

Brochure Supplement

January 13, 2021

Focused Alpha, LLC

CRD No. 310591

Daniel I. Barotz

Managing Member

Individual CRD No. 5114484

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This brochure supplement provides information about Daniel I. Barotz that supplements the Focused Alpha, LLC brochure. You should have received a copy of that brochure. If you did not receive a brochure or if you have any questions about the contents of this supplement, please contact us at 303-529-5100 or email to info@focusedalpha.com.

Additional information about Daniel I. Barotz is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

Daniel I. Barotz (b. 1983) is the Managing Member of Focused Alpha, LLC.

A. Educational Background

BA Economics, Colorado State University 2005

B. Business Background

Managing Member, Focused Alpha, LLC	08/2020–Present
Vice President/Senior Portfolio Manager, UBS Financial Services Inc.	08/2011–Present
Financial Advisor, Morgan Stanley Wealth Management	02/2007–08/2011

Item 3: Disciplinary Information

Daniel I. Barotz does not have any disciplinary action to report. Public information concerning his registration as an investment advisor representative may be found by accessing the SEC's public disclosure site at www.adviserinfo.sec.gov.

Item 4: Other Business Activities

Daniel Barotz is involved in the following business activities:

Tailored Catering Solutions dba OfficeFeeder: CO-Founder, Advisor, Board Member

- OfficeFeeder provides meal planning and delivery coordination for offices and events.
- FA may use the service; and recommend the service to its asset managers and wholesalers which could present a service in that FA could favor such asset managers and wholesalers in its recommendations to clients.

EcoMark Solar: Advisory Board Member, Investor

- EcoMark Solar offers solar panel consultation and design to financing, solar installation, and aftercare.
- Please be advised that EcoMark Solar may be recommended to clients and such recommendations pose a conflict of interest in that the recommendation of EcoMark Solar may be viewed as being in the best interests of FA. In addition, current clients may own EcoMark and such ownership presents its own conflict in that there is an economic incentive for FA to favor such clients in terms of investment opportunities, trade allocation and allocation of its time.

PackBack: Investor

- PackBack enables inquiry-based online discussion at scale. Using AI, the platform acts as a Digital TA to coach students to ask their open-ended questions, auto-moderate the discussion, and help instructors amplify the impact of their feedback.

- Please be advised that PackBack may be recommended to clients and such recommendations pose a conflict of interest in that the recommendation of PackBack may be viewed as being in the best interests of FA.

SMRxt: Investor

- SMRxt's medication adherence system, Nomi, captures data to reveal how patients take medication.
- Please be advised that SMRxt may be recommended to clients and such recommendations pose a conflict of interest in that the recommendation of SMRxt may be viewed as being in the best interests of FA.

Insurance Sales

- Daniel Barotz is a licensed insurance agent and may recommend insurance products offered by such carriers for whom he functions as an agent and receive a commission for doing so. Please be advised there is a conflict of interest in that there is an economic incentive to recommend insurance and other products of such carriers. Please also be advised that FA strives to put its clients' interests first and foremost, and clients may utilize any insurance carrier or insurance agency they desire.

Item 5: Additional Compensation

Daniel I. Barotz receives additional compensation through his business activities described in Item 4 above.

Item 6: Supervision

Supervision of Daniel I. Barotz is performed by Gery Sadzewicz, Chief Compliance Officer, through reviews of internal transaction and security holdings reports, electronic and physical correspondence, and other internal reports as mandated by the firm and its regulatory authorities. Gery Sadzewicz can be reached at 815-782-1250 Ext. 101.