

# InvestorNews.com Offers Real Time Access through the Revolutionary IR Mobile App, Now Offered Through Stock Marketing Inc.

written by InvestorNews | April 17, 2024

Toronto, Canada, April 17, 2024 – InvestorNews Inc., a leader in capital market digital media solutions and the Publisher for [InvestorNews.com](https://InvestorNews.com), proudly announces the launch of the [InvestorNews.com](https://InvestorNews.com) IR Mobile App, created, developed, and distributed through [Stock Marketing Inc.](https://StockMarketingInc.com) This new app is now available for both Android and Apple devices, providing seamless access to [InvestorNews.com](https://InvestorNews.com).

The [InvestorNews.com](https://InvestorNews.com) audience is graciously encouraged to download the IR Mobile App at the following locations and offer comments:

**Android:** [Download Here](#) | **Apple:** [Download Here](#)

For over twenty years, InvestorNews Inc. has been at the forefront of delivering in-depth news on the public markets, recognized for its detailed analysis provided by expert analysts and seasoned journalists. As a continuous innovator, InvestorNews Inc. is dedicated to enhancing its offerings to meet the evolving needs of its audience.

InvestorNews Inc. understands that in addition to deploying their news effectively, Stock Marketing's IR Mobile App will offer the companies that work with InvestorNews Inc. a way to

offer investors direct and efficient access to up-to-date information about public companies' performances, news releases, and strategic developments, right at their fingertips. This tool is designed to cultivate a closer connection and enhanced transparency between shareholders and the companies they invest in.

Scott Breard, CEO of Stock Marketing Inc., expressed his enthusiasm about the mobile app's potential: "The IR Mobile App is a revolutionary step forward in investor relations, providing immediate access through just a single touch. It greatly enhances how companies and investors connect beyond conventional websites and social media."

Tracy Weslosky, CEO of InvestorNews Inc., highlighted the significance of mobile platforms in today's market: "The ascendancy of mobile devices has transformed how audiences engage with content. Mobile apps are now crucial in marketing to this rapidly growing segment. With nearly half of all web visits now coming from mobile devices, and a significant portion of social media consumption happening on these platforms, our new IR Mobile App is perfectly positioned to meet the demands of this mobile-dominant era."

Stock Marketing Inc., with its specialized knowledge in digital marketing for publicly listed companies, has played a crucial role in the development of this app. Their services, which include website creation, social media management, and now innovative investor relations mobile applications, are tailored to meet the specific needs of today's digital landscape. InvestorNews Inc. maintains an ongoing commitment to offering an independent source for capital market news.

InvestorNews Inc. operates the Investor.Coffee YouTube Channel and produces the [InvestorTalk](#) Event Series, alongside managing

media platforms for the [Critical Minerals Institute](#) (CMI).

### **About InvestorNews Inc.**

Celebrating over two decades in business, **InvestorNews Inc.** is proud to be the force behind **InvestorNews.com** – your independent source for capital market news. Renowned for our comprehensive coverage of the public markets by esteemed analysts and accomplished business journalists, InvestorNews is the Publisher of the highly regarded Investor.Coffee YouTube Channel and Podcast Producer, and the Production Manager behind the daily InvestorTalk Event Series that offers accessible Q&A to industry leaders and experts. In our continuous pursuit of excellence and innovation, we have become the media platform for the [Critical Minerals Institute](#) (CMI). The CMI orchestrates regular virtual events and the annual Critical Mineral Institute Summit Series to cultivate collaboration and specialized knowledge within the critical minerals market.

### **About Stock Marketing Inc.:**

Stock Marketing Inc. specializes in digital marketing specifically crafted for publicly traded companies. They offer comprehensive services including website development, social media management, executive branding, and investor relations mobile apps.

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# **Fineqia's Bundeep Singh Rangar on the influence of digital currency in shaping the future of finance**

written by InvestorNews | April 17, 2024

Fineqia International Inc. (CSE: FNQ | OTC: FNQQF | FSE: FNQA) continues to solidify its position as a leading player in the digital asset and fintech investment landscape with recent notable developments.

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## **Landmark Approval from the Vienna Stock Exchange Opens Gate for Fineqia AG to list ETNs with Digital Assets as Collateral**

written by InvestorNews | April 17, 2024

[Fineqia International Inc.](#) (CSE: FNQ), known for its cutting-edge approach in the fintech and digital asset investment sphere, made headlines earlier today with its subsidiary,

Fineqia AG, securing [approval](#) from the Vienna Stock Exchange (VSE) in Europe to list Exchange Traded Notes (ETNs) with digital assets as their underlying collateral. This landmark approval opens the gates for Fineqia AG to automatically list ETNs that adhere to its base prospectus, bypassing the need for individual listing approvals.

The news has stirred considerable excitement, and to delve deeper into its implications, Tracy Weslosky from InvestorNews sat down with Bundeep Singh Rangar, CEO and Director of Fineqia International Inc., for an insightful discussion on what this development means for Fineqia and the wider digital economy.

**Tracy Weslosky:** Can you elaborate on the importance of the VSE's recent approval for Fineqia AG?

**Bundeep Singh Rangar:** If you look at the trends in the industry for digital assets, there's a legitimization of digital currencies taking place. Regulators and exchanges have dovetailed in their opinions to allow for a listed instrument, such as an exchange-traded fund, to hold digital assets as collateral. The model of that, of course, is the U.S. approval of a Bitcoin ETF earlier this year, which has seen a phenomenal inflow of capital to create ETFs worth billions. So, you had one ETF here, \$10 billion in two months. The next best one was gold several years ago, which took two years. So, the legitimization of Bitcoin is going to be followed by the legitimization of other coins, and what we have now is an approval from an exchange that says you can list ETNs, which are very similar to ETFs in the U.S. You can list these ETNs in Europe for any underlying digital asset, as long as it conforms to your prospectus, which has been approved by the regulator. So, our prospectus permits us to list not only Bitcoin but Ethereum, Solana, Cardano, Polkadot, and multiple coins that are not yet approved in the U.S. We're kind of two steps ahead of what has

just been approved in the U.S. because, within the future, are further approvals – and we want to stay ahead of that flow.

**Tracy Weslosky:** What do you believe positioned Fineqia for this unprecedented approval?

**Bundeep Singh Rangar:** Sure. So, I'd say there are three things to bear in mind. The first thing is that we have expertise in the digital asset economy. We have investments in digital asset management companies such as Wave digital assets in LA; we're investors in a fund from San Francisco. We've invested in blockchain gaming companies. We're investors in a company called WeSendIt, which is like WeTransfer on the blockchain. So, we've demonstrated our acumen when it comes to blockchain technologies. The second thing is we have a very credible team, so aside from myself, there's our Chairman (Martin Graham), who's a former head of the AIM, the Alternative Investment Market on the London Stock Exchange. He was the director of the London Stock Exchange. So having a combination of digital asset expertise and high-level governance standards that come with being listed and having a regulated entity is a good, formidable mix. Lastly, Europe is a bit ahead of many parts of the world, particularly the U.S., when it comes to its products...there are other issuers in Europe who have been approved for other coins – we're not new in that sense, but where we have something that's very new is that we allow for the underlying assets to be deployed in decentralized finance. That's the novelty.

If you want me to explain that here's what that means: People forget that currencies as we know them, like Bitcoin and Ethereum, are also software protocols. Right? When people try to cubbyhole them as just currency, it's doing a disservice because it's also a store of value, a currency, a unit of record or store of value, and it's also a software layer. That's where these decentralized apps or dApps are being built on Bitcoin's

Lightning Network or Ethereum, Solana, or Cardano. Now, those software developments take place because the layer underneath the protocols, i.e., Bitcoin, Ethereum, Solana, Avalanche, Cardano, create incentive mechanisms for participants in that network. If you validate a transaction, if you enable a payment, you enable a remittance, you're rewarded. There's economics behind the software protocol. The most commonly understood one is Bitcoin mining, where miners get rewarded for validating transactions. And we're coming up to a Bitcoin halving event where those rewards get halved. When you deploy an app on a protocol and there's a transaction mechanism that rewards, there's an economic upside. All the upside is captured by the token holders because they're part of that network. If they're part of Bitcoin's network and hold a Bitcoin token, they get rewarded, or in Ethereum, it's done through staking. It gets more complex with decentralized finance (DeFi), which essentially mimics real-world finance, allowing for lending, borrowing, payments, and remittances.

**Tracy Weslosky:** Following up on that wonderful explanation for all of us, can you explain the significance of the automated listing process approval?

**Bundeep Singh Rangar:** Ordinarily, as an issuer, you might say, "I want to issue a Bitcoin spot ETF," as you've seen in the U.S., and in Europe, it would be a Bitcoin ETN. You go to the regulator and then to the exchange for approval. They approve that specific product. A case in point is Bitcoin is approved in the U.S. by the SEC; Ethereum is not. In our case, we're approved as an issuer based on an issuance program of upcoming notes.

We have approval for issuing any kind of exchange-traded note that conforms to our underlying prospectus. We don't need to seek approval for each individual note thereafter, as long as it

adheres to our prospectus. Our prospectus was approved last year by the regulator in Europe and in Liechtenstein, which is approved for passporting across all European Union countries, plus the European Economic Area, adding up to 30 countries. Our passport-able prospectus was up for renewal, so we got it renewed and approved as a renewed prospectus on Friday. Now we have the ability to issue ETNs that conform to our prospectus, covering a wide range of coins, without needing approval for each one because they already conform to the prospectus. It's like a master license to issue notes without getting permission each time.

**Tracy Weslosky:** You've partnered with FTSE and are offering benchmark pricing data and distribution capabilities for your exchange-traded notes. Can you comment on that?

**Bundeep Singh Rangar:** Yes, and this is where it gets really interesting because looking at the history of ETFs, they've been banned in a lot of places or were not permitted. This is akin to what happened with hedge funds 20-30 years ago. And if you go back even further, bonds were once traded illicitly in coffee shops before stock exchanges recognized and legitimized them. In Canada, for instance, the initial refusal by the Ontario Securities Commission to approve an application by 3iQ was based on the inability to ensure that the pricing for Bitcoin was legitimate. The challenge was that Bitcoin and other cryptocurrencies are traded 24/7 across the globe, so how could one be certain that the price on one exchange was accurate? Ensuring the integrity of pricing required sourcing from multiple exchanges to derive a weighted average price, given the round-the-clock trading that doesn't align with traditional stock exchange hours.

3iQ argued that the CME was a valid index provider and ultimately won their case against the OSC, leading to the



approval to list crypto assets such as Bitcoin and Ethereum backed ETFs. Our approach involved partnering with FTSE Russell, a leading provider of benchmark pricing for listed securities and assets worldwide, akin to the Dow Jones in the US or the FTSE 100 in the UK. FTSE Russell, as a subsidiary of the London Stock Exchange Group, provides us with robust and credible pricing, ensuring there's no question about the integrity of our benchmark pricing. This partnership benefits us in multiple ways: it assures the market of the reliability of our pricing, it involves us with the London Stock Exchange's promotion to their institutional clients (benefiting us both), and it allows us to co-brand with a recognized name from traditional finance, lending credibility and trustworthiness to our product in the eyes of fund managers and family offices.

This arrangement with FTSE is a significant stride into integrating digital asset ecosystems with traditional financial markets, benefiting all parties involved and providing assurance to investors regarding the credibility and reliability of the products they are subscribing to.

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# The Top 5 Reasons Why YouTube Will Transform Marketing for Public Companies

written by Tracy Weslosky | April 17, 2024

*"This is a data-driven market. To be 'discovered' you must offer data. And there is no where better than YouTube. I tell clients everyday to go start a YouTube channel."*

In an era where digital platforms are continually reshaping how businesses connect with their audience, YouTube has emerged as a pivotal marketing tool for public companies. The evolution from traditional media to digital platforms, particularly YouTube, is not just a trend but a significant shift in consumer and investor behavior. Our journey since launching the InvestorNews YouTube channel in 2010, now accessible through InvestorCoffee.com, has allowed us to closely observe and leverage the effectiveness of YouTube in marketing. Integrating compelling statistics, here are the top 5 reasons that illustrate why YouTube is set to revolutionize marketing for public companies and the importance of establishing your own YouTube channel.

## **1. Attracting a New Demographic**

The digital age beckons a new era of consumers and investors, predominantly younger, who are increasingly difficult for public companies to reach through traditional media. YouTube, with 2.70 billion monthly active users globally, offers an expansive platform to bridge this gap. Notably, the largest share of YouTube users is between ages 25 to 34 years old, highlighting its effectiveness in reaching a younger demographic. This demographic insight is crucial for companies looking to appeal to and engage with the next generation of investors and consumers.

## **2. Keeping Shareholders Updated**

In today's fast-paced world, shareholders prefer immediate and accessible content over traditional communication methods. YouTube's 122 million daily active users underscore the platform's vast engagement, providing a dynamic channel for companies to update their shareholders. The direct search

functionality, where users can find content by simply speaking into their remote, emphasizes the importance of a strong YouTube presence to ensure discoverability and maintain shareholder engagement.

### **3. Building Your Own YouTube Channel**

The argument for public companies to invest time in their own YouTube channels is further supported by the platform's content diversity and engagement rates. With over 500 hours of content uploaded to YouTube every minute, the platform's vast content library offers companies a unique opportunity to stand out and directly engage with their audience. Frankly, I predict that the potential for companies to build a dedicated and engaged audience through their own channels will be explosive when done right.

### **4. Your YouTube Channel is Your New Website**

YouTube's role extends beyond just a video-sharing platform; it has become a primary source of information for many users. Android users spent a monthly average of 27 hours and 26 minutes on the YouTube app, showcasing the significant mobile engagement with YouTube. This statistic highlights the importance of having a dedicated YouTube channel for your company, providing a space where interested parties can access information and updates anytime, anywhere.

### **5. Simplifying Audience Engagement**

One of the standout features of YouTube is its ability to simplify audience engagement. Once users subscribe to a channel,

they automatically receive notifications and access to new content, eliminating the need for companies to maintain complex databases or outreach programs. This seamless interaction facilitates ongoing engagement with your audience, making YouTube an effective tool for building and maintaining investor and consumer relationships.

## **Conclusion**

The transformative potential of YouTube for public companies is evident through these compelling statistics. From its massive global reach and high daily engagement to its significant advertising revenue growth and influencer marketing potential, YouTube presents an unparalleled opportunity for companies to innovate their marketing strategies. Establishing a dedicated YouTube channel not only enhances your company's visibility and accessibility but also provides a direct and engaging channel to connect with a broader audience, including the vital younger demographic. As YouTube continues to dominate the digital landscape, the importance of leveraging this platform for your public company's marketing strategy cannot be overstated. Embracing YouTube as the new TV is not just a strategic move; it's a forward-looking approach to engaging with the future of media and communication.

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**Rowena Smith sits down with  
Jack Lifton on ASM's 'Mines to**

# Metal' Advantage in Supplying Rare Earths

written by InvestorNews | April 17, 2024

During an interview at PDAC 2024 in Toronto, Jack Lifton of InvestorNews sat down with Rowena Smith, the Managing Director of [Australian Strategic Materials Ltd.](#) (ASX: ASM), to delve into the company's position and strategic initiatives within the rare earths and permanent magnet supply chain. Smith elucidated ASM's comprehensive strategy, spanning from "mine to metal," highlighting their advanced development project in Dubbo, New South Wales, and their operational metals plant in South Korea. The company has successfully commenced production of neodymium praseodymium (NdPr) metal and neodymium iron boron (NdFeB) strip alloy, which are essential components for sintered magnets used across various technological applications. Smith proudly noted ASM's pioneering role as the first Australian entity and one of the few globally to achieve such depth in the supply chain outside of China, emphasizing the critical nature of their work in diversifying the global supply chain and reducing dependence on single-source suppliers.

Smith also detailed the Dubbo Project's progress, underlining its pivotal role in ASM's mine-to-metals business model for supplying rare earths and critical minerals. Funding and securing off-take agreements are current priorities, with the project's engineering, exploration, and permitting stages already completed. Smith's participation in a U.S. trade delegation and discussions with U.S. government departments reflect a strong international interest in funding the project. These interactions highlight the alignment between Australian and U.S. interests in establishing a sustainable and transparent critical minerals supply chain. ASM's engagement with various

U.S. government agencies and the passage of legislation recognizing Australia as a 'domestic source' for U.S. Department of Defense procurement showcases the international efforts to bolster critical mineral supply chains outside of China. The company's ongoing discussions for offtake agreements and advancements in metallization capability at the Korean Metals Plant further underscore ASM's commitment to securing a robust position within the global supply chain of rare earth metals and alloys.

To access the complete InvestorNews interview, [click here](#)

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## **About Australian Strategic Materials Ltd.**

Australian Strategic Materials (ASX: ASM) is a vertically integrated 'mine to metals' producer of critical metals for new growth industries, high technologies and sustainable energy solutions. ASM operates a metals plant in Ochang, South Korea which is currently producing critical metals and alloys to customer specifications. The initial production focus is on neodymium praseodymium (NdPr) and neodymium iron boron (NdFeB). Currently, ASM sources the rare earth oxides for the production of the critical metals at its Korean Metals Plant (KMP) from a third party located in Vietnam. The company's Dubbo Project, is a long-term resource of rare earth elements, zirconium, niobium and hafnium, located in New South Wales, Australia. ASM intends to develop the Dubbo Project to produce metal oxides which will be used for refining into critical metals at ASM's KMP and subsequent plants that may be established in other jurisdictions.

To learn more about Australian Strategic Materials Limited, [click here](#)

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## **Francis Bellido on Quantum eMotion's commitment to innovation in quantum-based cybersecurity solutions**

written by InvestorNews | April 17, 2024

In a recent interview with Tracy Weslosky, Francis Bellido, President, CEO, and Director of Quantum eMotion Corp. (TSXV: QNC | OTCQB: QNCCF) shared insights into the significant advancements in the creation of their first Quantum Random Number Generator (QRNG) on a microchip. Highlighting the



successful miniaturization of their quantum technology, Francis explains how this microchip offers possibilities for embedding quantum-enhanced security features directly into medical devices, consumer electronics, IoT devices, and other digital systems making them nearly 'unhackable'.

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# InvestorTalk Alert: Making Lives Safer through Nanotechnology

written by Tracy Weslosky | April 17, 2024

As we approach the highly anticipated InvestorTalk tomorrow morning, I am delighted to be preparing for an InvestorTalk that promises to be both enlightening and engaging. With Dr. Carolyn Myers at the helm from 9-9:20 AM EST, we are set to do a coffee talk Q&A style, as we secure the latest advancements and strategic directions in the realm of nanotechnology and surface protection coatings from the undeniably talented FendX management team. Dr. Myers, CEO of FendX Technologies Inc., is renowned for her visionary leadership and her pivotal role in steering the company towards groundbreaking innovations...check out her [LinkedIn profile](#), and then – here are tomorrow's details:

9-920 AM EST

Tuesday, February 27, 2024

InvestorTalk with Dr Carolyn Myers from [FendX Technologies Inc.](#)  
(CSE: FNDX | OTCQB: FDXTF)

Join Zoom Meeting – [Click Here](#)

One of the most noteworthy achievements that we will be highlighting during the talk is FendX's successful completion of its third pilot run for manufacturing REPELWRAP™ film using Dunmore International Corp.'s commercial equipment. This milestone, announced on [February 13, 2024](#), marks a significant leap forward in the company's quest to optimize the production process of this innovative film.

The journey of REPELWRAP™ film from concept to near-commercialization is a testament to FendX's relentless pursuit of excellence. The initial pilot run, revealed on October 3, 2023, confirmed the feasibility of scaling up the REPELWRAP™ film formulation for automated manufacturing. This was followed by a second pilot run on January 10, 2024, which introduced a more efficient one-pass coating process, significantly reducing manufacturing time and advancing the scale-up development initiatives.



The third and latest pilot run focused on utilizing the one-pass coating process to further reduce drying times after the nano-coating is applied to the film. This achievement not only enhances the efficiency of the manufacturing process but also supports FendX's ongoing efforts to refine and perfect their production techniques. With each pilot run, FendX has moved closer to realizing a final commercial manufacturing process, demonstrating significant progress in optimizing the intermediate scale-up of REPELWRAP™ film.

REPELWRAP™ film is poised to revolutionize the way we approach surface protection. Leveraging FendX's award-winning nanotechnology, this protective coating film exhibits unique properties that prevent the adhesion of pathogens, bacteria, and viruses, thereby reducing their transmission on surfaces prone to contamination. Such innovative solutions are crucial in healthcare settings and various industries, offering a new layer of protection in our fight against the spread of infectious diseases.

Dr. Myers' leadership has been instrumental in forging strong collaborations with Dunmore and McMaster University, propelling FendX towards its goals with unmatched expertise and dedication. As we prepare to share these exciting developments with our investors and stakeholders, we look forward to a session filled with insightful discussions, strategic foresights, and a glimpse into the future of surface protection technologies.

Tomorrow's InvestorTalk is not just a presentation of achievements; it's a celebration of the strides FendX is making towards safer, more protected environments. Join us as we explore the cutting-edge innovations that FendX is bringing to the forefront, under the adept guidance of Dr. Carolyn Myers.

As of the latest financial disclosure, FendX Technologies Inc.

(CSE: FNDX | OTCQB: FDXTF) has 53.04 million common shares outstanding.

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# Greg Fenton Discusses Zentek's 2024 Progress and Exclusive Aptamer Technology Rights

written by InvestorNews | April 17, 2024

In a detailed interview with Tracy Weslosky, Greg Fenton, CEO and Director of [Zentek Ltd.](#) (NASDAQ: ZTEK | TSXV: ZEN), shared insights into the company's strategic progress and emerging opportunities, particularly emphasizing its work with aptamer technology. With an exclusive global license for innovative Aptamer-based platform technology developed by McMaster University, Zentek is pioneering advances in both diagnostic and therapeutic applications, underscoring its dedication to healthcare innovation. The company has made notable breakthroughs in COVID-19 therapeutics with its [C19HBA aptamer](#), showing significant promise in preclinical trials by outperforming leading monoclonal antibodies. This success has paved the way for Phase 1 clinical trials for COVID-19 and exploration into other areas such as oncology, immunology, and neurology.

Fenton highlighted the positive reception from major pharmaceutical companies, reflecting a broad industry interest in Zentek's aptamer technology. Additionally, Zentek's ZenGUARD™ technology platform, known for its 99-percent anti-microbial activity, has been instrumental in enhancing the bacterial and

viral filtration efficiency of surgical masks and HVAC systems. A [recent study](#) on ZenGUARD™ Enhanced Air Filters revealed its potential to offer significant energy, emission, and cost savings for commercial buildings, showcasing a scalable solution for improving indoor air quality and addressing climate change.

Throughout the conversation, Fenton articulated Zentek's ambitious plans for partnerships and expansion, leveraging the favorable market conditions to boost the company's visibility and impact. His vision for Zentek includes strategic partnerships, leveraging its proprietary technology, and a commitment to revolutionizing the approach to managing infectious diseases and enhancing environmental sustainability.

To access the complete interview, [click here](#)

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## About Zentek Ltd.

Zentek is an ISO 13485:2016 certified intellectual property technology company focused on the research, development and commercialization of novel products seeking to give the Company's commercial partners a competitive advantage by making their products better, safer, and greener.

Zentek's patented technology platform ZenGUARD™, is shown to have 99-per-cent anti-microbial activity and to significantly increase the bacterial and viral filtration efficiency of both surgical masks and HVAC (heating, ventilation, and air conditioning) systems. Zentek's ZenGUARD™ production facility is located in Guelph, Ontario.

Zentek, through its wholly-owned subsidiary Triera Biosciences Ltd., has a global exclusive license to the Aptamer-based

platform technology developed by McMaster University, which is being jointly developed by Zentek and McMaster for both the diagnostic and therapeutic markets.

The Company is not making any express or implied claims that its aptamer technology has the ability to eliminate, cure or contain COVID-19 (or the SARS-CoV-2 coronavirus) at this time.

To learn more about Zentek Ltd., [click here](#)

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**Digital Asset ETPs Experience  
Growth Amid BTC Spot ETF**

# Approvals

written by InvestorNews | April 17, 2024

In a notable start to 2024, the digital asset landscape witnessed a significant boost in investor confidence and market participation. [Fineqia International Inc.](#) (CSE: FNQ), a frontrunner in the digital asset and fintech investment sphere, has shed light on this positive trend through its meticulous [analysis](#) of global Exchange-Traded Products (ETPs) that incorporate digital assets as their underlying collateral. According to Fineqia's research, January saw a 5% increase in total crypto Assets Under Management (AUM), climbing to \$52.0 billion from the previous \$49.5 billion.

This uptick in AUM is particularly striking given the backdrop of a 2.7% dip in the overall market value of crypto assets, which settled around \$1.73 trillion from \$1.77 trillion. The divergence between the AUM growth of crypto ETPs and the broader crypto market valuation can be largely attributed to the approval and commencement of trading of BTC Spot ETFs in the United States from January 11 onwards. These approvals have sparked a significant capital inflow into crypto ETPs, marking a pivotal moment for the industry.

The introduction of 10 BTC Spot ETFs by prominent issuers such as Blackrock, 21Shares, Grayscale, and more has been a catalyst for this growth. Notably, this includes nine new issuances and the transformation of the Grayscale Bitcoin Trust (GBTC) into an ETF. These newly issued products alone have attracted approximately \$6.9 billion in inflows in January, despite a net outflow from the Grayscale ETF, resulting in a net inflow exceeding \$1 billion for the month.

Among these, BlackRock's iShares Bitcoin Trust (IBIT) stands out, securing its position as one of the top five ETFs of 2024



based on inflows, with a remarkable \$3.2 billion amassed in just the first 17 days since its launch. The BTC ETFs have also been buoyed by Google's updated marketing policies, allowing for increased visibility through ads for "cryptocurrency coin trusts" in search results.

Fineqia CEO Bundeep Singh Rangar likened the approval of BTC Spot ETFs in the U.S. to a green light that has set the investor traffic in motion, with more participants gaining confidence in digital assets. The positive sentiment is reflected in the performance of Bitcoin (BTC) itself, which saw a price increase of 2.5% to \$43,300 in January. Similarly, Ethereum (ETH) witnessed a 3.9% rise to \$2,365, showcasing the growing investor interest in leading cryptocurrencies.

Despite some segments experiencing a dip, such as ETPs representing a diversified basket of cryptocurrencies and those tracking an index of alternative coins, the overall growth narrative remains strong. The AUM of ETPs with BTC as the underlying asset, for instance, rose by 6.8% in January, underscoring the significant net inflow following the BTC Spot ETFs' approval.

Fineqia's analysis, drawing on reputable sources like 21Shares AG, Grayscale Investment LLC, VanEck Associates Corp., Morningstar, Inc., and TrackInSight SAS, highlights the robustness of the digital asset ETP market. With a portfolio encompassing the forefront of tokenization, blockchain technology, NFTs, AI, and fintech, Fineqia continues to be at the vanguard of supporting the next generation of the internet through its investments and research efforts. As the digital asset market evolves, the role of ETPs and the impact of regulatory approvals like those for BTC Spot ETFs in the U.S. will be crucial in shaping investor participation and confidence. The early indications from January 2024 suggest a

promising year ahead for digital assets, as both new and seasoned investors navigate this dynamic and increasingly mainstream investment landscape.

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# Michel Pepin on Cisco's Record Revenue Growth in 2023 and Key Executive Appointment

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In a recent Investor.Coffee interview with host Tracy Weslosky, [Cisco Corp.](#)'s (CSE: CISC | OTCQB: CISCF) President and CFO Michel Pepin shared insights into Cisco's strong [revenue growth](#) for 2023 and strategic initiatives moving forward. Michel proudly announced that Cisco achieved a 95.9% increase in revenue in 2023, growing from \$14.766 million to \$35.014 million. This growth was also reflected in their gross profit, which rose from \$2.785 million to \$6.772 million, marking a 143.2% increase.

Michel attributed this success to the dedicated efforts of the Cisco team and the company's robust and profitable business model. Central to this model is a client-centric approach, a strategic focus, minimization of overhead costs, and investment in future opportunities. Michel also shared Cisco's ambitious acquisition plans. Targeting one to two acquisitions annually, Cisco is currently exploring a potential third acquisition for 2024. He stressed the importance of strategic alignment and rigorous due diligence in their acquisition process to ensure that they are accretive to Cisco.

To bolster its leadership and operational capabilities, Ciscom announced the appointment of Sheri Rogers as the EVP Managing Director of Prospect Media Group (PMG), one of its key subsidiaries. Michel shared that Sheri brings a wealth of experience and a track record of success in leading major agencies and client portfolios.

To access the rest of this interview, [click here](#)

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With this approach Ciscom enables owners/founders to crystalize their equity, while remaining active in the business. Consequently, acquisitions are immediately accretive to shareholders' value.

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