

## #LOCABurst...It's Revenge of the Nerds with Politicians leading them into Battle

Are Nerds the new cool kids, what does Trump have to do with it, and why do you care?



What is going on? We have 25-year olds with man buns in and t-shirts on running billion dollar businesses. We have kids wanting to build drones instead of play football. Our fashion industry is dictated by the fashion of the nerds we once made fun of. We protest. We work from home. We are passionate. We are either encouraged or provoked by our President, but either way we are loud.

- There are currently enough software developers to populate a country the size of Chile. That's a pretty substantial number of people influencing our world. They have introduced us to a "share economy" (i.e. Uber, Airbnb, Snapgoods, etc.).
- Coding and drones used to be what the "weird kids" did in their Mom's basement. In 2016, coding bootcamps were worth ~199MM in revenue. Drones are tools by some of the biggest players in the world – UPS, Microsoft, Amazon, and more. How things have changed, right?
- Since when was talking politics cool? Millennial-dominated social media has turned into a mix between dog memes and politics. Geofilters on snapchat were turned into political ads. Know what a geofilter is? Exactly. Bernie was gathering thousands of millennials per rally...and continues to.

Who are these freaks, what do they want, and is there something to gain from them? Millennials (the nerds). Everything. Yes. This nerdy generation had a fire in them from birth and this election seems to have awoken the beast. This amazing and terrifying generation is passionate about everything they are involved in and transforming every part our culture, and we intend to make some money off of their ideas.

Jump ship or ride the waves?



Pull out your lifejackets folks, it's going to be a bumpy ride! This generation has some creases to iron out, but so far we've stayed above water.

- Since 2014, Environmental, Social and Governance (ESG) Investing has increased by 33%. Millennials love helping the world and invest accordingly, but guess what? You beat them to the punch! You're already investing in what they just now discovered is cool. You're the OG planet fixer.
- At the heart of this culture change is technology. That is why your exposure to technology and cloud computing has already been increased.
- Clearly the majority of Gen-Y's wealth resides in every aspect of technology and that is why your portfolio has reflected an increased exposure to Cloud Computing.

We have made portfolio adjustments in hopes of capturing the passions of Generation Y and the election season. Overall, we have reaped the benefits from the innovation living in millennials that was sparked by our President. We continue to ride the wave.

For more information on Las Olas Capital Advisors, please contact us at [info@lasolascap.com](mailto:info@lasolascap.com) or 954.289.4686. You can find our website at [lasolascap.com](http://lasolascap.com).



### **Important Notice to Recipients:**

*All e-mail sent to or from this address will be received or otherwise recorded by Las Olas Capital Advisors, LLC' corporate e-mail system and is subject to archival, monitoring and/or review, by and/or disclosure to, someone other than the recipient. The information contained in this electronic message and any attachments to this message are intended for the exclusive use of the addressee(s) and may contain confidential or privileged information. If you are not the intended recipient you are notified that disclosing, copying, distributing or taking any action in reliance on the contents of this information is strictly prohibited. Email transmission cannot be certified to be secure or error-free as information could be intercepted, corrupted, lost, destroyed, arrive late or incomplete, or contain viruses. The sender therefore does not accept liability for any errors or omissions in the contents of this message, which arise as a result of any email transmission sent or received. If verification is required, please request a hard-copy version.*

*Securities and Insurance Products: \* Are Not FDIC Insured \* Are Not Bank Guaranteed \* May Lose Value\* Investment Advisory services offered through Las Olas Capital Advisors, LLC, a SEC Registered Investment Advisor. Securities services offered through Capital Guardian LLC, Member [FINRA/SIPC](#). Capital Guardian, LLC and Las Olas Capital Advisors, LLC are not affiliated companies. Las Olas Capital Advisors, LLC does not provide legal, accounting or tax advice.*