

The QI Investing Knowledge Starter

START TO FINISH



Welcome to the QI Investing Knowledge Starter – From Start to Finish.

You’ve just opened the door to a simple, learning journey to creating consistent cash flow through the stock market. These are strategies we’ve used successfully since 2005, and now we’re sharing them with you step by step. When you finish this guide, you’ll have the knowledge and confidence to get started on your own — and see results.

If you’d like more hands-on guidance along the way, we offer both virtual and in-person mentorships and workshops.

Important Disclaimer: Our team is experienced and passionate about education, *but we are not licensed financial advisors and do not provide personalized investment advice or stock recommendations.* Everything we share — in this guide, on our site, and in our sessions — is for educational purposes only. Options trading involves significant risk and is not suitable for everyone. All investing carries the risk of loss. Please make your own informed decisions and consider consulting a licensed professional.

The QI Story – Why We Do This



Hi, I am Allen Toole, founder of Quartus Investments (QI) Inc. My journey into the world of options investment began in 2005, and I've been an active 401k participant since 1988. These experiences have shaped my understanding of the financial world and led me to establish QI.

Let's learn about my history and the purpose behind what we are doing at QI.

Why QI & My Black History.

I began actively investing in 2005 and have been contributing to 401(k) plans since 1988. Those years of experience shaped everything we do at QI. I grew up in Mound Bayou, Mississippi — a small, rural, historically Black community where good-paying jobs have always been limited. Every trip back home reminds me how much economic opportunity can be tied to location... ***unless you invest.***

In January 2023, while attending a friend's funeral Greenwood, Ms., it became crystal clear: the stock market and options strategies can create financial freedom no matter where you live. That realization led to the [QI Delta Pilot 2023](#) — a heartfelt mission to bring financial education and real investing skills to rural communities, especially in the Mississippi Delta.

Investing gives you the power to:

- Outpace inflation
- Build income that isn't tied to your local job market
- Create long-term security for yourself and your family
- Start small and still see meaningful results
- Counter Artificial Intelligence (AI) job displacement

One of our biggest goals is reaching the next generation (ages 13–26). That's why we're open to partnership with local high schools and colleges to offer engaging, age-appropriate workshops that make investing understandable and exciting.

My Personal Journey

Prior to 2005, I followed the path of many buying US bonds and contributing to company sponsored 401k plans, \$100–\$500 each month. Then in 2005 I discovered options — and it completely changed the trajectory of my financial life.

Today my passion is making this knowledge simple and accessible for everyone else. That's why I created easy-to-use worksheets that walk you through evaluation steps with clear examples and step-by-step guidance.

Why the Stock Market Matters Now More Than Ever

The wealth gap in America is growing, driven largely by technology and access to markets. Those who participate in the stock market have the opportunity to build real wealth. Those who don't risk falling further behind.

Investing isn't about getting rich quick — it's about taking control of your financial future in a world that's changing fast.

The Core QI Strategy – Simple and Repeatable

Here's the straightforward approach we teach:

- Open a Roth IRA (I started mine with just \$500)
- Set up automatic monthly contributions — even \$50 makes a difference
- Buy 100 shares of a strong, qualifying stock
- Sell one covered call against those 100 shares (this generates monthly income)
- Use the premium you collect + your new contributions to keep buying more shares

Repeat the process, and the cash flow compounds over time.

We provide video walkthroughs and resources for every step, including:

- Opening and funding a Charles Schwab account
- Setting up the free ThinkorSwim platform
- Using our shared layouts and student dashboard
- Accessing the QI worksheets (free when you create a profile at www.learnwithqi.net)

You'll even learn how to back test the entire strategy using ThinkorSwim's *OnDemand* tool so you can see the results for yourself.

Stock Market Glossary: Key Terms and Definitions

1. **Stock:** A stock represents ownership in a corporation. When an individual owns stock in a company, they own a piece of that company and are entitled to a portion of its assets and earnings.
2. **Equity:** Equity refers to the ownership interest in a company, calculated as the value of assets minus liabilities.
3. **Option Contract:** An option contract is a financial derivative that gives the buyer the right, but not the obligation, to buy or sell an underlying asset (such as a stock) at a specified price within a specified time period.
4. **Call:** A call option gives the holder the right to buy the underlying asset at a predetermined price (strike price) within a specified period.
5. **Put:** A put option gives the holder the right to sell the underlying asset at a predetermined price (strike price) within a specified period.
6. **Expiry Date:** The expiry date is the date on which the option contract expires and becomes void. After the expiry date, the option can no longer be exercised.
7. **In the Money (ITM):** An option is considered in the money if it has intrinsic value. For a call option, this means the current stock price is higher than the strike price. For a put option, it means the current stock price is lower than the strike price.
8. **At the Money (ATM):** An option is considered at the money when the current stock price is equal to the strike price.
9. **Out of the Money (OTM):** An option is considered out of the money if it has no intrinsic value. For a call option, this means the current stock price is lower than the strike price. For a put option, it means the current stock price is higher than the strike price.
10. **Premium:** The premium is the price paid by the option buyer to the option seller for the right to buy or sell the underlying asset.
11. **Long:** Going long refers to buying an asset or holding a position with the expectation that its value will increase over time.
12. **Short:** Going short refers to selling an asset or holding a position with the expectation that its value will decrease over time.
13. **Bid:** The bid price is the highest price that a buyer is willing to pay for an asset at a given time.
14. **Ask:** The ask price is the lowest price that a seller is willing to accept for an asset at a given time.
15. **Strike Price:** The strike price is the predetermined price at which the holder of an option can buy or sell the underlying asset.
16. **Greeks:** Greeks are a set of risk measures used in options trading to assess the sensitivity of an option's price to various factors.
17. **Delta:** Delta measures the rate of change of an option's price in relation to changes in the price of the underlying asset.
18. **Theta:** Theta measures the rate of decline in the value of an option over time as it approaches its expiry date.
19. **Gamma:** Gamma measures the rate of change in an option's delta in response to changes in the price of the underlying asset.
20. **Rho:** Rho measures the sensitivity of an option's price to changes in interest rates.

21. **Vega:** Vega measures the sensitivity of an option's price to changes in implied volatility.