



Learning Series by Prof. *Simply Simple*TM

NATURE AND FINANCIAL WISDOM

Nature has many valuable lessons to teach all who will listen. In this series, we have tried to relate examples from nature with the world of finance. We hope you find these interesting and inspiring to begin your journey into the world of investing.



The journey of a pupa to that of a beautiful butterfly has always been magical. At the end of a long larval journey what emerges from the cocoon, is a beautiful butterfly that spreads joy.

Learning : Investments too should be given time to flourish.

Ants think winter all through summer. They gather food for winter during summer knowing that good summer times will not last forever. During winter ants keep reminding themselves that winter will not last forever.

Learning : Start early and create an investment corpus to help you wade through life's uncertainties.



SEE, LEARN AND HAVE FUN!
with Professor Simply Simple



Turtles have evolved and survived for over 200 million years. Thanks to their practically impenetrable hard shell into which they can retreat in case of imminent danger.

Learning : Investment portfolios too should be protected by investing across asset classes.

Nature protects those who adapt. Growing in the harshest of climates, the cactus adapted by growing thorns instead of leaves.

Learning : Rebalance your portfolio according to your life stage.



Nature has a very special role for insects like bees. They help in pollination of flowers, create wax and produce honey. But it's worth observing the way bees build their honeycomb. Little by little, piece by piece.

Learning : Be disciplined and invest regularly.

The Brent Geese migrate long distances even though shorter routes are available. They avoid the harsh Arctic weather and travel on a route that assures food and safety.

Learning : In investment risk is as important as returns.



Watching an elephant mother communicate with its infant is one of the most endearing sights in nature. The mother leads and guides the infant till it is old enough to be independent.

Learning : Engage with a trusted advisor.

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