

**1. EXECUTIVE SUMMARY**

1.1 The Company’s trademark investment product will be its competitive strategy and will be initially offered through a mutual fund that is registered by the government. Technological progress and growth also allow for other economically practicable distribution means, such as separately managed portfolios for big accounts. The information and feature of our specific investment product offerings are unveiled and detailed in another section of this plan.

1.2 The Company will be organized as a partnership planned out to capitalize on industry research The Planning team introduces this business plan as a beginning outline of what a prosperous investment management organization should look like as the industry develops and progresses in response to social, political, technological, and other influences.

1.3 The Company will provide increasing net worth or investors possibility to conclude on few ownership appointments in trade for contributions to the Company’s operating capital and for supplying seed assets to form and initiate the investment products stated and specified herein. This business plan alone is not regarded as an offer of any type, nor does it supply any security or assurance, financial, or otherwise. Risks which corresponds and relates with the Company’s business plan are not limited to those being specified or stated in this document.

**2. COMPANY SUMMARY**

2.1 The Company will be arranged and organized as a partnership outlined and intended to capitalize on industry research. This company is distinct because it varies significantly from the way most prevailing investment management firms originated.

2.2 The business plan for the Company is vary and distinct. The Company is to be made by someone deep in knowledge of all features and characteristics which concerns about the investment management organizations. Investment talent will be obtained, maintained and preserved by offering key personnel and/or staff competitive compensation to include equity stakes.

**3. START-UP SUMMARY**

3.1 This investment company starts with [AMOUNT] as an initial investment fund. The investment company partners invest [AMOUNT] as working capital required to balance the cash flow from quarter to quarter.

3.2 The following tables displays and indicates the Company’s Start-up requirements and planned funding.

**Start-Up Requirements**

|  |  |
| --- | --- |
| **START-UP EXPENSES** | **COST** |
| Legal | $0 |
| Stationery etc. | $0 |
| Brochures | $0 |
| Consultants | $0 |
| Insurance | $0 |
| Rent | $0 |
| Research and Development | $0 |
| Expensed Equipment | $0 |
| Other | $0 |
| **TOTAL START-UP EXPENSES** | **$0** |

**Total Start-up Expenses**

|  |  |
| --- | --- |
| **START-UP ASSETS** | **COST** |
| Cash Required | $0 |
| Other Current Assets | $0 |
| Long-term Assets | $0 |
| **TOTAL ASSETS** | **$0** |
| Total Requirements | $0 |

**Start-up Funding**

|  |  |
| --- | --- |
|  | **COST** |
| Start-up Expenses to Fund | $0 |
| Start-up Assets to Fund | $0 |
| **TOTAL FUNDING REQUIRED** | **$0** |

**Assets**

|  |  |
| --- | --- |
|  | **COST** |
| Non-cash Assets from Start-up | $0 |
| Cash Requirements from Start-up | $0 |
| Additional Cash Raised | $0 |
| Cash Balance on Starting Date | $0 |
| **TOTAL ASSETS** | **$0** |

**Liabilities and Capital**

|  |  |
| --- | --- |
| **LIABILITIES** | **COST** |
| Current Borrowing | $0 |
| Long-term Liabilities | $0 |
| Accounts Payable (Outstanding Bills) | $0 |
| Other Current Liabilities (interest-free) | $0 |
| **TOTAL LIABILITIES** | **$0** |

|  |  |
| --- | --- |
| **CAPITAL** | **COST** |
| Planned Investment | $0 |
| Investor 1 | $0 |
| Investor 2 | $0 |
| Other | $0 |
| Additional Investment Requirement | $0 |
| **TOTAL PLANNED INVESTMENT** | **$0** |
| Loss at Start-up (Start-up Expenses) | $0 |
| **TOTAL CAPITAL** | **$0** |
| **TOTAL CAPITAL AND LIABILITIES** | **$0** |
| **Total Funding** | **$0** |

**4. MARKET ANALYSIS SUMMARY**

4.1 Much of the Company’s analysis emphasizes on the mutual fund segment of the investment industry because it is such a large element of the general landscape. We have likewise provided data and information as it concerns to the management of independently managed portfolios. For the Company, the technologies the Planning team have selected will allow and permit us to capitalize by making use both product types, mutual funds and separate accounts.

4.2 The Planning Team’s analysis supports and aids the [PERCENTAGE] projected growth rates by outside sources. Probably the most important characteristic to these forecast are the components that will fuel these rates of growth. The following section includes and comprises some of the key elements and/or components to creating this growth environment. All are supposed and presumed to have a positive effect or outcome on the investment industry for at least the next three years.

**Market Analysis**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  |  | Year 1 | Year 2 | Year 3 |  |
| Potential Customers | Growth |  |  |  | CAGR |
| Mutual Funds | % |  |  |  | % |
| Separate Accounts | % |  |  |  | % |
| Total | % |  |  |  | % |

**5. TARGET MARKET SEGMENT STRATEGY**

5.1 The Company’s target market will be exceedingly based on the stage of the Company’s product in its development cycle. Most of the marketing opportunity will happen beyond the first year of evolution and growth of the product. Nevertheless, some initial opportunities do exist. Additional opportunities include marketing to programs that invest particularly in “emerging companies.” Moreover, the high net worth and retail marketplace can be obtained to a limited level or standard, even in the early stages, through similar creative opportunities and already-established relationships with clients.

5.2 Like manufacturing organizations, investment management firms must help grow the products to supply to their customers. This plan gives out considerable market analysis to support the trends supposed and presumed to happen in the field of investment management and the types of investment products that will be required and needed. The Company’s trademark product offering will be the the Company's Total Market Equity strategy, an investment product offering based on the evidence giving assistance to the investor’s desires to exceed the all-inclusive market via a single, variety vehicle and to avoid the requirement to make broad investment components and structures such as those employed by institutional investors.

**6. MANAGEMENT SUMMARY**

The Company has compiled a preliminary management team, and has applicants for other necessary and vital positions. This information is found in the table below:

|  |  |  |  |
| --- | --- | --- | --- |
| NAME | TITLE OR POSITION | TASKS | CREDENTIALS |
|  |  |  |  |

6.1 Positions Being Hired. The following positions will be hired following the first round of primary funding:

* Operations Director
* Marketing Analyst
* Portfolio Management Assistant or Analyst
* Administrative Assistant

6.2 Detainment of human capital is crucial in the investment management industry. The Company firm has identified prospective benefits providers for medical and retirement. Worth mentioning is that the retirement plan platform will permit the employees to invest retirement savings in the Company’s mutual fund product. Non-proprietary products will also be incorporated to attain the requirements of specified in the tax code for variety amongst product offering types.

6.3 Operations/Services to be outsourced

* Fund Accounting and Fund Custodian
* Transfer Agent
* Legal
* Data Services
* Separate Account Management Service

**7. STRATEGY AND IMPLEMENTATION SUMMARY**

The key to marketing an investment product is to emerge and help grow a successful product, develop an order of success, and show that order can be repeated in the future. After which time, successful products should be assertively marketed if capacity to control and handle additional assets still occurs. While a three to five-year period may appear to be like prosperity compared to the technology world, it is really quite sensible taking into consideration the fact that private equity investors in limited partnership vehicles are normally satisfied with a 10-year waiting period that occurs prior to a return of their capital investment. Based on the developmental calendar related and connected with investment products, this plan provides a financial summary of the funding requirements for the first few years of operations of the Company.

**8. SALES STRATEGY**

The Company’s trademark investment product will be the Company’s Total Market Equity strategy and will be initially offered through the government’s registered mutual fund. Technological advancements also permit for other economically feasible distribution channels such as separately managed portfolios for large account sizes.

The table below provide a more detailed look at our projected sales strategy.

**Sales Forecast**

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Year 1** | **Year 2** | **Year 3** |
| Sales |  |  |  |
| Investment Management | $0 | $0 | $0 |
| Other | $0 | $0 | $0 |
| TOTAL SALES | $0 | $0 | $0 |
| **Direct Cost of Sales** | **Year 1** | **Year 2** | **Year 3** |
| Investment Management Fee | $0 | $0 | $0 |
| Other | $0 | $0 | $0 |
| Subtotal Direct Cost of Sales | $0 | $0 | $0 |

**9. EXIT STRATEGY**

All employee/owners of the firm will be required to sell back their ownership stakes upon retirement/departure. Thus ownership incentives remain aligned with those actively participating in the firm's activities. This requirement does not apply to venture/angel investors contributing to the up-front financing of our initial operating budget. Exit strategies will be negotiated with venture/angel investors on a case-by-case basis. This will include the term of the investment partnership.

**10. IMPORTANT ASSUMPTIONS**

10.1 The following table provides some assumptions that are key to the success of the Company.

|  |  |  |  |
| --- | --- | --- | --- |
| **General Assumptions** | **Year 1** | **Year 2** | **Year 3** |
| Plan Month |  |  |  |
| Current Interest Rate | % | % | % |
| Long-term Interest Rate | % | % | % |
| Tax Rate | % | % | % |
| Other |  |  |  |

**11. BREAK-EVEN ANALYSIS**

The chart and table below give the break-even assumptions for the company.

|  |  |
| --- | --- |
| **Monthly Revenue Break-even** | **Cost** |
| Average Percent Variable Cost | % |
| Estimated Monthly Fixed Cost | $0 |