

## Evidence-based Portfolio

The fear and excitement of what the future holds have always been on the minds of investors while deciding when, where and how to invest.



### A common fallacy:

You might think that most investment is evidence-based, but will be surprised to know that in reality, most investments are based on emotions and hearsay.

## Concept of evidence based investments

An evidence-based portfolio works on 'evidence' and facts. Also known as passive investing, evidence-based investing capitalizes on returns via a low-cost, diverse, and long-term investment strategy.



## Benefits of evidence-based portfolio



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### Great risk management

Since the investments are made on the basis of logic and facts, the risk is minimal.

### Easy to understand

With all the numbers and facts by your side, it becomes easy to understand these investments.

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### Low chance of error

As the investments are not made based on emotions, the chances of error is minimal.

## Things you must know before creating an evidence-based portfolio

-  The news is only half correct.
-  Never mix emotions into investments.
-  Tap into the right resources.
-  Not everything is about the numbers.
-  Being patient and prudent is the key.

