



*In  
Partnership  
With*



# The Future of Investment Research

Marketing Deck

March 2019

# The Problem



Asset Managers Pay nearly 75,000 dollars per year for research made by 23 year old analysts.



Investment Banks are not always partisan to objective research because of entangled alliances, which has allowed firms like LJMB and Seeking Alpha to emerge and thrive in this inefficiency.



A curated Research approach is not only more personable to the client but of the same quality.



**55%**

**Of individuals are investors in the Stock Market**



**85%**

**of investors suggest they lack the proper knowledge to invest into select securities.**



**66%**

**of Asset Managers heavily rely on sell side research in conducting financial services.**



**96%**

**of individual investors do not apply any technical or fundamental rigor of testing.**

# The Opportunity

1

Asset Managers on average pay \$75,000 to Sell Side Research Firms as an operating expense of their business.

Majority of Research produced is from the work of 23 year old college grads.

- Taking the name discount allowing for higher profitability of your business and increased revenues.

2

Established Prominence from performance in the Student Investment Club at Holy Cross .

- Three students and one of the Alumni of holy cross who work at LJMB beat out Harvard, Cornell, MIT, and Yale at an Investment conference in 2018.
- The four Student's Majors range from neuroscience to computer science, philosophy, math, History, Spanish, Political Science, and Italian.

**\$75,000**



Estimated annual spend on Research by Asset Managers



**\$6,000**



Estimated Cost for Wealth Management Firms and Individuals.

# The Solution

*LJMB Capital Advisory is an Outsourced Research Investment firm catering to both the institution and the individual.*

## Individual



LJMB Capital offers unparalleled customer service for select premium subscribers. This includes “office hours” via zoom clientele.



Can include equities under coverage by us, with periodic updates in the form of white papers and pitch decks.

## Institution



LJMB Capital offers unparalleled customer service offering “office hours” via zoom clientele.



Institution receives “#X” equities under coverage by us, with periodic updates in the form of white papers and pitch decks.



# Services by **LJMB Capital**

## Feature

Zoom Meetings



Quarterly Updates



Annual Letter to Subscribers



Portfolio assessment



Case Study: Macroeconomics



Easy Guidance



Office Hours



## Competitive Advantage

Make your work as Personable as possible with Clients in offering them unfettered access to our employees.

Our Guidance and Perspective proceeding into the new year & quarterly delivered on Jan 15, April 15, June 15, October 15.

Our Guidance and views proceeding into the new year delivered Jan 15, each year.

Assess the Asset Allocations of any portfolios contained by wealth management shops and individuals.

Able to provide Macro-economic/Liquidity Case studies surrounding the capital markets to a particular issue.

The Reader will be able to understand the complex modeling we do in breaking it down in White Papers.

Unfettered access to members of LJMB Capital to clients of clients.

# LJMB Capital Growth Highlights

1



Large and growing niche industry, providing a stable and recurring revenue base

2



Independent OCIO Business Model with significant price discount to competitors.

3



Unique demand-side customer acquisition strategy with long-term virality

4



First mover advantage with lack of incumbent competition

5



Company over sought and designed in partnership with Boyd and Richards Group, a leading Asset Managing Firm based in Chicago and Boston.

6



Strong partnerships with established leaders in adjacent industries; wealth and asset management firms, family offices, and hedge funds.

# As The Asset-management World Becomes More Commoditized, Our Growth Will Run.

1



Asset Managers are consistently moving towards independence and away from traditional Bulge Bracket Banks that oftentimes restrict the volume of business.



Wealth and Asset Management has been more and more automated, allowing for the individual to navigate the markets without an Financial Advisor.



With attractive economics, individuals and institutions are amicable towards outsourced investment research as it lowers the cost of business.



**155M**

Individual Investors=



**131M**

Lack enough Investment Knowledge

## Start-Up Strategy



Focus on the most affluent cities in America to draw upon a larger clientele base of asset managers and personal investors.





Current coverage is unlimited considered our ability to remotely connect to clients. We are physically based in Boston and Chicago.



2 Wealth Management Shops under contract with LJMB Capital Advisors.

## Our Independent OCIO Model

Common business models of OCIO providers

	Type A: Independents	Type B: Consultants	Type C: Managers
Pros 	<ul style="list-style-type: none"><li>• Straightforward structure</li><li>• Experienced investors</li></ul>	<ul style="list-style-type: none"><li>• Existing advisory relationships</li><li>• Greater scale</li></ul>	<ul style="list-style-type: none"><li>• Well-resourced distribution effort</li><li>• Strong brand equity</li></ul>
Cons 	<ul style="list-style-type: none"><li>• Limited scale</li><li>• Fee pressure</li></ul>	<ul style="list-style-type: none"><li>• Organizational complexity</li><li>• Focus on specific client types</li></ul>	<ul style="list-style-type: none"><li>• Perceived conflicts</li><li>• Unfamiliar territory</li></ul>
Examples	<ul style="list-style-type: none"><li>• Hirtle Callahan</li><li>• Strategic Investment Group</li></ul>	<ul style="list-style-type: none"><li>• Aon Hewitt</li><li>• Mercer</li></ul>	<ul style="list-style-type: none"><li>• Blackrock</li><li>• State Street Global Advisors</li></ul>



# Unique Demand-side Customer Acquisition Strategy With Long-term Virality



**Guerilla marketing:** Set up booths at local Banks(Uber marketing model) hand out free LJMB Capital hats and promo cards to reach 100+ individual investors per day per location



Publication by Holy Cross for winning Stock Pitch Competition against Harvard, Yale, MIT, Georgetown, and Cornell.



Diverse and strong CRM network list through various partnerships forged over the years.



# First mover advantage with lack of incumbent competition

*The only two competitors, Seeking Alpha & Motley Fool, are not directly focused on LJMB Capital's target segment or product*



Seeking Alpha is primarily used by individual investors whom actively invest in Markets.



Motley Fool is primarily used by individuals who passively invest in Markets.

**LJMB Capital's exclusive relationships with Boyd-Richards Group, a comprehensive financial solution, and first mover brand advantage will prove key to its competitive success**

# Long-term partnership with Boyd & Richards Group a renowned asset management shop.

5

## Representative Clients



# LJMB Capital Board Members

**Liam Busconi**  
Sales Advisor



**John Boyd**  
CEO / Founder



**James Richards**  
Outside Consultant



**Thomas Boyd**  
Outside Consultant



**Hunter Saxton**  
COO



**Eric Lane**  
Logistics Owner  
& Advisor

**Katrina Huang**  
Marketing and  
Communications  
Advisor





# BIO



**Thomas Boyd**

Thomas Boyd is a Managing Partner at the Boyd Richard Group.



**James Richards**

James Richard is a Managing Partner at the Boyd Richard Group.



**John Boyd**

John Boyd is a Junior at the College of the Holy Cross majoring in History and Economics.



**Jack Mucci**

Jack Mucci is a Junior at College of the Holy Cross majoring in Economics with a minor in Italian



**John McConville**

Jack McConville is a rising Senior double-majoring in Political Science and Philosophy



**Liam Busconi**

Liam Busconi is a Junior at College of the Holy Cross majoring in Economics.

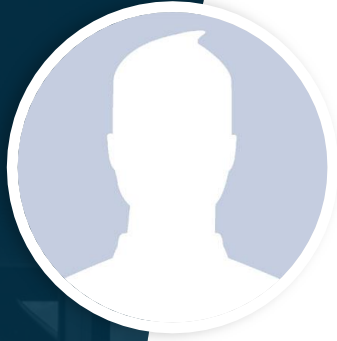


**Hayden Ivatts.**

Hayden Ivatts is a Junior double majoring in Computer Science and Economics

# BIO

James  
Richards



James Richards graduated from Harvard College with a degree in American History, and later pursued his MBA at University of Chicago. Jimmy Richards is from Winnetka, IL and has unparalleled performance at the Boyd-Richard Group. Jimmy previously worked at Credit Suisse, Bank of America Merrill Lynch, and then JP Morgan where he teamed up with Thomas J Boyd, and eventually Snowden Lane: the Boyd Richard Group.

Thomas  
Boyd



Thomas Boyd is from the south-side of Chicago where he built and maintained a profitable snow plowing business that at one point had exclusive rights to 30% of Chicago's snow plowing market. After attending University of Chicago and obtaining a bachelors in Business and Administration, he took over the firm Vail Rubber Works where he acted as the effective CEO until its selling to US Steel Works. Boyd then turned to the Chicago board of Trade where he privately invested for a duration of 4 years before entering the asset management business. After his stint on the floor, he turned to Chicago Corp, William Blair, Credit Suisse, and JP Morgan where, the Boyd Richards group found its inception. At JP Morgan, the Boyd-Richards group outperformed any other managed portfolio at JP Morgan Securities for the past three years. The Boyd Richards group seeks to advise and usher LJMB capital into the financial Services helm. With our strategic partnership, we are excited to launch with prospective clients being Adults, Investors, or Institutions.