

FAMILY OFFICE INSIGHTS

by Arthur Andrew Bavelas, Founder of BavelasGroup Family Office



Arthur Bavelas
The Bavelas Group

In the context of the Family Office Insights platform I've built up and run for many years, facilitated by my enterprise and family office, The Bavelas Group, it's clear to me that family offices and providers that serve such families always have the same two basic questions for me, year after year, decade after decade, regardless of where we are in the market cycle. Bull market, bear market, frothy market, etc., it doesn't really matter.

What are other family offices investing in?

AND

What do other family offices think about said asset class, trend, technology, political scenario, family governance issue, [topic of the minute]?

Every family office wants to know what other family offices are doing. They want to convene with and learn from their peers. They want access to good opportunities that have not been pick over or passed on by everyone else. Families want to see compelling legitimate deal flow, not deals that have been sucked dry by others (sponsors, funds, brokers) or that carry too much friction or risk to make any investment sense.

This is why I created The Bavelas Index (TBI)[™] Family Office Investor Sentiment Index[™], to analyze real time and historical "difficult to source data" from public and private resources, to create a credible sentiment index for trends that are important to family offices, private investors, institutional investors, entrepreneurs, private and public companies, data providers and those who serve family offices.

The index aggregates opinion, advice, data, blogs, social media, trends, private and public websites for all asset classes, rolled up to form a Family Office Investor Sentiment Index[™] which will be comprised of asset class specific indices (and metrics).

The Bavelas Index (TBI)[™] Family Office Investor Sentiment Index[™] will seek to provide an aggregate of trending data, information, and analysis to assist those in the family office investing sphere who need an additional touch point when making good business

and investment decisions, with no conflicting agenda. When utilizing such streamlined opinions, advice, sentiment, and trending data, combined with one's own anecdotal data and fact patterns, it is quite likely that there will be an exponential increase in the probability that one will make a more well-rounded and informed decision.

Single family offices prefer to learn from and convene privately with their peers, one-on-one and/or in small groups organized privately. Why is this? Single family offices do indeed give credence to learnings from the traditional sources (i.e. advisors, conferences, webinars, and published reports and the like). However, intelligence gathered from peers replete with personal anecdotes tends to be more highly prized. One of the reasons that learning from peers is preferred, is simply that those who are not peers often have conflicting agendas and biases, and their advice quite frequently does not spring from first-hand experience. With non-peers, the agenda is often obfuscated. This can create unnecessary risk for a family, and above all potentially waste the only asset we cannot create more of: TIME.

EVERYONE HAS AN AGENDA! Even your peers.

However, the agenda of your peers is more likely to align with that of your own. While the problems and

challenges of those who have hundreds of millions and billions of dollars are often the same as everyone else's problems, let's be frank, having massive amounts of money causes complexity that is idiosyncratic and specific to others with the same asset level. There are only a few people in your world who you can count on to get a straight answer. It is often those who have lived through similar challenges in real life, that present the most credible solutions.

While The Bavelas Index (TBI)[™] Family Office Investor Sentiment Index[™] will not seek to replace peer learning, it will seek to provide a "no conflict" aggregation of trending data, information, and analysis to assist those hoping to make well-considered business and investment decisions.

To be clear, The Bavelas Index (TBI)[™] Family Office Investor Sentiment Index[™] is a for-profit enterprise and will seek to make money. However, it will be super transparent that the profit be will be derived from subscription revenue, not from transactions or success fees.

Too many attempts have been made to aggregate such data, claiming to seemingly do one thing, while only really wanting to do another, without disclosing the real agenda. What a waste of everyone's time.

Pre-COVID there were approximately 20 credible family office organizations that conducted in-person gatherings. Even though many family offices did not attend such events in person, they would often enough either send a proxy, or glean what they could from published/distributed information associated with such events.

However, the most valuable information was and is still the private conversation with a peer that has experienced the horror, or pleasure of addressing similar life challenges.

The myriad of limitations presented by worldwide social distancing has further illuminated the opportunity to gather to obtain credible information. When opinions, advice, sentiment, and trending data are accessed and combined with one's own anecdotal data and fact pattern, it is quite likely that there will be an exponential

increase in the probability of making good decisions and so I put forward this index initiative to help those in the family office space I've inhabited for years.

During unique times like these, families require objective trustworthy touchpoints and varied views in accessible format, so stay tuned for The Bavelas Index (TBI)[™] Family Office Investor Sentiment Index[™]!

Arthur Andrew Bavelas, Founder of BavelasGroup Family Office, Family Office Insights, Arthur's Round Table Series, Family Office Funding Challenge, Global Business Network & The Family Office Impact Summit

As a globally recognized entrepreneur, author, and family office investor. Arthur Bavelas is a pioneer in developing one of the first private opportunity review networks, Family Office Insights, for investors within the family office community.

Fostering a collaborative method of evaluation and delivering a more efficient potential investment pipeline, Family Office Insights initiates timely peer-to-peer review of limited access investment opportunities.

Driven by dissatisfaction at lack of choices for private capital allocation, he founded Family Office Insights in 1998 to provide meaningful access and engagement opportunities for active, socially conscious entrepreneurs and wealth managers.

Mr. Bavelas draws upon his own experience founding, building and exiting a successful technology startup to evaluate current opportunities that often feature innovative intellectual property, bridge customer/market access, or solve some of the world's most daunting challenges.

As a founder of The Family Office Impact Summit and other impact efforts, Mr. Bavelas seeks to raise awareness and provide open access to technologies and innovation to effect societal and environmental change. He frequently speaks about wealth preservation, the new economy, entrepreneurship and legacy investing. His has co-authored several books and has been published in The Wall Street Journal, Bloomberg, and many others.

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