

Brochure for:  
Rhinebeck Ventures, Inc. (RVI)  
Org. No. 155688 As of 11/20/10

**FORM ADV (Paper Version)**  
**UNIFORM APPLICATION FOR INVESTMENT ADVISER**  
**REGISTRATION**  
**Part 2A of Form ADV: Firm *Brochure***

**Item – 1 - Cover Page**

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Rhinebeck Ventures, Inc. primarily conducts advisory business under the name of  
– JP Consulting.

**This brochure provides information about the qualifications and business practices of JP Consulting. If you have any questions about the contents of this brochure, please contact us at 718-612-5939 or [josephprakashnyc@yahoo.com](mailto:josephprakashnyc@yahoo.com). The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. Additional information about JP Consulting is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

**Item – 2 - Material Changes**

Because we are a new company and this is our first Brochure, we have no Material Changes to report.

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#### **Item 4 - Advisory Business**

Rhinebeck Ventures, Inc. is a relatively new company. Our company was formed in October 2010 and our advisory business is relatively new. All of the common stock of Rhinebeck Ventures, Inc. is owned by Joseph Prakash, CFA, who brings more than 20 years of experience in investments.

*Types of advisory services offered* – Because we are a small company, our plans are to bid on opportunities to serve as an investment advisor to smaller towns and municipalities in the U.S. that could benefit from our experience. Before submitting a bid to manage money for a town or municipality, we try to understand the financial needs of the town or municipality that seeks our expertise and we try to tailor our advice to suit the unique financial needs of our client. Our clients may impose restrictions on investing in certain securities or types of securities. Currently, we do not have any client assets under management.

#### **Item 5 - Fees and Compensation**

Because we do not have any assets under management currently, we do not have a fee schedule. However, our plans are to price our services using a combination of a percentage of assets under management and flat fees, as applicable. Our fees are not negotiable. We plan to bill our clients for fees, as incurred, on a quarterly basis, in arrears, after the fees have been earned by us. Fees already earned by us are not returnable. Other than the fees already disclosed to our clients, we do not impose any other undisclosed fees or expenses on our clients.

Some of our clients may incur brokerage and other transaction costs, pertaining to the securities for which we provide investment advice. These brokerage and other transaction costs would be in addition to our own fees.

#### **Item 6 - Performance-Based Fees and Side-By-Side Management**

We do not charge any *performance-based fees* – that is, fees based on a share of capital gains on or capital appreciation of the assets of a *client* (such as a *client* that is a hedge fund or other pooled investment vehicle).

### **Item 7 - Types of *Clients***

Our typical client would be a relatively smaller town or municipality in the U.S.

### **Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss**

Joseph Prakash, CFA brings more than 20 years of experience in the analysis and evaluation of investments, both from the perspective of the individual investment and from the perspective of a portfolio of investments. Before making the recommendation to buy or sell a particular security, we conduct a fundamental analysis of the security based on all publicly available information, real time Bloomberg data and other information available to us from the internet. We then formulate a view or thesis regarding the investment opportunity in question. Our analysis is not infallible. We could make errors in judgment when picking a security and those errors could result in losses to our clients. Also, we could make errors in not picking a security for investment which in hind-sight could turn out to have been a good investment opportunity which could have generated revenues for our clients.

### **Item 9- Disciplinary Information**

Neither the company nor Joseph Prakash has any form of disciplinary information to report.

### **Item 10 - Other Financial Industry Activities and Affiliations**

Joseph Prakash and JP Consulting may engage in consulting activities for insurance companies regarding their investments. However, these activities would not require us to give investment advice.

**Item 11 - Code of Ethics, Participation or Interest in *Client* Transactions and Personal Trading** - As a Chartered Financial Analyst (CFA) and member of the CFA Institute, Joseph Prakash is bound by the ethics and code of conduct of a CFA Charter holder. This code of conduct is reflected in the Association for Investment Management and Research (AIMR) *Standards of Practice Handbook*. Our clients may request a copy of the *Standards of Practice Handbook* for a nominal fee.

Our client's accounts are managed separately from our own money. We do not co-mingle or recommend securities that we own to our clients.

**Item 12 - Brokerage Practices**

In selecting or recommending broker-dealers for *client* transactions and determining the reasonableness of their compensation (*e.g.*, commissions), the following factors should be considered:

- Research and Other Soft Dollar Benefits - Joseph Prakash, CFA conducts his own fundamental analysis in conjunction with data from Bloomberg and other publicly available information. As such we do not have the conflicts that come from using broker-dealer provided research.
- Prices charged to the client do not reflect any "soft dollar" costs.
- We do not rely on the broker-dealer to provide client referrals

### **Item 13 - Review of Accounts**

We do not have any client accounts at the present time. Once we do, we plan to review the client account relationship at least once a year. These reviews would be conducted by the President of the company.

### **Item 14 - Client Referrals and Other Compensation**

We do not have any other compensation arrangements either from us or to us from other third parties.

### **Item 15 - Custody**

We plan to use qualified custodians for all client accounts.

### **Item 16 - Investment Discretion**

We plan to make investment advice and recommendations to our clients. We do not plan to accept *discretionary authority* to manage securities accounts on behalf of *clients*.

### **Item 17 - Voting Client Securities**

We expect our clients to vote their own securities. We will however provide them with a recommendation and analysis justifying a particular vote. However the actual voting would be done by our client after they receive an analysis on the voting decision from us. Since we do not plan to own the same securities as our client, no conflicts of interest are anticipated. If ever there is a conflict of interest regarding our voting recommendation, we plan to disclose such a conflict of interest to the client.

### **Item 18 - Financial Information**

Because we are a newly formed company, we do not have any financial information to report at the present time.