

# Investyourway takes on bitcoin



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InvestYourWay offer Bitcoin as part of a fully diversified fund

InvestYourWay, the bespoke online fund building platform, today announced the addition of Bitcoin as a new investable product, offering more choice to clients.

InvestYourWay believes in making such products available as part of a diversified portfolio and not just to those who can afford personalised fund management services, as clients only need as little as ? 2, 500 to begin using their service.

From the start, InvestYourWay has done things differently. In partnership with IG, a FTSE 250 company, InvestYourWay created a unique no leverage Contract For Difference (CFD) designed for long term investment.

CFDs are widely used by professional traders and do not require people to lock their capital up in the underlying markets; instead, money sits in an instant access brokerage account with the broker crediting or debiting the account as the underlying markets move.

This makes them an ideal product to use when investing in Bitcoins as clients benefit from the changes in the value of Bitcoin without incurring the risk of needing to hold the product directly.

InvestYourWay is a completely new way to invest money in the market, giving clients complete real-time control over their investments. In under a minute clients can build a bespoke fund tailored to meet their needs.

Be it a low risk fund investing in Europe and gold, to a high risk fund investing in Asia and the UK tech sector, InvestYourWay funds are constructed and managed with each client receiving a completely unique and bespoke solution.

With this latest development clients can request that these unique, personalised funds include Bitcoin.

Bitcoin is still a relatively new product and the value of them can be quite volatile. To ensure that this risk is managed appropriately, InvestYourWay will only include Bitcoin as one holding within a diversified fund, thereby reducing exposure and managing risk.

InvestYourWay are also only making Bitcoin available to those clients who are able to demonstrate a sufficient amount of investment experience when signing up to the service.

Michael Newell, CEO of InvestYourWay, said: “ Unlike traditional fund managers who are restricted by the funds they have on offer, we have built this business on the principle of the right for a client to be able to choose the type of investments we include in their bespoke fund, from particular global regions to individual products.

With this latest enhancement clients can now choose to include Bitcoin as part of that solution. We believe it is all about providing the kind of bespoke service that would be available to the high net worth individual but making it accessible to all within a well managed and balanced portfolio.”