



Wiston Capital

An Introduction to **Cryptocurrency & Blockchain Technology**

A Two-Module Course
for Wealth Managers



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Overview

A New **Landscape**

The blockchain and crypto industry has grown by over 1,000% in the last five years. Blockchain is a key pillar of the tech revolution that is taking place alongside the emergence of AI and quantum computing.

Currently a couple of hundred million people across the globe are estimated to have exposure to crypto. With over 5 billion people owning mobile devices this figure is expected to expand rapidly over the coming years.

Essential **Skills**

One of the problems facing this rapidly growing industry is a lack of education. As this new industry expands, the need for comprehensive knowledge will be paramount for investment managers, businesses, and those transitioning to work in this industry. The reality is that most investors in this space do still not truly understand the impact it is going to have on the business world.

Based on actual user adoption numbers it can be said that not having a basic understanding of blockchain in 2024 is like not knowing about the internet in the late 1990s. There is an undeniable need for business professionals and private individuals to understand how and why this technology will transform asset ownership and transactions in the future.

The **Course**

We offer one of the few in-person crypto and blockchain courses in the UK.

We have developed jargon free, easy to follow, modules and activities. Our course has been developed to educate attendees about the business and social implications for blockchain technology.



Key Learning Objectives

Course participants will firstly learn the foundations of blockchain and cryptocurrency, and how they apply in a wider context. The course is broken into 2 two-hour courses.

Course 1 focuses on the fundamental understanding of blockchain technology and cryptocurrency. We also dive deep into the blockchain's original asset: Bitcoin.

- ✓ Understand the underlying technology behind cryptocurrency: Blockchain
- ✓ How Blockchain can be leveraged by the financial industry and asset managers
- ✓ Bitcoin Deep Dive

Course 2 focuses on the other use cases for blockchain and the sectors within the this asset class that are about to cause great disruption across multiple traditional industries.

- ✓ Understand the different sectors within the Blockchain market
- ✓ Experience Decentralised Finance with our hands-on interactive DeFi activities
- ✓ Blockchain Industry Case Studies

Who should attend?

The programme will be of relevance to individuals operating within investment management firms and other businesses, in particular:

- Operations
- Treasury
- Organisation and Change Management
- Risk Management
- Portfolio construction/asset allocation
- Product Development



Course 1 **Blockchain & Bitcoin**

Course Length – 2 Hours

MODULE 1 **Blockchain 101**

What is a Blockchain?

Blockchain Analogy Explanation

Blockchain Use Cases

Blockchain Advantages

MODULE 2 **Cryptocurrency 101**

Bitcoin Explained

Crypto Mining Explained

Blockchain Practical

MODULE 3 **Bitcoin In Depth**

The Thesis for Bitcoin

Bitcoin and the Enviroment

Bitcoin Market Cycles

Bitcoin Stock to Flow



Course 2 **Sectors & Use Cases**

Course Length – 2 Hours

MODULE 1 **Infrastructure Blockchains**

Smart Contracts Explained
Applications on Ethereum

The Ether Coin
The Battle of the Blockchains

MODULE 2 **Witnessing the Blockchain**

Open a Crypto Wallet
Blockchain Transaction – Demo

Decentralised Finance – Demo
NFT Trading – Demo

MODULE 3 **Blockchain Sectors & Case Studies**

The Sectors
Tokenisation

Case Studies
Blockchain Use Cases



Tutor Biography



William Ralston-Saul
Lead Tutor

William started his career working in the mining industry. He co-founded his first mining company in 2006, which he later sold in 2013. William's next venture was to co-found two companies, one focused on nanotechnology research and the other on Indian affordable education, where he remains actively involved to this day.

William first took an interest in blockchain in 2017. After several years of becoming increasingly involved in the space he decided that comprehensive education was one of the real missing ingredients. In 2020 William co-founded the InCrypto Hub Platform to start addressing this issue.

In 2024 joined the Wiston Capital team to lead the push into institutional education into digital assets.



Charlie Erith
Founder | Wiston Capital

Wiston Capital was founded by Charlie Erith in 2023 to develop institutional quality investment strategies into Bitcoin and digital assets. Charlie previously had a 25 year career in traditional financial markets, specialising in Asian equities.

Charlie's career spanned Cazenove, BoyerAllan Investment Management, Stone Drum and Coupland Cardiff, where he ran long/short and long-only equity portfolios for institutional investors.

Charlie has been managing the Bitcoin & General Fund since January 2021.



Our Testimonials

"An absolutely fascinating day. Brilliantly presented and great fun. These stores of value/methods of exchange have to be studied at the very least to see the limitations of traditional assets.."

Jane Tufnell, Co-Founder, Ruffer Investments

"Thanks for an excellent boot camp. It was 10/10. Big implications for the financial industry. I could finally ask all the questions I'd been too embarrassed to ask, and I now actually understand what blockchain is...and what a difference it's going to make"

Jon Macintosh, Saltus Partners

"Flummoxed by Crypto? Too afraid to ask or admit it? Whoever you are this one day primer on the market, the challenges and the opportunity brings immediate perspective. It is a brilliant, fun, informative day aimed at anyone who wants to understand how this technology is set to stay and change the world.."

Dave Cazalet, Founder Director, Cozmos.com

"A great idea and just what we all needed. Really good hands-on learning. Couldn't ask for more."

Charlie Connell, Charles Connell & Co Ltd

"My understanding of crypto has improved enormously, and it gives much food for thought about the future of money! Very enjoyable."

Johnny Boyer, Co-Founder BoyerAllan Investment Management

"This was an excellent entry course for digital assets. We could see the potential of blockchain, but generally speaking there is too much heat and not enough light. The Wiston team really understands the asset class - and sees the opportunity - but takes a reassuringly practical and patient approach to investing in it. They're proving a first rate guide."

Charles Whitworth, Horatius Advisory

Contact Us

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Disclaimer

We are not giving financial advice. Our content and any material provided is for educational purposes only.

Wiston Capital is not providing you individually tailored investment advice or any general investment advice. Nor is Wiston Capital registered to provide investment advice. Wiston Capital is not a financial adviser, nor is it a broker-dealer.

Wiston Capital is not responsible for any gains or losses that result from your cryptocurrency investments. Investing in cryptocurrency involves a high degree of risk and should be considered only by persons who can afford to sustain a loss of their entire investment.

Investors should do their own research or consult their financial adviser before investing in cryptocurrency.

