

ANAVI

The Private Market Operating System

"If Bloomberg runs public markets, ANAVI will run private ones."

**Eliminating Scams, Chains, and Distrust
in the \$13+ Trillion Private Markets Ecosystem**

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Executive Summary

The Problem: Private markets—encompassing commodities, financial instruments, high-value assets, real estate, and renewable energy projects—represent over \$13 trillion in assets under management and are projected to exceed \$25 trillion by 2030. Yet this enormous market operates on broken infrastructure: endless broker chains that dilute value, rampant fraud costing billions annually, opaque relationship networks, and zero protection for the originators who create deal flow.

The Solution: ANAVI is a Relationship Operating System—a secure, AI-powered platform that enables vetted participants to custody their proprietary relationships (buyers, sellers, investors) with full ownership protection. By combining rigorous verification, trust scoring, blind intent matching, and automated compensation rails, ANAVI transforms private deal-making from a chaotic, trust-dependent process into predictable, scalable infrastructure.

The Opportunity: ANAVI is positioned to capture a significant share of the private markets transaction layer—a multi-billion dollar annual opportunity—by becoming the neutral trust infrastructure that serious capital demands.

Key Metrics & Market Context

- **\$13+ trillion:** Current private markets AUM globally, projected to reach \$20-25 trillion by 2030 (BlackRock, McKinsey)
- **\$5.4 trillion:** Family office AUM expected by 2030, with 46% allocated to alternatives (Deloitte)
- **524% increase:** Growth in family offices with private market exposure since 2016 (Preqin)
- **\$10-40 billion:** Estimated annual losses to investment fraud in the U.S. alone (SIPC)
- **60%+ of corporate losses:** In cross-border transactions related to insufficient counterparty verification (COREDO 2024)
- **\$807 billion:** Global renewable energy investment in 2024 alone (IRENA)—a key ANAVI vertical

The Trust Crisis in Private Markets

Private markets have experienced explosive growth over the past decade. According to McKinsey's Global Private Markets Report, PE deal value rose 14% year-over-year to \$2 trillion in 2024, marking the third-highest year on record. Family offices now manage \$3.1 trillion in AUM with projections reaching \$5.4 trillion by 2030. Private credit has emerged as a \$2 trillion asset class. Renewable energy investment hit \$807 billion in 2024.

Yet beneath these impressive figures lies a fundamental infrastructure crisis. While public markets enjoy transparent exchanges, regulated intermediaries, and standardized settlement, private markets remain a fragmented landscape where trust is the scarcest resource.

The Four Structural Failures

1. The Broker Chain Problem

In traditional private deal-making, a single transaction often passes through 5-15 intermediaries before reaching conclusion. Each broker adds their fee (typically 1-5% of transaction value), creates information asymmetry, and introduces counterparty risk. For a \$50 million commodity deal, broker chains can consume \$2-5 million in cumulative fees while extending deal timelines from weeks to months.

More critically, these chains obscure the true principals in any transaction. The original relationship holder—the person who actually knows the buyer or seller—often receives the smallest share of compensation while bearing the greatest reputational risk if the deal fails.

2. The Fraud Epidemic

The Securities Investor Protection Corporation estimates that investment fraud costs Americans \$10-40 billion annually—a range so large because most fraud goes unreported due to victim embarrassment. In the OTC and commodity trading space specifically, the CFTC has issued numerous fraud advisories warning of sophisticated schemes involving fake trading platforms, phantom commodity positions, and advance fee fraud.

International studies from 2024 indicate that over 60% of corporate losses in cross-border transactions are related to insufficient counterparty verification and neglected due diligence. The private markets lack any standardized verification infrastructure—each participant must conduct their own costly due diligence, often with incomplete information.

3. The Relationship Leakage Problem

In private markets, relationships are the ultimate asset. Yet there exists no mechanism to protect them. When a broker introduces a buyer to a seller, nothing prevents those parties from circumventing the broker on future deals. Relationship originators have no recourse, no tracking, and no compounding value from their networks.

This creates perverse incentives: originators hoard information rather than share it, deals move slowly through trusted but limited networks, and the overall efficiency of private capital allocation suffers.

4. The Due Diligence Bottleneck

The average private equity investor reviews 80 opportunities for every one investment. Each requires extensive due diligence—financial, legal, operational, and technical assessments that can

cost \$50,000-\$500,000 per deal. Yet this work is duplicated across every potential investor, creating massive systemic inefficiency.

Failed acquisitions often occur due to failures in the due diligence process to properly assess downside risks. Four common causes: psychology of the deal (management already decided), bad incentives (advisors paid on success), cost constraints, and inexperience. The industry needs shared verification infrastructure that reduces duplicated effort while maintaining rigor.

ANAVI: The Private Market Operating System

ANAVI addresses these structural failures through a comprehensive platform that combines verification infrastructure, relationship custody, intelligent matching, and automated economics. Unlike traditional brokers or public marketplaces, ANAVI is neutral infrastructure—it facilitates, orchestrates, and adds trust without taking principal positions or competing with participants.

Core Platform Components

1. Verified Identity & Trust Scoring

Every participant undergoes rigorous KYB (Know Your Business) verification upon onboarding. This process establishes:

- **Trust Score:** A dynamic rating based on verification depth, transaction history, dispute resolution, and peer reviews. Trust scores are not static—they compound with successful deals and degrade with problems.
- **Verification Badges:** Tiered credentials indicating verification level (Basic, Enhanced, Institutional) with specific compliance certifications visible to counterparties.
- **Whitelist Status:** Participants who pass enhanced verification gain access to premium deal flow and can be added to other users' trusted networks.
- **Blacklist Monitoring:** Real-time screening against sanctions lists, adverse media, and community-flagged bad actors with automatic deal blocking.

2. Relationship Custody

The platform's core innovation is treating relationships as custodied assets. When a user uploads a relationship (buyer, seller, investor contact), ANAVI:

- **Timestamps ownership:** Cryptographically establishes priority claims on relationship introduction.
- **Controls exposure:** Relationships remain blind until mutual consent—no unwanted disclosure or circumvention.
- **Tracks attribution:** Every subsequent deal involving that relationship automatically attributes value to the originator.
- **Enables compounding:** Follow-on deals—even years later—generate ongoing compensation to relationship holders.

3. AI-Powered Blind Matching

ANAVI's matching engine operates on intent rather than identity. Users express:

- **Buy Intent:** "Seeking 50,000 MT EN590, Rotterdam delivery, Q2 2026, \$X-Y price range"
- **Sell Intent:** "Offering gold mining JV, \$30M minimum, 5-year proven reserves"
- **Investment Intent:** "Deploying \$100M into RTB solar projects, 30MW+ capacity"

The AI matches complementary intents while revealing only that a qualified counterparty exists. Both parties must consent before identities are disclosed, at which point they enter an NDA-gated deal room with full audit trail.

4. Embedded Deal Infrastructure

Once matched, ANAVI provides end-to-end deal execution infrastructure:

- **Virtual Deal Rooms:** Secure document sharing with version control, e-signature integration, and complete audit trails.
- **Compliance Rails:** Automated AML/KYC verification, sanctions screening, and regulatory compliance checks based on jurisdiction.

- **Escrow Services:** Integrated escrow for earnest money, deposits, and milestone-based payments with trusted third-party custodians.
- **Closing Coordination:** Automated coordination of legal, financial, and operational closing requirements.

5. Transparent Economics & Automated Payouts

ANAVI enforces transparent fee structures that protect relationship originators:

- **Originator Share:** Relationship holders typically receive 40-60% of total intermediary fees—a dramatic improvement over traditional broker chains where they often receive nothing.
- **Contributor Recognition:** All parties who contributed to deal completion receive proportional, automated payouts based on pre-agreed splits.
- **Lifetime Attribution:** Follow-on deals between introduced parties continue to generate compensation to the original relationship holder.
- **Trajectory Tracking:** Real-time visibility into deal progress, milestones, and payout triggers.

Technology Architecture

ANAVI's platform is built on a modern, scalable architecture designed for security, auditability, and AI-native operations.

Core Technical Stack

- **Identity Layer:** Enterprise-grade KYB/KYC infrastructure with multi-source verification (government databases, corporate registries, financial institution confirmations), biometric authentication, and continuous monitoring.
- **Relationship Graph:** A proprietary graph database that maps relationship ownership, introduction chains, and attribution flows. Every relationship is a cryptographically-signed, timestamped asset.
- **Matching Engine:** AI/ML-powered intent matching that operates on anonymized attributes. Uses vector embeddings for semantic matching of complex deal requirements with configurable confidence thresholds.
- **Deal Rooms:** End-to-end encrypted virtual data rooms with granular access controls, document versioning, e-signature integration (DocuSign/Adobe Sign), and complete audit logging.
- **Payment Rails:** Integration with escrow services, banking APIs, and (optionally) blockchain-based settlement for automated, programmable payouts tied to deal milestones.
- **Compliance Engine:** Real-time sanctions screening, PEP checking, adverse media monitoring, and jurisdiction-specific regulatory compliance automation.

AI Integration Points

AI permeates the platform across multiple functions:

- **Intent Classification:** Natural language processing to understand and categorize deal requirements from unstructured user input.
- **Compatibility Scoring:** ML models trained on historical deal data to predict match quality and likelihood of successful transaction.
- **Risk Preference Learning:** Adaptive systems that learn individual user risk tolerances and deal preferences over time, improving match relevance.
- **Fraud Detection:** Anomaly detection across user behavior, document submissions, and deal patterns to identify potential bad actors before harm occurs.
- **Deal Intelligence:** AI-assisted due diligence that surfaces relevant public information, identifies potential red flags, and suggests investigation areas.

Security & Compliance Architecture

Given the sensitivity of relationship data and deal information, security is foundational:

- **Zero-Knowledge Design:** The matching engine operates on encrypted attributes—even ANAVI cannot see unencrypted relationship details until authorized disclosure.
- **SOC 2 Type II Compliance:** Enterprise security controls with continuous third-party auditing.
- **GDPR/CCPA Compliance:** Full data privacy compliance with user consent management and data portability.
- **Immutable Audit Trail:** Every action—logins, searches, matches, disclosures, deal events—is cryptographically logged and tamper-evident.

Market Opportunity

Total Addressable Market

ANAVI operates at the intersection of multiple massive markets:

Market Segment	2024 Size	2030 Projection
Private Markets AUM	\$13+ trillion	\$20-25 trillion
Family Office AUM	\$3.1 trillion	\$5.4 trillion
Commodities Market	\$142+ trillion	\$163 trillion
Renewable Energy Investment	\$807 billion/year	\$2+ trillion/year
Oil & Gas Market	\$7.4 trillion	\$10.4 trillion

Serviceable Market Analysis

ANAVI's initial serviceable market focuses on deal intermediation fees within private markets. With M&A advisory fees typically ranging from 1-5% of transaction value (Lehman/Double Lehman structures), and annual private market transaction volume exceeding \$2 trillion, the total fee pool exceeds \$20 billion annually.

Capturing even 5% of this fee pool represents a \$1+ billion annual revenue opportunity. At 10% penetration, ANAVI approaches \$2 billion in annual revenue—without considering premium services, project finance, or adjacent verticals.

Target Customer Segments

- **Family Offices:** 8,030+ globally with \$3.1T AUM. They seek direct deal access, are frustrated with traditional intermediaries, and have patience for relationship-based investing.
- **Institutional Investors:** PE/VC firms, hedge funds, and institutional allocators seeking differentiated deal flow outside traditional channels.
- **Deal Originators:** Brokers, agents, and relationship holders who want protection and fair compensation for their networks.
- **Asset Owners:** Sellers of commodities, real estate, businesses, and projects seeking qualified buyers without public exposure.
- **Project Developers:** Renewable energy, infrastructure, and real estate developers seeking capital for ready-to-build projects.

Competitive Landscape

ANAVI occupies a unique position in the market. While various players address fragments of the problem, none provides comprehensive infrastructure for private market trust and relationship custody.

Competitor Type	What They Do	What They Miss	ANAVI Advantage
Traditional Brokers	Manual deal sourcing, relationship-based intros	No verification, chain dilution, no originator protection	Verified network, automated economics, lifetime attribution
Deal Platforms (Axial, Navatar)	Deal listing, basic matching	No relationship custody, limited verification, no payout automation	Full relationship OS with embedded execution
Data Rooms (Intralinks, Datasite)	Secure document sharing	No sourcing, no matching, no economics	End-to-end from sourcing through closing
KYC Providers (Moody's, LexisNexis)	Verification services	Point solution, no deal infrastructure	Integrated verification within deal flow

Sustainable Competitive Advantages

- **Network Effects:** Each verified participant and custodied relationship increases platform value for all others. This creates compounding defensibility.
- **Data Moat:** Transaction history, relationship graphs, and deal outcomes create proprietary data assets that improve matching and risk assessment over time.
- **Switching Costs:** Once relationships are custodied and attribution established, moving to competitors means losing historical claims and compounding value.
- **Ecosystem Integration:** Deep integration with escrow, legal, compliance, and financial services creates an embedded position difficult for point solutions to displace.

Go-to-Market Strategy

Phased Rollout

Phase 1: Relationship & Deal Layer (Current Focus)

Establish the core platform with relationship custody, verification, and basic matching. Focus on proven verticals with existing deal flow:

1. **Oil & Gas:** Leverage existing oil & gas field relationships to demonstrate commodity deal execution.
2. **Gold Mining JV:** Showcase high-value asset transaction capability with integrated JV.
3. **RSVIP Events Platform:** Network expansion through curated deal-making events.

Phase 2: Project Finance (12-24 months)

Expand into renewable energy project finance with 100% funding capability for ready-to-build projects \$30M+:

4. **Solar & BESS:** Utility-scale solar and battery energy storage projects.
5. **SAF:** Sustainable aviation fuel production facilities.
6. **Green Data Centers:** AI/compute infrastructure with renewable power integration.

Phase 3: Platform Extensions (24-36 months)

7. **Credit Line Building:** Leverage transaction history to enable platform-based credit facilities.
8. **Procurement/Supply Chain:** Extend verification and matching to B2B procurement.
9. **FinTech Integration:** Crypto trading via MX1, interoperability via GloFi, tokenization rails.

Phase 4: Capital Arms (36+ months)

Establish proprietary capital vehicles to take long-term equity stakes in select deals:

10. **ANAVI Ventures:** VC/growth equity arm for platform-sourced opportunities.
11. **ANAVI Credit:** Private credit fund leveraging platform deal flow and data.
12. **ANAVI Real Assets:** Direct ownership in commodities, real estate, and infrastructure.

Customer Acquisition Strategy

- **Founding Network:** Recruit 50-100 high-quality principals (family offices, institutional allocators, proven deal originators) as founding members with preferential economics.
- **Vertical Beachheads:** Establish dominance in specific verticals (e.g., oil & gas commodities, renewable energy projects) before horizontal expansion.
- **Event-Based Network Development:** Curated deal-making events (RSVIP) that bring qualified participants together and convert them to platform users.
- **Strategic Partnerships:** Integration with family office associations, commodity trading houses, and M&A advisory firms.

Governance, Risk & Compliance

Governance Framework

ANAVI's credibility depends on rigorous governance that prevents conflicts and ensures neutrality:

- **Conflict Walls:** Strict separation between platform operations and any proprietary investment activity. Information barriers prevent unfair advantage.
- **Independent Compliance:** Third-party compliance oversight with direct board reporting, independent of business operations.
- **Charitable Foundation:** 10% of platform profits directed to charitable foundation, demonstrating long-term mission alignment beyond profit maximization.
- **Advisory Board:** Industry experts, former regulators, and ethics advisors providing independent oversight and guidance.

Risk Factors & Mitigation

Regulatory Risk: Private markets face evolving regulatory requirements across jurisdictions.

Mitigation: Proactive regulatory engagement, jurisdiction-specific compliance modules, and advisory board with regulatory expertise.

Network Chicken-and-Egg: Platform value depends on critical mass of participants and deal flow.

Mitigation: Founding network strategy with proven deal flow (oil & gas, gold mining JV), subsidized early adoption, and event-based seeding.

Trust & Reputation Risk: A single high-profile fraud or bad actor could damage platform credibility.

Mitigation: Rigorous verification, continuous monitoring, whitelist/blacklist controls, and insurance/escrow requirements for large transactions.

Technology Risk: Security breaches, data loss, or system failures could be catastrophic.

Mitigation: Enterprise-grade security architecture, SOC 2 compliance, disaster recovery, and cyber insurance.

Competitive Response: Established players (Bloomberg, data room providers, brokers) could develop competing offerings.

Mitigation: Speed to network effects, proprietary data accumulation, and deep ecosystem integration create sustainable moats.

The Vision: Infrastructure for Private Capital

"If Bloomberg runs public markets, ANAVI will run private ones."

Bloomberg transformed public markets by creating shared infrastructure for information, analytics, and execution. Before Bloomberg, traders relied on phone calls, relationship networks, and fragmented data. Bloomberg standardized the information layer and became indispensable infrastructure.

Private markets today resemble public markets before Bloomberg—fragmented, relationship-dependent, and plagued by information asymmetry. ANAVI aims to create the equivalent infrastructure layer for private capital: standardized verification, transparent economics, protected relationships, and intelligent matching.

The Transformation

Before ANAVI	After ANAVI
5-15 broker chains per deal	Direct verified counterparty access
Manual, costly due diligence	Pre-verified participant network
Relationship leakage and circumvention	Custodied relationships with lifetime attribution
Opaque, negotiated fees	Transparent, automated economics
High fraud risk, limited recourse	Trust-scored network with blacklist controls
One-time transaction relationships	Compounding relationship value over time

Long-Term Position

Success positions ANAVI as:

- **The Trust Layer:** The default verification and reputation infrastructure for private capital transactions globally.
- **The Relationship Graph:** The definitive map of who knows whom in private markets, with attribution and economics built in.
- **The Deal Infrastructure:** End-to-end execution rails that reduce friction, cost, and risk in private transactions.
- **The Intelligence Engine:** AI-powered insights derived from transaction data that help capital find its highest and best use.

Conclusion

The private markets represent one of the last great infrastructure opportunities in finance. A \$13+ trillion ecosystem operating on trust, phone calls, and fragmented broker networks is ripe for transformation. The same forces that drove the creation of stock exchanges, clearinghouses, and information terminals in public markets are now compelling private markets toward shared infrastructure.

ANAVI is positioned to be that infrastructure—not by competing with existing players, but by providing the neutral trust layer they all need. By solving the relationship custody problem, eliminating broker chain inefficiency, and automating transparent economics, ANAVI can capture a significant share of the multi-billion dollar annual fee pool in private market intermediation.

The time is now. Family offices are allocating record capital to alternatives. Renewable energy investment is exploding. Institutional investors are seeking differentiated deal flow. And everyone is tired of the scams, chains, and distrust that define the current landscape.

ANAVI: The Quiet Operating System That Serious Private Capital Plugs Into.

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