

# Enum Equity LLC

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*This brochure provides information about the qualifications and business practices of Enum Equity. If you have any questions about the contents of this brochure, please contact us at [hi@enumequity.com](mailto:hi@enumequity.com) or (415) 347-9395. 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 Enum Equity also is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

*Enum Equity is an SEC-registered investment adviser. Registration does not imply any level of skill or training*

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# Advisory Business

Enum Equity was founded in 2022 as an investment advisor. Enum Equity is a limited liability company.

In addition to the publication of online investment newsletters aimed at a general audience limited to stocks, bonds, options, real estate, and crypt, Enum Equity offers personalized investment advice through its interactive website and software platform.. We do not offer portfolio management, market timing services, or personalized investment advice.

Enum Equity's advisory services are tailored to individual clients through our software platform. Our model screens candidates for eligibility based on an initial questionnaire, and generates a preliminary portfolio based on their responses. The portfolio is refined as further data is provided to our more comprehensive software model. As we do not offer portfolio management services, clients are free to ignore aspects of our recommendation they disagree with in their own personal accounts

Enum Equity does not participate in wrap fee programs. As of this writing, Enum Equity manages \$0 in client assets across both discretionary and non-discretionary accounts.

## Fees and Compensation

Enum Equity receives fixed fees (other than subscription fees) for advisory services. Our newsletters and seminars are free. The fee to use our interactive website's comprehensive model (past the initial screening questionnaire) is a one-time, \$399 payment. This fee is non-negotiable.

We bill clients for fees incurred. We bill clients once, when they initially purchase access to the model. Clients receive access to the model as soon as they pay the fee.

Clients may be required to pay custodian fees and mutual fund expenses in connection with our advisory services. Clients may also incur brokerage and other transaction costs. See the "Brokerage Practices" section of this brochure for more information.

Clients must pay for access to our comprehensive software model in advance. If the client is not satisfied with the results of the model, they may receive a full refund up to 90 days after their purchase.

Clients have the option to purchase investment products that we recommend through other brokers and agents that are not affiliated with Enum Equity.

Enum Equity receives no compensation in connection with the purchase or sale of securities.

# Performance-Based Fees

Enum Equity does not accept performance-based fees of any kind.

# Types of Clients

Enum Equity generally provides advice to individuals, with a focus on Generation Z and Millennial investors in the tech industry.

We have no minimum account size for opening or maintaining an account.

# Methods of Analysis, Investment Strategies, and Risk of Loss

Enum Equity believes in diversification and the compounding, long-term value of disruptive new technologies. These two principles guide the formulation of our investment advice. Despite our best efforts, clients should be aware that any investment in securities involves risk of loss that clients should be prepared to bear.

As part of our commitment to diversification, Enum Equity recommends total market mutual funds. The main risk of diversification as an investment strategy is systematic market risk (e.g. a global pandemic or a global recession). This risk is by definition non-diversifiable. Investors in diversified mutual funds may still lose all of their investment.

Enum Equity also recommends investments in disruptive new technologies. A major risk of investing in disruptive new technology is that the technology may not pan out, and incumbents may still win. Moreover, technology has become a very popular sector over past two decades due to its historical outsized returns, and technology stocks may be significantly overvalued in the present day due to this prior outperformance. Unfortunately, past performance is no guarantee of future results.

As part of investing in disruptive new technologies, Enum Equity recommends small (< 5% of liquid net worth) cryptocurrency investments to investors with a high risk tolerance. Cryptocurrency is an asset class with a significant chance of going to zero in the future due to headwinds as varied as government regulation and excessive energy usage, and cryptocurrency investors should be prepared to lose the entirety of their investment. Clients should be aware that cryptocurrency is significantly riskier than stocks and bonds and has unusual fundamentals that often do not make sense even to experienced investors.

## Disciplinary Information

Enum Equity has not been involved in any legal or disciplinary events that are material to a client's or prospective client's evaluation of our advisory business or the integrity of our management.



## Other Financial Industry Activities and Affiliations

Enum Equity has no other material financial industry affiliations and does not engage in any other financial industry activities that create a material conflict of interest.

# Code of Ethics, Participation, or Interest in Client Transactions and Personal Trading

We are happy to provide a copy of our code of ethics to any client or prospective client upon request. It is also available on our website at [www.enumequity.com](http://www.enumequity.com).

We do not participate in any client transactions.

We may buy or sell the same securities as those we recommend to our clients in personal accounts. This may create a conflict of interest if a client's transactions can affect the price of the security. To mitigate the conflict of interest, we do not allow employees of Enum Equity to transact in thinly-traded, low-volume securities for thirty days after recommending it to a client other than regular, scheduled purchases or sales. High-volume securities in which price impact of client transactions is close to zero (i.e. Vanguard S&P 500 mutual fund, Apple common stock, etc.) are exempt from this restriction.

# Brokerage Practices

We do not receive any compensation, research, or soft-dollar benefits from broker-dealers in connection with client securities transactions. We simply recommend to clients the broker-dealers which can provide our clients with the best execution at the lowest price, favoring brokerages with commission-free trading.

We do not aggregate orders for clients because we do not execute securities trades for our clients as part of our advisory services.

# Review of Accounts

We do not periodically review client accounts or financial plans. We do not provide regular reports to clients regarding their accounts.

Advice provided by our interactive website is updated only when users manually update the inputs to our comprehensive software model.

# Client Referrals and Other Compensation

We do not compensate for client referrals.

# Custody

We do not have custody of client funds or securities. Clients receive quarterly statements from the custodian of their choice, which is a firm such as Vanguard or Fidelity. Clients should carefully review the statements they receive from their custodian. Enum Equity does not send client statements.

# Investment Discretion

Enum Equity does not accept discretionary authority to manage securities accounts on behalf of clients.

# Voting Client Securities

Enum Equity does not accept authority to vote client securities.



## Financial Information

Enum Equity does not require prepayment of more than \$1,200 in fees per client six months or more in advance. We do not have discretionary authority or custody of client funds or securities, and we have not been the subject of a bankruptcy petition at any time during the past ten years. As a result, we are not required to provide a balance sheet.