

Atlas One Index **up 79%** so far in 2021

Atlas One Index Total Market Cap



About the Atlas One Index

The digital securities market experienced tremendous growth in 2020. At [Atlas One Research](#), we are developing useful tools to visualize this growth and forecast future trends within the DSO market. In order to provide investors with a broad view of the digital securities market, we created the Atlas One Index.

The Atlas One Index is the first of its kind in the digital securities ecosystem. It encompasses securities in a variety of industries, but heavily represents real estate due to the sector's recent increase in market share. The Atlas One Index is capitalization-based, similar to some of the most famous public equities indexes, such as the S&P 500. This type of index weighs different securities based on their market capitalization, meaning the larger an issuer is, the higher the impact it will have on the index's movement.

Here is a list of the issuers in the Atlas One Index, from highest market capitalization to lowest:

- **Overstock (+104%)** is a tech-driven online retailer based in Salt Lake City, Utah that helps you shop a broad range of products based on the latest trends, including furniture, decor, rugs, bedding, kitchen appliances, and bath products, all at the lowest prices. Since 1999, Overstock has evolved from a fledgling startup to the best place to buy home goods online as a result of a hard-working and creative team.

- **tZERO (+54%)** is a subsidiary of Medici Ventures, the blockchain-focused, wholly owned by Overstock.com. tZERO's proprietary technology empowers companies to tokenize their assets by adding digital elements to their securities in order to provide investors with enhanced transparency. tZERO's network of strategic partners and affiliates (including registered broker dealers) serves as a resource to issuers who want to raise new capital or sell existing equity in digital form and provide a path to enable secondary liquidity.
- **AspenCoin (+3.3%)** is a digital security backed by the St. Regis Aspen Resort, a full-service, 179 guest room, luxury hotel located in Aspen, Colorado with multiple upscale restaurants, a private spa, and heated outdoor pool with panoramic views of the Aspen mountainside. Aspencoin was tokenized by Solidblock, an early innovator in the digital securities industry, and distributed to investors through a private Reg D 506 (c) offering, that is compliant with the laws of the jurisdictions in which it is sold.
- **RealT (multiple offerings)** offers fractional real estate investment in tokenized assets. Real estate tokenization offers asset ownership with blockchain-secured passive income. All of the offerings that are traded in secondary venues are included in the Atlas One Index.

We created the Atlas One Index to provide transparency to the digital securities market. We wanted to create a snapshot of the currently traded digital securities, as well as show the hypothetical performance of a diversified DSO portfolio. The index goes back to november of 2019.

As of December 2020, the approximate DSO market size was \$860 million and we estimate this will grow to \$3 - \$4 billion by end 2021. What is the reason for this growth? To understand the answer to this question, let's have a look at how digital securities are transforming the business world by eliminating some predominant challenges with current examples.

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- **Overstock:** Covid-19 played a big role in bringing Overstock.com to the top of the furniture e-retail market in the US. However, another important factor is Overstock.com's digital dividend¹, which brought keen interest from tech-savvy investors. Overstock owns tZERO, which also surged in value.
- **tZERO:** tZERO's blockchain trading platform has proven to be a key differentiator. In a recent 2020 recap, the firm's CEO Saum Noursalehi stated that tZERO increased the dollar value traded in digital securities on their platform by 10x (\$53M vs. \$5M in 2019). Their exchange has the largest trading volume in the digital securities market.
- **Aspencoin:** One of the popular DSOs that is traded on the tZERO platform. Aspencoin is the living proof of how digital securities are bringing transparency, accessibility, and liquidity to private real estate securities.
- **RealT:** RealT is a pioneer in real estate DSOs by tokenizing property ownership and introducing fractionalization. By fractionalizing low-cost individual properties in the U.S., RealT makes it easier for both issuers and investors to invest in real estate by lowering entry levels for investment. Through combining multiple small investments, investors can benefit from diversification. RealT has added around 20 offerings in 2021 alone.

Strong growth so far in 2021 has been driven by a handful of digital securities that have risen in value. We expect that the market will continue to expand through the

rest of the year through an increase in offerings. The Atlas One Index will be a key tool to follow these trends.

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¹Quast, J. (2020, May 06). Why Overstock continued ITS 500% climb with another 15% gain on Wednesday.

²Anzalone, R. (2020, August 06). TZERO breaks a new digital token trading Volume record In July.