

Do you want to be broke your whole life? Start investing.

Investing means putting your money into assets that have the potential to grow over time.

Instead of letting your money sit in a bank account losing value to inflation (like saving), investing allows your money to work for you.

When you invest, your money can:

- Grow through price increases
- Earn income (dividends or interest)
- Compound over time

Saving vs Investing

- **Saving** = low risk, low growth (good for short-term needs)
- **Investing** = higher growth potential, short-term ups and downs

Capital Corner Insight:

Saving protects your money. Investing builds your future.

Example:

Apple (AAPL) Example:

If you invested \$500 / month since 2000 you would have over \$9,000,000 today...

- **\$500/month since 2000** (when the iPhone didn't even exist!)
- Total invested = ~\$156,000
- Value today = **over \$9 million**

Apple saw extreme growth, even so, investing into the S&P 500 is significantly financially smarter than saving alone.

Saving vs. Investing

What could happen if you started with \$10,000 and deposited \$500 a month

 **Investing**

 **Savings**

Today

Year 30

\$703,206

\$301,776



Think things are expensive now? Just wait...

Investing means putting your money into assets that have the potential to grow over time.

Inflation means **everything slowly gets more expensive over time.**

Example:

- Groceries that cost \$100 today may cost \$200 in 5-10 years
- Rent, homes, gas, and education rise over time

If your money:

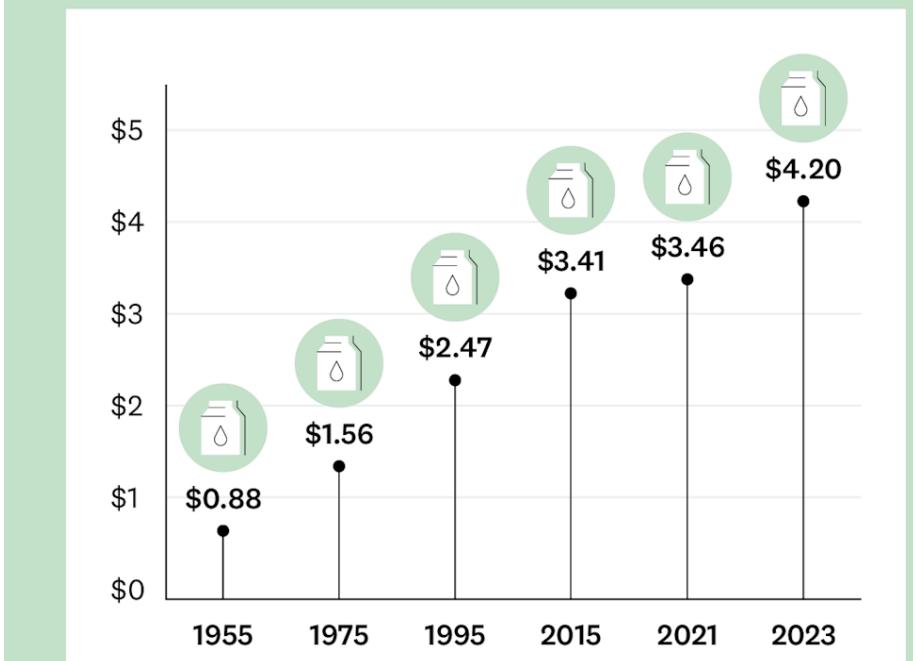
- Earns **2%** in a savings account
- But inflation is **3-4%**

*** You are **losing purchasing power every year*****

Why investing matters:

- Helps your money **keep up with inflation**
- A reliable way to make your first million dollars
- Protects your future lifestyle
- Allows you to reach long-term goals
- Average return of 7-12% Annual Growth beating inflation.

Price of a gallon of milk over time because of inflation



Wanna feel sick? Look at the money you missed out on...

Walmart (WMT)

- If you had invested **\$400/month since 1995** in Walmart stock:
- Total invested = ~\$144,000
- Value in 2025 = **\$3,200,000**
- Your money grew **22x** in 30 years thanks to compounding.

Amazon (AMZN)

- **\$300/month starting in 1998**
- Total invested: ~\$97,000
- Value today: = **\$12,000,000**

*Most people didn't invest because it "felt risky." That was the opportunity.

Netflix (NFLX) – DVD-by-Mail Days

- **\$250/month starting in 2003**
- Total invested: ~\$66,000
- Value today: = **\$4,500,000**

*Netflix was almost bankrupt in 2011. Long-term investors were rewarded.

Microsoft (MSFT) – “Boring Tech Company”

- **\$400/month starting in 1995**
- Total invested: ~\$144,000
- Value today: = **\$9,000,000**

*The biggest gains often come from “boring” companies held for decades.

Bitcoin

- **\$100/month since 2010** (~\$6 per BTC)
- Total invested = ~\$14,400
- Value today = **\$233,000,000**

S&P 500 Example (Index Investing):

- **\$200/month since 1980**
- Total invested = ~\$109,000
- Value today = **\$1,900,000**
- Shows the power of **diversification and compounding** without picking single stocks

KNOW THE RISKS! DO NOT PANIC.

Risk is the possibility that prices go up and down.

In the short term:

- Markets are unpredictable
- Prices can drop suddenly

In the long term:

- Markets have historically grown on average 7 % a year.
- Time smooths out volatility

Key rule:

The longer your time horizon, the less risky investing becomes.

Short-term investing = higher risk

Long-term investing = more predictable growth, markets crash but come back over time.

Important:

- Investing is **not guaranteed**
- Markets can and will decline.
- But panic selling locks in losses

Capital Corner Insight:

Time in the market beats timing the market.

The worst events in history and it the stock market is still growing.

Market Crash Timeline: Growth of \$1 and the US Stock Market's Real Peak Values

— Cumulative Real Wealth — Peak Cumulative Value

\$100,000

10,000

1,000

100

10

1

WWI & Influenza
Enforcement of Sherman Act

Panic of 1907

Rich Man's Panic
Outbreak of Boer War

Silver Agitation

Cornering of Northern Pacific
Baring Brothers Crisis

Depression & Railroad Strikes

Height of Cold War & Cuban Missile Crisis

Inflation, Vietnam, & Watergate

Inflationary Bear Market

Postwar Bear Market

Great Depression & WWII

1929 Crash & Great Depression

Black Monday

Lost Decade

COVID-19 Pandemic

\$31,255

\$31,366

Logarithmic scale

Source: Kaplan et al. (2009); Ibbotson (2023); Morningstar Direct; Goetzmann, Ibbotson, and Peng (2000); Pierce (1982); www.econ.yale.edu/~shiller/data.htm; Ibbotson Associated SBBI US Large-Cap Stock Inflation Adjusted Total Return Extended Index, S&P 500 (2025), Bureau of Labor Statistics, Non-Seasonally Adjusted Consumer Price Index (2025). Data as of Jan. 31, 2025.

Common Beginner Mistakes

- ✗ Waiting for the “perfect time”
- ✗ Trying to get rich fast
- ✗ Panic selling during market drops
- ✗ Overtrading
- ✗ Not starting at all

The truth:

- Markets will crash sometimes
- That’s normal
- Long-term investors stay invested

Doing nothing out of fear is often the biggest mistake.

Types of Investments (Stocks / ETFs)

Stocks

- You own part of a company
- Higher growth potential
- More price movement

Reward: Strong long-term growth

Risk: Short-term volatility

A **stock** means you **own a piece of a company**.

When you buy a stock, you are buying a **small slice of that business**.

Example:

If you buy **Apple stock**, you:

- Own a tiny piece of Apple
- Benefit if Apple grows and makes more money
- Lose value if Apple performs poorly

Think of it like this

Buying a stock is like owning **one house**.

If the house:

- Goes up in value → you win
- Has problems → you feel it directly

Think: Apple, Amazon, McDonalds, Nvidia, Starbucks, Walmart, Johnson & Johnson etc...

ETFs (Exchange-Traded Funds)

- A collection of many stocks and/or bonds
- Instantly diversified
- Traded like a stock

Reward: Balance of growth + safety

Risk: Market fluctuations (but spread out)

For beginners: ETFs are often the best starting point.

An **ETF (Exchange-Traded Fund)** is a **bundle of many stocks** inside one investment.

Instead of owning one company, you own **small pieces of many companies at once.**

Example:

If you buy an **S&P 500 ETF**, you:

- Own Apple, Microsoft, Amazon, Google, and **496 other companies**
- Are not relying on one company to succeed

Think of it like this

Buying an ETF is like owning **an entire neighborhood** instead of one house.

If one house does badly:

- The others help balance it out

Think: S&P 500, VTV, VTI, QQQ

Stock vs ETF (Simple Comparison)

Stock

- Own **one company**
- Higher risk
- Higher potential reward
- Prices move more dramatically

ETF

- Owns **many companies**
- Lower risk
- More stable growth
- Smoother ups and downs

Ready to start? Step by step guide to set up an investment account.

Step 1: Download an Investment Brokerage app.

- Open App Store or Google Play
- Search: *Wealthsimple* or *Questrade*
- Download

Step 2: Create an Account

You'll enter:

- Name
- Email
- Password
- SIN (for tax reporting)
- Government ID (verification)

This is required by Canadian law.

Step 3: Choose Account Type

Select: TFSA (Tax-Free Savings Account)

Do NOT select:

- Personal
- Margin
- Non-Registered

Step 4: Link Your Bank

- Connect chequing account
- Choose deposit amount
- Funds arrive in 1-3 business days

Step 5: Choose Investments

Beginner-friendly:

- Blue Chip Stocks (Walmart, Apple, Nvidia, Coscto, Telus etc...)
- Broad-market ETFs (S&P 500, VFV, VTI, QQQ...)

Step 6: Automate Investments

Automation removes emotion.

You can:

- Set weekly or bi-weekly deposits
- Invest automatically
- Build wealth without thinking about it

Benefits:

- Consistency
- Discipline
- Less stress
- Better long-term results

Automation turns good intentions into real results.

Ok... But how do I know if it is a good investment?

You don't really, all you can do is look at historical data and your own research to determine how you think the investment will play out.

When you open an investing app, you'll see charts, prices, and numbers. This can feel intimidating but you only need to focus on a few simple things.

You are not trying to predict the market.

You are checking if an investment makes sense for long-term investing.

Step 1: Open the Price Chart

When you tap on a stock or ETF, you'll see:

- A price
- A line graph
- Time options (1D, 1W, 1M, 1Y, 5Y, All)

Always switch the chart to “5Y” or “All”

Short-term charts are mostly noise.

Step 2: Zoom Out (This Is the Most Important Rule)

Short-term prices go up and down randomly.

Long-term charts show:

- Overall direction
- Growth over time
- How the investment behaves during crashes

What you WANT to see:

- ✓ A general upward trend
- ✓ Temporary drops followed by recovery

What you should be cautious of:

Extreme spikes followed by long declines
No long-term growth

Capital Corner Rule:

If it looks scary zoomed out, it's probably not a beginner investment.

Step 3: Ignore the “Current Price” (Mostly)

Beginners often ask:

“Is this stock cheap or expensive?”

A low price does NOT mean a good deal.

A high price does NOT mean it's overvalued.

Example:

- A \$20 stock can be risky
- A \$300 ETF can be perfectly reasonable

What matters more:

- Long-term growth
- Stability
- Diversification

Step 4: Look at Historical Performance (Properly)

Past performance does not guarantee future returns – but it gives context.

Check:

- How did it perform over 5-10 years?
- How did it behave during market crashes?
- Did it recover?

*****You are checking behavior, not perfection.*****

Step 5: Understand Volatility (Normal vs Dangerous)

All investments move up and down.

Normal volatility:

- Regular ups and downs
- Temporary drops
- Eventual recovery

High-risk volatility:

- Massive spikes
- Sudden crashes
- No recovery

Long-term investors prefer boring and consistent, not exciting.

Step 6: Look at What the Investment Actually Holds

For ETFs especially:

Tap “Holdings” or “About”

Check:

- Number of companies
- Types of industries
- Geographic exposure

✓ Hundreds of companies = diversified

✗ One sector or theme = higher risk

Step 7: Use Simple Questions (Instead of Complicated Analysis)

Ask yourself:

- Has this grown over time?
- Would I feel okay holding this for 10+ years?
- Does this fit inside a diversified portfolio?

If the answer is yes, it's likely suitable for beginners.

What Beginners Should NOT Focus On:

- ✗ Day-to-day price movement
- ✗ Trying to “buy the bottom”
- ✗ Social media hype
- ✗ Short-term news headlines

These cause emotional decisions.

Capital Corner Beginner Checklist (Quick Summary)

Before buying:

- ✓ Zoom out to 5Y or All
- ✓ Look for long-term growth
- ✓ Ignore short-term noise
- ✓ Choose diversified investments
- ✓ Think long-term

Investing is not about being right today it's about being consistent over decades.

ONE MILLION DOLLAR INVESTING JOURNEY



The first \$100,000 is a bih, but you gotta do it.**

When you start investing, it will take you the longest to reach your first \$100k. Once the ball gets rolling, to get from \$900k to \$1M will seem like a walk in the park.