

Full spec digital FO Platform		VALEN Program	John Sinclair	03.Nov.21	1
Problem Current Family Office organisational systems and methods consistently fail to overcome the control and communication pain points presented by `prof-speak` extant in the unique and complex FO multi-disciplinary environment. Families are demanding closer proximity to the decision-making process; an FO `experience` more akin to a luxury lifestyle choice than a reactive matching of ad hoc solutions to problems, and the ability to have real-time rich data presented in a fashion that allows a common behavioral environment to be used by all participants, services and family members alike, and removes disparate organisational and reporting habits.	Solution By applying an industry-disrupting new linguistic and visual organisational philosophy to the challenge of `getting above the (prof-speak) noise` VALEN has arrived at a timely juncture in the evolution of an ever-expanding business market, and solves: the current challenge of overcoming the real data flow inflection point now confronting the business; provides, through the use of a paradigm-shifting, humanistic, needs-based organisational methodology, the first truly consistent and fully encompassing way to manage family affairs, across their entire needs spectrum, and generates a new professional environment for service providers to become lucratively closer in the FO mix AND promote their offerings through	Unique Value Prop. Can be the only truly all-encompassing digital FO management model for current wealthy families looking to reduce cost, utilise their data more effectively and timely, become fully virtual and therefore 100% mobility-empowered and to set the scene for the future of digital multi-service organisational method for the next 100 years.	Unfair Advantage We have created a way to overcome the control and communication fault-lines in the current FO market business methods.	Customer Segments Ranges from newly-affluent/new money to UHNW New/Old money families - this concept can be adapted to apply to an extremely broad number of markets.	
		High-Level Concept Digital organisational tool for families		Channels Family office assocs; direct professional and family client network (30 years) of founders; professional conference circuit, the full spectrum of quality service providers active in offering solutions to wealthy families; through direct sales approaches by "VALEN Needs Ambassadors" (our "Four Core Needs" framework will determine the manner in which all are assimilated; categorised and approached) and any industry events of these services that suit.	Early Adopters Professional service orgs wishing to exploit their close family relations by offering the VALEN Digital Platform as a value-added/exclusive offering; Ongoing families and their offices who seek the efficiencies that VALEN brings and a transition into a fully-digital user experience; `New` money families who are seeking their first FO experience and want the cutting edge version in the market of this.
Cost Structure Low fixed costs initially, to achieve quickest break even post development (Phase 1) stage.			Revenue Streams VALEN For Families- publications and learning materials; platform licences and support fees from diret sales to families and FOs (initial and recurring); technical services, - VALEN For Partners - associated and full member subscriptions; Partner-generated licence fees; periodic "VALEN FAMILIES & PARTNERS" events and publications and learning materials		