



Client Relationship Summary

BlackCrown Inc
(CRD # 298140/SEC#:801-113929)

Our firm, Blackcrown Inc, is a registered investment advisor with the U.S. Securities and Exchange Commission ("SEC"). Investment advisory services and fees differ and it is important for you to understand these differences. For example, brokers are not fiduciaries. Free and simple tools are available to research firms and finance professionals at <http://investor.gov/CRS>, which also provides educational materials about broker-dealers, investment advisers, and investing.

Relationship & Services

What Investment services and advice can you provide me?

Blackcrown DBA Future Advice [www.futureadvice.com] offers investment advisory services to Qualified Purchaser ("QP") as defined in the Investment Company Act of 1940. Under Section 2(a)(51) of the Investment Company Act, a "Qualified Purchaser" is:

- A person holding \$5MM or more in investments
- A company holding \$5MM or in investments owned by close family members
- A trust, albeit not one formed specifically for the investment in question, holding \$5MM or more in investments
- An investment manager with \$25 million or more under management
- A company holding \$25 million or more in investments

Blackcrown offers investment advisory services to Qualified Institutional Buyers ("QIB") pursuant to Rule 144A, including LLC's and RBIC's as long as they satisfy the \$100MM in securities owned and invested threshold. Typically, a QIB is a company that manages a minimum investment of \$100 million in securities on a discretionary basis or is a registered broker-dealer with at least a \$10 million investment in non-affiliated securities.

Blackcrown offers investment advisory services for corporate entities, either as an LLC, C-Corp or S-Corp entity whereby the client is a senior executive operating in a management capacity or limited partner capacity overseeing the performance of the privately held legal entity whereas these privately held entities, either direct or through a pass-through interest, contributes to a significant majority of the client's total net worth. Blackcrown offers investment advisory services for other SEC registered investment advisors and FINRA registered Independent Broker Dealers regarding fiduciary CRM management services.

We do not offer advice on portfolio allocation or financial planning or investment planning regarding to publicly traded investment portfolio comprising of publicly traded stocks and bonds. We do not offer investment advice on publicly traded investment portfolios, nor do we offer investment advice on personal investments relating to publicly traded stocks and bonds. We offer investment advice pertaining to practice performance management and private equity investments, for founder owned businesses and their privately and/or publicly owned companies where the client is a C-level executive on the executive management committee or on the board of directors, whereby the client's majority net worth is related to their independent practice.

We define investment advice as the following:

- CRM completion services within a fiduciary framework for independent RIA owners and Independent Broker Dealer ("IBD") management teams regarding their CRM system, thereby ensuring their CRM systems are properly connected with portfolio, planning and custody/clearing systems, which helps scale REG BI across all households, track prospects, scale new account opening, scale client household maintenance, establish wallet share analytics, create critical practice management KPIs, deploy active-advisor performance tracking solutions, thereby increasing the value of the practice, and contributing to greater absolute net worth. This is provided through our management consulting service www.futureadvice.com

- Integrated Practice Due Diligence (“IPDD”) within a fiduciary framework for independent RIAs and IBDs to track operational KPIs, critical performance management analytics around rep/advisor activities regarding client financial accounts, and pre/post close M&A synergies & combination services that protects the firm’s valuations and aids in establishing post-close synergies of acquired practices and/or rep/advisor book of businesses. This is provided through our management consulting service www.futureadvice.com
- Fiduciary CRM advisory with KPI management to scale AML/CIP/KYC requirements and protect enterprise value for independent wealth management firms [either an RIA or IBD]. Our service supports the household oversight process with direct integration [from Salesforce CRM] to treasury sanctions lists. The fiduciary CRM ensures Salesforce is best setup to support the wealth management firm. This is provided through our management consulting service www.futurekpis.com
- Regulation KPI Management for Artificial Intelligence Solutions from CRM; independent RIAs seeking to establish generative artificial intelligence (“AI”) from their CRM system face tremendous hurdles such as organizing personally identifiable information around their investor-clients notwithstanding proper multi-custodial integrations, portfolio management system integrations, and financial planning software integrations. This service enables independent wealth management firms to organize their CRMs such as Salesforce Financial Services Cloud with an integrated household with data points connected from a myriad of financial applications and custodians to enable forward looking generative AI solutions; this service can be considered a “Pre AI” data solution to enable independent wealth management firms to organize their CRM data for generative AI solutions without compromising the integrity of advice and the integrity of investor-client data privileges.
- Outsourced Financial Planning Service Bureau for Senior and Next Generation Assets; this service supports independent wealth management firms with an outsourced financial planning service bureau, ensuring financial plans are conducted across senior clients and beneficiaries. We do not hold custody but provide an outsourced service bureau to help independent broker dealers and independent wealth management firms protect their practice value and ensure compliance with regulations concerning REG BI and fiduciary standards.
- RIA M&A Combination & Synergy is investment advice for independent wealth management firms engaged in the business activity of acquiring other independent wealth management firms; ensuring household combinations are best integrated and merged to ensure integrity of financial advice, outlining the best combination of households to advisors with data backed from the portfolio management system, and multi-custodial integrations. We deliver this service through the independent wealth management firm’s CRM system, such as Salesforce Financial Services Cloud, and ensure the CRM system’s data has integrity and established workflows to ensure protect quality of advice.

Investment Authority: At no point will Blackcrown hold custody of client assets; Blackcrown is strictly in the services of rendering fiduciary advice over the internet.



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Additional Information: For more detailed information on our relationships and services, please see Item 4—Advisory Services, and Item 7 -Types of Clients of our Form ADV Part 2A available via our firm’s [Investment Advisor Public Disclosure Page](#).

Conversation Starters: How do I complete my Salesforce CRM investment? How will my Salesforce CRM ROI improve and be completed by using your service? How will we translate and transform our legacy practice processes into a better operating model by using Salesforce CRM as the choice CRM system? How can I outsource my financial planning service through a financial planning service bureau? How can we merge the RIAs we’ve acquired through your service? How can my independent wealth management firm have an on-going monitor to ensure alternative investments are constantly suitable and in the best interest for my accredited and/or qualified purchasers?

Standard of Conduct as an SEC Registered Internet Advisor

What is an SEC Registered Internet Advisor?

By Legal Definition: According to SEC rule 203A-2(e) of the Investment Advisor Act of 1940, a registered investment advisor operating under the Internet Advisor Exemption, strictly provides the following:

- A registered investment advisor [“RIA”] provides investment advice to advisory clients through an interactive website. An interactive website means a site in which computer software-based models or applications provide investment advice based on personal information each client submits through the website.
- The registered investment advisor provides advice to all its clients exclusively through the interactive website.
- And, finally, the RIA firm maintains documentation demonstrating that it provides investment advice to clients exclusively through an interactive website.
- An internet advisor may provide investment advice outside of its interactive website to fewer than 15 clients during the preceding 12 months

How will I Interact with BlackCrown?

- Most, if not all clients, except for 14 client relationships, will obtain a customer portal access to a platform built securely on Salesforce.com or Salesforce force.com platform or through their virtual reality hardware [e.g., Oculus]
- BlackCrown may conduct confirmatory due diligence manually but overall result and computation of results to derive financial advice will be derived from a computational algorithm whereby output of a comprehensive household 360 and KPI quality report will be delivered to the customer on a quarterly basis.
- BlackCrown may conduct a fiduciary opinion on the financial advisors CRM, enabling the RIA or IBD to communicate the risks and gaps within their CRM management system spanning from operational, financial and regulatory; areas presenting potential risk to the firms’ valuation.

Conversation Starters: Given my firms’ CRM system, how might we best integrate our multiple custodians, portfolio management, planning software into Salesforce? How is my CRM situated? Are there gaps in the CRM system and how might we assess the quality of our book/household? How at-risk is our CRM management process, and where do we lack the ideal KPIs to oversee our clients? Do we have gaps within our CIP/AML/KYC program regarding our households and year end ADV filings?

Fees, Costs, Conflicts and Standard of Conduct

What fees will I pay?

Asset-Based Fees: Yes. Independent Registered Investment Advisor and Independent Broker Dealers can expect to pay asset based fees for RIA Synergy & Earnings monitoring for private equity reporting; this is ONLY applicable to firms with private equity funds as either a majority or minority owner.

The RIA synergy & earnings monitoring for private equity reporting encompasses the delivery of data backed reporting that helps independent wealth management firms determine the appropriate post-integration process to realize RIA M&A synergies. This service is administered with the following blended fee schedule:

RIA Assets Under Management ("AUM")	Annual Advisory Fee
Less than \$100MM	2 bps
Between \$100MM to \$500MM	1.80 bps
Between \$500MM to \$750MM	1.60 bps
Between \$750MM to \$1.5B	1 bps
Between \$1.5B to \$5B	0.6 bps
Greater than \$5B	Negotiable

Fixed Fees: BlackCrown charges fixed fees for fixed services that govern CRM Completion Services, Integrated Practice Due Diligence ("IPDD"), RIA M&A Combination Services, Fiduciary CRM Advisory, and Regulation KPI Management services.

CRM Completion Services

RIA Assets Under Management ("AUM")	Annual Fixed Fee
Less than \$100MM	\$25,000
Between \$100MM to \$500MM	\$55,000
Between \$500MM to \$750MM	\$75,000
Between \$750MM to \$1.5B	\$125,000
Between \$1.5B to \$5B	\$225,000
Greater than \$5B	Negotiable

Integrated Practice Due Diligence ("IPDD")

Assets Under Management of the Selling RIA	One Time IPDD M&A Quality of Book Diligence Fee
Less than \$100MM	\$15,000
Between \$100MM to \$500MM	\$35,000
Between \$500MM to \$750MM	\$65,000
Between \$750MM to \$1.5B	\$95,000
Between \$1.5B to \$5B	\$125,000
Greater than \$5B	Negotiable

RIA M&A Combination Services

RIA Assets Under Management ("AUM")	One Time IPDD M&A Diligence Fee
Less than \$100MM	\$25,000
Between \$100MM to \$500MM	\$35,000
Between \$500MM to \$750MM	\$65,000
Between \$750MM to \$1.5B	\$95,000
Between \$1.5B to \$5B	\$125,000
Greater than \$5B	Negotiable

RIA FIDUCIARY CRM ADVISORY

RIA Assets Under Management ("AUM")	One Time IPDD M&A Diligence Fee
Less than \$100MM	\$25,000
Between \$100MM to \$500MM	\$35,000
Between \$500MM to \$750MM	\$65,000
Between \$750MM to \$1.5B	\$95,000
Between \$1.5B to \$5B	\$125,000
Greater than \$5B	Negotiable

Regulation KPI Management for Independent RIAs

RIA Assets Under Management ("AUM")	KPI Management Fees (Annual Retainer)
Less than \$100MM	\$25,000
Between \$100MM to \$500MM	\$45,000
Between \$500MM to \$750MM	\$85,000
Between \$750MM to \$1.5B	\$125,000
Between \$1.5B to \$5B	\$255,000
Greater than \$5B	Negotiable

Regulation KPI Management for Independent IBDs

RIA Assets Under Management ("AUM")	One Time IPDD M&A Diligence Fee
Less than \$100MM	\$25,000
Between \$100MM to \$500MM	\$45,000
Between \$500MM to \$750MM	\$85,000
Between \$750MM to \$1.5B	\$125,000
Between \$1.5B to \$5B	\$255,000
Greater than \$5B	Negotiable

Regulation KPI Advisory and Monitoring for FinCEN AML/KYC/CFT rules [KPI Services are included]

RIA Assets Under Management ("AUM")	One Time IPDD M&A Diligence Fee
Less than \$100MM	\$25,000
Between \$100MM to \$500MM	\$55,000
Between \$500MM to \$750MM	\$95,000
Between \$750MM to \$1.5B	\$135,000
Between \$1.5B to \$5B	\$325,000
Greater than \$5B	Negotiable

Outsourced Financial Planning Service Bureau

RIA Assets Under Management ("AUM")	Basis Points on AUM
Less than \$100MM	5 bps
Between \$100MM to \$500MM	4 bps
Between \$500MM to \$750MM	3.5 bps
Between \$750MM to \$1.5B	3 bps
Between \$1.5B to \$5B	2 bps
Greater than \$5B	Negotiable

RIA M&A Unification & Synergy Management with Advanced Integration Technology.

RIA Assets Under Management ("AUM")	Annual Advisory Fee
Less than \$100MM	2 bps
Between \$100MM to \$500MM	1.80 bps
Between \$500MM to \$750MM	1.60 bps
Between \$750MM to \$1.5B	1 bps
Between \$1.5B to \$5B	0.6 bps
Greater than \$5B	Negotiable

Hourly Fees: Our hourly fees for financial planning, asset monitoring & valuation services, fiduciary opinions, senior executive asset monitoring & protection services are at a rate of up to \$750 per hour. We collect fees in a single installment. Hourly fees are negotiable based on the nature and complexity of the services to be provided and the overall relationship with us. We provide you with an estimate for total hours and overall costs prior to engaging us for these services.

Other Fees & Costs: In addition to our advisory fee, there will be no third-party manager fees, no custody fees, no account administrative fees, nor fees related to mutual funds or any funds. BlackCrown is strictly a digital fiduciary to deliver services regarding financial planning, asset monitoring & valuation services, fiduciary opinions, senior executive asset monitoring & protection services.

Conversation Starters: Help me understand how to work with you to best assess my firm's CRM management and KPI management projects? How do we best merge and unify multiple acquired RIAs using Salesforce with multiple portfolio systems such as Addepar, BlackDiamond, Orion, Tamarac or multiple custodians? How does my firm consolidate operations, translate legacy workflow processes and track net new AUM KPIs?

Legal Obligations and Fiduciary Duty

What are your legal obligations to me when acting as my investment advisor? How else does your firm make money and what conflicts of interest do you have?

When we act as your investment advisor, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interest. You should understand and ask us about these conflicts because they can affect the total cost of services even though these costs are associated with technology servicing fees and at no point during our relationship, will BlackCrown ever hold custody, discretionary or active management on your private investments in privately held entities.

For certain qualified clients, where the underlying privately owned or privately managed company that operates itself as an independent RIA or independent broker dealer, of which the client is a major stakeholder, or employment situations where such privately owned or managed company contributes a significant portion of the client's total net worth, we will strongly recommend a comprehensive CRM management strategy that builds upon a comprehensive planning, portfolio, regulatory, and CRM integration solution that protects the firm's valuation.

Additional Information: For more detailed information, please refer to our Form ADV Part 2 ([Here](#))

Fixed Fees: BlackCrown, at a minimum, charges a flat annual fee of \$25,000 annually, collected monthly, at the beginning or end of the month, largely dependent on the scheduled start date of the digital advisory services agreement. This fee is negotiable based on the nature and complexity of the services to be provided and the overall relationship with us.



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Conversation Starters: Help me understand how to work with you as a fiduciary only capacity? If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me? How long are the fiduciary CRM advisory arrangements and what kind of reports are delivered?

Conflicts and Obligations

How do your financial professionals make money?

Our professionals make money through annual retainers or, for Qualified Institutional Buyers with private equity fund ownership (majority or minority), we charge asset-based fees for RIA M&A Synergy & Earnings Monitoring.



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Disciplinary History

Do you or your financial professionals have legal or disciplinary history?
No.
Conversation Starters:

You can find additional information about our investment advisory services by viewing our Form ADV Part 2A available via our firm's Investment Adviser Public Disclosure Page or by visiting www.futureadvice.com. You can request up to date information and a copy of our client relationship summary by contacting us at (917) 838-9736

Conversation Starters: How do we translate our legacy processes into highly integrated (new) processes that help address utilization and adoption of better technologies? My Salesforce system is mismanaged, and the Salesforce account executive oversold the product. How do we manage going forward to set up my CRM system properly? Integrate safely with assurances of actual connections?
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