

Part 2B of Form ADV: *Brochure Supplement*

Item 1 Cover Page

February 1, 2021

This brochure supplement provides information about David R. Rice, individual CRD No. 1233413, that supplements the Insight Capital Management, LLC, CRD No. 176530, brochure. You should have received a copy of that brochure. Please contact David R. Rice at david@insightcapmgmt.com if you did not receive the Insight Capital Management, LLC, brochure or if you have any questions about the contents of this supplement.

Additional information about David R. Rice is available on the SEC's website at www.adviserinfo.sec.gov.

Our Name and Address:

Insight Capital Management, LLC,
2001 Crow Canyon Road, Suite 150
San Ramon, CA 94583

Our Contact Information:

David R. Rice, Chief Compliance Officer
(925) 362-9571
(925) 362-9577 (fax)
david@insightcapmgmt.com

Item 2 Educational Background and Business Experience

This item lists my education and my business experience.

David R. Rice, born 1951.

Syracuse University 1969 - 1973, BA Economics;
University of California, Berkeley, MBA Accounting.

Business Background:

NPCI Companies, 1985 – 1990; National Holistic Institute, 1990 – 1991; FTFS, 1986 – 1991; Investment Architects, Inc., 1993-1993; Guardian Investor Services Corporation, 1994 – 1995; David R. Rice, Financial Advisor, 1991 – Present; Guardian Investor Services Corporation, 1998 -1999; Park Avenue Securities, LLC, 1999 – 2001; New England Life, 1983 – 1985; The Guardian Life Insurance Co., 1985 – 1999; Rice Pontes Capital, Inc., 1995 – 2016; Insight Capital Management, LLC, 2016 – present; Investment Architects, Inc, 2016 – Present; Resource Investment Architects, 2017 – 2019, Member of Financial Planning Association.

Item 3 Disciplinary Information

This item discusses any disciplinary problems connected with me.

There have been no disciplinary problems involving me.

Item 4 Other Business Activities

This item lists other businesses in which I am involved.

Investment Architects, Inc., a securities broker-dealer and investment advisor.

I am also a licensed insurance agent with many insurance companies. In addition, I have a business, David Rice Financial Advisor, doing retirement planning. Neither of these entities are investment advisors because they do not give investment advice

I spend approximately 5% of his time at Investment Architects. Inc., a securities broker-dealer and investment advisor, David Rice Financial Advisor, and 95% at Insight Capital Management, LLC.

Please see Item 2, Educational Background and Business Experience, of this brochure for a complete listing of all business experience and relationships.

Item 5 Additional Compensation

This item discusses any compensation in addition to investment advisory fees that I may receive in connection with giving investment advice to you.

If, under certain conditions, as a result of investment advice, you were to purchase an insurance policy from me I would receive a portion of the standard commission for such a sale. I would tell you about this before and you are under no obligation to act on our recommendations. Furthermore, if you elect to act on any of our recommendations, you are under no obligation to effect any through any particular broker-dealer or through any associated person.

Item 6 Supervision

This item gives you information about the company's supervision of my investment advisory activities.

David Rice is self-supervised. The investment adviser firm (Insight Capital Management, LLC) supervises all my activities. If you have any questions or concerns, please contact me, David Rice, Managing Member and Chief Compliance Officer, at (925) 362-9571 or by email at david@insightcapmgmt.com.