

**“The trouble with weather forecasting is that it's right too often for us to ignore it and wrong too often for us to rely on it .”**

**Patrick L Young**





**DV Advisors Ltd**



# Patrick L Young

## Product Development Primer

BlockFinance October 19th, 2018

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# THE EXCHANGE OF INFORMATION

The Exchange Invest Daily Newsletter

**REVOLUTION**  
**MARKET CAPITAL**

liquidnet



**intrade**

The World's Leading Prediction Market



Patrick L Young



# About DV Advisors Ltd

- Specialist Product Consultancy  
(also) exchange creation & management  
Consortium Management etc  
Investor Advisory:  
Market Structure & FinTech etc.





# About DV Advisors Ltd

Principals:

Chairman: Patrick L Young

CEO: Jamie Khurshid



# DV Advisors Ltd Clients

Issuers

VFAAs

Investment Banks

Exchanges

etc

NB DVA is a B2B consultancy, not a VFAA.

# Essential Q's

- What Are You Trying to Achieve?

What Problems Do You Solve That Nobody Else is Solving?

Why Do You Matter?

How Do You Fit Into the Competitive Landscape?

How Are You Planning To Do This?

Why Should People Trust You To Deliver Th



# Structure?

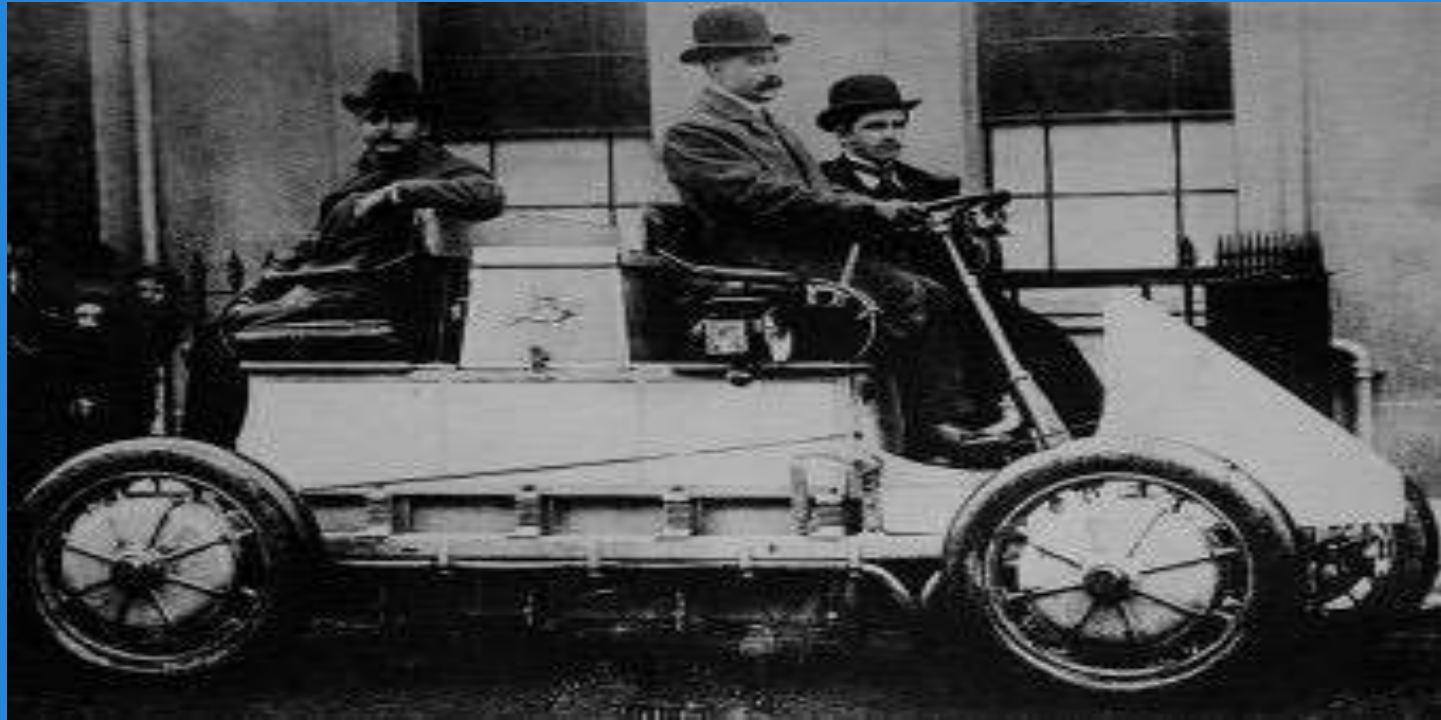
What is the Underlying / AKA  
What Do You Need Token For?

Virtual  
Investment





# That Innovation... Or A Funding Gap?



# Product Type?

- Debt  
Equity  
Hybrid

(NB Expiration?)



# Product Type? (2)

- Additional Factors?

E.g. Optionality?

Embedded add-ons / warrants etc.

Cap / Floor / Collar etc.



# Cyclicality



Does  
the  
Product  
Fit The  
Cycle?



# Tradable?

Vs

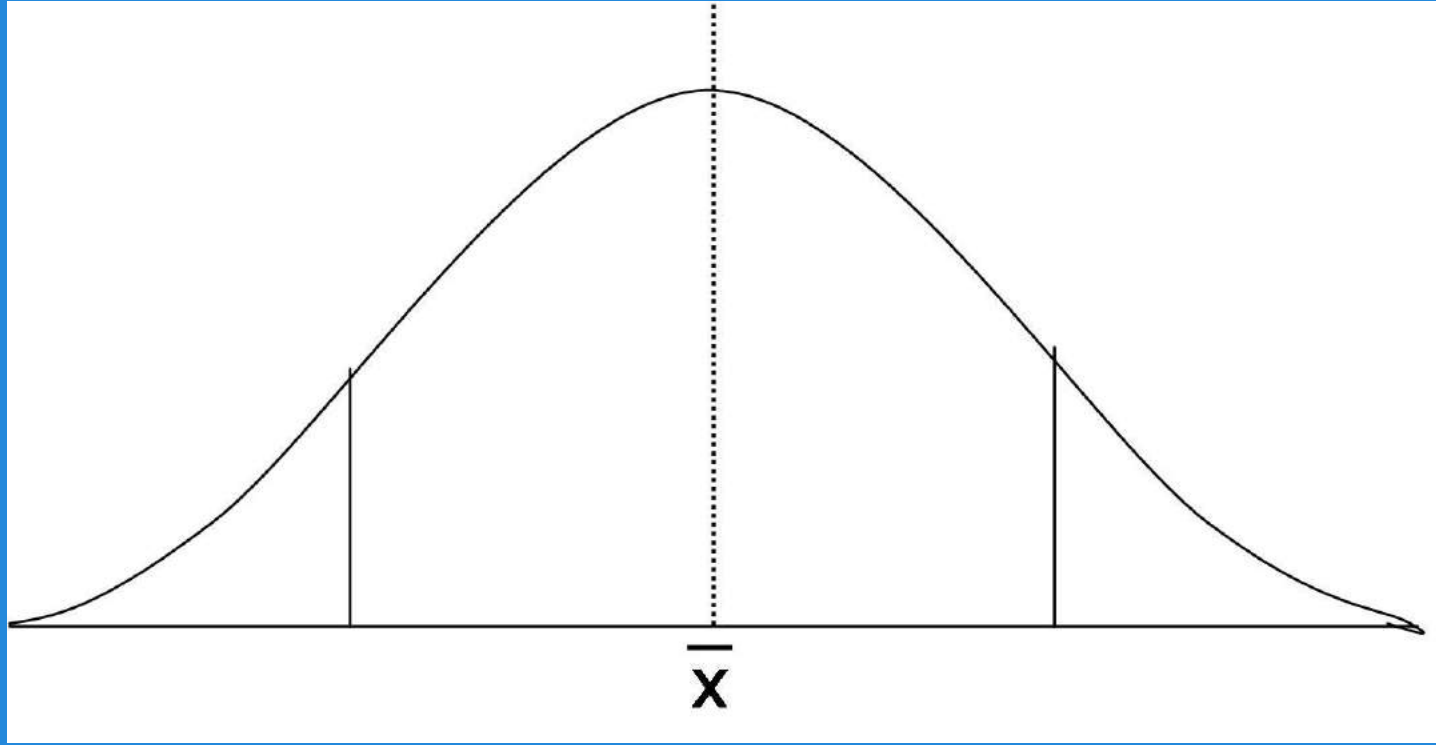
# Negotiable

- Concept  
Structure

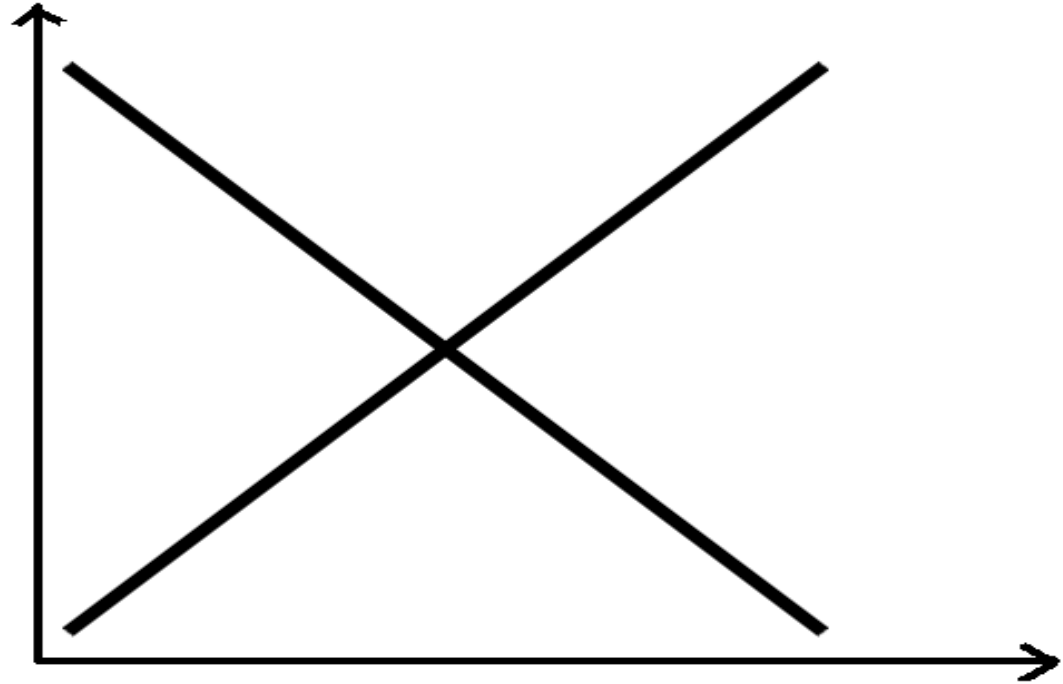
Trading Vehicle: AKA listing?



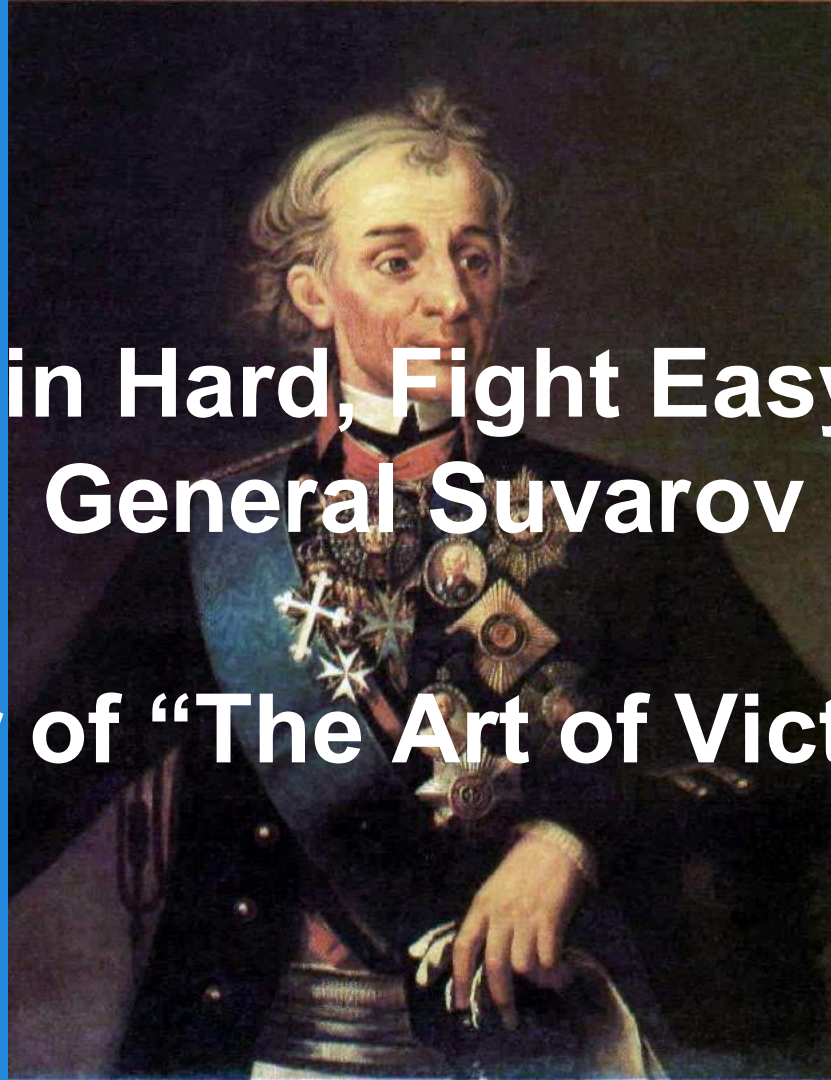
# Product Development Balance



# Product Growth Cycle



**“Train Hard, Fight Easy.”**  
**- General Suvarov**  
**(author of “The Art of Victory”)**





The Most Neglected Rule In Finance:

# Keep It Simple Stupid





ADRIAN CARUANA OCT18



# Conclusion: Trade Me Anything (TMA)

- 'Anything' Can Be Traded / 'Securitised' / Tokenised



# Patrick L Young

Patrick@DerivativesVision.com



**Capital Market Revolution**  
The Future of Finance in a Global World

