

THE PERCAPITA ASSET ANALYSIS GUIDE

*A Practical Framework for Understanding What You Own Before
You Commit Capital*



Before You Invest, Understand!

Most investment decisions begin too late.

By the time many investors start asking serious questions, they are already looking at a price chart, comparing recent returns, reading forecasts, or wondering whether an asset will rise. The conversation has moved directly to performance before addressing a more fundamental issue:

What exactly are you buying, and why should it deserve your capital?

A rising price does not automatically indicate a strong asset. A falling price does not automatically indicate a weak one. An excellent company can become a poor investment when expectations embedded in its price become excessive. A mediocre business can occasionally appear attractive because its valuation has collapsed. A property can generate rent while destroying value through costs, leverage, deterioration, or poor location. An ETF can provide diversification without necessarily fitting the role an investor expects it to perform. A cryptocurrency can appreciate dramatically while the assumptions supporting its long-term relevance remain uncertain.

Price matters. But **price alone cannot tell you what you own.**

That distinction is the foundation of the PerCapita Asset Intelligence Framework.

Before capital is committed, an asset should be examined as part of a financial system. It should have a purpose. Its underlying quality should be understood. Its advantages should be tested. Its future relevance should be questioned. Its economics should make sense. And finally, the price being paid should be considered in relation to all of those characteristics.

This requires moving beyond the question:

“Can this asset go up?”

Almost any asset can rise under the right market conditions.

A more useful question is:

“Why should this asset still deserve my capital five to ten years from now?”

That question forces a different kind of thinking.

It shifts attention from excitement to evidence, from prediction to understanding, and from recent performance to the underlying conditions required for future value.

The objective is not to predict the future with certainty. No analytical framework can do that. The objective is to identify **what you know, what you assume, what could change, and what evidence would challenge your thesis.**

This guide therefore evaluates assets through six dimensions:

PURPOSE · QUALITY · MOAT · FUTURE · ECONOMICS · VALUATION

They are not six independent boxes to tick. They form a sequence of investigation.

First understand **why the asset matters.** Then determine **how strong it is.** Examine **what protects it.** Ask whether those strengths can **survive the future.** Understand **how economic value is created or preserved.** Only then ask whether the **price is justified.**

Because intelligent investing does not begin with finding something to buy.

It begins with understanding what deserves your capital.

The Asset Intelligence Framework

Understanding an asset requires more than collecting information. Investors today have access to extraordinary amounts of data: prices, ratios, analyst forecasts, earnings reports, economic indicators, social-media commentary, historical returns and increasingly sophisticated research tools.

The problem is rarely a complete absence of information.

The problem is knowing **which questions deserve to be asked first**.

The PerCapita Asset Intelligence Framework organizes investment thinking around six dimensions:

PURPOSE · QUALITY · MOAT · FUTURE · ECONOMICS · VALUATION

Each dimension examines the asset from a different angle. Together, they create a structured process for moving from initial interest toward informed judgment.

PURPOSE — What Job Does the Asset Perform?

Every asset should have a reason for occupying capital.

What function does it perform? What need does it address? Why does someone value it? In a portfolio, what role is it expected to play?

Purpose establishes the foundation. If the reason for owning an asset cannot be explained clearly, everything that follows becomes more difficult to evaluate.

QUALITY — How Strong Is the Underlying Asset?

Once its purpose is understood, examine what you are actually getting.

Quality may involve financial strength, management, profitability, balance-sheet resilience, location, construction, liquidity, governance, technological capability or other characteristics depending on the asset.

The relevant question is not whether the asset is popular.

It is whether there is **evidence of underlying strength**.

MOAT — What Protects Its Value?

Quality attracts competition.

A valuable asset therefore needs some explanation for why its advantages can persist. That protection might come from scale, scarcity, network effects, switching costs, intellectual property, regulation, brand, distribution or location.

A moat asks:

What makes this advantage difficult to take away?

FUTURE — Why Should It Remain Relevant?

An asset can be excellent today and irrelevant tomorrow.

Technology changes. Regulation changes. Consumer preferences change. Industries mature. Competitors emerge. Political and demographic conditions evolve.

Future analysis asks not merely what is working now, but:

What must remain true for this asset to matter five to ten years from now?

ECONOMICS — How Is Value Actually Created?

Activity is not the same as economic value.

Revenue can grow while cash flow deteriorates. Rental income can look attractive before financing, maintenance and taxation. Adoption can increase without producing sustainable economic returns.

This dimension traces the mechanism through which the asset **creates, captures, preserves or distributes value**.

VALUATION — What Are You Paying?

Only after examining the first five dimensions do we arrive at price.

A remarkable asset can still be a terrible investment if too much optimism is already reflected in its valuation.

Valuation therefore asks:

What assumptions must become true for today's price to be justified?

These six dimensions should not be treated as six isolated scores. They form a chain:

Purpose identifies the reason. Quality tests the substance. Moat tests the protection. Future tests the durability. Economics tests the value-creation mechanism. Valuation tests the price.

Weakness in one dimension does not automatically disqualify an asset. It identifies **where further investigation is required.**

That is the purpose of Asset Intelligence: not to manufacture certainty, but to make uncertainty more visible, structured and actionable.

1. PURPOSE — What Job Does This Asset Perform?

Before asking whether an asset is attractive, begin with a more basic question:

Why does this asset deserve to exist — and what useful role does it perform?

This is the **Purpose** dimension of the PerCapita Asset Intelligence Framework.

Purpose is not the same as popularity. It is not recent performance, market capitalization, trading volume or the number of people talking about an asset. Purpose asks what underlying function creates a reason for people, businesses or investors to value it.

If that function cannot be identified clearly, the investment thesis may already be relying too heavily on price appreciation.

Start With the Job, Not the Price

Consider a company.

Customers rarely buy a product simply because the company issuing it is publicly traded. They buy because the product solves a problem, saves time, reduces cost, provides entertainment, increases productivity, creates convenience, delivers status or satisfies another identifiable need.

That underlying job matters to the investor because sustainable economic activity ultimately depends on someone having a reason to exchange resources for value.

The same principle extends beyond individual companies.

A **rental property** may provide housing while producing rental income for its owner.

An **ETF** may provide diversified exposure to a market, sector, factor or investment strategy.

A **bond** can provide contractual income and capital repayment while serving financing needs for the issuer.

A **commodity** may have industrial, agricultural, monetary or strategic utility.

A **cryptocurrency** may attempt to provide a payment network, settlement mechanism, digital scarcity, decentralized infrastructure or another function. The analytical task is not to accept that claimed purpose automatically, but to determine whether meaningful demand actually exists for it.

An **index** provides a systematic representation of a defined market or segment and can serve as a benchmark or as the basis for investable products.

Different assets perform different jobs. Therefore, Purpose should never be evaluated with one universal metric.

The question is always:

What useful function explains why this asset should continue to attract demand or capital?

Purpose Must Be More Than a Story

Almost every investment can be accompanied by a compelling narrative.

Artificial intelligence will transform the economy. Housing is always needed. Digital assets are the future. Emerging markets will grow. Renewable energy will expand. A particular country has favourable demographics.

These statements may contain truth, but a broad trend does not automatically establish the purpose or attractiveness of a specific asset.

A company operating in a growing industry can still offer a weak product. A rental property in a city with strong housing demand can still have an unattractive location or cost structure. A cryptocurrency can belong to an expanding ecosystem without demonstrating why its particular token is necessary.

This distinction is fundamental:

A powerful theme is not automatically a powerful asset.

Purpose must connect the broad story to the specific asset being analysed.

Who Needs It — and Why?

A useful way to test Purpose is to identify the beneficiary.

Ask:

Who uses, needs or values what this asset provides?

Then go one level deeper:

Why do they choose it instead of the available alternatives?

Demand created by genuine utility is different from demand created primarily by expectations of resale at a higher price.

That does not mean speculation automatically makes an asset worthless. It means the investor should understand **what portion of the thesis depends on underlying utility and what portion depends on other investors continuing to pay more.**

This distinction becomes particularly important during periods of market enthusiasm, when price performance can temporarily make weak purposes appear convincing.

Test the Alternatives

Purpose becomes clearer when an asset is compared with substitutes.

If the asset disappeared tomorrow, what would users do?

Would customers immediately move to a competitor?

Could tenants easily find comparable housing nearby?

Could investors obtain essentially the same exposure through a cheaper ETF?

Could another technology perform the same function more efficiently?

Could another cryptocurrency provide similar functionality?

The existence of alternatives does not destroy Purpose. Most valuable assets have substitutes.

But understanding those substitutes tells you how essential, differentiated or replaceable the asset may be.

Purpose Can Change

Purpose is not necessarily permanent.

Companies evolve. Technologies become obsolete. neighbourhoods change. Regulations alter incentives. Financial products that once solved an important problem can become expensive or unnecessary when better alternatives appear.

Therefore, Purpose should not be treated as a question answered once and forgotten.

An investor should periodically ask:

Is this asset still performing the job that originally justified owning it?

If the answer changes, the investment thesis may need to change with it.

Purpose Investigation Questions

Before moving to the next dimension, you should be able to answer:

- **What specific job does this asset perform?**
- **Who benefits from that function?**
- **Why does meaningful demand exist?**
- **What alternatives can perform the same job?**
- **What makes this particular asset relevant within that set of alternatives?**
- **Would demand still exist if recent price appreciation disappeared?**
- **Could technological, regulatory or behavioural change weaken its purpose?**
- **What evidence would show that the asset is becoming less useful?**

Red Flag

If you cannot explain in simple language why an asset matters without mentioning its price, you may not understand it well enough to commit capital.

Purpose does not tell you whether an asset is a good investment.

It establishes something more fundamental:

whether there is a sufficiently understandable reason to continue the investigation.

2. QUALITY — How Strong Is What You Actually Own?

Once an asset's purpose is understood, the next question is more demanding:

How strong is the asset behind the story?

Purpose establishes why an asset may matter. **Quality determines whether the asset is structurally strong enough to perform that role consistently.**

This distinction matters because markets frequently confuse visibility with quality. A famous company is not necessarily a high-quality business. A desirable property is not automatically a high-quality investment. A widely held ETF may still contain structural weaknesses, unnecessary costs or concentrations. A cryptocurrency with millions of users may still depend on fragile technology, weak governance or unsustainable incentives.

Quality requires evidence.

Quality Is Asset-Specific

There is no universal measure of quality because different assets derive their strength from different characteristics.

For a **company**, quality may involve:

- durable profitability;
- balance-sheet strength;
- cash-flow generation;
- capable management;
- disciplined capital allocation;
- operational efficiency;
- customer retention;
- governance;
- resilience during difficult economic conditions.

For a **rental property**, quality may depend on:

- location;
- structural condition;

- tenant demand;
- occupancy potential;
- maintenance requirements;
- energy efficiency;
- legal compliance;
- neighbourhood development;
- financing structure.

For an **ETF**, quality may involve:

- clarity of methodology;
- diversification;
- liquidity;
- tracking efficiency;
- fund size;
- replication method;
- concentration risk;
- costs;
- reliability of the provider.

For a **cryptocurrency or digital asset**, relevant factors might include:

- network security;
- decentralization;
- developer activity;
- governance;
- liquidity;
- technological robustness;
- actual usage;
- token structure;
- dependence on a small number of participants.

The metrics change.

The principle does not:

Quality asks whether the underlying structure is strong enough to support the investment thesis.

Look Beyond the Good Years

One of the easiest ways to overestimate quality is to examine an asset only when conditions are favourable.

A business may appear exceptional during an economic boom. A rental property can look highly profitable when interest rates are low and occupancy is strong. A financial strategy may appear robust during a prolonged bull market. A cryptocurrency network may seem extraordinarily healthy while speculative activity is expanding.

Quality becomes more visible under pressure.

Ask how the asset behaves when:

- demand weakens;
- financing becomes expensive;
- competition intensifies;
- input costs rise;
- regulation changes;
- liquidity disappears;
- management makes mistakes;
- the broader market falls.

A genuinely strong asset does not need to be immune to difficult conditions. Very few assets are.

What matters is its **capacity to absorb stress without permanently damaging the fundamental investment case**.

Repeatability Matters

Strong historical results are useful evidence, but investors should ask whether those results can be repeated.

Suppose a company reports exceptional profits. Were those profits generated by a durable business model, or by temporary pricing conditions?

Suppose a property delivered an excellent return. Did that return come from sustainable rental economics, or mainly from unusually rapid property-price appreciation?

Suppose an ETF strongly outperformed. Was that because its methodology consistently identifies attractive characteristics, or because one concentrated sector happened to dominate the market?

Quality analysis separates **repeatable strength from favourable circumstances**.

The question is not merely:

“What happened?”

It is:

“What produced the result, and can that mechanism reasonably continue?”

Management and Capital Allocation

For businesses, quality is often influenced not only by what the company owns but by **what management does with the resources it controls**.

A profitable company can destroy shareholder value by:

- making expensive acquisitions;
- accumulating excessive debt;
- issuing shares unnecessarily;
- investing in low-return projects;
- neglecting its strongest operations;
- returning capital at inappropriate times.

Conversely, disciplined capital allocation can compound the value created by a strong underlying business.

This is why headline growth alone is insufficient.

Growth financed by excessive debt or continuous dilution may be less valuable than slower growth supported by strong cash generation and disciplined reinvestment.

The investor should therefore ask:

Is management creating value with each additional unit of capital entrusted to it?

Quality Can Deteriorate Quietly

Weakness does not always announce itself through a dramatic collapse.

Quality often deteriorates gradually.

Margins compress. Debt rises. Maintenance is postponed. Customer satisfaction declines. Governance weakens. Product relevance slips. An ETF becomes increasingly concentrated. A digital network becomes dependent on fewer participants.

Meanwhile, the market price may continue rising.

That creates one of the most dangerous situations for investors:

Improving price combined with deteriorating quality.

Price can temporarily hide structural deterioration because markets respond to expectations, liquidity and sentiment as well as fundamentals.

This is why quality must be evaluated independently from market performance.

Separate Evidence From Reputation

Some assets acquire reputations that become shortcuts for analysis.

“This is a great company.”

“This neighbourhood always appreciates.”

“This index always comes back.”

“This project has the strongest community.”

These statements may contain useful observations, but they are conclusions — not evidence.

Asset Intelligence requires going underneath them.

Instead of saying:

“This is a high-quality company,”

ask:

Which measurable characteristics make it high quality?

Instead of:

“This is a good property,”

ask:

What specifically supports its durability, income potential and desirability?

The objective is to replace reputation with evidence.

Quality Investigation Questions

Before moving forward, ask:

- **What characteristics demonstrate underlying quality?**
- **Which evidence supports those characteristics?**
- **Has the asset demonstrated resilience under difficult conditions?**
- **Are its strongest results repeatable or unusually dependent on favourable circumstances?**
- **Is financial or structural strength improving, stable or deteriorating?**
- **What vulnerabilities could materially weaken the asset?**
- **Does management or governance allocate resources intelligently?**
- **What evidence would cause me to downgrade my assessment of quality?**

Red Flag

Never use price performance as proof of quality. Markets can reward weak assets temporarily and punish strong assets temporarily.

Quality does not guarantee attractive returns. Nor does it tell you whether the asset is protected from competition or technological change.

It answers a narrower but essential question:

Is there genuine strength underneath the investment thesis — or merely a convincing story supported by recent performance?

3. MOAT — What Protects the Asset?

A high-quality asset can attract attention. Attention attracts capital. Success attracts competitors.

That creates the next question in the PerCapita Asset Intelligence Framework:

What prevents other participants from taking away the value this asset creates?

This is the **Moat** dimension.

Quality tells you whether an asset is strong today. Moat asks whether some of that strength is **defensible**.

The distinction is crucial. A company can have an excellent product but operate in a market where competitors can reproduce it quickly. A rental property can generate attractive income but face abundant competing supply. A digital platform can grow rapidly but lose users as soon as a better alternative appears.

An advantage is valuable.

A **defensible advantage** is potentially much more valuable.

An Advantage Is Not Automatically a Moat

Investors frequently identify something positive and immediately label it a competitive advantage.

Fast growth. A recognizable brand. Innovative technology. High margins. A popular product. First-mover status.

These characteristics can matter, but none automatically constitutes a moat.

A moat exists when there is a meaningful obstacle preventing competitors, substitutes or structural change from easily neutralizing an asset's advantage.

The key question is therefore not:

“What does this asset do better?”

It is:

“Why is it difficult for someone else to reproduce, replace or weaken that advantage?”

That second question is much harder — and much more useful.

Where Moats Come From

For businesses, durable protection can arise from several sources.

Network Effects

A network becomes more useful as participation grows.

Marketplaces, payment networks and communication platforms can benefit from this dynamic. If buyers want to be where sellers already are — and sellers want access to those buyers — scale itself can strengthen the platform.

But network effects should be tested carefully. A large user base is not enough if users can easily maintain accounts on several competing platforms.

Switching Costs

Customers may remain with a provider because changing would require time, money, retraining, operational disruption or significant risk.

Enterprise software can demonstrate this characteristic when deeply integrated into a customer's operations.

The relevant question is whether customers **cannot easily switch**, rather than whether they simply have not switched yet.

Scale Advantages

Large businesses may spread fixed costs across more units, negotiate better terms, invest more heavily in infrastructure or operate distribution networks that smaller competitors struggle to reproduce economically.

However, scale becomes a moat only when it creates a **persistent economic advantage**, not simply because one company is currently larger.

Brand and Trust

A powerful brand can reduce customer acquisition costs, support premium pricing or influence purchasing decisions.

Trust can be particularly valuable in areas where customers perceive significant risk.

But fame and moat are not synonymous. A famous brand that requires enormous advertising expenditure merely to maintain demand may be less defensible than it first appears.

Intellectual Property and Technology

Patents, proprietary processes, specialized data, algorithms or technical expertise can create barriers.

Yet technology can also have surprisingly short defensive lives. What is difficult to reproduce today may become standardized tomorrow.

Investors should therefore examine not only the technology but the **rate at which the advantage can decay**.

Regulation and Licences

Licensing requirements, regulatory approval, concessions or other legal barriers can restrict competition.

Such protection can be powerful, but it introduces another dependency: what regulation protects, regulation can sometimes change.

Scarcity and Location

Some assets derive protection from physical scarcity.

A property in an exceptional location cannot simply be reproduced next door if land is unavailable. Certain natural resources, infrastructure assets or contractual rights may similarly benefit from scarcity.

Here the moat comes not from a corporate strategy but from **difficulty of replication**.

Moat Beyond Individual Companies

The concept must be adapted when analysing other assets.

An **ETF** does not necessarily require a corporate moat in the traditional sense. Instead, examine whether its methodology, liquidity, cost structure, scale and tracking efficiency create advantages over competing products.

A **rental property** may have a location moat: proximity to employment, transportation, schools, scarce housing supply or planning restrictions can make equivalent supply difficult to create.

A **cryptocurrency** may claim protection through network effects, liquidity, developer ecosystems, security, decentralization or integration into financial infrastructure. But these claims should be tested against the possibility of technological substitution and competing networks.

An **index** may benefit from widespread adoption as a benchmark and the financial ecosystem built around it, although the investable products tracking that index still need separate evaluation.

Moat therefore does not mean exactly the same thing for every asset.

The underlying principle remains:

What makes the asset's valuable characteristics difficult to replace?

Moats Can Erode

Perhaps the greatest mistake in moat analysis is assuming permanence.

History contains many businesses that once appeared almost untouchable.

Technology can destroy switching costs. Regulation can remove barriers to entry. Consumer behaviour can weaken brands. New distribution models can bypass established networks. Artificial intelligence may reduce the value of capabilities that previously required years of specialized expertise.

A moat should therefore be viewed as something dynamic.

Ask not only:

“Does this asset have a moat?”

but:

“Is the moat widening, stable or narrowing?”

That change in direction may be more important than the moat's current size.

The Economics Must Confirm the Moat

A claimed moat should eventually leave evidence.

If a business possesses durable competitive protection, we might reasonably expect some combination of customer retention, pricing power, attractive returns on capital, resilient margins or sustained market position.

If competitors can continuously destroy profitability, the supposed moat deserves scrutiny.

This does not mean every defensible company must have extraordinary margins. Business models differ.

It means that **a moat should produce observable consequences**.

If the protection exists only in the narrative and nowhere in the economics, investigate further.

Moat Investigation Questions

Before moving to the Future dimension, ask:

- **What specific advantage does this asset possess?**
- **Why is that advantage difficult to reproduce?**
- **What would it cost a competitor or substitute to neutralize it?**
- **Are customers, users or tenants meaningfully difficult to displace?**
- **Does scarcity provide genuine protection?**
- **What evidence shows that the moat produces economic benefits?**
- **Is the moat widening, stable or narrowing?**
- **What technological, regulatory or behavioural change could weaken it?**
- **If the asset disappeared today, how quickly could an alternative replace it?**

Red Flag

If the competitive advantage can be copied cheaply, substituted easily or removed quickly, it probably isn't a moat.

A moat does not make an asset invincible.

It does something more realistic: it increases the difficulty of taking its advantages away.

And for a long-term investor, that distinction matters enormously.

Quality tells you what is strong. Moat tells you what may stay strong.

4. FUTURE — Will This Asset Still Matter?

An asset can be useful, high quality and well protected today — and still become a poor long-term investment.

Why?

Because investors do not purchase the past. They commit capital to a future that has not yet happened.

That leads to the fourth dimension of the PerCapita Asset Intelligence Framework:

Why should this asset still matter five to ten years from now?

The **Future** dimension does not attempt to predict exactly what the world will look like. That would create an illusion of precision. Instead, it identifies the conditions upon which an investment thesis depends and examines how vulnerable those conditions are to change.

The objective is not to know the future.

It is to understand **what must remain true for the asset to continue deserving capital.**

Today's Strength Can Become Tomorrow's Weakness

Markets often reward assets that have performed exceptionally well.

Success attracts investors, analysts, competitors and capital. Eventually, past strength can become embedded in expectations about the future.

This creates a dangerous shortcut:

“It has worked for years, therefore it will continue to work.”

But history does not guarantee relevance.

Technological leaders can be disrupted. Consumer habits can change. Profitable industries can attract excessive competition. Governments can rewrite regulations. Demographic trends can reshape demand. Infrastructure can become obsolete. Previously scarce resources can lose strategic importance.

The stronger an asset has been historically, the more important it may be to ask:

What could make today's strengths less valuable tomorrow?

Future analysis therefore requires the investor to look beyond continuation and actively investigate change.

Identify What Must Remain True

Every investment thesis contains assumptions.

Some are obvious. Others remain hidden until circumstances change.

Suppose you own shares in a rapidly growing technology company. Your thesis may implicitly assume continued demand, technological leadership, access to skilled workers, manageable regulation and sufficient profitability.

A rental property may depend on population growth, employment, neighbourhood desirability, affordable financing, regulatory stability and continued rental demand.

An ETF concentrated in a particular industry may depend on that industry's continued economic relevance.

A cryptocurrency may depend on network adoption, security, liquidity, regulatory tolerance, developer activity and the continued usefulness of its underlying technology.

Instead of simply forecasting higher prices, write down the assumptions.

Then ask:

Which of these assumptions are essential, and which are merely favourable?

This transforms the future from a vague prediction into a collection of conditions that can be monitored.

Technology and Disruption

Technological change is one of the most powerful forces affecting long-term asset relevance.

It can strengthen existing leaders, create entirely new markets or destroy business models that once appeared secure.

Artificial intelligence, automation, biotechnology, energy technologies, digital finance and new forms of distribution may alter competitive structures across multiple industries.

But investors should avoid another common mistake: assuming that identifying an important technology automatically identifies the winning investment.

A transformative technology can create enormous economic value while destroying capital for many companies competing to commercialize it.

The better question is:

Does this particular asset benefit from the change — or is it vulnerable to it?

And then:

Who captures the economic value created by that change?

Regulation and Political Exposure

The future of an asset may also depend on decisions made outside the market.

Governments influence taxation, trade, environmental requirements, housing rules, financial regulation, intellectual property, data protection and market access.

Some assets benefit from regulation because it creates barriers to entry.

Others face significant regulatory risk precisely because their economics depend on rules that could change.

The objective is not to predict every political decision.

It is to identify **where the investment thesis depends heavily on regulatory continuity.**

A thesis that works only under one favourable regulatory regime deserves a different risk assessment from one capable of surviving several plausible regimes.

Demographics and Behaviour

Long-term demand is shaped by people.

Population growth, ageing, migration, urbanization, household formation and income development can influence housing, healthcare, consumption, financial services and infrastructure.

Behaviour matters too.

Consumers change how they communicate, shop, travel, work, entertain themselves and store value.

An asset may therefore remain technically excellent while becoming less relevant because the behaviour supporting demand has changed.

Ask:

Are people moving toward this asset's function — or gradually away from it?

Think in Scenarios, Not One Forecast

Future analysis becomes dangerous when an investor builds one detailed forecast and then treats it as reality.

A stronger approach is to consider several plausible scenarios.

Base Case

What happens if current conditions evolve approximately as expected?

Upside Case

What developments could make the asset significantly stronger than expected?

Downside Case

What combination of competition, disruption, regulation or economic weakness could materially damage the thesis?

The objective is not to assign perfect probabilities.

It is to determine whether the asset can survive outcomes other than the one the investor hopes will occur.

A robust investment thesis should not require a perfect future.

Watch for Thesis Drift

Investors sometimes change their reasons for owning an asset after the original thesis weakens.

A growth investment becomes a “long-term investment.” A failed capital-appreciation thesis becomes an income thesis. A speculative position becomes something held “until it recovers.”

This is **thesis drift**.

Future analysis should therefore include predefined evidence that would cause the thesis to be reconsidered.

Ask before investing:

What future development would prove that my original reasoning is no longer valid?

That question makes it harder to rewrite history after the facts change.

Future Investigation Questions

Before moving to Economics, ask:

- **Why should this asset remain relevant five to ten years from now?**
- **What assumptions must remain true for the thesis to work?**
- **Which assumptions are most vulnerable?**
- **Could technology strengthen or disrupt the asset?**
- **Could regulation materially change its economics or demand?**
- **How could demographic or behavioural changes affect it?**
- **Who could emerge as a substitute or competitor?**
- **Can the asset adapt if its environment changes?**
- **What would the downside scenario look like?**
- **What evidence would tell me that the original thesis is becoming obsolete?**

Red Flag

If your future thesis is simply that the asset has performed well in the past, you do not yet have a future thesis.

Future analysis cannot eliminate uncertainty. Its purpose is to expose dependency.

The investor should know which conditions matter, which assumptions are fragile and which developments would require reassessment.

Because the central question is not whether an asset is successful today.

It is whether today's strengths have a credible path to remaining valuable tomorrow.

5. ECONOMICS — How Does the Asset Create Economic Value?

An asset can have a clear purpose, strong underlying quality, a defensible moat and convincing long-term relevance — yet still fail to produce attractive economic results.

That leads to the fifth dimension of the PerCapita Asset Intelligence Framework:

How does this asset actually create, capture, preserve or distribute economic value?

This is the **Economics** dimension.

Economics moves the analysis away from stories and toward mechanisms. It asks where returns ultimately come from, who captures the value being created, what resources are required to generate it, and whether the process is sustainable.

This distinction matters because **activity is not the same as value creation**.

A company can grow revenue while destroying shareholder value. A rental property can collect substantial rent while producing poor returns after financing and maintenance. A network can attract millions of users without developing sustainable economics.

Investors therefore need to understand not merely whether an asset is growing, but **how that growth translates into economic value**.

Revenue Is Not Profit — and Profit Is Not Cash

For businesses, one of the most important analytical disciplines is separating several concepts that are often treated as interchangeable:

Revenue ≠ Profit ≠ Cash Flow ≠ Value Creation

Revenue tells you how much the business sells.

Profit measures what remains after accounting for various expenses.

Cash flow shows how money actually moves through the business.

Value creation goes further: it asks whether the returns generated justify the capital required to produce them.

Imagine two companies each generate €1 billion in additional revenue.

Company A requires enormous factories, additional debt and continuous capital expenditure to support that growth.

Company B can serve additional customers using infrastructure that already exists and requires relatively little incremental capital.

Their revenue growth may look identical.

Their economics can be radically different.

This is why investors should ask:

How much capital must be committed to generate the next unit of economic value?

Follow the Cash

Accounting earnings are useful, but cash eventually matters.

A business may report attractive profits while cash is absorbed by inventory, receivables, capital expenditure or debt obligations.

Conversely, some businesses can convert a high proportion of earnings into free cash flow because their operations require relatively little additional capital.

Cash generation matters because cash creates options.

It can be:

- reinvested in the business;
- used to reduce debt;
- distributed through dividends;
- used to repurchase shares;
- deployed into acquisitions;
- retained to strengthen financial resilience.

But cash itself is not enough. The next question is what management does with it.

A business that generates substantial cash and repeatedly allocates it poorly may create less long-term value than one that generates somewhat less but reinvests at attractive rates.

Economics therefore connects naturally to **capital allocation**.

Return on Capital Matters

Growth should not be evaluated independently from the capital required to produce it.

Suppose an enterprise must invest €100 to generate €5 of sustainable additional annual economic profit, while another can generate €15 from the same incremental capital.

Everything else equal, the second has more attractive economics.

This is the logic behind examining measures such as return on invested capital, return on equity and incremental returns on capital.

The precise metric depends on the business and capital structure. The principle is broader:

Capital should generate returns that justify its cost and the risks being taken.

Growth that continuously requires capital at unattractive returns can make a company larger without making shareholders meaningfully wealthier.

Margins Tell Part of the Story

Margins help reveal how much economic value a business retains from its activity.

Strong margins can indicate pricing power, efficient operations, differentiation or favourable industry structure.

But high margins should not automatically be interpreted as permanent quality.

They may attract competition.

They may depend on temporary shortages.

They may be vulnerable to regulation.

They may disappear when input costs normalize or customers gain alternatives.

The important questions are therefore:

Why do these margins exist?

and:

What protects them?

This demonstrates why the six dimensions interact. Economics cannot be separated entirely from Moat, Quality or Future.

Economics Beyond Stocks

The Economics dimension applies to much more than companies.

For a **rental property**, gross rent is only the beginning.

The investor may need to consider:

- vacancy;
- maintenance;
- insurance;
- property taxes;
- management costs;
- financing costs;
- renovations;
- transaction expenses;
- regulatory obligations.

A property generating €20,000 of annual rent does not necessarily generate €20,000 of economic benefit.

The relevant question is:

What remains after the resources required to own and operate the asset are considered?

For an **ETF**, economics can include expense ratios, tracking difference, transaction costs, tax treatment, portfolio turnover and the underlying economics of the securities it holds.

For a **bond**, the mechanism is more contractual: interest payments and principal repayment must be considered alongside credit risk, inflation, duration and reinvestment risk.

For a **cryptocurrency**, the analysis becomes different again. Investors may need to examine transaction demand, fees, token issuance, incentives paid to network participants, dilution, security costs and whether token holders actually capture economic value from increasing network activity.

This last distinction is particularly important:

An ecosystem can create enormous value without the investment instrument necessarily capturing that value.

Users may benefit. Developers may benefit. Validators may benefit. Businesses built on the network may benefit.

The investor must determine **where the economics actually flow**.

Growth Can Destroy Value

Growth is one of the most seductive investment narratives.

More customers. More locations. More users. More assets. More revenue.

But growth creates value only when the economics of expansion are attractive.

A company that loses money on every new customer does not necessarily solve the problem by acquiring customers faster.

A property investor who expands aggressively using expensive leverage can increase the size of a portfolio while weakening its economics.

A digital network can subsidize growth so heavily that apparent adoption disappears when incentives are reduced.

Therefore, always distinguish between:

growth in activity

and

growth in economic value per unit of capital.

They are not the same thing.

Understand the Economic Engine

A useful exercise is to describe the asset's economic engine in one or two sentences.

For example:

Who pays?

Why do they pay?

How much value is retained?

What resources are required to deliver it?

Where does the investor's eventual return come from?

If those questions cannot be answered, the economics may not yet be sufficiently understood.

Economics Investigation Questions

Before moving to Valuation, ask:

- **Where does the asset's economic return actually come from?**
- **Who pays, and why?**
- **How much value is retained after the necessary costs?**
- **How much additional capital is required to generate growth?**
- **Does growth improve or weaken the economics?**
- **Are margins structurally supported or temporarily elevated?**
- **Does the asset generate meaningful cash?**
- **How is that cash allocated?**
- **What role does debt play in the return?**
- **Who captures the economic value created — customers, employees, lenders, management, governments, or owners?**
- **What could permanently weaken the economic engine?**

Red Flag

If you can explain how the asset grows but cannot explain how the investor ultimately benefits economically, the analysis is incomplete.

Economics connects the investment narrative to financial reality.

It forces the investor to follow value from its source through the asset and eventually toward the capital provider.

Because wealth is not created simply by owning something that is active, popular or growing.

It is created when an asset can generate, capture or preserve economic value in a way that justifies the capital and risk required.

6. VALUATION — What Are You Paying for the Value?

An investor can correctly identify an asset with a clear purpose, exceptional quality, a powerful moat, strong future relevance and attractive economics — and still make a poor investment.

The reason is simple:

A great asset is not automatically a great investment at every price.

This is the sixth dimension of the PerCapita Asset Intelligence Framework: **Valuation**.

The first five dimensions help answer:

What am I buying?

Valuation asks:

What am I paying for it — and what must happen for that price to be justified?

This distinction is fundamental because investment returns depend not only on what an asset becomes, but also on the expectations already reflected in the price when capital is committed.

Price and Value Are Not the Same Thing

Price is observable.

Value must be assessed.

A share price, property listing, ETF quote, bond price or cryptocurrency market price tells you what the market currently requires to transfer ownership.

It does not tell you whether that price is attractive.

This is why statements such as:

“The stock has fallen 40%, so it is cheap.”

or:

“The property has doubled, so it is expensive.”

are incomplete.

An asset can fall dramatically and remain overvalued if its underlying economics have deteriorated even faster. Another can rise substantially and still offer reasonable value if its economic prospects have improved more than the price suggests.

Valuation therefore requires a reference point beyond past price movements.

Cheap and expensive are relationships between price and value — not descriptions of price alone.

Expectations Are Embedded in Price

Every market price contains assumptions about the future.

For a company, the valuation may implicitly assume future revenue growth, margins, cash generation, competitive strength and returns on capital.

For a rental property, the price may reflect assumptions about rent, occupancy, financing conditions, maintenance costs and future resale value.

For a bond, the price incorporates interest rates, inflation expectations, creditworthiness and time to repayment.

For a cryptocurrency, valuation may depend heavily on assumptions about adoption, network usage, scarcity, regulation, liquidity and future demand.

The investor's task is therefore not simply to ask:

“Will this asset grow?”

A better question is:

“How much growth is the current price already assuming?”

A company can deliver excellent results and still disappoint investors if the market expected something even better.

Conversely, an asset facing modest prospects can produce attractive returns when expectations are sufficiently low and reality turns out better than feared.

Valuation Is About What You Receive for What You Pay

Different assets require different valuation tools.

For companies, investors may examine:

- price-to-earnings ratios;
- free-cash-flow yields;
- enterprise value relative to operating measures;
- discounted cash-flow estimates;
- asset values;
- returns on capital;
- comparisons with historical or industry valuations.

For rental property, relevant measures may include:

- purchase price;
- net rental yield;
- operating expenses;
- financing costs;
- required renovations;
- local comparable transactions;
- replacement cost;
- realistic long-term cash generation.

For bonds, valuation depends heavily on:

- yield;
- maturity;
- credit quality;
- interest-rate sensitivity;
- inflation;
- probability of repayment.

For ETFs, the investor must distinguish between the price of the fund itself and the valuation of the underlying assets. A low-cost ETF can still provide exposure to an expensive market.

Cryptocurrencies require particular caution because many traditional cash-flow valuation methods may not apply directly. Investors may instead examine network economics, token supply, issuance, usage, fee generation, relative network value and the mechanism through which token holders might capture economic value.

No single valuation formula works for every asset.

The principle remains constant:

What economic benefits could reasonably accrue to the owner, and how much am I being asked to pay for them today?

The Margin of Safety

Valuation involves uncertainty.

Revenue forecasts can be wrong. Margins can change. Interest rates move. Properties require unexpected repairs. Regulation changes. Competitive advantages weaken.

Because estimates are imperfect, investors may seek a **margin of safety** — a gap between the price paid and a conservatively assessed value.

The purpose is not to guarantee against loss.

It is to reduce dependence on everything going exactly as expected.

Suppose an investment appears attractive only if revenue grows at 25% annually for a decade, margins expand significantly and competition remains limited.

That thesis may be possible.

But it contains little room for disappointment.

Another asset might justify its price under much more conservative assumptions.

The second may therefore offer a larger margin for analytical error.

The more optimistic the assumptions required to justify the price, the smaller the margin of safety.

Scenario Analysis Is Better Than False Precision

Valuation models can create an illusion of accuracy.

A spreadsheet might estimate that an asset is worth €87.43.

But the future rarely respects two decimal places.

A more useful approach is often to examine a range of plausible outcomes.

Downside Case

What might the asset be worth if growth disappoints, margins weaken, financing costs rise or the competitive environment deteriorates?

Base Case

What could be justified if the business or asset performs approximately according to reasonable expectations?

Upside Case

What might happen if the strongest elements of the thesis develop favourably?

The purpose is not to select whichever scenario produces the desired answer.

It is to understand **how sensitive the investment is to different assumptions**.

If a small change in assumptions destroys the apparent attractiveness of an investment, that fragility should influence the decision.

Opportunity Cost Matters

Capital committed to one asset cannot simultaneously be committed elsewhere.

Therefore, valuation is not merely:

“Is this asset worth buying?”

It is also:

“Is this the best use of this capital among the alternatives available to me?”

An asset can be reasonably valued in isolation but unattractive relative to another opportunity offering better expected economics for comparable risk.

Cash itself can also be an alternative when valuations provide insufficient compensation for uncertainty.

This introduces discipline.

Investors do not need to own every attractive asset.

Sometimes the correct analytical conclusion is simply:

Good asset. Wrong price.

And sometimes:

Interesting opportunity — but not enough margin of safety yet.

Beware of Valuation Narratives

Bull markets often produce explanations for why traditional valuation discipline no longer matters.

“This company is different.”

“This technology changes everything.”

“Everyone will eventually use it.”

“Property never falls here.”

“Supply is limited.”

Some of these statements may be partially correct.

But even exceptional assets are ultimately subject to the relationship between **expectations, economics and price**.

A powerful narrative may justify a higher valuation.

It does not justify an infinite valuation.

Likewise, a statistically cheap asset is not automatically attractive. Low valuation can reflect genuine deterioration, excessive debt, technological obsolescence or structural decline.

This is the difference between **price discipline** and simply searching for low multiples.

Valuation Investigation Questions

Before committing capital, ask:

- **What am I paying relative to the economic value I expect to receive?**
- **Which assumptions are already embedded in today's price?**
- **How much growth is required to justify the valuation?**
- **What happens if growth or profitability disappoints?**

- Does the valuation leave room for analytical error?
- What does the downside scenario look like?
- How sensitive is my estimated value to small changes in assumptions?
- Am I relying excessively on future resale at a higher valuation?
- How does this opportunity compare with realistic alternatives?
- Would I still find the asset attractive if recent price momentum disappeared?
- What price would materially improve the risk/reward relationship?

Red Flag

“It is a great asset” is not a valuation method.

Valuation completes the Asset Intelligence Framework because it forces the investor to connect everything previously learned to the capital being requested today.

Purpose tells you why the asset matters.

Quality tells you how strong it is.

Moat examines what protects it.

Future tests whether it can remain relevant.

Economics reveals how value is created and captured.

And **Valuation** asks the final question:

How much of that value are you already paying for?

Investment discipline begins when an investor can admire an exceptional asset and still refuse to overpay for it.

Understanding Your Asset Intelligence Score

A score can be useful because it compresses complexity into something easier to interpret. It can also be dangerous when treated as a substitute for judgment.

The **PerCapita Asset Intelligence Score** is not designed to tell you whether an asset should be bought, sold or held. It serves a different purpose:

To show where your investment thesis appears supported — and where further investigation may be required.

Your overall score combines the six dimensions of the PerCapita Asset Intelligence Framework:

PURPOSE · QUALITY · MOAT · FUTURE · ECONOMICS · VALUATION

But the overall number should never be examined in isolation.

Two assets can receive the same score for completely different reasons. One might have exceptional quality and economics but an extremely demanding valuation. Another might appear inexpensive while suffering from weak quality and declining future relevance.

The number provides orientation.

The individual dimensions provide the diagnosis.

80–100 — Strong Evidence

The asset demonstrates strength across most dimensions, and the investment thesis appears supported by substantial evidence.

This does **not** mean the asset is automatically attractive at the current price.

Examine whether the strongest characteristics are already fully reflected in the valuation and continue challenging the assumptions supporting future performance.

Focus: Protect against overconfidence.

65–79 — Promising, but Investigate

Several dimensions appear convincing, but meaningful uncertainties remain.

This is often where deeper research becomes particularly valuable. Identify which dimensions are pulling the score lower and determine whether they represent temporary uncertainty, insufficient information or genuine structural weakness.

Focus: Strengthen the evidence behind the weakest parts of the thesis.

50–64 — Significant Questions

The evidence is mixed.

Some characteristics may be attractive, but important weaknesses or unanswered questions remain. A compelling narrative in one dimension should not be allowed to compensate automatically for serious deficiencies elsewhere.

A strong moat, for example, does not make excessive valuation irrelevant. Attractive valuation does not repair deteriorating quality.

Focus: Investigate before committing additional capital.

Below 50 — Weak Evidence

Several important dimensions lack sufficient support.

This does not necessarily mean the asset has no value or that its price cannot rise. Markets can reward weak assets, sometimes dramatically.

It means something more specific:

The available evidence does not yet provide a sufficiently strong Asset Intelligence case.

The appropriate response is not necessarily immediate rejection. It may be additional research, reconsideration of assumptions, or recognition that the asset falls outside your current circle of understanding.

Focus: Do not allow price movement or enthusiasm to replace evidence.

Pay Attention to the Weakest Dimension

The most valuable information in your analysis may not be the overall score.

It may be your **weakest dimension**.

If an asset scores highly on Purpose, Quality, Moat, Future and Economics but poorly on Valuation, the central question becomes price.

If everything appears attractive except Future, the real issue becomes durability.

If Valuation looks attractive while Quality and Economics are weak, the asset may be cheap for a reason.

This is why the PerCapita framework should be used diagnostically rather than mechanically.

The Score Is a Starting Point

Do not ask only:

“What score did the asset receive?”

Ask:

- **Which dimensions support the thesis?**
- **Which dimension could break it?**
- **Where is my evidence strongest?**
- **Where am I relying primarily on assumptions?**
- **What should I investigate next?**

Your score is not the decision. It is a map of where better questions need to be asked.

The objective of Asset Intelligence is not to transform uncertainty into false precision.

It is to make uncertainty **visible, structured and actionable**.

The Asset Intelligence Red Flag Checklist

Good investment analysis is not only about finding reasons to say **yes**.

It is equally important to identify the evidence that should make you hesitate, investigate further or reconsider the thesis entirely.

Red flags are not automatic reasons to reject an asset. They are signals that a particular assumption deserves more scrutiny.

Before committing capital, use the following checklist to challenge your analysis.

☐ Can I Explain Exactly What I Own?

You should be able to describe the asset in clear language without hiding behind technical terminology.

What does it represent? What determines its economic value? What rights, exposure or claims do you actually receive by owning it?

If the structure is too complicated to explain, your understanding may be weaker than your confidence suggests.

Red flag: You understand the price behaviour better than the asset itself.

☐ Do I Understand Why People Need or Value It?

Identify the underlying source of demand.

For a company, who buys its products and why? For a property, why would tenants want to live there? For an ETF, what exposure does it provide? For a cryptocurrency, what function creates demand beyond expectations of future price appreciation?

Red flag: The principal reason for owning the asset is that other investors may eventually pay more for it.

☐ Can I Identify Evidence of Quality?

Do not substitute reputation, popularity or historical price appreciation for underlying strength.

Identify observable evidence supporting your assessment: financial resilience, cash generation, asset condition, governance, liquidity, operational strength or other characteristics relevant to the asset.

Red flag: Your quality assessment depends mainly on what the market currently thinks.

☐ Can I Explain What Protects Its Value?

If the asset has attractive characteristics, ask what prevents competitors or substitutes from taking them away.

Look for genuine barriers such as scarcity, switching costs, network effects, scale, intellectual property, regulation, location or other defensible advantages.

Red flag: The supposed advantage could be reproduced cheaply or replaced easily.

☐ Can I Describe What Could Make It Obsolete?

Every investment thesis has vulnerabilities.

Technology, regulation, demographics, competition and behavioural change can transform what appears durable today.

Identify at least one credible development capable of materially weakening the asset over the next five to ten years.

Red flag: Your future analysis assumes that current conditions simply continue.

☐ Do I Understand Where the Economic Return Comes From?

Follow the economics.

Who pays? Why do they pay? What remains after costs? How much capital is required? How does the owner ultimately benefit?

Red flag: You can explain how the asset grows but cannot explain how that growth creates economic value for the investor.

☐ Do I Know What Today's Valuation Requires?

Ask what assumptions are already reflected in the price.

How much growth, profitability, adoption, rental income or future demand is required to justify today's valuation?

Red flag: Your valuation argument is simply that the asset is excellent or that its price has fallen.

☐ Can I State the Strongest Argument Against My Thesis?

This may be the most important question on the checklist.

Do not construct only the strongest case **for** the investment. Deliberately construct the strongest reasonable case against it.

If you cannot articulate why an intelligent investor might disagree with you, confirmation bias may already be influencing the analysis.

☐ Do I Know What Would Make Me Change My Mind?

Define the evidence that would invalidate your thesis **before** capital is committed.

Otherwise, when conditions deteriorate, it becomes easy to reinterpret every negative development as temporary.

A strong investment thesis should be testable — and therefore capable of being proven wrong.

Final Red Flag

If several questions above cannot be answered confidently, the conclusion is not necessarily “**do not invest.**”

The more disciplined conclusion is:

“I do not yet understand enough to decide.”

Recognizing that distinction is itself a form of financial intelligence.

PerCapita Asset Analysis Worksheet

Use this worksheet after completing the six dimensions. The objective is not to produce a perfect score. It is to separate **evidence from assumptions** and identify what requires further investigation.

Asset

Asset Name: _____

Asset Type:

☐ Stock ☐ ETF ☐ Index ☐ Cryptocurrency ☐ Rental Property ☐ Other: _____

Investment Thesis — Why am I considering this asset?

The Six Dimensions

Dimension	Score	Strongest Evidence
Purpose	___ /100	_____
Quality	___ /100	_____
Moat	___ /100	_____
Future	___ /100	_____
Economics	___ /100	_____
Valuation	___ /100	_____

Challenge Your Thesis

Strongest Dimension: _____

Why?

Weakest Dimension: _____

Why?

Biggest Uncertainty:

Strongest Argument Against My Thesis:

What evidence would make me change my mind?

What Must Be Investigated Next?

List the three questions that must be answered before committing capital:

1. _____

2. _____

3. _____

Decision Gate

- ☐ Investigate further
- ☐ Evidence is currently insufficient
- ☐ Analysis supports further consideration

Do not use the worksheet to justify a decision you have already made. Use it to discover whether the evidence deserves your capital.

PerCapita Asset Intelligence Principle:

Understand → Investigate → Challenge → Decide

The Final Decision Gate

Analysis becomes valuable only when it improves the quality of a decision.

By this stage, you have examined the asset through **Purpose, Quality, Moat, Future, Economics and Valuation**. You have identified strengths, weaknesses, uncertainties and potential red flags.

Now comes the difficult part:

Turning information into judgment.

The PerCapita Final Decision Gate is designed to prevent one common mistake: completing extensive research while still allowing emotion, momentum or confirmation bias to make the final decision.

Before committing capital, stop and answer four questions.

1. What Do I Know?

Separate facts from expectations.

What evidence has been verified? What characteristics of the asset can you support with financial statements, operating data, contractual information, market structure or other reliable sources?

Write down the strongest evidence supporting the thesis.

If you cannot distinguish what you **know** from what you merely believe, the analysis is not finished.

2. What Am I Assuming?

Every investment contains assumptions.

You may be assuming continued growth, stable margins, favourable regulation, refinancing availability, technological leadership, rental demand, network adoption or a particular future valuation.

Assumptions are not inherently bad. Investing would be impossible without them.

The danger begins when assumptions are treated as facts.

Ask:

Which assumptions must be correct for this investment to work?

The more assumptions required simultaneously, the more fragile the thesis may be.

3. What Could Prove Me Wrong?

Now challenge the investment rather than defend it.

Identify the developments that would materially weaken your reasoning.

A competitor may erode the moat. Technology may reduce relevance. Economics may deteriorate. Debt may become difficult to refinance. Regulation may change. The valuation may leave no room for disappointment.

Define these conditions **before** committing capital.

Otherwise, it becomes remarkably easy to change the thesis after reality changes.

4. Does the Evidence Justify Committing Capital?

This is not the same as asking whether you like the asset.

Consider the complete picture:

What is attractive?

What remains uncertain?

What could permanently impair value?

What expectations are already reflected in the price?

What alternatives exist for the same capital?

The result does not have to be **Buy** or **Reject**.

A disciplined decision may be:

Investigate further.

Wait for stronger evidence.

Wait for a more attractive valuation.

The opportunity falls outside my current circle of understanding.

Sometimes the most intelligent allocation decision is simply **not yet**.

UNDERSTAND → INVESTIGATE → CHALLENGE → DECIDE

The objective is not to eliminate uncertainty. That is impossible. The objective is to understand which uncertainties you are being compensated to accept — and which ones exist simply because you failed to investigate them.

Good decisions do not require certainty.

They require sufficient evidence, disciplined reasoning and the willingness to walk away when either is missing.

Continue Your Financial Intelligence Journey

Completing an asset analysis is not the end of the process. It is the beginning of a more disciplined way of thinking about capital.

The PerCapita Asset Intelligence Framework is designed to help you move beyond price, popularity and prediction toward better questions, stronger evidence and clearer decisions.

Take the PerCapita Asset Test

Apply the six dimensions to a stock, ETF, index, cryptocurrency, rental property or other asset and receive your personalized **Asset Intelligence Score**, including your strongest dimension, weakest dimension and priority question.

Continue Learning

Explore PerCapita's **podcasts, educational videos, books, financial tools and programs** to strengthen your understanding of investing, wealth creation, business and financial decision-making.

Financial intelligence is not knowing what will happen next. It is developing a better framework for deciding when the future is uncertain.

PerCapita — The Home of Financial Intelligence

Clarity. Growth. Freedom.

Educational Disclaimer

This guide is provided for **educational and informational purposes only**. It does not constitute personalized investment advice, portfolio management, or a recommendation to buy, sell or hold any financial instrument or asset. Investment decisions involve risk and should be based on your own circumstances, objectives, research and, where appropriate, advice from a suitably qualified professional.

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