SEVENS REPORT *alpha*

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In Today's Issue

- **How AI Can Help You Manage Your Business.** Artificial Intelligence has dominated financial media headlines this year thanks mostly to the stellar performance of AI exposed tech stocks. But beyond just generating alpha from these tech names, advisors need to start asking themselves how these platforms can help manage their business by successfully automating or elevating mundane administrative tasks.
- Our goal in this issue is to uncover the strengths and weaknesses of AI tools so that you can maximize the use of this technology within your practice. Specifically, today's issue will answer the following questions: **1) What tools are currently available or in development for advisors that are truly AI capable? 2) What are the pros and cons of using this technology in the workplace? 3) How will advisors implement these platforms to achieve a more efficient workflow? 4) What are the challenges or risks surrounding the adoption of AI in your business?**
- **Advisor AI Strategy: Chatbots and Virtual Assistants.** We examine current AI solutions that can assist in research tasks and routine client interactions.
- **Advisor AI Strategy: Sales and Marketing Tools.** We profile three current AI-based software solutions from Salesforce, HubSpot, and Hootsuite that can automate and improve sales and marketing strategy, content creation, and reporting.
- **Advisor AI Strategy: Copywriting and Illustrations.** We reveal two AI platforms that can assist in basic copy and visual creation to improve client and prospect communications.

Business Alpha: AI Tools for Advisors

We have written extensively this year on the coming-of-age story in artificial intelligence (AI) given the hype surrounding this sector. There are those that believe this technology will revolutionize many aspects of our professional and personal lives over the next several decades or even much sooner. That opportunity naturally opens the door for investment ideas that access this growing theme on behalf of clients.

Yet as advisors, we also need to be cognizant of how this new wave of hardware and software tools will change the financial advisory industry. Advisors should start to ask themselves how these platforms can help manage their business by successfully automating or elevating mundane administrative tasks.

Some ideas that come to mind include optimized financial planning, portfolio reviews, responses to common client questions, and even proactive communication stemming from market or portfolio events. There are also numerous sales and marketing tasks this technology can take over as well. These include responding to cold inquiries, writing blog or website content, creating visual aids, and making recommendations on prospective client portfolios.

Right now, many industry veterans are already exploring how to use mainstream tools such as ChatGPT to accomplish these tasks. The results have largely been mixed because the platform isn't tuned specifically to the financial services industry.

Nevertheless, over the next several years, we are going to see more specialized software that acts like a supercharged administrative back office. Some of the questions we are seeking to answer in this report include the following:

- What tools are currently available or in development for advisors that are truly AI capable?

- What are the pros and cons of using this technology in the workplace?
- How will advisors implement these platforms to achieve a more efficient workflow?
- What are the challenges or risks surrounding the adoption of AI in your business?

The "great wealth transfer" is expected to be a defining moment for advisors as estimates range from $60-$80 trillion will pass between grandparents and their descendants over the next two decades. Younger investors are going to be armed with more information and confidence in technology than ever before. That means investment advisors are going to have to step up their game to retain assets and expand their book of business using AI tools to bolster their capabilities.

Ten AI use-cases in investment management

Portfolio management and client enablement:

- **Automated insight:** reading earnings transcripts to assess management sentiment
- **Relationship mapping:** identifying nonintuitive relationships between securities and market indicators
- **Alternative datasets:** analyzing alternative data such as weather forecasts and container ship movements, monitoring search engines for words on specific topics to structure hedging strategies
- **Growth opportunities:** using corporate website traffic to gauge future growth along with clients' behavioral patterns
- **Client outreach:** smart client outreach and demand generation via analytics, using alternative data sources such as social media data

Front, middle, and back office efficiency:

- **Operations intelligence:** using machine learning to automate functions
- **Powering risk performance:** AI-based algorithms and machine learning to monitor for suspicious transactions, and trigger response protocols
- **Reporting and servicing:** generating reporting for clients, portfolio and risk commentary, and marketing material using natural language processing
- **On-demand reporting:** chatbots and machine learning used to respond to employee or investor queries, generating management reporting on-demand
- **Employee insights:** monitor employee conduct risk and employee morale

Our goal is to uncover the strengths and weaknesses of AI tools so that you can maximize the use of this technology within your practice. Realistically, it's going to take time for AI to truly change the game for advisors. However, you also don't want to be behind the curve when it comes to embracing its benefits. The up-and-coming generation of tech-savvy clients are going to increasingly want to partner with professionals that are implementing best-of-breed services on their behalf. The following report will outline the framework for this transition and tools you can utilize within your practice.

Mapping AI For Investment Managers

Understanding how artificial intelligence will shape the investment management landscape is critical to embracing the technology over the long run. There are many "pie in the sky" use cases that are circling around professional groups, but most are still a long way from functional deployment. Our research uncovered a recent report from Deloitte that succinctly articulated several of the best ideas this technology will eventually solve for investment managers.

Where we believe most advisors will find the greatest benefit is in the list on the right side of the graphic here that identifies front- and back-office efficiencies. This includes automating administrative tasks such as account openings and improving the accuracy of client-driven input.

Imagine being able to send over a link to your account forms and the program talks the client through the entire process including answering questions about how or why a field is necessary, and giving them critical feedback and pattern recognition as they are inputting their personal information into the secure database. That would be an absolute game changer that would improve precision and free up administrative time spent going back and forth between the necessary parties.

Another sought-after aspect of this technology would be on-demand reporting and data interpretation. Imagine clients having a portal they could log in to and speak a prompt along the lines of:

Client: *Computer, tell me the performance of my portfolio over the last three years.*

Computer: *Your total return is 33% with an average annualized gain of 11% per year.*

Client: *How does that compare to the S&P 500?*

Computer: *The S&P 500 had a total return of 36% over that time frame, but your historical portfolio makeup more closely resembles a 60/40 asset allocation of stocks and bonds. A more accurate benchmark in this instance is the Morningstar US Moderate Target Allocation Index, which gained 28% over that same period. Your portfolio has outperformed this apples-to-apples benchmark by 8% over the last three years. Would you like me to set up a meeting with your advisor to review your asset allocation targets?*

In this example, the program gives the client the hard data they are requesting on demand. The real value-add is that it will eventually provide critical context, education, accurate comparisons, and even action steps so they have a more well-rounded knowledge of their investment situation.

Clients often make assumptions and ill-advised decisions when this gap is not properly bridged. Historically it's fallen on you, the advisor, to constantly fill that contextual void. There is a very realistic point in the not-too-distant future where this automated process can support your client relationships and vastly improve personalized contact.

Another highly touted feature of artificial intelligence is risk management. The ability to spot suspicious transactions on a client account and alert them to an issue immediately would be a tangible benefit to both parties. Furthermore, the skill for AI systems to monitor employee actions in real-time and report any inconsistencies is another best-in-class feature. Particularly for larger firms that rely on teams of associates to implement their front- and back-office processes.

Human error often befalls even the most experienced professionals and AI could potentially block or immediately resolve several types of overt mistakes.

Many of these programs are still under development and will take time to be vetted and implemented by the advisor community. Nevertheless, there are numerous other ways that artificial intelligence using generative language processing can make a more immediate impact on your practice.

Advisor AI Strategy: Chatbots and Virtual Assistants

The ability for users to interact with a virtual assistant to successfully solve problems or answer questions feels like an insurmountable hurdle for anyone who has ever called a Fortune 500 company for support. No matter how you phrase your issue, it always feels like it takes a human to understand the root cause and resolve it satisfactorily.

Those days may soon be coming to an end with the ramp up in generative language processing platforms such as ChatGPT. These programs allow for more natural call and response interaction between the user and the computer. Furthermore, the system can understand more complex issues and potentially offer accurate solutions on the same level as a human agent. The same concept also applies to summarizing vast data resources into more specific nuggets of information that is easily digestible.

So how does this translate to the wealth management sector? One current test project is underway at Morgan Stanley to use OpenAI technology (the makers of ChatGPT) to deliver relevant investment content and insights into the hands of financial advisors. It's essentially a supercharged research tool that can analyze companies, sectors, asset classes, and capital markets around the globe.

This information can then be more succinctly delivered to the advisors rather than having to spend hours searching and analyzing the data manually. This project has been rolled out to a select group of 300 advisors and is expected to be released to their vast professional network soon. The new platform is unique because it's been tailor-made to the wealth management industry and can potentially be licensed to other firms as its reliability and features are fine-tuned to greater effect (source).

Another machine learning tool that Morgan Stanley has been successfully using for their advisors over the last several years is called "Next Best Action". This system is used to monitor client life events and then to send recommendations based on appropriate investment guidelines.

The messages are guided by the financial advisor and improved for each client based on feedback gained during the recommendation process. It's a unique method of personalizing action steps based on an individualized life path and there is no doubt that these types of tools are going to become ubiquitous throughout the financial advisor community as development progresses.

Enterprise-grade software companies are similarly recognizing the value that virtual assistants can provide to the wealth management industry as well. One of the leading innovators in this field is a company called Haptik, which is designing AI and ML technology specifically for financial advisors. Their chat-based tools can be customized to support existing clients, interact with prospective clients, elevate internal associates, and monitor transactional behavior throughout your practice.

The advanced neural language processing learns from each interaction and continually improves over time. You also set guardrails around the types of output and information that the system can access to ensure accuracy and compliance with regulatory requirements.

One of the additional benefits of using a system such as this is that you receive a real-time dashboard and data analysis about its effectiveness. This provides you with more detailed information about your customer service efforts and can reduce the reliance on human interaction to resolve common issues.

Ultimately, the point of these chatbots and virtual assistants is to streamline research efforts and enhance engagement across your growing client base. Their value is going to be most effective by personalizing information to each client rather than delivering broad recommendations that may not apply to everyone. They are certainly worth exploring in greater depth as you map out your customer retention and engagement strategy over the next several years.

Advisor AI Strategy: Sales and Marketing Tools

Many advisors are exploring ways to responsibly grow their book of business without adding team member headcounts and incurring additional headaches. One way to accomplish this task is through the inclusion of AI-based tools to manage your sales and marketing efforts. Many of these services have the capability to analyze lead data, make recommendations, write copy, identify top prospects, continually engage on social media, and execute strategies that would take meaningful resources to accomplish manually.

Analytics – Salesforce: Sales Cloud Einstein

Advisors that prioritize sales need a competent solution to store prospective customer data, analyze lead flow, prioritize opportunities, and provide management-level reporting to effectively convert clients. One highly rated solution that provides all of these features is a product from Salesforce Inc. known as Sales Cloud Einstein.

This cloud-based system takes a next-level approach to sales analytics using artificial intelligence to identify top prospects and provide intuitive factors as to why they are scored higher. The software syncs to calendar and contact programs along with providing an activity dashboard with recommendations on the next steps to move the sales process along. It can also forecast activity based on historical business trends to show insights into your business that you may not be tracking currently.

Salesforce also is one of the premier SaaS providers in the country that has dedicated significant resources to AI development. The company's commitment to building a world-class platform should give you confidence in the continued advancement of their programs well into the future.

Marketing – HubSpot: Content Assistant

Creating marketing content can be time consuming as you progress through idea generation, copywriting, editing, and dissemination of information that promotes your business. Fortunately, HubSpot is actively developing a one-stop tool to streamline your marketing efforts using artificial intelligence. Their Content Assistant program is in the active beta stage right now with early access available to select customers. The core of this technology is again built on OpenAI's GPT architecture to ideate, create, and share content at lightning speeds.

What's most exciting about this technology is the ability to create blog posts, web pages, generate emails, and continually refresh your messaging without spending hours of downtime that takes you away from the markets or your clients. The system isn't designed to be fully automated. Rather, it can produce meaningful content with minimal direction that will lend itself to light editing, approval, and distribution.

The result is you fast track the marketing process and continually produce fresh ideas that potential wealth management clients can connect with.

Brand Sentiment – Hootsuite: Insights

Ever wonder what existing clients and potential customers think of your brand? Hootsuite has developed an AI-driven analytics tool dubbed Iris that continually monitors social channels and provides real-time insights into your marketing and sales efforts. The social media listening software analyzes industry trends, compares you against your competition, and unlocks sentiment data about your brand. This can be invaluable information as advisors increasingly attempt to differentiate themselves through online marketing, social media presence, and even local advertising.

The Hootsuite tools provide a rich data set and reporting that can be used to make effective marketing decisions and drive new sales channels. It can proactively identify areas that need more effort as well as those that are falling short of expectations. Maintaining a better understanding of your social media presence will lead to more effective engagement and ultimately growth of your business.

Bottom line: The value in these tools isn't the data you put into them. It's the output that is derived using unique algorithms and programming to enhance your everyday tasks. These programs can make your business smarter, more efficient, and more focused on the enhancement of client value through your investment acumen.

Advisor AI Strategy: Copywriting and Illustrations

In our experience, advisors generate a tremendous amount of written and visual information as part of their workflow. This ranges from conversing with clients via email to analyzing portfolios, providing consistent market updates, generating presentations to attract new customers, and creating engaging online content. The list extends even further when you consider social media, internal firm communication, and other productivity tasks.

Having an in-house copywriter to assist with these projects or refresh some of your daily communication can be an invaluable asset and time saver. Fortunately, it is no longer necessary to hire and train an assistant to produce this work when it can be outsourced via artificial intelligence.

One of the most popular AI engines to accomplish this task is via Copy.ai. This website allows you to sign up for free and start creating customized content in seconds. The free version has certain limitations, but paid membership upgrades are extremely reasonable in their monthly subscription cost for the value you receive, which includes the ability to generate content in multiple languages.

If you've never used a generative AI program, then you are in for a real treat when you start engaging with the system.

For example, I asked Copy.ai to do the following: *Write an email summarizing the changes in the precious metals market over the last week.*

Below is the unedited missive it created in seconds:

> *Subject: Weekly Market Recap - Changes in the Precious Metals Market*
>
> *Dear [Recipient],*
>
> *I am writing to provide you with a summary of the changes that occurred in the precious metals market over the last week. According to the latest market data, gold prices rose by 1.5% last week, while silver prices increased by 2.3%.*
>
> *The rise in gold prices can be attributed to the investors' concerns about the global economic outlook, as well as the ongoing trade tensions between the US and China. Similarly, the increase in silver prices can be attributed to the growing demand for industrial metals, especially in the electronics and automotive sectors.*
>
> *It is important to note that the precious metals market is subject to fluctuations due to various factors, including economic and political uncertainty. However, the recent rise in gold and silver prices may present an opportunity for investors to diversify their portfolios and hedge against potential market risks.*
>
> *Please let me know if you have any questions or concerns. Thank you for your attention to this matter.*
>
> *Best regards,*
> *[Your Name]*

You are then able to prompt the program to refine the copy if needed or do any additional light edits that customize it to your specific firm or client requirements on an ad hoc basis. There is no doubt you will be hooked once you start to test just what this technology can do and how quickly it can speed up your communication capabilities.

Another complement to successful copywriting is visual aids to enhance or summarize the information. Many of us got into the finance world because we aren't the most creative individuals, but that doesn't have to stop you from generating attractive images, logos, and videos anymore.

Appy Pie Design is one of the leading no-code artificial intelligence image generators that allows you to convert text to images in seconds. The platform also contains a host of visual templates, photo editors, video creation tools, and other skills that can take your presentations to the next level.

The output created by Appy Pie can be used to enhance your website or social media presence, elevate your presentations to clients or prospects, as well as generate custom infographics for business branding. The intent of this technology should be to increase engagement and provide a pleasing visual medium to enhance the experience of interacting with your firm. The possibilities are virtually endless.

This platform boasts more than 7 million businesses and has earned high scores among independent review sites. It's likely that the continued development and integration of artificial intelligence will only improve the capabilities and output it has to offer over time.

Conclusion

Building trust in new technology is never an easy task. Often it takes a fair amount of experimentation to understand its capabilities and limitations. Artificial intelligence programs are no different in that regard. They are still prone to bugs and errors that can reduce their effectiveness when expectations are not managed appropriately. We are not yet at the stage where we can expect 100% accuracy and dependability in the output from these systems.

Nevertheless, their benefits are starting to become more apparent in real-world business use cases that most investment advisors can slowly begin adopting today. There is no doubt that the ever-evolving spectrum of faculties will continue to expand in the coming years to reduce costs and supplement productivity.

We are excited about what the future holds in this regard and we'll continue to provide updates on how you can generate business alpha from AI with each new development cycle.

Best,

Tom

Sevens Report Alpha Fund & Stock Ideas

Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Artificial Intelligence Primer Part Two Global X Artificial Intelligence & Technology ETF (AIQ), First Trust Cloud Computing ETF (SKYY), Defiance Quantum ETF (QTUM), TrueShares Technology, AI, and Deep Learning ETF (LRNZ). WisdomTree Artificial Intelligence and Innovation Fund (WTAI).	This second AI Alpha issue will focus more on **what this technology can actually do (and how it can be used) and updates the universe of AI-focused ETFs and stocks.** Specifically, we cut through some of the noise of the biggest AI predictions (it'll replace entire industries, potentially replace people, etc.) and **instead focus on practical applications and how that could impact corporate profitability and the markets, and in doing so arm you with practical insight and knowledge on AI for client and prospect discussions.**	**6/13/2023**	**AIQ: -2.44% SKYY: -4.40% QTUM: -3.84% LRNZ: -5.56% WTAI: -6.80%**	**SPY: -0.74%**
Utilizing High Returns on Cash iShares 0-3 Month Treasury Bond ETF (SGOV) SPDR Bloomberg 1-3 Month T-Bill ETF (BIL). Invesco Treasury Collateral ETF (CLTL). SPDR Bloomberg 3-12 Month T-Bill ETF (BILS). PGIM Ultra Short Bond ETF (PULS).	This issue will help you address and overcome those client concerns and provide a list of high quality, high yielding cash alternative ETFs, so clients can feel comfortable allocating to money market funds and other cash alternatives to enjoy decades high yields on cash and little to no principle risk!	**5/31/2023**	**SGOV: 0.40% BIL: 0.38% CLTL: 0.37% BILS: 0.37% PULS: 0.40%**	**SPY: 3.77%**
Uncorrelated Investing Opportunities IQ Merger Arbitrage ETF (MNA). iMGP DBi Managed Futures Strategy ETF (DBMF). Core Alternative ETF (CCOR).	We wanted to focus this Alpha issue on uncorrelated strategies and ETFs that can provide income and alpha along with true diversification for a market that's likely to become increasingly volatile in the coming months.	**5/16/2023**	**MNA: -0.32% DBMF: 3.23% CCOR: -3.02%**	**SPY: 5.73%**
Contrarian Opportunity - Identifying Quality Commercial Real Estate ETFs SPDR Dow Jones REIT ETF (RWR). Fundamental Income Net Lease Real Estate ETF (NETL). A Dedicated List of Office REITs.	This Alpha issue speaks to our contrarian leanings, as we are going to look for **potential contrarian opportunities in the commercial real estate ETF space.**	**5/02/2023**	**RWR: 1.00% NETL: -1.17%**	**VNQ: 0.49%**

Sevens Report Alpha Fund & Stock Ideas

Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Is Gold in a New Bull Market? abrdn Physical Gold Shares ETF (SGOL). SPDR Gold MiniShares Trust, (GLDM). VanEck Vectors Gold Miners ETF (GDX). abrdn Physical Silver Shares ETF (SIVR). iShares MSCI Global Silver and Metals Miners ETF (SLVP). abrdn Physical Precious Metals Basket Shares ETF (GLTR).	This issue will focus on the best ways to gain exposure to precious metals and miners, because gold has quietly traded to within striking distance of its all-time high, and with global unrest, a falling U.S. dollar, and a potential dovish pivot from the Fed, **the outlook for a gold bull market is as good as it's been in years.** We focused on examining what parts of the gold and precious metals space performed best during previous gold bull markets and identified our preferred ETFs to gain exposure to gold, other precious metals, and precious metals miners.	**4/18/2023**	**SGOL: -4.01%** **GLDM: -4.02%** **GDX: -12.88%** **SIVR: -9.39%** **SLVP: -17.28%** **GLTR: -7.56%**	**SPY: 4.68%**
Two Strategies for the Regional Banking Crisis Invesco KBW Bank ETF (KBWB). iShares U.S. Financial Services ETF (IYG). Pacer Trendpilot US Large Cap ETF (PTLC).	The eruption of the regional bank crisis has created a potentially binary outcome, whereby either the crisis fades and the extreme declines in banks and financials is an attractive buying opportunity, or the crisis gets worse and drags down the entire market. **This Alpha issue examines each scenario and identifies strategies that will help us navigate either outcome.**	**4/04/2023**	**KBWB: -1.25%** **IYG: 2.97%** **PTLC: 6.16%**	**SPY: 6.05%**
Defined Outcome and Buffered ETFs Innovator S&P 500 Power Buffer ETF - April (PAPR). Innovator Growth-100 Power Buffer ETF - October (NOCT) or FT Cboe Vest Nasdaq-100® Buffer ETF - September (QSPT). Innovator U.S. Equity Ultra Buffer ETF - June (UJUN) or FT Cboe Vest U.S. Equity Deep Buffer ETF - June (DJUN).	This Alpha issue focuses on Defined Outcome Funds, or "Buffered ETFs," which are fairly new and certainly unique investment products designed to capture upside in an underlying index (like the S&P 500) while limiting losses through the use of options strategies. Given recent bank failures and rising recession fears, these strategies should see increased demand this year.	**3/21/2023**	**PAPR: 4.60%** **NOCT: 7.41%** **QSPT: 12.07%** **UJUN: 4.27%** **DJUN: 6.16%**	**SPY: 8.63%**
Artificial Intelligence Primer Global X Artificial Intelligence & Technology ETF (AIQ). First Trust Cloud Computing ETF (SKYY). Defiance Quantum ETF (QTUM).	This Alpha issue provides an important overview of the AI space and these ETFs will allow investors to get exposure to the entire AI value chain, so they can benefit as the technology evolves and implementation grows.	**3/7/2023**	**AIQ: 19.89%** **SKYY: 14.36%** **QTUM: 12.01%**	**SPY: 9.26%**

Sevens Report Alpha Fund & Stock Ideas

Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Three Strategies to Re-Allocate to Growth (and Tech) iShares Morningstar Mid-Cap Growth ETF (IMCG). iShares Expanded Tech Sector ETF (IGM). VanEck Vectors Semiconductor ETF (SMH).	I dedicated this Alpha issue to growth ETFs that I think are good candidates for allocations if an advisor does want to add growth exposure. Specifically, **I have detailed three strategies and ETFs that I think can help advisors add broad growth exposure, specific tech sector exposure, and targeted tech industry exposure, so advisors can select the strategy that best fits their client's needs.**	2/22/2023	**IMCG: 2.52%** **IGM: 22.79%** **SMH: 25.58%**	**SPY: 9.15%**
An Opportunity in International Stocks Vanguard Europe ETF (VGK). iShares Core MSCI Emerging Markets ETF (IEMG). Schwab Fundamental International Small Company Index ETF (FNDC).	This issue will focus on the global markets, specifically international stock ETFs that we believe would be good core holdings for adding (or increasing) international exposure in client accounts because, for the first time in a long time, **the case can be made that international markets can sustainably outperform U.S. markets.**	2/07/2023	**VGK: 1.42%** **IEMG: -1.06%** **FNDC: -1.91%**	**SPY: 4.77%**
Opportunity in Long Bonds SPDR Portfolio Long Term Treasury ETF (SPTL). PIMCO Long-Term Credit Bond Fund (PTCIX). VanEck Long Muni ETF (MLN).	This issue focuses on opportunities in the long end of the yield curve, which suffered historic losses in 2022 but is potentially poised to stage a big rebound in 2023 and beyond.	1/24/2023	**SPTL: -2.27%** **PTCIX: -2.12%** **MLN: -0.49%**	**SPY: 8.74%**
Three Contrarian Ideas to Start 2023 ARK Next Generation Internet ETF (ARKW). Vanguard Communication Services ETF (VOX). iShares J.P. Morgan USD Emerging Markets Bond ETF (EMB).	This issue is our annual "contrarian" issue, where we present three contrarian strategies that we think can outperform in 2023 if consensus expectations for the economy, Fed policy, and inflation are proven false.	1/10/2023	**ARKW: 34.82%** **VOX: 18.74%** **EMB: 2.33%**	**SPY: 11.45%**

Sevens Report Alpha Fund & Stock Ideas

Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Three Strategies that Outperformed in 2022 and Should Outperform Again in 2023. Cambria Shareholder Yield ETF (SYLD). Invesco S&P 500 Pure Value ETF (RPV). PIMCO Enhanced Short Maturity Active ETF (MINT). JP Morgan Ultra-Short Income ETF (JPST) First Trust Consumer Staples AlphaDEX Fund (FXG). First Trust Natural Gas ETF (FCG).	This Alpha issue is our annual "Look Back" issue, where we take time to identify the ideas and themes that worked in 2022, identify some that did not, and address whether we think these performance trends will continue in 2023. Given expectations of economic and earnings recessions along with continued elevated geopolitical risks, we wanted to highlight three strategies that outperformed in 2022 and that we believe are poised to do so again in 2023.	12/28/2022	**SYLD:** **2.39%** **RPV:** **-0.16%** **MINT:** **2.90%** **JPST:** **1.90%** **FXG:** **-1.23%** **FCG:** **-4.59%**	**SPY:** **15.57%**
Navigating Crypto's 'Lehman Moment'	In this Alpha issue we are trying to cut through the noise and explain **1) The state of the industry post-FTX and 2) Identify ETFs we think are still legitimate options for exposure, so you have quality talking points and viable options for any crypto-related discussions with clients or prospects.**	12/13/2022	**N/A**	**N/A**
Small Cap Stocks iShares Core S&P Small Cap ETF (IJR). Invesco S&P SmallCap 600 Revenue ETF (RWJ). Pacer U.S. Small Cap Cash Cows 100 ETF (CALF).	**Very quietly, small-cap stocks have outperformed the S&P 500 by 300 bps and the Nasdaq by 800 bps over the past five months.** And, due to multiple factors, small caps may now be poised to provide growth to portfolios over the medium and longer term.	11/29/2022	**IJR:** **-2.27%** **RWJ:** **-2.99%** **CALF:** **1.68%**	**SPY:** **10.61%**
MOAT Stocks VanEck Morningstar Wide Moat ETF (MOAT). Morningstar ESG Wide Moat ETF (MOTE). VanEck Morningstar SMID Moat ETF (SMOT).	**This Alpha issue is focused on specific stocks that we think can best withstand the coming economic slowdown, and in doing so help clients outperform.** Specifically, as we approach this economic contraction, analysts are rightly advocating for stocks that are less sensitive to economic growth, have strong cash flows, and have low debt ratios, as they should relatively outperform in a slow growth/no growth environment.	11/1/2022	**MOAT:** **24.34%** **MOTE:** **12.17%** **SMOT:** **9.71%**	**SPY:** **13.80%**

Sevens Report Alpha Fund & Stock Ideas

Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Opportunities in Municipal Bonds. JPMorgan Ultra-Short Municipal Income ETF (JMST). SPDR Nuveen Bloomberg High Yield Municipal Bond ETF (HYMB). IQ MacKay Municipal Intermediate ETF (MMIT).	Municipal bonds have been an unloved asset class for the past several years due to very low yields that sent investors to other corners of the fixed income markets. **But that has changed during the 2022 bond market rout and yields on munis now are at multi-year highs**. With federal funding still in place for pandemic programs, strong tax receipts, and a still-solid U.S. economy, **the credit outlook for municipal bonds is stronger than the muni bond price action would imply, and we think that creates a potential opportunity.**	**10/18/2022**	**JMST: 2.32%** **HYMB: 7.44%** **MMIT: 5.54%**	**SPY: 17.84%**
Protection in a Deeper Bear Market. ProShares Short S&P 500 ETF (SH). ProShares Short QQQ (PSQ). Pacer Trendpilot US Large Cap ETF (PTLC). iShares 0-3 Month Treasury Bond ETF (SGOV).	Specifically, we identify three strategies to protect client portfolios if the lows are materially broken, and we are looking at another 10%-20% decline in the S&P 500. Our goal with these strategies is clear: *Minimize the losses and be able to "survive" to take advantage of the ultimate longer-term buying opportunity.*	**10/4/2022**	**SHO: -2.79%** **PSQ: -21.14%** **PTLC: 8.30%** **SGOV: 3.17%**	**SPY: 15.77%**
Opportunities in the Nuclear Energy Revival Uranium Mining Stocks. Global X Uranium ETF (URA). Nuclear Utility Stocks. VanEck Uranium + Nuclear Energy ETF (NLR). A Cutting Edge Approach. NuScale Power Corp (SMR).	The Russia/Ukraine war has upset the global energy industry and as the EU and Britain scramble to find enough natural gas to satisfy their needs, **nuclear energy emerged as a potential solution not just to the current global energy shortage, but also to satisfy the increased future demand as reliance on fossil fuels declines.** More specifically, the Russia/Ukraine war has exposed a significant vulnerability in the EU's energy situation and reduced natural gas flows from Russia have resulted in European countries embracing alternative forms of energy production, including nuclear.	**9/20/2022**	**URA: -1.19%** **NLR: 5.52%** **SMR: -45.99%**	**SPY: 14.17%**

Sevens Report Alpha Fund & Stock Ideas

Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Repositioning for Another Rollover Invesco S&P 500 Equal Weight Utilities ETF (RSPU). Invesco S&P 500 High Dividend Low Volatility ETF (SPHD). The Best-Performing S&P 500 Stocks YTD (Excluding Energy). WisdomTree Floating Rate Treasury Fund (USFR).	We must acknowledge the possibility that the S&P 500 takes out new lows later this year, and the July/August rally was nothing more than a bear market bounce. **Given this possibility, we wanted to investigate the sectors, strategies, stocks, and ETFs that outperformed during the first six months of 2022.** We hope the analysis in this issue will serve as a potential blueprint for how to outperform if the last four months of 2022 look like the first six months of 2022.	9/7/2022	RSPU: -9.82% SPHD: -4.75% USFR: 3.22%	SPY: 10.45%
Sustainable Investing Revisited Invesco MSCI Sustainable Future ETF (ERTH). iShares Self-Driving EV and Tech ETF (IDRV). SPDR S&P Kensho Clean Power ETF (CNRG).	The funding provided by the Inflation Reduction Act, combined with the higher gas prices and the energy security situation in Europe, has reinforced that the sustainable energy industry isn't just here to stay, **but that it'll continue to actively grow in the coming years.** In past market downturns, the renewable energy sector usually performed very poorly. However, during this market decline, select renewable energy ETFs have handily outperformed the S&P 500 and we think that outperformance underscores the fact that this is becoming a more mature industry.	8/23/2022	ERTH: -17.64% IDRV: -3.94% CNRG: -15.22%	SPY: 4.84%
The State of the Crypto Market Grayscale Bitcoin Trust (GBTC). Grayscale Ethereum Trust (ETHE). ProShares Bitcoin Strategy ETF (BITO). Amplify Transformational Data Sharing ETF (BLOK).	The cryptocurrency industry and markets have witnessed extreme turmoil so far in 2022, but the longer-term story and investor appeal of cryptocurrencies and blockchain technologies remain generally intact. So, we wanted to **provide an update on the state of the crypto markets and identify quality, actionable investments that have relatively weathered the storm should clients be interested in this segment.**	8/9/2022	GBTC: 29.97% ETHE: -21.46% BITO: 19.54% BLOK: 8.44%	SPY: 5.09%
Strategies for a Peak in Bond Yields First Trust NASDAQ Technology Dividend Index Fund (TDIV). Vanguard REIT ETF (VNQ). Pacer Benchmark Industrial Real Estate SCTR ETF (INDS). Pacer US Cash Cows 100 ETF (COWZ).	Yes, the Fed is set to hike the Fed Funds rate by another 100 – 200 basis points, but the long end of the yield curve is driven by inflation expectations and growth estimates, not directly by Fed rate hikes. So, if inflation is peaking and economic growth is rolling over (which is what the stock bulls are betting on) then longer dated bond yields will also peak, regardless of Fed Funds hikes.	7/26/2022	TDIV: 12.85% VNQ: -10.83% INDS: -7.44% COWZ: 7.13%	SPY: 12.42%

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Sectors that Outperformed During Recent Recessions Vanguard Health Care ETF (VHT) IShares U.S. Healthcare Providers ETF (IHF) Vanguard Consumer staples ETF (VDC) Invesco Dynamic Food and Beverage ETF (PBJ)	In this Alpha issue we examined sector performance during recent recessions to determine: • If defensive sectors really do outperform during economic contractions and • Which defensive sectors have the best track record of performance leading up to, during, and after recessions. And, our research for this issue revealed a clear conclusion: **Namely, that defensive sectors broadly and specifically the consumer staples and health care sectors demonstrated consistent patterns of outperformance leading up to, during, and following recessions.**	7/12/2022	**VHT:** **3.60%** **IHF:** **-3.13%** **VDC:** **6.01%** **PBJ:** **5.11%**	**SPY:** **15.39%**
Five Strategies for a Low Return Environment Strategy One: Effective Client Communication Strategy Two: Dividends Strategy Three: Short Term High Yield Debt Strategy Four: Cash is King Strategy Five: Precious Metals	The average annual return for the S&P 500 has been 15.5% over the past 12 years, far above the longer-term average of just over 9%, **so we think it's prudent for advisors to ensure they have strategies to generate Alpha should annual returns lag the longer-term average for the next few years.** So, in this issue we focused on 1) Techniques to help set the right expectations for clients for a potentially low return environment over the coming years and 2) Specific ETFs that we think can provide solid returns over the coming years amidst increased market volatility.	6/28/2022	**NOBL:** **9.82%** **SHYG:** **7.42%** **SGOL:** **5.65%**	**SPY:** **15.45%**
Bottom Fishing with ARK Fund's Favorite Stocks Zoom (ZM) Tesla Inc. (TSLA) Roku Inc. (ROKU) Block Inc. (SQ) Exact Sciences Group (EXAS)	This issue continues with the "Bottom Fishing" theme from our previous Alpha issue, and we're going to cover what is arguably one of the most followed ETFs and fund families in the markets: **ARKK and the ARK Funds.** The inspiration for this issue came from the research we performed for the previous Alpha issue. We learned that ARKK had not only fallen nearly 80% from the early 2021 highs but that ARKK was now trading *at or below* levels from before the pandemic even started. And, if we step back, it's hard to argue that the outlook for many of the biggest holdings in ARKK and across the ARK family of funds have worse business outlooks than before the pandemic even started.	6/14/2022	**ZM:** **-37.48%** **TSLA:** **10.77%** **ROKU:** **-15.64%** **SQ:** **3.45%** **EXAS:** **151.30%**	**SPY:** **17.99%**

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Bottom Fishing in Beaten Down Stocks Netflix (NFLX) PayPal (PYPL) Ford (F) General Motors (GM) Etsy (ETSY) Penn National Gaming (PENN)	This issue is focused on identifying some of the most beaten-down stocks and sectors in the market today, because we know that while sentiment is very negative at the moment, there are contrarian clients who are looking for opportunities and we want to make sure you're prepared with a well-research list of individual stocks and ETFs. Additionally, we included an interactive table of 61 S&P 500 stocks that are trading below 10X earnings, and we also included other metrics such as Market Cap, Dividend Yield, and YTD Total Return.	6/1/2022	**NFLX:** **116.30%** **PYPL:** **-19.10%** **F:** **14.18%** **GM:** **-3.41%** **ETSY:** **6.29%** **PENN:**	**SPY:** **7.69%**
Assisting Clients Through a Potential Bear Market Bear Market Statistics Bear Market Psychology Specific Tips for a Bear Market	Recently I've had a clear increase in the number of friends and acquaintances asking if we're entering a bear market and if they should get out of the market. I told them this: History is very clear - Abandoning a long-term investment plan even in bear markets is not the right long-term decision. **So, we wanted to arm you with independent and unique research, talking points, and historical analysis that reinforces that staying the course through volatility is the right solution for long-term outperformance.**	5/17/2022	**No recommendations given.**	
Contrarian Bond Strategy Vanguard Intermediate Term Bond ETF (BIV) iShare iBoxx Investment Grade Corporate Bond ETF (LQD) iShares Preferred and Income Securities (PFF)	This Alpha issue is one of the most contrarian issues we've produced since I started Alpha because we examine long opportunities in bond ETFs. The "bearish bond" thesis is well founded and widely adopted given high inflation and looming rate hikes. But there is another outcome that's possible where the economy slows quickly, inflation peaks and recedes, the Fed doesn't hike as much as expected, and today's bond yields become attractive over the medium and longer term.	5/3/2022	**BIV:** **-3.24%** **LQD:** **-4.08%** **PFF:** **-8.26%**	**AGG:** **-3.89%**
Staying Long With Lower Volatility ETFs. USMC (Principal U.S. Mega Cap ETF). SPHD (Invesco S&P 500 High Dividend Low Volatility ETF) XYLD (Global X S&P 500 Covered Call ETF)	I've made it no secret that I'm concerned about the longevity of the rally given the looming Fed tightening, yield curve inversions, high inflation, etc. But, history has shown us clearly that markets can rally, on average, 15% after a yield curve inversion, and that rally can last more than a year. Minimum volatility ETFs can provide general long exposure while also reducing the pain of sudden pullbacks, like we experienced several times in the first quarter.	4/19/2022	**USMC:** **1.35%** **SPHD:** **-16.56%** **XYLD:** **-17.91%**	**SPY:** **-2.89%**

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Finding Opportunities in the New Energy Reality FCG (First Trust Natural Gas ETF) URA (Global X Uranium ETF) BOAT (Sonic Shares Global Shipping ETF) LNG (Cheniere Energy) FLNG (Flex LNG Ltd)	The Russia/Ukraine war has fundamentally altered the flow of energy around the world, as European countries wean themselves off Russian energy imports. This transition will take time and create opportunities across the energy sector, so today's Alpha issue is focused on identifying the strategies, sectors, and stocks that stand to benefit from this seminal shift.	**4/5/2022**	**FCG:** **-3.96%** **URA:** **-16.33%** **BOAT:** **-5.12%** **LNG:** **6.40%** **FLNG:** **17.47%**	**SPY:** **-2.20%**
Russia/Ukraine Ceasefire Playbook EMB (iShares J.P. Morgan USD Emerging Markets Bond ETF) HYEM (VanEck Emerging Markets High Yield Bond ETF) EUFN (iShares MSCI Europe Financials ETF) JETS (U.S. Global Jets ETF) FXE (CurrencyShares Euro Trust)	What happens to markets if there's peace in Russia/ Ukraine? That was a question that was emailed to me this morning by a subscriber, and it was incredibly well timed because today's Alpha issue is **focused on identifying potential opportunities in the market for when there is a ceasefire declared in the Russia/ Ukraine war.** More broadly, the Russia/Ukraine war is devolving into a stalemate and at some point, there will be a ceasefire. And, given the intense market reactions to the conflict from certain sectors and regions, we think that a ceasefire announcement, whenever it comes, will create potentially substantial medium-and longer-term opportunities in some of the most beat down sectors of the market.	**3/22/2022**	**EMB:** **-4.16%** **HYEM:** **0.88%** **EUFN:** **5.04%** **JETS:** **-1.92%** **FXE:** **-1.07%**	**SPY:** **-1.89%**
Bear Market Playbook (What Worked Last Time) MINT (PIMCO Enhanced Short Term Maturity Active ETF) SGOL (Aberdeen Physical Swiss Gold Shares ETF) VNQ (Vanguard REIT ETF) FXG (First Trust Consumer Staples AlphaDEX Fund)	In this Alpha issue, **we are going to examine what assets and sectors outperformed the last time we had a sustained, multi-year bear market (in the early 2000s).** Now, to be clear, we do not think a bear market is the most likely outcome for this market. If we thought that, we'd be advocating for much more defensive positioning in the Sevens Report. But, at the same time, the current bull market is facing formidable headwinds, and the path for the Fed to successfully remove accommodation without harming the recovery is becoming increasingly narrower.	**3/8/2022**	**MINT:** **-1.15%** **SGOL:** **-6.42%** **VNQ:** **-20.39%** **FXG:** **1.59%**	**SPY:** **3.82%**

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What Would Outperform If Markets Turn Around? SPDR FactSet Innovative Technology ETF (XITK) Vanguard Consumer Discretionary ETF (VCR) iShares Broad USD High Yield Corporate Bond ETF (USHY) SPDR Blackstone Senior Loan ETF (SRLN)	This issue was inspired by this thought: ***What if everything works out alright?*** Many analysts (including me) are concerned about numerous headwinds hitting the U.S. markets and a potentially volatile trading year. That opinion has been correct so far in 2022, and it's well-reasoned. But it's also a very popular view on the Street right now. So, in today's issue, we identify a playbook to outperform if, simply speaking, everything works out great!	**2/23/2022**	**XITK: -14.03%** **VCR: -2.84%** **USHY: -10.61%** **SRLN: -7.89%**	**SPY: 2.42%**
Finding Value and Opportunity in International ETFs Schwab Fundamental International Large Company Index ETF (FNDF). iShares Edge MSCI Intl Quality Factor ETF (IQLT). Vanguard International High Dividend Yield ETF (VYMI).	We've been talking a lot in the Sevens Report about wanting to allocate towards lower P/E sectors, and the fact is that quality international stocks in developed markets are currently trading at heavy discounts to the S&P 500. We think the combination of low valuations and less-aggressive central banks makes international exposure an important part of a diversified investment strategy going forward.	**2/8/2022**	**FNDF: -1.76%** **IQLT: -2.96%** **VYMI: -5.03%**	**SPY: -1.82%**
Weathering Market Volatility with "Quality" ETFs. Quality Idea 1: Financials. First Trust Financials AlphaDex Fund (FXO). Quality Idea 2: Qualitative Value. ValueShares U.S. Quantitative Value ETF (QVAL). Quality Idea 3: Shareholder Yield. Cambria Shareholder Yield ETF (SYLD). Quality Idea 4: Core Value. Invesco S&P 500 Pure Value ETF (RPV).	This Alpha issue is an important complement to what we've been discussing in the regular Sevens Report, namely that we believe the best way to weather this increased volatility in markets is by allocating to "Quality" stocks, sectors, and ETFs. For us, "quality" means those stocks and ETFs with lower relative price-to-earnings (P/E) and price-to-book (P/B) ratios, strong free cash flow, and solid shareholder yield. We believe these stocks and sectors will be the most insulated from the effects of interest rate hikes, possibly slowing growth and other headwinds, and find themselves as high-quality landing spots for investment capital.	**1/25/2022**	**FXO: -15.56%** **QVAL: -2.17%** **SYLD: -2.09%** **RPV: -4.02%**	**SPY: 1.91%**

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Practical Crypto Strategies for Clients Greyscale Bitcoin Trust (GBTC) Amplify Transformational Data Sharing ETF (BLOK) ProShares Bitcoin Strategy ETF (BITO)	Our goal in this Alpha issue is to highlight some of the best and most responsible strategies to provide clients with crypto exposure without taking an overabundance of risk.	1/11/2022	GBTC: -40.13% BLOK: -44.50% BITO: -36.99%	SPY: -7.95%
Annual Contrarian Issue KraneShares CSI China Internet ETF (KWEB) WisdomTree China ex-State-Owned Enterprises Fund (CXSE). VanEck Vectors Gold Miners ETF (GDX) Global X Silver Miners ETF (SIL). Utilities Select Sector SPDR (XLU) PowerShares S&P 500 Low Volatility ETF (SPLV).	This Alpha is our annual Contrarian Issue, where we identified some of the worst-performing sectors and factors for 2021 and analyzed them to identify three sectors that we think could be poised for a big turnaround in 2022. We have produced this annual Contrarian Issue for the last several years to serve two primary functions. First, I'm a contrarian investor at heart, and I always enjoy scouring what "didn't" work during an investment year to determine whether these relatively cheap sectors or factors present an attractive opportunity, as contrarian investing can lead to outperformance. Second, we like to provide these contrarian ideas so that if a client asks you "What's cheap right now?" or "Are there any opportunities from last year?" you have interesting, well-founded ideas that can impress clients and prospects.	12/28/2021	KWEB: -29.02% CXSE: -37.93% GDX: -3.22% SIL: -29.39% XLU: -6.90% SPLV: -8.73%	SPY: -9.36%
Best Performing COVID Strategies Strategy One: Mega-Cap Tech. XLK/VGT/FDN. Strategy Two: Online Spending. SHOP/IBUY. Strategy Three: Blockchain. BLOK (Amplify Transformational Data Sharing ETF). Strategy Four: Smart-Beta Industrials. PAVE (Global X U.S. Infrastructure Development ETF).	This issue focuses on strategies that have outperformed since the pandemic started in March of 2020 and should continue to outperform as the market realizes it's got to "live" with COVID. More specifically, the Omicron variant has again reminded people and markets that COVID is not going away and that we will have flare-ups from variants for the foreseeable future.	12/14/2021	XLK: 0.85% VGT: -3.05% FDN: -28.69% SHOP: -53.21% IBUY: -49.07% BLOK: -48.07% PAVE: 9.50%	SPY: -4.15%

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REITS As An Inflation Hedge Vanguard REIT ETF (VNQ) Pacer Benchmark Data and Infrastructure Real Estate SCTR ETF (SRVR) Pacer Benchmark Industrial Real Estate SCTR ETF (INDS) iShares Residential and Multisector Real Estate ETF (REZ)	According to a study we cited in today's issue, from 1972-2020, during periods considered moderate to high inflation, REITs actually outperformed the S&P 500! And, we're seeing that proved out so far this year, as VNQ, the largest and most diverse REIT ETF, is outperforming the S&P 500 (VNQ is up 26.6% YTD, while the S&P 500 is up 23% YTD). More specialized REITs have performed even better so far in 2021, and that's why, in addition to VNQ, in today's issue we focused on what we consider "REITs for the 21st Century."	11/30/2021	**VNQ:** **-19.02%** **SRVR:** **-27.32%** **INDS:** **-22.41%** **REZ:** **-17.80%**	**SPY:** **-2.48%**
Metaverse Primer Meta Platforms Inc (FB) Roblox Corp (RBLX) NVIDIA Corp (NVDA) Amazon (AMZN) Microsoft (MSFT) Roundhill Ball Metaverse ETF (META)	Many analysts believe the "Metaverse" is the next evolution of the internet, and if that's true the long-term return potential is significant. So, we want to make sure you have the information you need to 1) Discuss the metaverse with any clients or prospects and 2) Identify the stocks and ETFs that stand to benefit from the continued growth of the Metaverse	11/16/2021	**Meta:** **-18.52%** **RBLX:** **-66.53%** **NVDA:** **33.60%** **AMZN:** **-27.75%** **MSFT:** **-1.10%** **METV:** **-39.90%**	**SPY:** **-5.34%**
Capitalizing on A New Era of Energy Investment SPDR S&P Oil & Gas Exploration and Production ETF (XOP) Invesco S&P Small Cap Energy ETF (PSCE) First Trust Natural Gas ETF (FCG) Global X MLP ETF (MLPA)	This Alpha issue is essentially a "follow up" to our recent Alpha webinar, where we focused on the energy industry and explained, in part because of environmental concerns, that energy prices could be sustainably higher for the foreseeable future. So, in this issue, we profile several energy ETFs that we believe have the most targeted exposure and stand to outperform in this new era of energy, one where a lack of increased production should keep prices high, and where Natural Gas sees sustained increases in demand due to the desire to burn the most "clean" fossil fuel while the world moves further towards renewables.	11/2/2021	**XOP:** **19.30%** **PSCE:** **14.04%** **MLPA:** **27.94%**	**SPY:** **-3.82%**

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Tapping the Wisdom of Financial Celebrity DoubleLine Total Return Fund (DBLTX) DoubleLine Shiller Enhanced CAPE (DSEEX) Guggenheim Total Return Bond Fund Institutional Class (GIBIX). Guggenheim Strategic Opportunities Fund (GOF) WisdomTree U.S. Quality Dividend Growth Fund (DGRW), WisdomTree Emerging Markets es State-Owned Enterprises Fund (XSOE). O'Shares U.S. Quality Dividend ETF (OUSA) O'Shares Global Internet Giants ETF (OGIG)	The dual goal of Sevens Report Alpha is to 1) Furnish you with interesting investment ideas and strategies you can share with clients and prospects and 2) Identify funds and ETFs that can outperform, so with that dual goal in mind we analyzed the fund offerings of some of the most well-known "Market Mavens" that appear in the financial media so that you can turn any mention of these celebrities into an opportunity to impress clients with your knowledge, and possibly find an actionable investment idea. After a thorough search, we found four of these "Mavens" that had funds or ETFs that: 1, Could be attractive to clients and 2. Consistently beat the market.	10/19/2021	**DBLTX:** **-9.81%** **DSEEX:** **-10.62%** **GIBIX:** **-12.13%** **GOF:** **-5.21%** **DGRW:** **9.45%** **XSOE:** **-27.04%** **OUSA:** **2.61%** **OGIG:** **-45.96%**	**SPY:** **-1.39%**
Buying Opportunities in "New Tech" Idea 1: Winning Streaming Wars (ROKU/SPOT) Idea 2: Next Evolution in Genetics (NVTA/CRSP) Idea 3: Future of Money (Z/COIN) Idea 4: Work from Anywhere (ZM)	Tech companies in the fields of robotics, fintech, biotech, clean tech, electric vehicles, cryptocurrencies, etc. have seen steep declines from the highs this year. With some of these stocks down more than 55% from the highs, they are now trading at far more attractive valuations than they have in years (and this is even more true following the weakness in the tech sector over the past week!) As such, we wanted to produce an Alpha issue that identifies potential opportunities in this "New Tech" space, as given the declines and the growth potential of some of these firms, the risk is now worth the reward for longer-term focused investors:	10/05/2021	**ROKU:** **-79.37%** **SPOT:** **-31.84%** **NVTA:** **-95.82%** **CRSP:** **-45.59%** **Z:** **-43.43%** **COIN:** **-74.22%** **ZM:** **-74.00%**	**SPY:** **2.58%**
Hydrogen—The Next Stage of the Green Energy Revolution Plug Power (PLUG) Cummings (CMI) Defiance Next Gen Hydrogen ETF (HDRO)	Hydrogen has long been touted as a source of cleaner fuel for transportation and commercial uses. But it has always seemed like the decades-long play that just needs a little more technology or a breakthrough process to truly realize its untapped potential. But, over the past several months I've been digging into this space, and it started to make more sense from an investment perspective. I quickly realized just how much opportunity is at stake and why this moment in time is pivotal to the hydrogen development cycle.	9/21/2021	**PLUG:** **-65.07%** **CMI:** **11.74%** **HDRO:** **-58.41%**	**SPY:** **2.48%**

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Learning to Live with COVID Vaccine Markers (Multiple Stocks & ETFs) Global X Telemedicine & Digital Health ETF (EDOC). Amplify Online Retail ETF (IBUY). VanEck Vectors Morning Star Durable Dividend ETF (DURA).	In this Alpha issue, we examine the strategies and sectors that will benefit from society learning to "live" with COVID over the medium and longer-term, and the inspiration for this issue came from real life. We believe that reality will cause more permanent adoption of some "temporary" pandemic era behaviors, and we believe that should lead to some attractive investment opportunities.	9/8/2021	MRNA: -71.98% BBH: -27.22% EDOC: -40.01% IBUY: -61.59% DURA: 2.81%	SPY: -0.95%
Stagflation Playbook First Trust Dow Jones Internet Index Fund (FDN). Invesco S&P 500 Equal Weight Consumer Staples ETF (RSPS). VanECk Vectors Investment Grade Floating Rate ETF (FLTR). Aberdeen Standard Bloomberg All Commodities Strategy K-1 Free ETF (BCI).	This Alpha issue is focused on something we sincerely hope never happens: Stagflation. That's because a stagflationary environment is a very difficult one to successfully invest in as, broadly speaking, it's negative for most stocks, most bonds, and idle cash (purchasing power is eroded through inflation). Positively, stagflation is not the most likely macroeconomic scenario going forward (a stock positive reflation scenario is the most likely future macro setup). But, stagflation risks are still at multi-decade highs, so the risks can't be totally ignored, either.	8/24/2021	FDN: -35.08% RSPS: 9.37% FLTR: 4.29% BCI: 12.22%	SPY: -0.48%
Five ETFs That Can Make Your Life As An Advisor Easier Vanguard Total World Stock ETF (VT). iShares MSCI ACWI ETF (ACWI). iShares MSCI Global Min Vol Factor ETF (ACWV). iShares MSCI ACWI Low Carbon Target ETF (CRBN).	So how do you bridge the gap between an seven-figure trust and that clients nephew's tiny Roth IRA? Both are important to the overall relationship. You start by syncing up some of the foundational core holdings that make up the bulk of your asset allocation. Specifically, we identify foundational "own everything" ETFs you can use across account sizes to simplify smaller account administration and reduce variety among core ETF holdings, thereby making you more efficient:	7/27/2021	VT: -4.58% ACWI: -4.12% ACWV: -3.53% CRBN: -5.06%	SPY: 1.53%
Capitalizing on mRNA and Other Medical Tech ARK Genomic Revolution ETF (ARKG) Global X Telemedicine & Digital Health ETF (EDOC) ROBO Global Healthcare Technology & Innovation ETF (HTEC) Genomic Revolution Global X Genomics & Biotech ETF (GNOM)	Because of the success of mRNA in producing an effective COVID-19 vaccine at a record pace, along with the demonstrated effectiveness of anti-viral treatments like Remdesivir, we're likely to see a major acceleration in funding, research, and adoption of other cutting edge medical technologies and that means potentially substantial returns for companies with the right exposure.	7/13/2021	ARKG: -62.01% EDOC: -39.57% HTEC: -37.03% GNOM: -47.88%	SPY: 2.35%

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Cybersecurity ETFMG Prime Cyber Security ETF and the CIBR: First Trust NASDAQ Cybersecurity ETF (HACK) Global X Cybersecurity ETF (BUG) First Trust Cloud Computing ETF (SKYY)	This issue is focused on Cybersecurity. First, we want to give you an updated primer on the cybersecurity sector, and make sure you know the best ETFs to gain exposure to the likely explosive growth cyber security companies will experience over the coming quarters. Second, we wanted to identify strategies that you, the advisor, can use to minimize the chances your business is attacked and provide solutions if an attack does occur, so you know what to do, and what not to do.	6/29/2021	HACK: -20.11% CIBR: -7.13% BUG: -19.90% SKYY: -31.57%	SPY: 1.16%
Equity Playbook in Today's Environment Strategy 1: "One-Stop Shop" Inflation Hedge. Horizon Kinetics Inflation Beneficiaries ETF (INFL). Strategy 2: Focus on Dividend Growth. Proshares S&P 500 Dividend Aristocrats ETF (NOBL). iShares Core Dividend Growth ETF (DGRO). Strategy 3: Commodities and Natural Resources. Global X MLP ETF (MLPA). SPDR SSGA Multi-Asset Real Return ETF (RLY).	This Alpha issue is **part two of our two-part series on how elderly clients can achieve safety and modest real returns in an environment where yields and inflation are rising and most real bond returns over the coming years will be negative.** This issue provides ETF solutions for the equity portion of elderly clients' portfolios – ideas that are designed to provide income and ensure positive correlation to rising inflation	6/15/2021	INFL: -1.44% NOBL: 0.13% DGRO: 0.06% MLPA: 2.63% RLY: -10.83%	SPY: 1.89%
Fixed Income Playbook in Today's Environment Strategy 1: Inflation Protection. Quadratic Interest Rate Volatility and Inflation Hedge ETF. (IVOL). Strategy 2: Variable Rate Preferreds (VRP). Strategy 3: Floating Rate Notes (Two ETFs). Strategy 4: Shorten Duration (Four ETFs).	How do clients, especially elderly clients, achieve safety and modest real returns in an environment where yields and inflation are rising and most real bond returns over the coming years will be negative? We want to tackle this problem and provide ETF solutions that can help clients achieve the dual goals of 1) Safety and 2) Real returns over the coming years.	6/2/2021	IVOL: -26.89% VRP: -15.36%	SPY: 2.90%
The Crypto Craze Updated Grayscale Bitcoin Trust (GBTC) Grayscale Ethereum Trust (ETHE) Coinbase Global (COIN) Voyager Digital (VYGVF)	If you are like me, you have seen interest in the entire crypto space increase over the past several months. So, we wanted to take this Alpha issue **to provide an updated primer on the crypto industry and ensure you have got the advisor-focused research you need to turn any crypto-related client or prospect conversations into opportunities to grow your business.**	5/18/2021	GBTC: -45.03% ETHE: -69.50% COIN: -73.96% VYGVF: -98.53% (Closed)	SPY: 8.62%

Sevens Report Alpha Fund & Stock Ideas

Fund/Stock	Strategy	Date	Total Return	Benchmark Performance Since Issue Date
Older Alpha Fund & Stock Ideas and Performances	Please **click here** to view the full list of Alpha ideas and performance back to the start of the service in 2017.			