



aditya b <adityadotb@gmail.com>

Fwd: Preview - The OIO Newsletter 🚀

Aditya Bhogaraju <aditya@oio.inc>
To: Aditya Bhogaraju <adityadotb@gmail.com>

Thu, Oct 27, 2022 at 11:27 AM

----- Forwarded message -----

From: **Marketing Email Preview Send** <noreply@hubspot.com>
Date: Thu, 27 Oct 2022 at 11:24
Subject: Preview - The OIO Newsletter 🚀
To: <aditya.bhogaraju@oio.inc>

[View in browser](#) OIO_LOGO AND BASELINE (1)-4

The OIO Newsletter: July Edition

Welcome to the second edition of our newsletter! Here you will find updates, insights, content and more!

About OIO.

We are the centre in a decentralised financial world.

We strive to make a complex world simple, so that our valued clientele can benefit from meaningful financial opportunities and flourish in the new age of money. We go and grow together.

We offer structured investment products, DeFi lending, managed funds, staking, and more!

Join us on this journey.

What's new @ OIO?

OIO Crypto School (or OCS for short) held its inaugural certification for relationship managers on Friday, the 15th of July. Our genesis batch of participants were taken through a comprehensive curriculum comprising blockchain / crypto training modules by OIO's team of domain professionals, with topics spanning crypto dynamics, onboarding methodologies, research analytics, DeFi security, just to name a few. This certification was institutionalised to accord our clients the assurance of the highest level of service and subject matter expertise by OIO's team of relationship managers.

If you are interested in supercharging your investment portfolio with the power of crypto, send us an email at whydiy@oio.inc

 WhatsApp Image 2022-07-15 at 9.20.46 AM

 OIO Crypto School Logo

 Crypto Winter Assets

[Click here for the Lucky Draw Form!](#)

We conducted a Livestream on our [OIO Facebook Page](#) last night where matters such as accumulation strategies, charting and overall market outlook were discussed. Click on the above button to take part in our promotion. Good luck!

Insights.

 Risk Management

Risk Management in DeFi is challenging as it is incompatible with traditional risk management theories more suited towards CeFi. In CeFi, capital markets focus on establishing reputable intermediaries to facilitate transactions for investors. Over the past few years, the actions taken by these intermediaries have been questionable and is under intense public scrutiny ever since the 2008 global financial crisis which it caused. As a result, the idea of a completely trustless DeFi system that requires no centralized body to govern started to pick up steam. However, with no centralized party to trust, a new set of risk management skills need to be established in order to navigate this nascent space safely...

[Click here for the full article on How to manage risks in DeFi!](#)

293535579_143452844970379_7578558561942193582_n

During your time exploring the world of Crypto, you will surely come across a term called “Mining” or “Proof of Work” especially when it comes to popular coins such as Bitcoin. However, to many, the exact machinations to how this revolutionary technology enables complete trustless decentralization remains a mystery. In this post, we will look into the Proof of Work (PoW) consensus model and how it secures the Blockchain from hacks.


292338567_142688528380144_3378100759680553392_n

We have sure come a long way since the Web 1.0 days of the 90s with just static sites hyperlinking to each other. Today we live deeply inside the realm of Web 2.0, also known as the participative social web. Sites such as Facebook, YouTube, Instagram are all Web 2.0 powered and allows users to generate content by themselves and post it for others to see and interact with through likes, comments, and shares.

[Click here for more insights!](#)

Media.

Screenshot 2022-07-19 at 9.59.52 AM

Screenshot 2022-07-19 at 10.00.14 AM

We are excited to announce that Geoff Tan, OIO's Chief Marketing Officer, has been invited to deliver a keynote address at the 22nd MAdTECH SUMMIT presented by Intrigue on the 19th of October, 2022 on the topic: **Marketing in the Era of Blockchain: Why it is NOT business as usual.** With the centralized world fast making way for its user-friendly, more secure, more private, better connected, decentralized counterpart, a whole new world has emerged with digital data ownership expressed in NFTs, metaverses, and more!



OIO Singapore Pte. Ltd., 16 Arumugam Road, #01-03 LTC Building D, Singapore, 409961

[Unsubscribe](#) [Manage preferences](#)