

According to research from Microsoft, the average person has an eight second attention span. With that in mind, my partners and I spent 2018 building a company that launched December 2nd.

Now that eight seconds has elapsed and you have chosen to continue reading, I'd like to tell you the rest of the story. I've timed the remainder of this letter to around three minutes. Hang with me, there's valuable content ahead...

My professional background is finance and I am an investment advisor. I love what I do for those that I serve. The traditional investment advisory model affords professionals like myself the ability to earn a living by providing financial guidance for their clients.

Except.

This traditional investment advisory model is broken. It has been for a while. It exists solely because no value based alternatives to the commission-based and percentage-based fee structure between advisors and clients have been offered.

Until now.

The formula for success in my industry has long been based on landing as many dollars under management for a seemingly low fee, somewhere around 1.5 - 2%. Sure, it looks like a nominal amount to pay for expert advice but it's a punitive outcome. The more you have, the more you pay.

For someone with \$500,000 of retirement allocated funds that can equate to \$7,000 - \$10,000 in annual fees. Seems like a lot, huh? I've personally dealt with individuals who own accounts which generate in excess of \$20,000 in contractually obligated fees per year. And this is before we even get to the all-too-common hidden fees many are paying on top of commissions and percentages.

This model has survived for so long because the fees just come directly out of your investment account. They don't hit your checking account or credit card on a routine basis, so it's essentially out of sight out of mind. Can you say with relative certainty how much you paid your money manager in 2018? If you can't, we'll give you a pass this time, most people don't know.

We're changing that. Meet Bitsy Advisor.

Flat fees, tiered pricing, and on-demand access are hallmarks of amenities in our modern lifestyles. We embrace products and services that deliver value well above their cost. Bitsy Advisor was created to reflect these conveniences and remove the unnecessary hassles of a self-complicating industry.

Our team has spent the last year developing, testing, and launching an efficient and simplistic investment platform suitable for all users of various skills, knowledge, and wealth. The goal was to deliver the meaningful and much needed change for clients while promoting equity, transparency, and ease – elements long ignored by the investment advisory industry.

As a result, Bitsy Advisor has been well received. Since our pre-launch in September, we have a rapidly growing client base. Our seamless user experience will continue to be the subject of innovation as we unlock new opportunities to deliver best in class service through our model.

We're asking for your support.

When you can, visit <http://www.bitsyadvisor.com> and check out the website. Of course we'd love to have you as a client and want you to consider making the move when you're ready. We are also building our social media presence across multiple channels including Facebook, Instagram, Twitter, and LinkedIn.

Please like, follow and/or share as you see fit. This will be our primary method of communication to the public. We promise not to spam your feed but we will deliver insightful, sometimes funny (at least we think so), and reasonable messages that are relevant to our mission.

Lastly.

Thanks for your time. We're approaching my three minute deadline so I'm going to leave you with this. All credit to an anonymous Reddit poster;

NETFLIX did not kill Blockbuster. Ridiculous late fees did.

UBER did not kill the taxi business. Limited access and fare control did.

APPLE did not kill the music industry. Being forced to buy full length albums did.

AMAZON did not kill other retailers. Poor customer service and experience did.

AIRBNB is not killing the hotel industry. Limited availability and pricing options are.

Technology by itself is not the disruptor. Not being customer-centric is the biggest threat to any business.

B. Forrest Tuten
Founder, Bitsy Advisor