

'TheSelector' - Partnership model

Overview

Fundamental to the success of 'TheSelector' project is the ability of the business model to derive revenue streams from activities directed at the asset management industry, particularly asset management firms, but also support services such as tech, compliance and other back office players. These revenues are aimed at funding the IAB, TheClub and the Secretariate, without having to ask hard press fund/manager selectors – the Membership - for fees.

The Fortuna team envisions that, for asset managers, the invitation to participate in the professional journal's coverage by the IAB and Club Members will provide a strong incentive to AM firms to engage. This is because the firm's marketing teams can adopt a more targeted approach directing budget at fund selectors who have asked to engage with their firms as opposed to more random targeting.

The Fortuna team's role in engaging asset management firms is therefore two-fold – to carry out research, as directed by the IAB and Club's manager Selectors, on different AM firms with a view to teasing out qualitative information - while at the same time offering the prospect to the firm's marketing teams, to spend their sponsorship and budgets with TheSelector. The AM firms' paid for content will therefore promote what the various firms' marketers wish the Selector's to see, while the research will provide the Selector's with answers to qualitative questions they have put to the firms. This approach is a subtly different, but important, approach to the traditional AM trade magazine model.

It's worth noting that while the influence such advertising has over fund selectors will be no greater than any trade publication, the fact that the readership is known to be interested in the AM, and that the Club members approach them, should be particularly attractive to an AM firm's marketers. From the Selectors' point of view, the advertising is the price paid for not having to pay fees to join TheClub and have access to TheSelector.

From the Partners' perspectives this approach is a unique selling point of TheSelector model – one which offers greater assurance to the firms in terms of effective use of their marketing budgets.

While the AMs are core in terms of generating revenue, it's worth saying that there are other players in the AM industry, including the likes of tech companies, compliance, auditors, lawyers, etc., who would also like to have access to fund selectors, perhaps because Selector roles are not just limited to fund selection and could involve being professionally engaged in other related matters, after all some fund selectors are at managing director or CIO level within their respective firms.

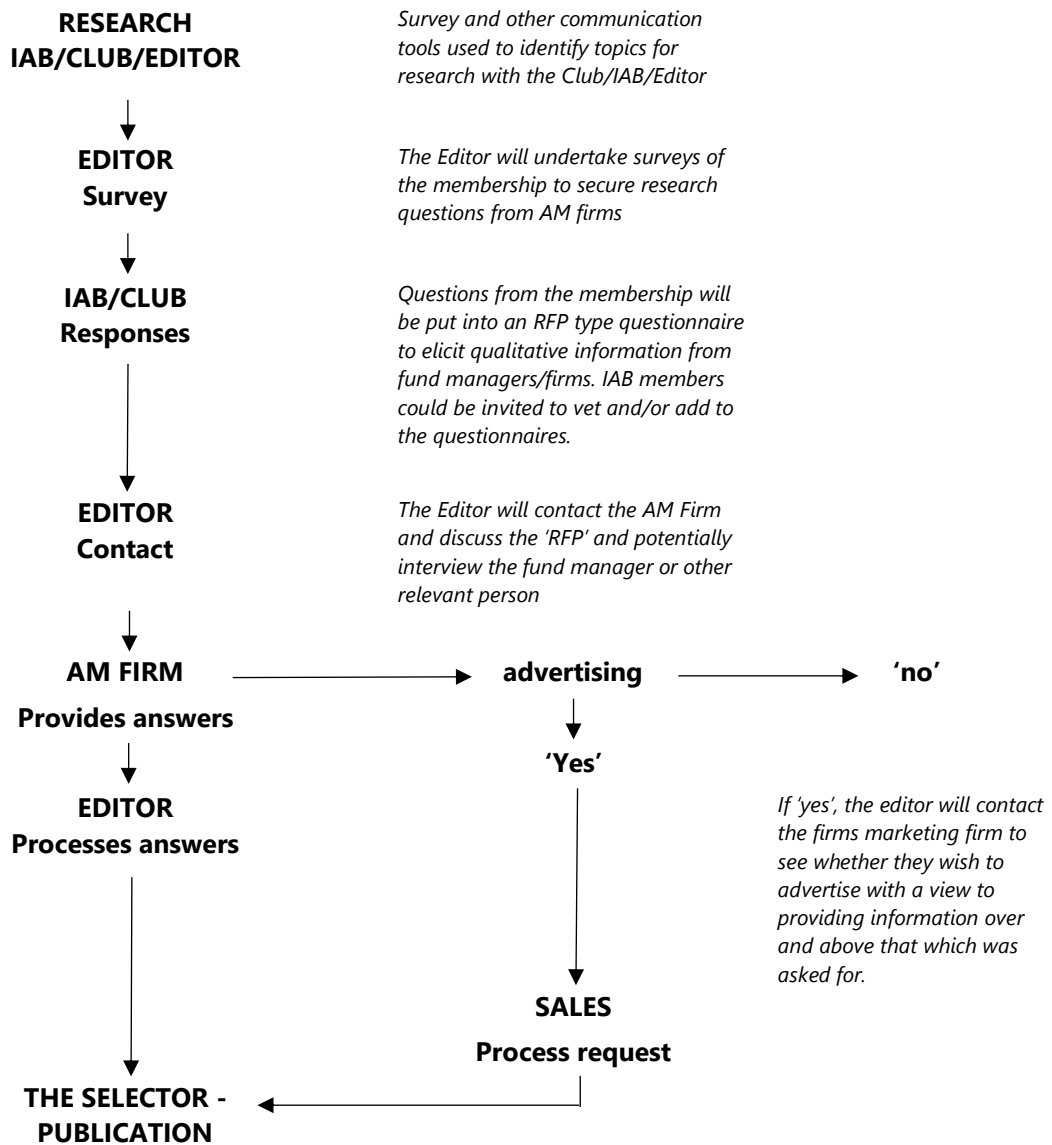
Founding Partners – concept

Given the importance of Partners in terms of revenue generation the Fortuna team is proposing that TheSelector project is launched with up to four 'Founding Partners' in place. Their role will be not simply to offer early revenue to the project but also to shape the development of the project from a Partner perspective, over time. The view is that for a discounted rate at outset, the Fortuna team will work with the Founding partners to develop the systems, processes and procedures that will suit not only the FPs but all other firms going forward. Once the commercial side of TheSelector has been established then the Founding Partners will be asked to pay the going rate, though it might be

thought prudent to continue to engage with them and other Partners to act as an Advisory Board to Fortuna.

The IAB will be asked to help identify Founding Partners in early 2023.

TheSelector - Partnership model schematic



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