



Proven Results

INNOVATION PARTNERS, LLC

Plantation Center Office Complex

2423-A Plantation Center Drive

Matthews, NC 28105

(704) 708-5461

www.innovationpartnersllc.com

May 2, 2014

This Brochure provides information about the advisory personnel on whom you may rely for investment advice. Please contact IPLLC if you did not receive our Brochure (ADV Part 2A) or if you have any questions about the contents of this supplement. Additional information about IPLLC or advisory personnel is available on the SEC's website at www.advisorinfo.sec.gov.

Advisory Personnel

Gregory Smith

CRD#: 1252027

Innovation Partners LLC ADV Part 2B Gregory Smith

Item 2- Educational Background and Business Experience

Gregory Smith

University of Texas Dallas, MBA International Management 1989
University of Notre Dame, BBA, Finance (Magna cum Laude) 1981
Charter Financial Analyst (CFA)
Member CFA Institute & Kansas City Society of Financial Analysts
Mr. Smith passed the FINRA series 7, 24, 53, 63 and 65 exams

Business Background

Innovation Partners LLC: 10/2013 to Present – Registered Representative and Investment Advisor Representative
Immersion Investment Group: 2009 to Present – Owner and Consultant
TIAA CREF Life Insurance Company 2005 to 2009 – Vice President Product Development, Strategic Business Development and Investment Research
Kansas City Life Insurance Company/Sunset Securities: 1995 to 2005 – President
Citizens Insurance Company of America: 1992 to 1995 – International Director of Training (Negocios Savoy)

Item 3 – Disciplinary Information

Registered advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

Item 4 – Other Business Activities

Mr. Smith is the owner of Immersion Investment Group and receives a consulting fee for the activities which may be billed hourly, monthly or daily.

Innovation Partners LLC (IPLLC) is registered as a broker/dealer and registered investment advisor and is also a licensed Insurance agency. Our representatives are registered with IPLLC as registered representatives and or investment advisor representative and may also be licensed insurance agents. IPLLC and our representatives, acting in capacity as insurance agents, will earn commission-based compensation for selling insurance products such as life, health, and long term care products. Insurance commissions are separate from our advisory fees. This practice presents a conflict of interest where representatives providing investment advice on behalf of our firm and who are also insurance agents may have an incentive to recommend insurance products to clients for the purpose of generating commissions. In addition, IPLLC is a fiduciary and must act in the best interest of clients. Clients are under no obligation, contractually or otherwise, to purchase insurance products or any other products through IPLLC.

IPLLC and our representatives may recommend that clients use a third-party investment advisor ("TPIA") based on their needs and suitability. Prior to referring clients to third party advisors IPLLC ensures that the third-party advisors are duly licensed or notice filed with the Department of Corporations or other appropriate jurisdictions. IPLLC and our representatives may receive compensation from these TPIAs for recommending that clients use their services. This compensation generally takes the form of the TPIA sharing a percentage of the advisory fee the client pays to them with IPLLC and the respective representative.

These compensation arrangements present a conflict of interest because IPLLC and our representatives may have a financial incentive to recommend TPIAs that pay fees rather than those that don't. In addition, IPLLC and our representatives may have a conflict to refer clients to those TPIAs that pay higher fees over those that pay lower fees. Clients are not obligated, contractually or otherwise, to use the services of any TPIA that IPLLC or our representatives recommend.

IPLLC provides actuarial and other consulting services. The fees for such services are separate and apart from the advisory fees charged by IPLLC.

The actuarial and other consulting services that IPLLC provides include but are not limited to the following:

- Actuarial Analysis
- Stochastic Analysis
- Risk Analysis
- Charitable Lead Annuity Tax Planning
- Structured Tax Planning
- Income and Withdrawal Planning
- Benefit and Compensation Planning
- Life, Health, and Disability Analysis

Innovation Partners LLC ADV Part 2B Gregory Smith

- Long Term Care Insurance Analysis
- Supplemental Executive Retirement Planning
- Estate and Gift Tax Planning
- Charitable Planning
 - Business Succession Planning

Item 5 – Additional Compensation

Registered investment advisors are required to disclose if the supervised person received an economic benefit from someone who is not a client for providing advisory services. No information is applicable to this Item.

Item 6 – Supervision

The supervised person is monitored by the Chief Compliance Officer (CCO) through periodic sampling of archived emails, mandatory compliance meetings and ongoing review of marketing materials. The CCO is Patrick Sutherland.

Item 7 – Requirement for State Registered Advisors

Registered investment advisors are required to disclose whether the supervised person has been involved in any events related or otherwise being found liable to arbitration claims alleging damages in excess of \$2,500.00, civil or self-regulatory organization or administrative proceedings involving: investment or investment related activity, fraud, false statement (s) or omissions, theft, embezzlement, wrongful taking of property, bribery, forgery, counterfeiting, extortion, dishonest, unfair and unethical practices. No information is applicable to this Item.

Registered investment advisors are required to disclose whether the supervised person has been the subject of a bankruptcy petition. No information is applicable to this item.