future is now"

- Sam Songailo

04 Fengshui | Fortune & Luck

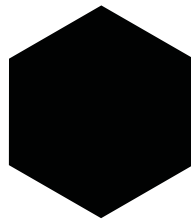
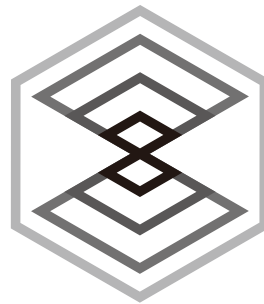
The number

"8"

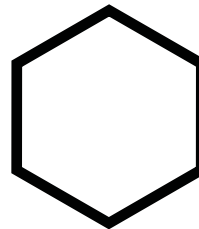


CHEEE ♥

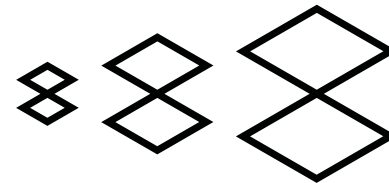
**The number
"16888"**



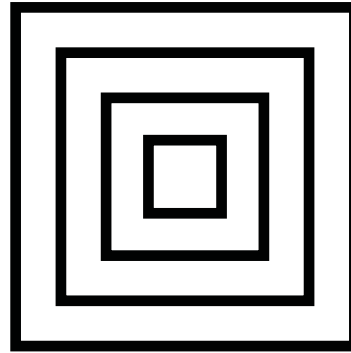
One form



Six sides



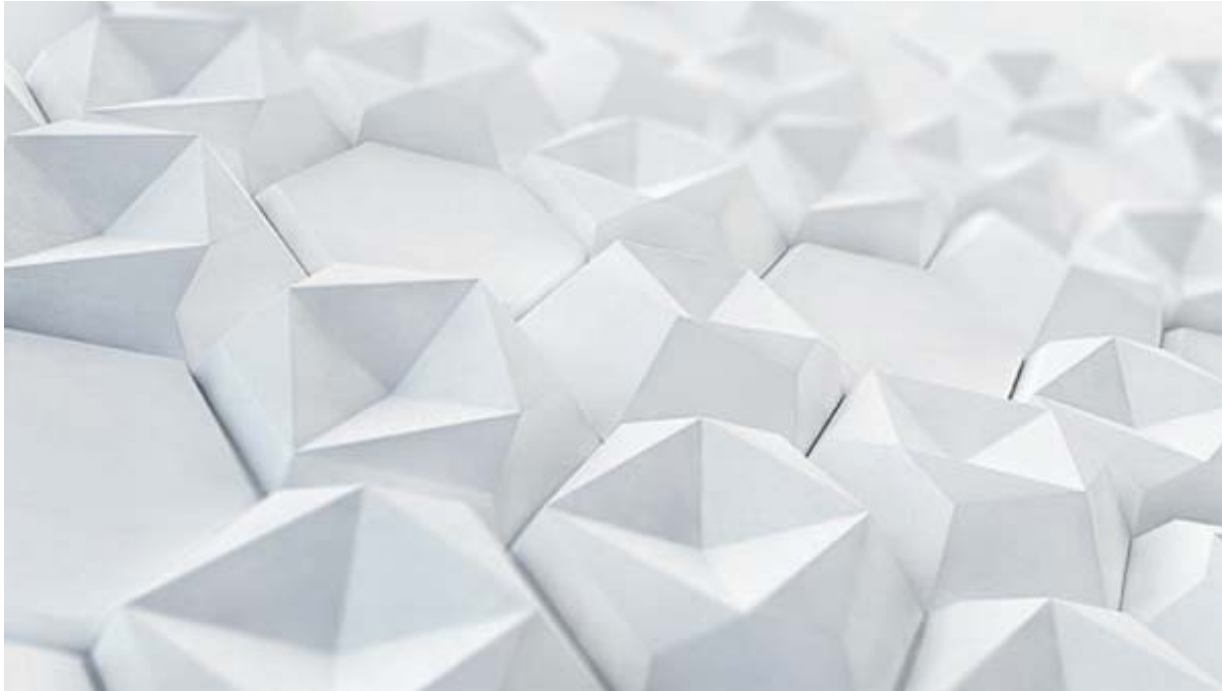
Three 8 in the middle



Capital & ICO: 回，轉也—《说文》。淵水回转。

Excel: 回极（无极回旋的枢轴）

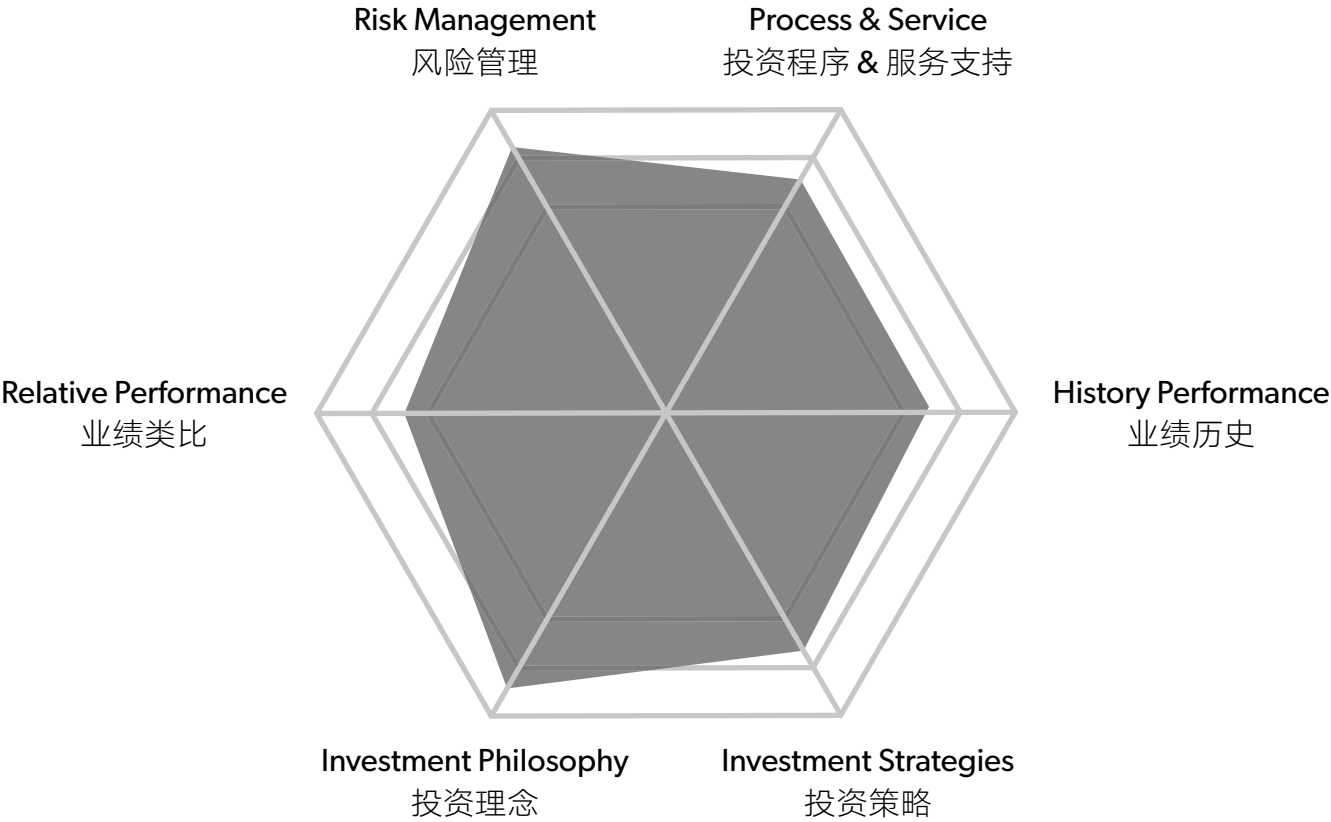
05 Something Fun | non-professional speaking



We have two plains, one capital, one ICO

Excel would hold the two plains together and build eco-system of the new investment world

Performance Evaluation



What is in the logo

The Metaphor | The Future of Blockchain

The Metaphor | The Joint & Leap

Look & Feel | Zen & Future

Fengshui | Fortune & Luck

Something Fun | non-professional speaking

GOLOUR



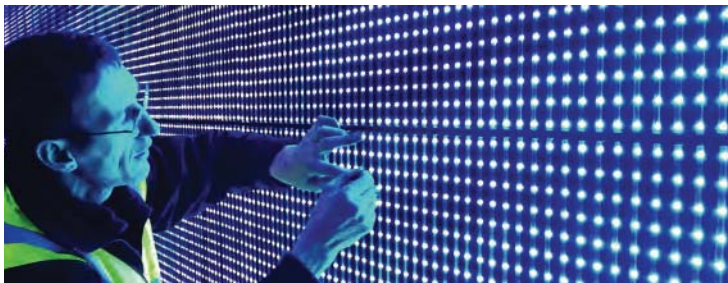
- **Red** is attention-getting
- **Orange** is adventurous and affordable
- **Yellow** is cheerful and fun
- **Green** is balancing and reflects nature
- **Turquoise** is clarity of thought and communication
- **Blue** is honesty and trustworthiness
- **Indigo** in integrity and sincerity
- **Purple** is individual, creative and inventive
- **Magenta** is compassionate, spiritual yet practical
- **Pink** is loving, compassionate, understanding, youthful and romantic
- **White** is simplicity, cleanliness, order and the new slate to write upon
- **Black** is authority, power and control
- **Gray** is neutral, refined and contemporary
- **Brown** is comfort, dependability and friendliness
- **Silver** will appear as gray on a website so read the information on gray to endure that is the message you wish to send
- **Gold** can appear as a dirty yellow which is not positive for any business. Adjust gold on your website to a golden yellow and read the meaning of the color yellow to see if it imparts the message you want to send



The Natural Color



+



DIGITAL AGE
"Bright Screen"



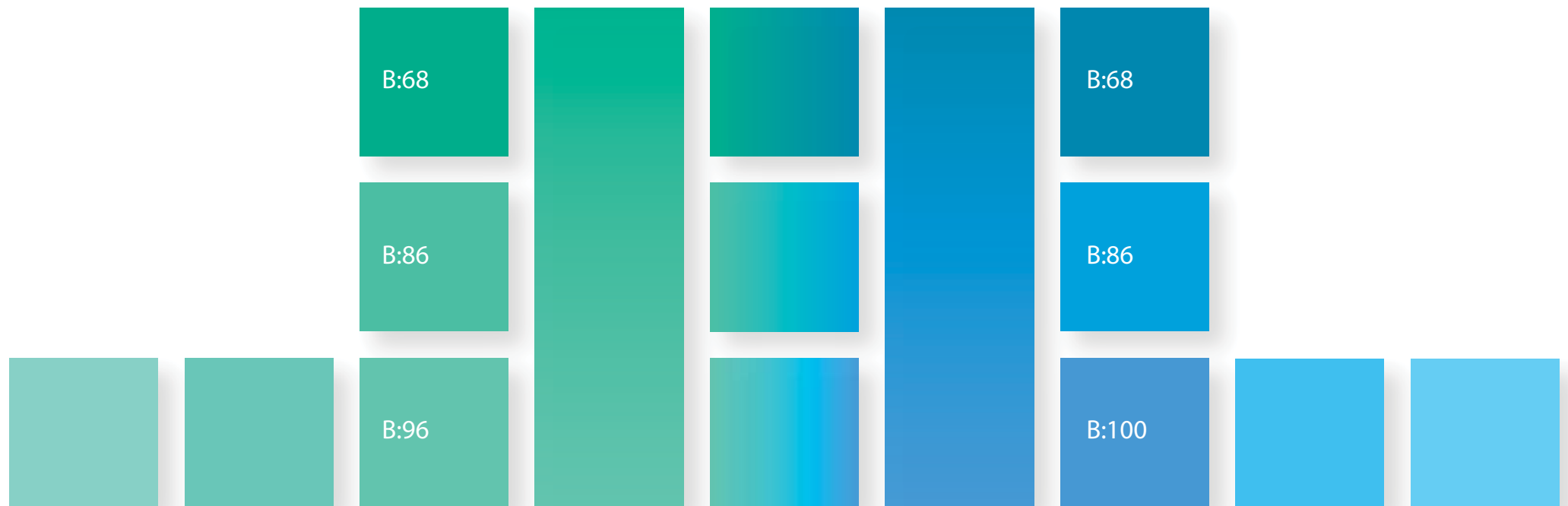
=

The "Tech" Colour

NUTRIENT CYCLE

TECHBOLOGY TRUST

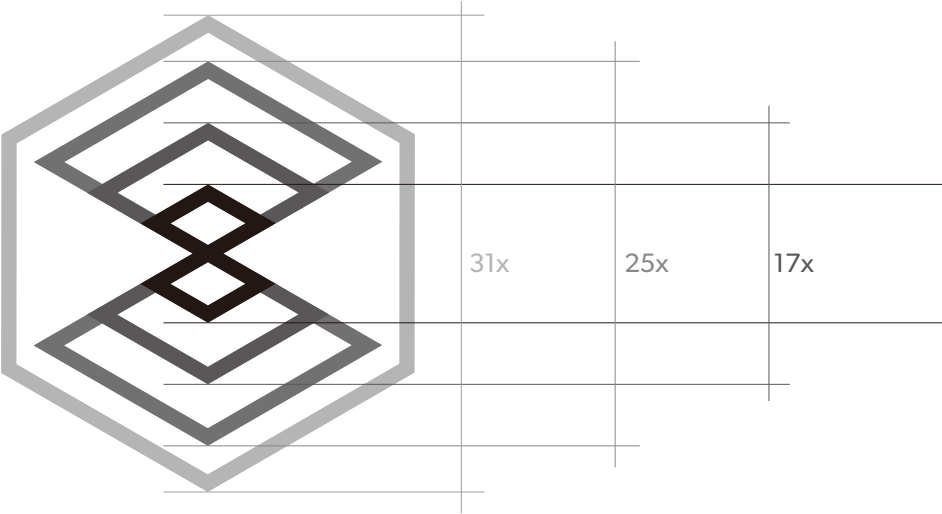
PRIMARY COLOUR



SECONDARY COLOUR

THE LOGO

Ratio



Excel Investment
Management

Wordmark

Excel
Investment Management



Black & White

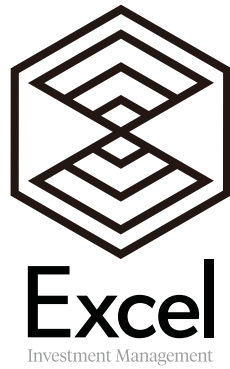
Horizontal Lock-up with subtitle

Horizontal Lock-up without subtitle

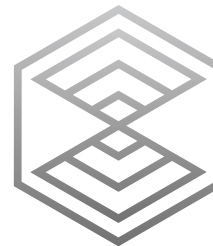
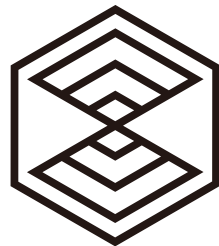


Black & White

Vertical Lock-up



Cameo



Colour

- Sophisticate Wheel

Horizontal Lock-up with subtitle

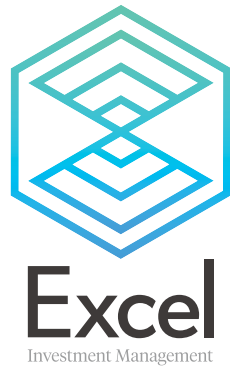


Horizontal Lock-up without subtitle



Colour
- Sophisticate Wheel

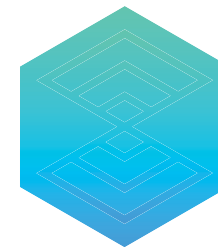
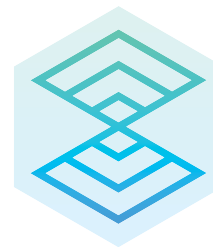
Vertical Lock-up



Favicon



Cameo



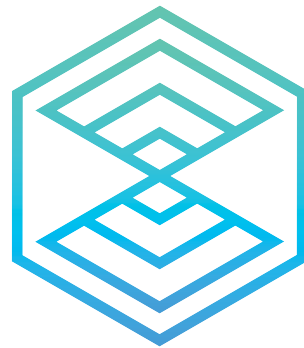
Colour
- Other Option

Tech

Young Tech



LOGO APPLICATION

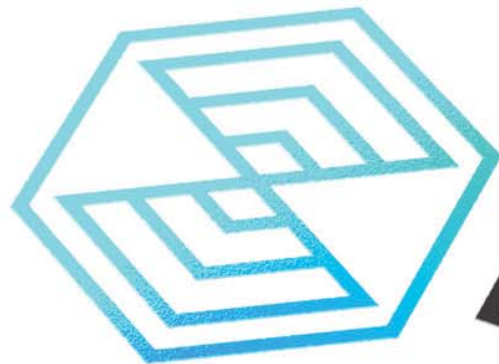


Excel Investment
Management



Excel | Investment
Management



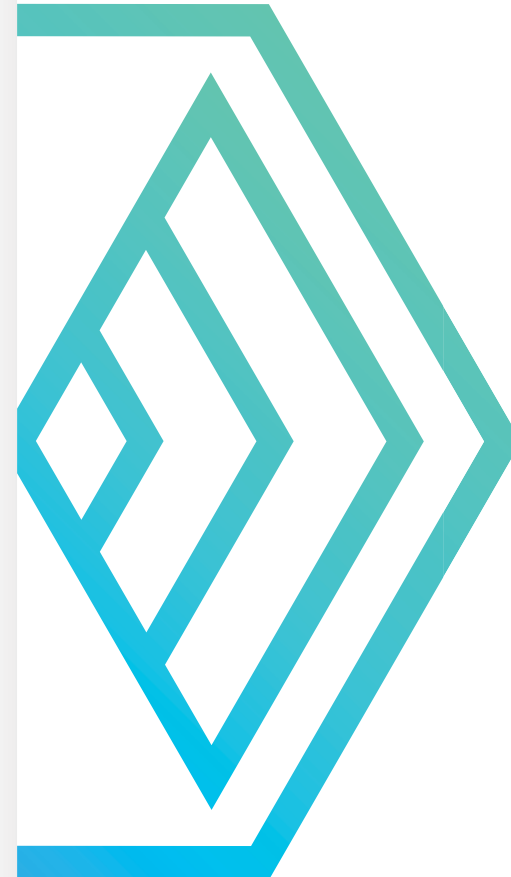


Excel / Investment
Management

www.excelinvest.com

Excel at Investment.

879 Lorem St, Ipsum, VIC 5209



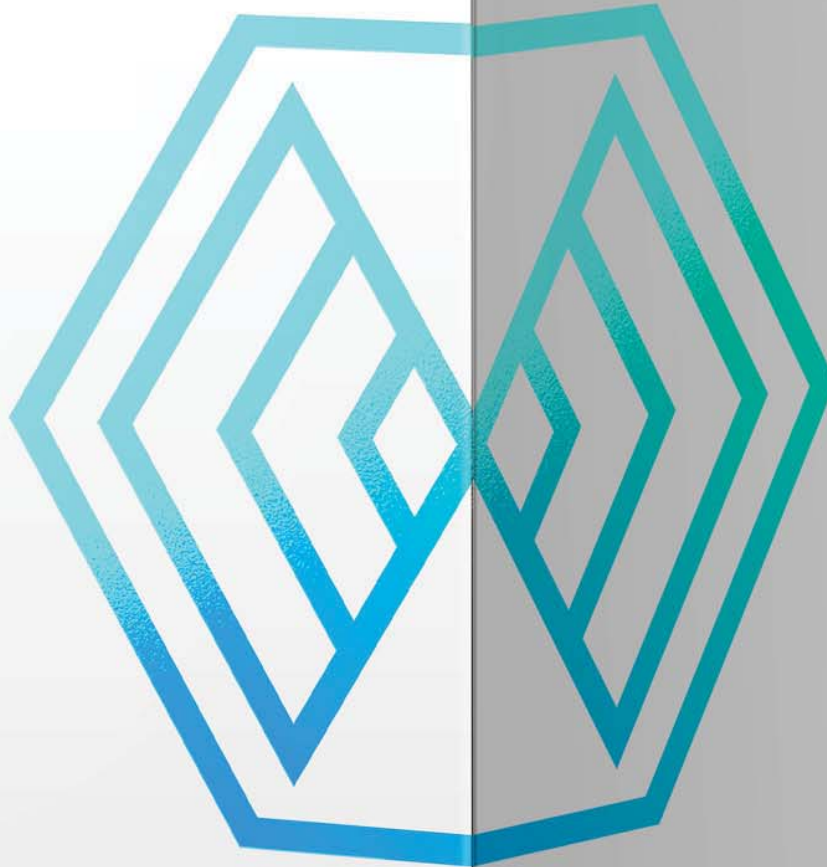
Be Exceptionally Good.

Excel Investment
Management

www.excelinvest.com

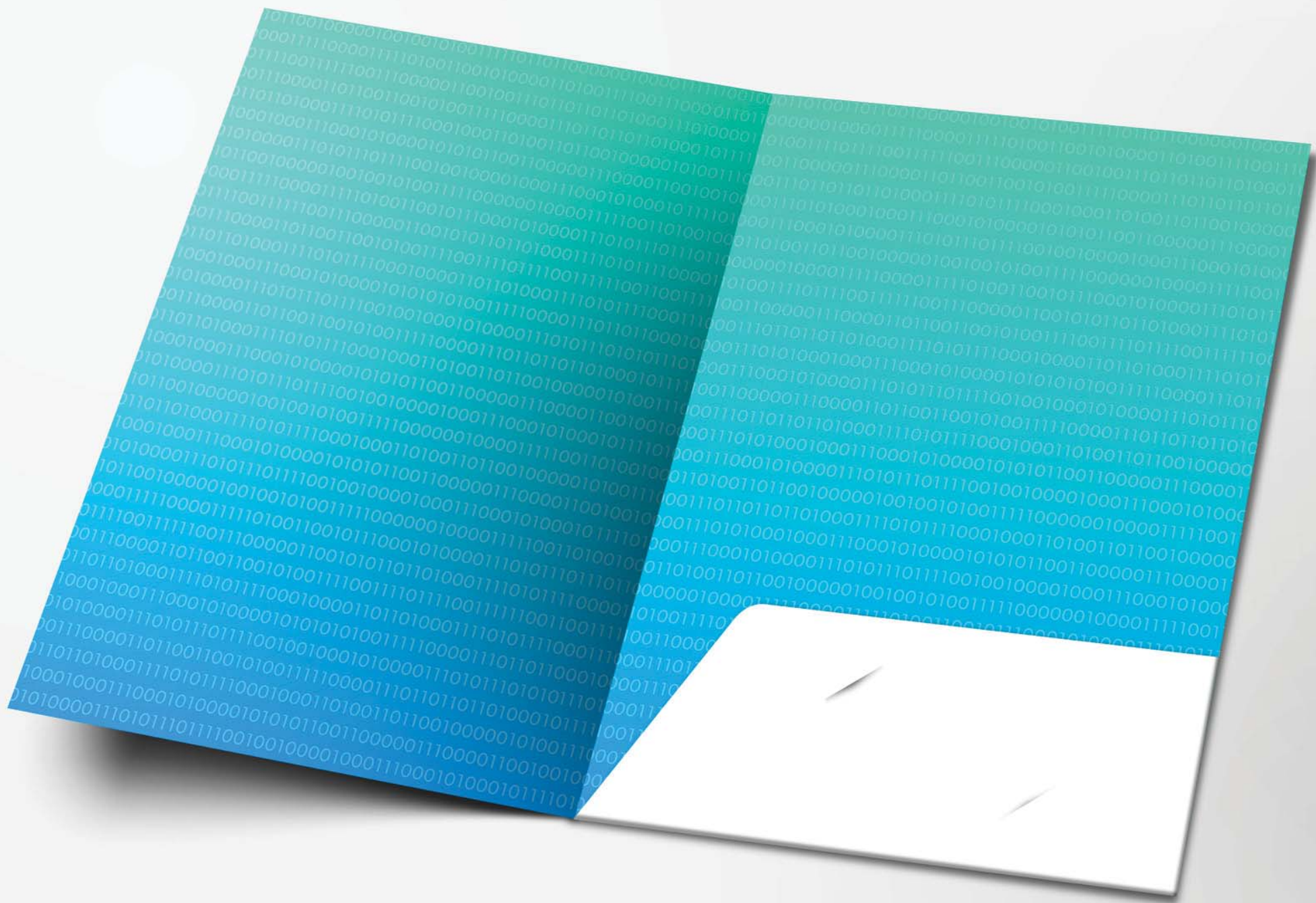
Excel at Investment.

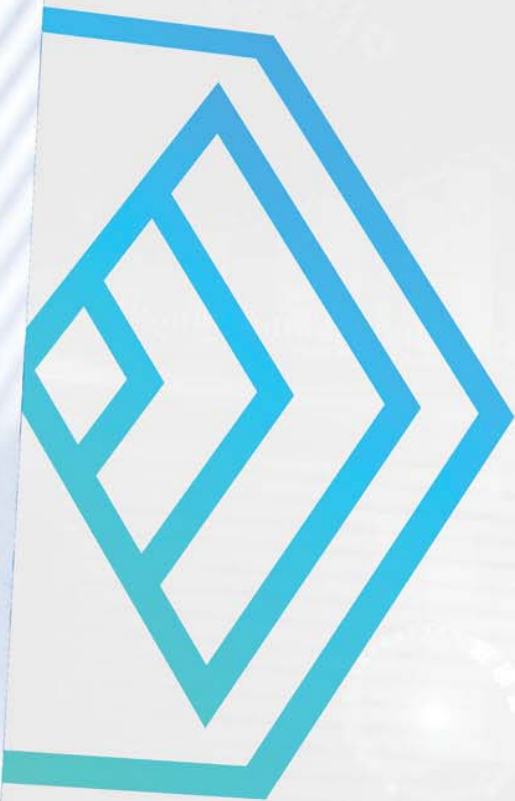
879 Lorem St, Ipsum, VIC 5209



Be Exceptionally Good.

Excel Investment
Management





Be Exceptionally Good.



Excel Investment
Management



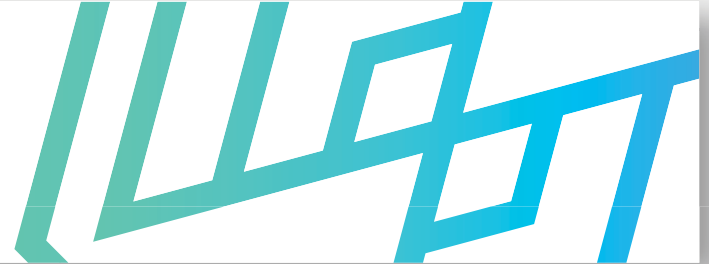


Excel Investment
Management

Excel at Investment.



Excel Investment
Management



Excel Investment
Management



EXTRA

3D LOGO

回：

回，轉也——《说文》。渊水回转。

还，走向原来的地方

量词，指事件的次数

脑~，脑的皱折、扭曲或盘旋

回极（无极回旋的枢轴）

LOGO SYSTEM

Sub-Brand

General
ICO related
Investment related



Fund Portfolio

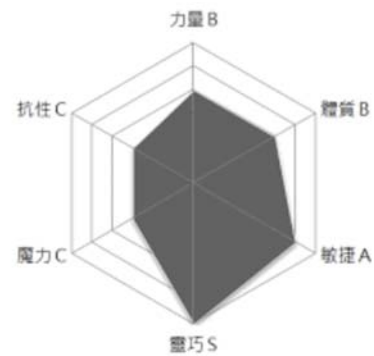
Cryptocurrency
Market
Interest Arbitrage
ICO Project
Listed Company (Blockchain Related)
Other investment fund

Fund Performance

6 Aspects of Fund Evaluation
Investment Philosophy | 投资理念
Investment Strategies | 投资策略
Risk Management
Process & Service
Relative Performance
History Performance

Fund Strategy

积极型
稳健型
防御型



Icon System

cryptocurrency