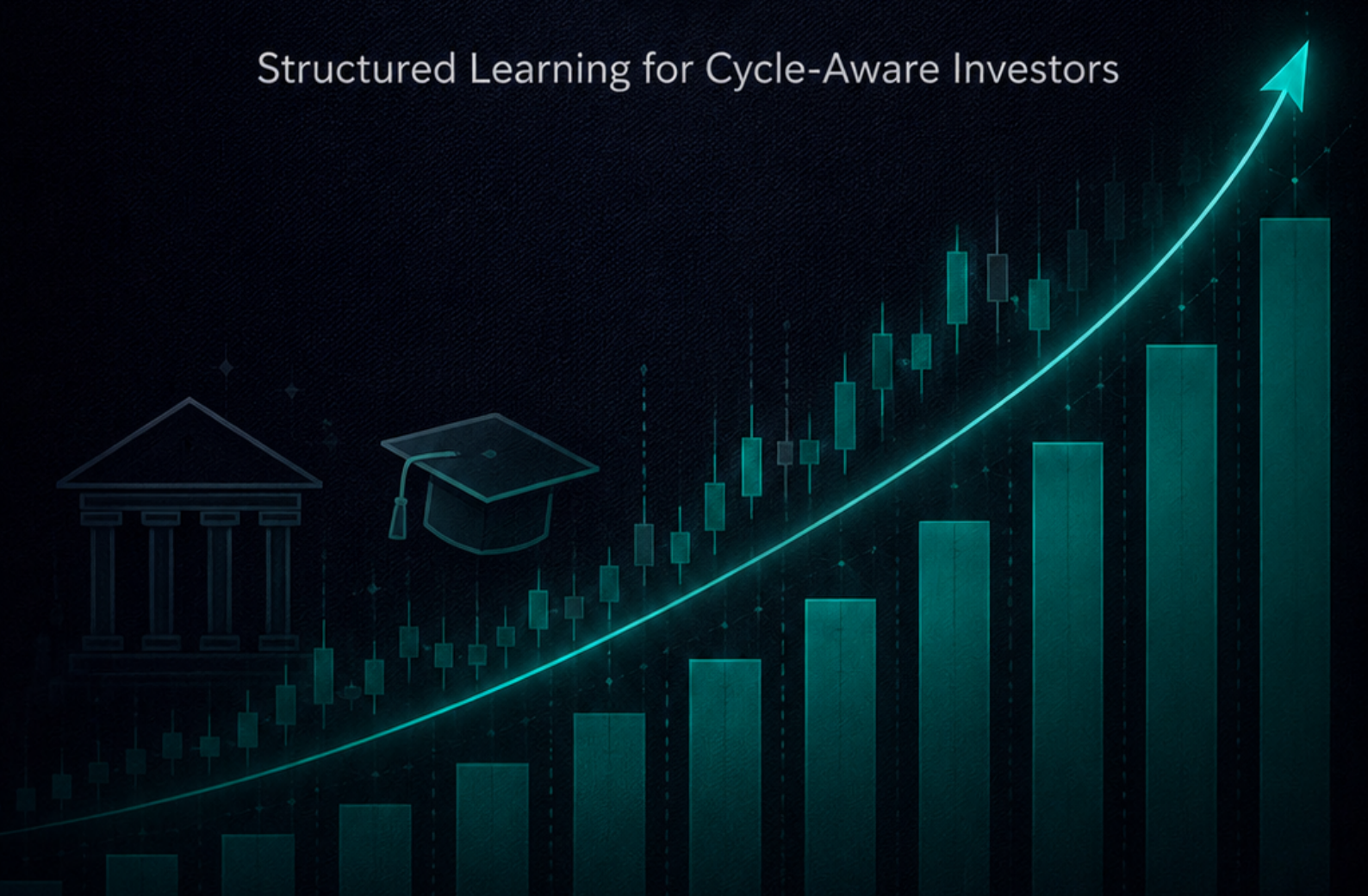
CAPITAL CYCLE

INTELLIGENCE

CCI CURRICULUM

Structured Learning for Cycle-Aware Investors



Know Why You Own It

The foundational document for this module is Know Why You Own It, located in the Foundation Library.

CCI recommends that you read that piece before completing this module.

This Stage 0 module is not designed to replace the foundational document. Its purpose is to reinforce why this principle matters so deeply within the CCI worldview.

Why this matters inside CCI

Knowing what you own is the first responsibility of investing. Knowing why you own it is what gives that ownership structure, purpose, and discipline.

CCI begins from the view that every meaningful position should have a clear reason behind it.

Not a vague feeling.
Not borrowed conviction.
Not excitement disguised as insight.
A reason.

Without that reason, ownership becomes fragile. It may survive while conditions are favourable, but it rarely holds together when markets become difficult. When volatility rises, uncertainty appears, or price moves against you, a weak thesis is exposed quickly.

This is why Know Why You Own It follows immediately after Know What You Own.

Understanding the asset is essential. But understanding alone is not enough. You must also know why it deserves a place in your portfolio.

The philosophical importance

Inside CCI, a position is not simply something you hold. It is an expression of judgement.

That judgement should be clear enough that you can explain it plainly:

- Why does this asset belong in my portfolio?
- What am I expecting it to do?
- What role is it there to play?
- What conditions support the case?
- What would challenge that case?

These questions matter because they turn ownership into something deliberate rather than reactive.

A portfolio built without clear reasons becomes vulnerable to drift. Positions remain in place not because they still deserve to be there, but because they were never properly defined in the first

place. Over time, this creates clutter, confusion, and weakens the integrity of the portfolio as a whole.

CCI rejects that kind of loose thinking.

A clear reason for ownership does not guarantee success. But it does create a stronger basis for discipline, review, and decision-making.

Why this matters in practice

If you do not know why you own something, then several problems follow.

First, conviction becomes unstable.
Second, risk becomes harder to judge.
Third, error becomes harder to recognise.
And fourth, behaviour becomes more vulnerable to price and noise.

A clear thesis improves all four.

It gives you something to measure against.
It gives you something to revisit.
It gives you something to test when conditions change.

Most importantly, it helps separate investing from reaction.

Investors who do not know why they own something often discover that truth only after the market turns against them. At that point, they are forced into emotional decision-making because the original case was never clear enough to guide them.

CCI is built to avoid that trap.

The standard

Inside CCI, every meaningful holding should be supported by a defined reason for ownership.

That reason may differ depending on the asset and the role it plays. One position may be held for growth. Another for protection. Another for liquidity. Another for asymmetric upside. Another for portfolio balance within a specific regime.

The reason itself may vary. What matters is that it exists and that it is clear.

You should be able to say, in simple terms:

- why the asset is in the portfolio
- what role it is there to play
- what conditions support the thesis
- what evidence would weaken the case

If that cannot be done clearly, then the position is resting on weaker foundations than it may appear.

What you should take from this module

As you read Know Why You Own It, the aim is not to produce perfect certainty. The aim is to strengthen intentionality.

You should come away asking:

- Does every meaningful holding in my portfolio have a clear reason behind it?
- Can I explain that reason simply and honestly?
- Do I know what role each position is meant to play?
- Do I know what evidence supports that role?
- Or have I confused ownership with conviction without ever defining the thesis properly?

These questions matter because the quality of your portfolio depends not only on what you own, but on the quality of the reasons for owning it.

Closing principle

Inside CCI, ownership should be deliberate.

You should not only know what you own. You should know why you own it.

That is what turns a holding into a thesis, a portfolio into a structure, and decision-making into a discipline.

Read the foundational document carefully, then return to your portfolio and ask whether each meaningful position is supported by a reason clear enough to guide you when conditions change.

That is where stronger conviction begins.