

TL;DR — ANAVI White Paper

The Private Market Operating System

January 2026 | Executive Summary

What This Paper Covers

ANAVI is a Relationship Operating System for private markets—a platform that combines verified identity, relationship custody, AI-powered matching, and automated economics to transform how deals get done in the \$13+ trillion private markets ecosystem. The white paper details the trust crisis in private markets, ANAVI's comprehensive solution, market opportunity, competitive positioning, and phased go-to-market strategy.

Key Findings

- **The Trust Crisis is Real:** Private markets suffer from broker chains (5-15 intermediaries per deal), rampant fraud (\$10-40B annual losses in US alone), relationship leakage, and duplicated due diligence. Over 60% of cross-border transaction losses stem from inadequate counterparty verification.
- **ANAVI's Core Innovation:** Relationship Custody—treating relationships as timestamped, attributed assets with lifetime value. Combined with verified identity, blind matching, and transparent economics, this creates protected deal flow infrastructure.
- **Massive Market Opportunity:** \$13T+ private markets AUM growing to \$20-25T by 2030. Family offices alone control \$3.1T (projected \$5.4T by 2030) with 46% allocated to alternatives. The intermediation fee pool exceeds \$20B annually.
- **Strong Competitive Position:** No existing player provides comprehensive relationship custody + verification + matching + execution infrastructure. Network effects, data moats, and switching costs create sustainable defensibility.
- **Clear Path to Market:** Phased rollout starting with proven deal flow (oil & gas, gold mining JV), expanding to project finance (renewable energy \$30M+), then platform extensions and eventually proprietary capital arms.

Critical Data Points

Metric	Value
Private Markets AUM (2024)	\$13+ trillion
Projected Private Markets AUM (2030)	\$20-25 trillion
Family Office AUM (2024)	\$3.1 trillion
Annual Investment Fraud Losses (US)	\$10-40 billion
Renewable Energy Investment (2024)	\$807 billion

Bottom Line

ANAVI represents a rare infrastructure opportunity in a massive market with broken incumbents. By creating the "trust layer" for private markets—analogous to what Bloomberg built for public markets—ANAVI can capture a meaningful share of the \$20B+ annual fee pool while establishing network effects that compound over time. The combination of relationship custody, verified identity, AI matching, and transparent economics addresses real pain points that existing solutions don't touch. With proven deal flow already integrated and a phased rollout strategy, ANAVI is positioned to become the "quiet operating system that serious private capital plugs into."



Recommended Next Steps

1. **Technical Architecture Deep Dive:** Review detailed system design for identity, matching engine, and payment rails.
2. **Founding Network Strategy:** Identify 50-100 high-quality founding members with complementary relationships and deal flow.
3. **Regulatory Assessment:** Engage legal counsel on broker-dealer, AML/KYC, and jurisdiction-specific requirements.
4. **Financial Model Development:** Build detailed projections for unit economics, capital requirements, and growth scenarios.
5. **Pilot Program Design:** Structure limited beta with existing deal flow (oil & gas, gold mining JV) to prove core value proposition.

Full white paper: 14 pages | 15 sources cited | Confidential