

# Cryptocurrencies - getting clients invested

*Speaking at Hubbis' Investment Solutions Forum 2017 in HK – Ville Oehman of Blockchain Technologies explains why this should not be ignored as part of a balanced portfolio.*

Cryptocurrencies are up roughly USD150 billion in one year.

This suggests that this asset class can no longer be ignored as part of a balanced portfolio, says Ville Oehman, co-founder of Blockchain Technologies.

Yet there are various issues and challenges to consider.

For instance, cryptocurrency regulation is emerging.

Plus, there are potentially a host of custody, infrastructure and security challenges for asset managers.

More specifically in terms of challenges, say Oehman, there have been five years of negative Google search results.

There is also the fear of decreasing AUM and investment committee rules.

Plus, the definition of money needs to be clarified, adds Oehman.

For instance, what is it backed by? And, who can create it, how can they create it, and why?

To be able to put this into practice, there are various questions and considerations that Oehman suggests.

For example:

- How do I create a wallet?
- What do we actually own?
- Where do we store the asset?
- Are there custodians?
- How do we show, existence, value and ownership of these assets?
- Who do I trade with?
- Can I just get exposure to the market, without the headache?
- Is there an industry standard for doing this right?



**VILLE OEHRMAN**  
Blockchain Technologies

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