STRATiFi

Make Smarter Investment Decisions

What Does StratiFi Do?

- We empower financial advisors to make smarter investment decisions on behalf of their clients that will improve their financial well-being.

- StratiFi's PRISM Rating™ technology enables advisors to effortlessly calculate risk scores for individual investment accounts, and for their entire practices.

- Through our intuitive platform, advisors can identify, define and manage hidden investment risks across all of their accounts that threaten both client portfolios and the stability of their own businesses.

- StratiFi's technology helps advisors transition from a return-oriented framework to one focused on risk-oriented investing.

Why Financial Advisors?

There are about 300,000 advisors managing over $3 trillion in wealth and they rely on diversification to reduce risk of loss in their clients' portfolios. Unexamined diversification leaves portfolios exposed to unnecessary, and often, hidden risks that can lead to large losses across portfolios during market downturns as many investors experienced in 2008.

With stock valuations at all-time highs, and interest rates at historically low levels, many advisors are unsure how to manage investment and business risk. Rapidly changing markets, client demographics and increasing competition are creating newer risks for financial advisors. Advisors who fail to proactively embrace risk management technology across their practices will face extinction in the future.

Investors are chasing returns with valuations at all time highs

Clients are retiring every day with insufficient savings

Technology is commoditizing investing and advisors need to differentiate themselves

With StratiFi, advisors and their clients no longer have to worry that some random event in the financial markets, which seem to now regularly occur, will interfere with their ability to retire, or even maintain their standard of living in retirement.

How Is StratiFi Different From Other Risk-Management Solutions?

The most astute financial advisors understand that traditional diversification only reduces correlation risk and is insufficient to protect portfolios against concentrated holding risk, volatility risk and tail event risk. However, this critical analysis as part of an investment process was considered too complicated, and too unwieldy for advisors because these higher-level disciplines tend to be performed by investment teams at the world's major financial institutions. StratiFi has used technology to essentially create an "app" that harnesses the institutional investment expertise that is normally reserved for the world's wealthiest, most sophisticated investors.

Concentrated Holdings Risk
Large, concentrated wealth

Examples:
Large, low basis stock positions
Single manager concentration
Restricted stock holdings

High Probability of Loss

Volatility and Correlation Risk
Cyclical behavior of markets

Examples:
Overvaluation of stocks
Fragility of traditional diversification
Changes in interest rates

Moderate Probability of Loss

Tail Event Risk
Black Swan event, Major corrections

Examples:
Terrorist attacks
Geopolitical conflicts
Natural disaster

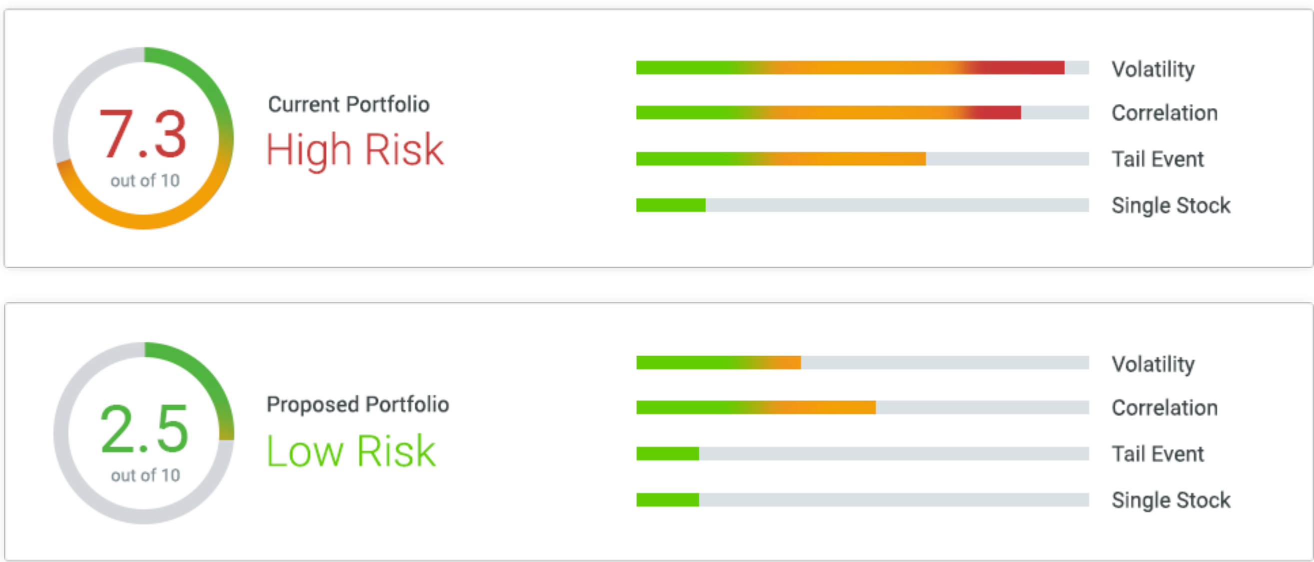
Low Probability of Loss

Why Do Financial Advisors Need StratiFi?

In the highly competitive RIA landscape, financial advisors need to utilize technology to stay on top. StratiFi's PRISM risk technology can enable advisors to discover, understand and quantify hidden risks to holistically evaluate their investment programs and help ensure clients feel in control of their financial destiny. Our technology platform is designed to make the entire process effortless.

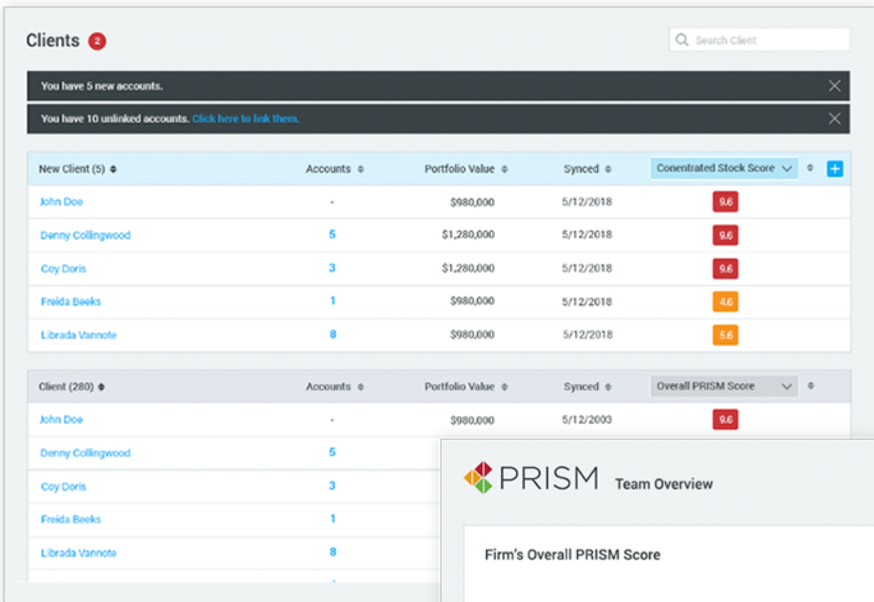
PRISM

Sample PRISM Report: 60% Equity / 40% Fixed Income Portfolio (Q1 1999 - Q1 2017)

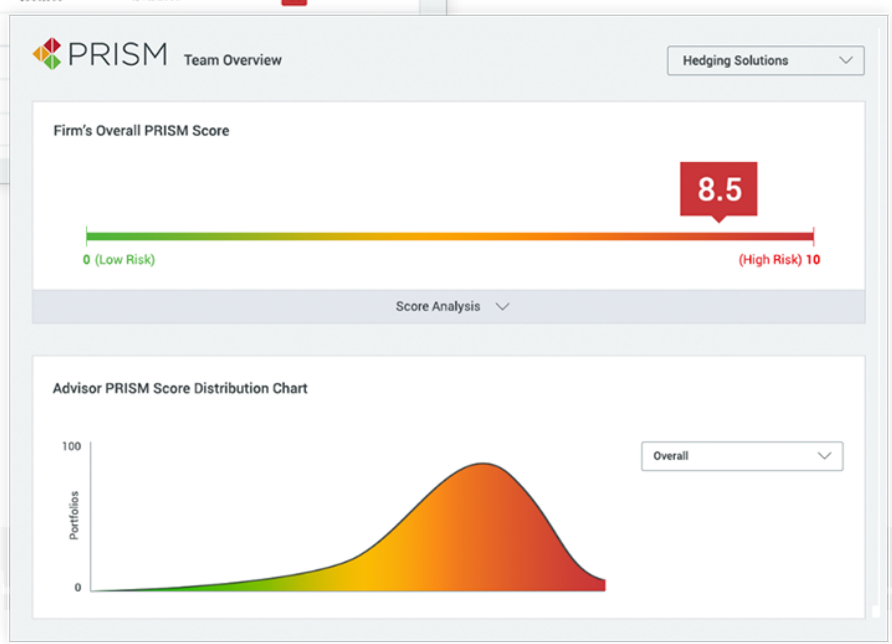


How Does StratiFi Discover, Evaluate and Quantify Hidden Risks?

StratiFi's PRISM risk technology uses proprietary algorithms to analyze thousands of securities to quantify a portfolio's volatility, correlation, tail and concentrated stock risk into an easily understood score. We provide actionable insights via risk solutions so advisors can mitigate risk and better help clients.



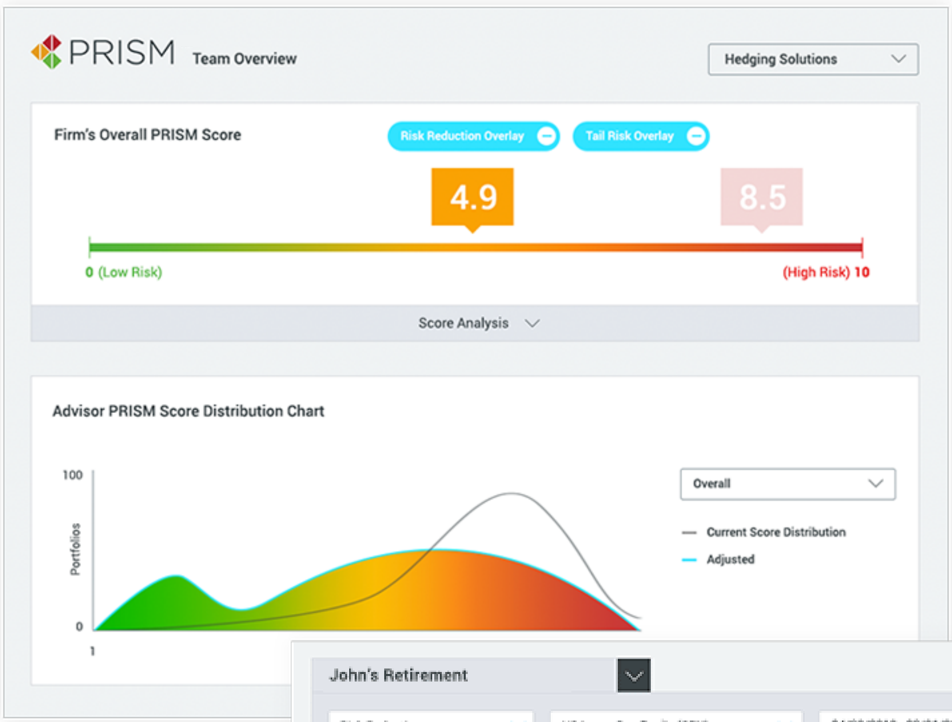
Easy Account Linking



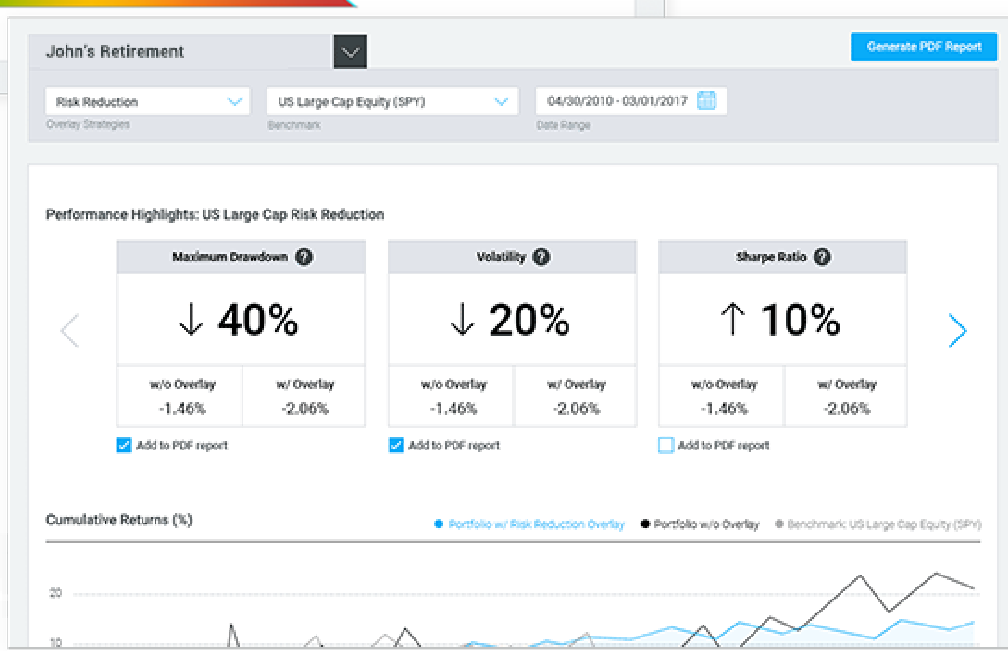
Automated Risk Scoring

How Do Advisors Make Smarter Choices For Their Clients?

By taming the market's chaos and readjusting risks based on changes in volatility, advisors can use volatility as a friend rather than a destroyer of returns and dramatically change outcomes for their clients, while adding a degree of stability to their practices. Make investing safer, predictable and reliable.



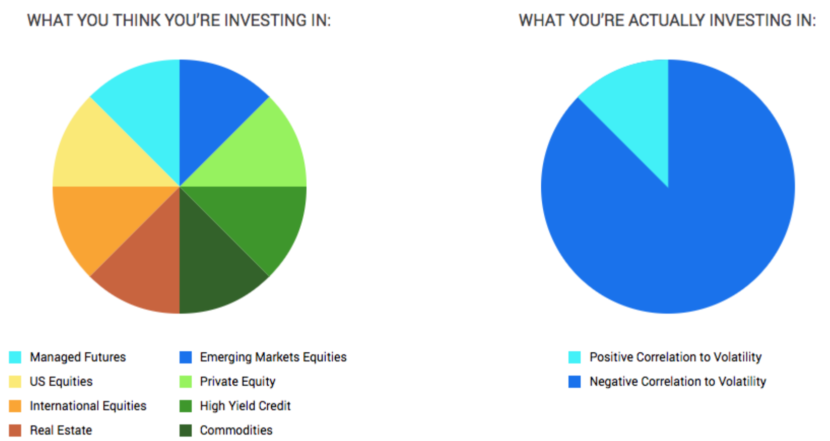
Before/After PRISM Score



Performance Reporting

Why Do Clients Need StratiFi?

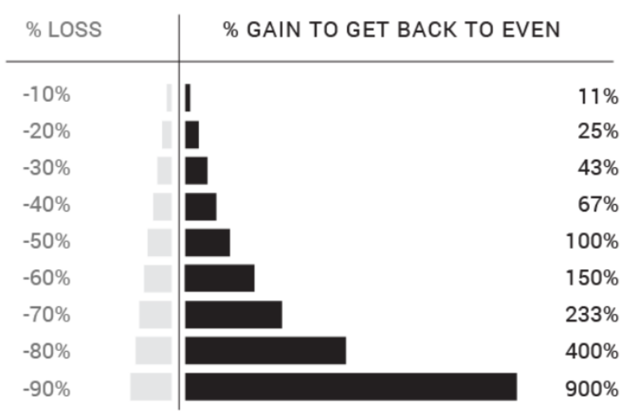
Clients need StratiFi to examine portfolios for hidden risks. Our technology makes it easy for advisors to identify hidden risks and communicate complex risk exposures in a way that clients can understand.

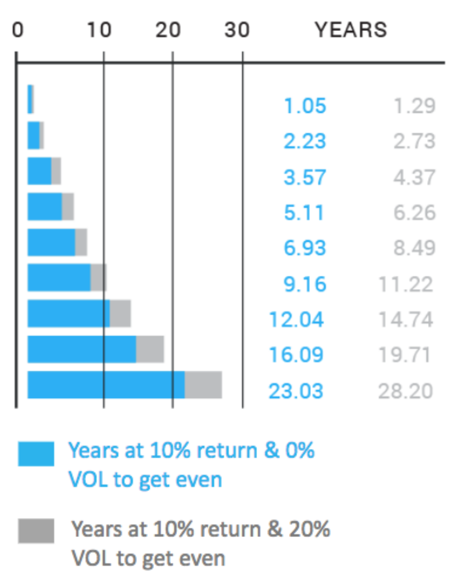


Conversely, being positively correlated to volatility can be the source of considerable profit during market declines or crises.

Make Time Work For You, Not Against You

Many investors hope that time will work for them, and not against them, but hope is not much of an investment strategy. If you are living off your investments, or hoping to, you must become a steward of time and risk. The alternatives are not appealing.





Founder’s Story

Everyone who works in the financial services industry quickly realizes that Main Street and Wall Street are two separate worlds. This divide reflects the increasingly specialized skills and knowledge that are needed to succeed as wealth advisors, traders, and technologists.

And so it was serendipitous that Akhil Lodha and Ralph Drybrough, StratiFi’s co-founders, were introduced by a mutual friend who thought that they would, at minimum, enjoy meeting another kindred spirit. At the time, it was around November 2015, they were working at their respective companies that were dedicated to helping investors make better investment decisions. They believed that investors desperately needed – although many investors had no idea – a way to identify, define, and manage risks to optimize returns. Such thinking is common on Wall Street, but not widely appreciated on Main Street.

At the time, Akhil was working on Sliced Investing. Ralph was working with his partners to scale LOGe Risk Advisors. When they met over drinks they quickly discovered that they had similar passions about a variety of issues that are basically super nerdy, but super important. These shared passions include a realization that diversification, which most investors think reduces portfolio risk, actually is of little value during moments of real market stress. In those times, investors tend to make all sorts of rash short-term decisions that have bad long-term impacts. Akhil and Ralph believe investors should understand that what they don’t know can, and will, hurt them. After a few months of discussions, they decided to band together and create StratiFi Technologies, which uses technology to help financial advisors, and their clients, make better investment decisions.

Akhil started his career at Citigroup in New York. He was a trader on the electronic market-making desk and was approached by an early financial technology company, Motif Investing, about joining their Silicon Valley office. He moved to the West Coast and saw the power of technology to profoundly impact people’s lives. He left Motif to contribute more significantly to the financial technology revolution by creating a platform to give individual investors access to hedge funds through an intuitive, technology driven user experience. Ultimately, Akhil realized that there was a bigger need for better risk management technology.

Ralph has spent his entire career in the wealth management industry. He worked at Merrill Lynch in the Private Banking and Investment Group, as Principal at Presidio Financial Partners and serves as a Managing Partner at Fort Point Capital Partners. Ralph co-founded LOGe Risk Advisors in 2007, an asset management firm that used options strategies to lower investment risks. While LOGe helped clients during the Global Financial Crisis by structuring options on existing portfolios as an overlay, Ralph realized he needed a technology-driven client experience to deliver those solutions at significant scale.

StratiFi’s birth in 2016 represents their shared passion for helping advisors and investors better navigate the financial market.

Team & Investors

Our key executives were present at the creation of the volatility market, quantitative investing, and they played leading roles in modernizing the U.S. financial markets.

Advisors can leverage experience from top companies

Merrill Lynch, motif, citigroup, FOCUS Financial Partners, NASDAQ OMX, Google, BARRON'S, BlackRock, MYVEST, PROSPER, WELLS FARGO

Our ideas and disciplines have attracted the financial support of premier venture capital

anthemis group, Cboe, wolverine, HOF CAPITAL, khosla ventures, Y Combinator, GREAT OAKS VENTURE CAPITAL, Data Collective, TRIPLEPOINT VENTURE GROWTH, AngelList

STRATiFi

Website
stratifi.com

Contact
press@stratifi.com

Media Assets
Founder Headshots
Product Images
Logos

Address
77 Geary St. Suite 540
San Francisco, CA 94108