

Hedgehog Conversation Starters

Given my financial situation, should I choose an investment advisory service? Why or why not?

As an investment adviser, we are held to a fiduciary standard. A fiduciary has both a duty of care and a duty of loyalty to its clients.

- The duty of care requires us to always place your best interests ahead of our own.
- Under the duty of loyalty, we must eliminate conflicts of interest or tell you about them in a way that you can understand, so that you can decide whether to agree to them.

An investment advisory service typically involves an ongoing fee to manage your account. If you like to make your own decisions or do not make transactions often, an advisory service may not be the ideal service for you.

How will you choose investments to recommend to me?

Based on the information you provide to us which includes your risk tolerance and investment goal, among others, we will determine the digital asset stack that we deem is most appropriate for you. It is important to understand that we primarily limit our investments to digital assets and cryptocurrency.

What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?

Our financial advice is automated, and our Digital offering and financial tools are developed and overseen by Hedgehog Advisers, LLC (“HA”). Members of our Customer Success team are available to assist with questions about how HA works or to help with your account but please be aware that they are not licensed to give financial advice. You can contact support@hedgehog.app or visit the [Discord](#).

Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?

If you gave us \$10,000 dollars to invest, we would invest the full \$10,000 for you. We charge our annual wrap fee of 1.00% on the daily average balance of assets in your account, which equals just \$100 per year if your account balance does not change over the course of the year. If the value of your account goes up (because, for example, your investments appreciate), our fee would be higher than \$100 in that year. See our [Part 2A Wrap Brochure](#) for further information on additional fees that may apply.

How might your conflicts of interest affect me, and how will you address them?

We work hard to minimize any conflicts of interest, but our business model has incentives that can create conflicts of interest. We are paid based on assets under management and have a financial incentive to recommend you increase the value of your accounts.

As a financial professional, do you have any disciplinary history? For what type of conduct?

HA does not have a disciplinary history, nor is HA involved in any other legal matters that would have a significant impact on its advisory business. Visit [Investor.gov/CRS](https://www.investor.gov/crs) for a free and simple search tool to research us and our financial consultants, or you can visit or [adviserinfo.sec.gov/](https://www.adviserinfo.sec.gov/).

Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?

HA is set up a little differently from other investment advisers. Because we provide investment advice primarily over the internet, your primary way of interacting with us as your investment adviser will be through our website or app. If you have questions about how HA works or are concerned about your account, you should contact our Customer Success Team. Members of our Customer Success Team are not investment adviser representatives and are not licensed to give financial advice. You can contact support@hedgehog.app or visit the [Discord](#).