

VVV Hedge Fund

By VeganVille Virtual





About

The VVV Hedge Fund is a an actively managed vegan portfolio in VeganVille Virtual oriented toward building the vegan economy, not profit.

Run by vegans, for the vegan-minded (via questionnaire, except the accredited investor)

Goal: Align finances with ethics! Celebrate vegan success and express one's veganness financially

Pitch

VeganVille actively manages and allocates in a vegan direction as a support system.

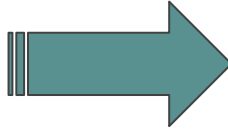
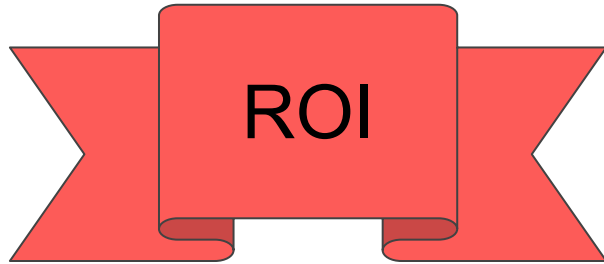
These investments go towards - long term profit incentivization:

- building vegan businesses until they establish themselves and able to provide a profit back to be able to sell out and send the money to the next stock.
- Aligning with vegan-centric values - animals, health, environment, etc.

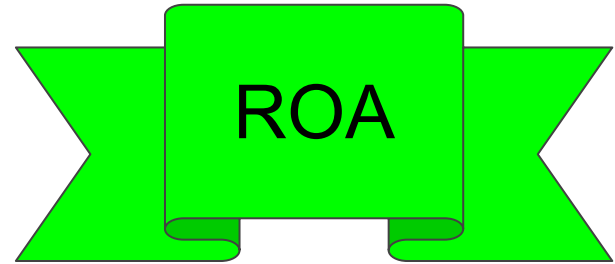


Financial Transition

money



success



I - investment
A - Achievement



How it works

VeganVille has a hedge fund account where the money is actively managed by VeganVille employees.

Active management

- Sell
 - Anytime a vegan stock changes to not be vegan
 - a company becomes established to where the amount of money originally invested plus how much extra deserved (through effort, buffer, etc.) is less than 10% of their total profit.
 - Pump and dump - sell out and buy back after
- Buy
 - If new vegan stocks come along, VeganVille takes them into consideration for placement into the portfolio
 - Based on the ability to purchase it if it's worth bringing in
- If someone's no longer vegan (or deemed vegan) - they'd be removed
 - Vice versa if they're vegan
 - Have social media - like discord - to react in a timely manner to such changes



Transparency

Publicly available on the Investor page of the VeganVille website will be the following filings:

- Quarterly
- Annual

These show what's invested in and how they did.

Disclaimers - principles

- Reward veganism
 - Because they deserve the most resources for doing the right thing
 - Harder on non-vegans
 - Make non-vegans
 - jealous that they're missing out
 - Do all the legwork to be vegan and catch up
 - Have it happen by choice, so it's not forced
 - They do all the work and expend their resources
 - Not - vegan activists
 - So we don't have to
- Selling point - avoiding thinking something's vegan when it's not
 - Unlike other vegan investors that fall into traps
 - Thinking a stock's vegan when it's not
- Benefits outweigh risks - even if there's a small percent of something that went wrong - where it was thought is was vegan when it wasn't - it's not something to get upset about - because we did something, which is better than nothing (don't cry over spilled plant milk) - we'll recognize and fix it
- All based on principle, not real world outcomes and actions
- There's a risk that anything that's deemed vegan is going to not be 100% vegan
- Just because something looks vegan, doesn't mean it is - all that glitters isn't gold
 - And vice versa - just because something doesn't seem vegan doesn't mean it isn't
- We can't fault ourselves if something's not what we expect it to be for veganism, we can only recognize and accept it and as long as we want and try to move forward in the right direction, that's all that matters
 - Just because someone isn't vegan doesn't mean they're less ethical
 - They're just at a different life stage and knows something vegans don't know about what's better
 - It's good to learn from that/them
 - Not - chastise
 - All we can do - is go in the direction we believe in
 - The best we got!
 - Explain it
 - If - willing ear
- As life is about living with the best direction, intentions, outcome, etc. possible
 - I.e. utilitarianism
- Veganism is about working off of what we know and not off of what we don't
- Best to seek reality to counterbalance idealism - just because something is (or you think it is) doesn't make it so
 - just because you're able to do something doesn't mean you should - important to incorporate the outcome in criteria, not just the intention/direction (like if eating a vegan sandwich led to a protest that killed many people and animals from the outrage - the sandwich was vegan, but the outcome wasn't - so eating a vegan sandwich in that area should be avoided, not just ignored just because the sandwich is vegan and you're vegan with a mindset, doesn't mean the situation works out to be vegan - as there's a missing factor in that equation, which is reality)
 - That's why in financing - it's best to think of the goal - what you're after - and if what you do achieves it
 - I.e. efficiency
 - Otherwise it doesn't matter how ethical you are - if it doesn't lead to ethical outcomes, it's worthless
- Morals and reality are two different things - just because you believe in something doesn't mean it'll be true or take place in reality



Disclaimers - Veganness

Are we vegan? Yes.

Is it perfect? No.

Reason - the vegan economy recently started taking place in the stock market and the world. It's in transition. So since we don't live in a vegan world and vegan companies acknowledge that, many companies aren't going to be super perfectly vegan (see APPI) until there comes that day. We will continuously monitor for that day. Regardless, we are the most vegan stock portfolio known out there, because we already go above and beyond past the product level to find the most vegan of stocks to own.



Portfolio - Criteria





APPI

After - determining product's vegan

Let's take the example of salt, which is vegan in itself, but let's see how a company makes their vegan product no longer vegan:

Application	The salt's marketed as a real meat preserver
Process	They use animals to find and gather (i.e. not veganic) the salt
Partnerships	They sell the salt in a non-vegan store
Investors	non-vegan investors take pride in capitalizing off what they feel is a trend to buy non-vegan products, not help the company or believe salt or its vegan applications is to go



Hardlines and Leniency

What automatically is and isn't eliminated - where it's outside of the control of a vegan company

Application	Yes
Process	Yes
Partnerships	No
Investors	No

Reasons:

- With partnerships and investors, they turn vegan once they become a part of the company.
- Applications and processes don't change and do the opposite - make a company not vegan.



Beyond APPI

- Avoid anything illegal, unsafe, unproductive for society, etc.
- Vegan principles that we believe in (will be listed (for - transparency)). It'll be biased, as other vegans may have different principles.



Validity checks - of veganness

- Investor
 - Questionnaire
 - [Discord](#)
 - Money has to come from a vegan friendly bank account
- stocks
 - My own list
 - SEC filings
 - News
 - Yahoo finance
 - Search engine
 - Beyond animal
 - Our special software (i.e. Interactive Brokers)
 - Google site:
 - stocktwits



Pricing





Options - profit

- Take 10% profit
 - From - earnings only
 - Not when there's an overall loss
 - Calculated when money's taken out
 - no matter what
 - Customer pays the fees
 - Unless it's so large - that VV
 - Can afford it
 - While - still making a profit
- Other options - extra (on top of 10%):
 - 5% - charity
 - stock buffer - insurance
 - Security deposit - 10% extra of total deposit
 - Given back whenever they lose money
 - Net profit - extra 5-10%
 - If they lose money, it's their loss, but when the company makes money - their previous losses are taken out of the company's profits. The company would take money only after the person makes money after losses.
 - Only sell on gains (or net gains)
 - Not always possible



Options - liquidity/risk

- Stocks
 - Alignment
 - Company building
- Non-stock - startups

Liquidity/risks - least -> most

- Alignment stocks -> company building -> non-stock startups

People can go from less -> more liquid, but not the other way around



Millionaire Raise

- Give us \$1 million
 - Must be
 - A vegan!
 - An accredited investor
- Stay in account
 - Until we get our own \$1 million
 - Doesn't encounter losses
- When we give them the payout, then they're out of the account
 - = \$300k
 - Company needs to make a total of \$1.3 mil to replace the millionaire
 - Will be really hard for the company to do - with its current business model
- We're switching gbp to usd
 - Beneficial during brexit
- # of millionaires needed - 2
 - Insurance - if one wants or has to leave, they can
 - So the hedge fund can keep going



What we do with the account outside of the \$1 mil

- Buy stocks
- Invest in startups
- Possible discount with beyond animal investor membership
 - Already have working connections with beyond animal
- Give classes
 - Only after establishing the brand
- Optional - vegan charity