

One of my [2020 goals](#) is to diversify outside of the standard 401k. This serves two purposes. Predominantly as a curious person I am interested in learning more about the markets and have the luxury of the means to do so. Secondly, financially speaking it's just a good idea.

I cannot yet say that I've accomplished the goal; far from it. However I have managed to take the first step and was recently approved at [Robinhood](#) which I think is a great opportunity to dive in.

To sweeten the pot they even give you a free share of stock. I'm not sure what the cap is, but I can't imagine GOOG or AMZN are in the pot of options. I managed to score a share of [GPRO](#).

## Strategy

One of the interesting philosophies I have become quite interested in is the strategy of principle investing.

*"a comprehensive and fundamental law, doctrine, or assumption*

<https://www.merriam-webster.com/dictionary/principle>

I'm still in the process of isolating what my specific doctrine is, but after doing quite a bit of research into various hedge funds and financial institutions that follow similar guiding ideals, I am confident this is the way I want to approach this.