



Part 2A of Form ADV: Firm Brochure

Item 1 – Cover Page

JV GLOBAL CAPITAL, INC

1980 Post Oak Blvd. Suite 304
Houston, TX 77056

Telephone: +1(480) 738-6770

Email: compliance@jvglobalcap.com

Web Address: <https://www.jvglobalcap.com/>

Web Site under Construction

March 1, 2022

This brochure provides information about the qualifications and business practices of JV GLOBAL CAPITAL, INC. If you have any questions about the contents of this brochure, contact us at 480-738-6770 or compliance@jvglobalcap.com

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 JV GLOBAL CAPITAL, INC also is to be available on the SEC's website at www.adviserinfo.sec.gov. You can search this site by a unique identifying number, known as a CRD number. Our firm's CRD number is **316742**.

Any notice, circular, letter, or other written communication addressed to more than one person, or any notice or other announcement in any publication or by radio, television, Internet, the World Wide Web, or similar proprietary or common carrier electronic systems, that offers any service as an investment adviser by JV Global Capital to more than one person will be reviewed and approved by our legal and compliance personnel before publication or utilization, to ensure compliance with Texas State Securities Board Rule 116.15 and all applicable securities rules and regulations.

Item 2 – Material Changes

This Firm Brochure dated September 8, 2021, is our disclosure document. As required, the Firm must discuss any material changes since the last annual update.

1. There are not any material changes as this is the first version of our brochure as a requirement to register as an investment adviser and submit our ADV1 filing through the IARD System to have it available to our first clients at business opening.
2. The firm's principal place of business is

1980 Post Oak Blvd Suite 304
Houston, Tx. 77056 USA

We will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of the close of our business' fiscal year.

Furthermore, we will commit to provide to you with any other interim disclosures about material changes as necessary.

Item 3 – Table of Contents

Item 1 – Cover Page.....	1
Item 2 – Material Changes.....	2
Item 3 – Table of Contents	3
Item 4 – Advisory Business	4
Item 5 – Fees and Compensation.....	5
Item 6 – Performance-Based Fees and Side-by-Side Management.....	7
Item 7 – Types of Clients	8
Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss.....	9
Item 9 – Disciplinary Information	11
Item 10 – Other Financial Industry Activities and Affiliations	12
Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading	13
Item 12 – Brokerage Practices	14
Item 13 – Review of Accounts	15
Item 14 – Client Referrals and Other Compensation	16
Item 15 – Custody	17
Item 16 –Allocation Policy.....	18
Item 17 – Voting Client Securities.....	19
Item 18 – Financial Information	20
Item 19 – Requirements for State-Registered Advisers.....	22

Item 4 – Advisory Business

JV GLOBAL CAPITAL, INC is a registered investment adviser with its principal place of business located in Houston, Texas, USA. .

Listed below are the firm's principal shareholders (i.e., those individuals and/or entities directly and indirectly controlling 25% or more of this company).

- JV GLOBAL INVESTMENTS, INC directly controls 90% of our company.
- JV GLOBAL INVESTMENTS, INC is wholly-owned by DEVILL DESAROLLO DE NEGOCIOS, SA de CV, a Mexican corporation.
- DEVILL DESAROLLO DE NEGOCIOS, SA DE CV is 99% owned by Fideicomiso No. 64952 de Banca Afirme, S.A. de C.V., a trust established under the laws of Mexico.
- JULIO CESAR VILLAREAL GUAJARDO is the grantor of Fideicomiso No. 64952 de Banca Afirme, S.A. de C.V.

JV GLOBAL CAPITAL, INC offers the following advisory services to our clients:

WEALTH & PORTFOLIO MANAGEMENT, FINANCIAL PLANNING & NEWSLETTERS.

Our firm provides continuous asset management of client funds, providing fee only advice and independent from any bank, broker dealer, insurance company, or custodian. JV Global Capital does not physically hold or possess any client assets, securities, or money; rather, they are held in the Custodian account selected by our clients.

We manage these advisory accounts on a non-discretionary basis. Investment advice is guided by the client's stated goals and investment objectives To that end, we perform suitability and risk analysis to understand the risk tolerance and appetite, liquidity requirements and time horizon to provide an selection of securities suitable and allocated in line with the risk tolerance, appetite and financial goals of every client and household.

Whether our client needs an investment solution to plan for college or retirement, a new home or business, or income for an elder family member, our client's financial needs may vary with time, and we follow up frequently with the client as his or her financial situation changes to adapt the investment strategies to the client's life events and ever changing situations.

Our clients may request us to create an investment policy statement that can include the suitability analysis to create investment proposals, to establish guidelines on matters such as long-term portfolio goals and parameters to include their risk tolerance, return goals, investment timeline, tax limitations, investment constraints (like ESG & green investments or the avoidance of tobacco, weapons, drug related investments or the search of faith based investments per their own guidelines), and other personal considerations.

JV Global Capital, Inc. provides retirement and estate planning services to our clients helping them review their current situation, stated retirement and estate planning goals and needs.

We review the client's current wills (or revocable trusts) to make sure they are aligned and current, and meet with their estate planning attorney to make sure all estate planning documents reflect the client current needs, and that they have a health care proxy/living will/durable power of attorney for health care to ensure the client wishes are carried out if limited capabilities to make decisions may arise.

An analysis with clients of all the asset and estate planning dimensions among other beneficiary designations is performed, and income for retirement assets such as IRA or Annuities and their sufficiency to cover liquidity needs is reviewed. We also look family owned business to make sure they have a management succession plan and family governance in place among many other planning dimensions.

From time to time JV Global Capital, Inc. will publish newsletters from our advisors, eMoney Advisor, Morningstar and other third party vendors properly authored to provide our clients with information about the markets. We do not charge any fee for any publications. In compliance with Rule 206(4)-1 under the Investment Advisers Act all newsletters and publications are sanctioned, reviewed and approved by our legal and compliance officers and/or providers before publication or utilization and to include the corresponding full disclosures, in full compliance with Texas State Securities Board Rule 116.15 and all applicable securities rules and regulations.

AMOUNT OF MANAGED ASSETS

As a new investment adviser, we are not currently managing assets.

Item 5 – Fees and Compensation

PORTFOLIO MANAGEMENT SERVICES FEES

Our advisory fee for Investment Management and Financial Planning Services are based upon a percentage of assets under management and generally range from **0.75%** to **1.75%**.

This tiered fee structure is as follows:

Assets Under Management	JV GLOBAL Advisory Fee
From \$0 to \$100,000	1.75%
From \$100,001 to \$250,000	1.65%
From \$250,001 to \$1,000,000	1.50%
From \$1,000,001 to \$10,000,000	1.25%
From \$10,000,000 to 20,000,000	1.00%
From \$20,000,000 and up	0.75%

Both Investment Management and Financial Planning Services are included in this advisory fee, the scope and depth of the services varies depending on the size and complexity of the client financial situation.

A minimum of **\$100,000.00** AUM per Household for domestic customers and **\$250,000.00** for international customers is required for this service. This account size may be negotiable under certain circumstances

Our fees can be billed quarterly or monthly in arrears depending on the Household Size, at the end of each quarter or month based upon a percentage of the value (market value or fair market value in the absence of market value) of the average daily assets held within the client's account during each calendar quarter.

The market value is determined by the custodian. Fees will be debited from the account by the custodian for payment to us, in accordance with the client authorization to deduct Advisory Fees in the Investment Advisory Agreement.

JV GLOBAL CAPITAL, INC's advisory fees are negotiable.

GENERAL INFORMATION

Termination of the Advisory Relationship: The Agreement may be terminated by Adviser upon thirty (30) days' prior written notice to Client and may be terminated by Client upon written notice to Adviser; provided, however, that in the event that Client terminates this Agreement, Adviser shall have up to seven (7) business days to effect the termination. Without limiting the foregoing, upon written notice to Adviser within five (5) business days of entering into this Agreement, Client shall have the right of termination without penalty or payment of fees. Upon termination of any account, any prepaid, unearned fees will be promptly refunded.

If terminated by Client, termination of this Agreement shall take effect no later than on the seventh (7th) business day following receipt by Adviser of written notice of termination. If terminated by Adviser, termination of this Agreement shall take effect at least thirty (30) calendar days after written notice of termination is sent to Client. Notice of termination to Client shall be deemed to be delivered one (1) business day following the date on which Adviser mailed such notice to Client's last known address as identified in Adviser's records.

Fees That May Be Charged By Third Parties: In addition to our fees for investment advisory services, you may incur fees charged by third parties in connection with your investment portfolio managed by us. These include fees charged by mutual funds in which you may invest, and fees and expenses charged by custodians and broker dealers who hold your investment assets.

Mutual Fund Fees: All fees paid to JV GLOBAL CAPITAL, INC for investment advisory services are separate and distinct from the fees and expenses charged by mutual funds and/or ETFs to their shareholders.

These fees and expenses for mutual funds are described in each fund's prospectus. These fees will generally include a management fee, other fund expenses, and a possible distribution fee. If the fund also imposes sales charges, a client may pay an initial or deferred sales charge.

A client could invest in a mutual fund directly, without our services. In that case, the client would not receive the services provided by our firm which are designed, among other things, to assist the client in determining which mutual fund or funds are most appropriate to each client's investment profile, goals and objectives.

Accordingly, the client should review both the fees charged by the funds and our fees to fully understand the total amount of fees to be paid by the client and to thereby evaluate the advisory services being provided.

Fees and Expenses of Custodians and Broker Dealers: In addition to our advisory fees, clients are also responsible for the fees and expenses charged by custodians and imposed by broker dealers, including, but not limited to, any transaction charges imposed by a broker dealer with which an independent investment manager effects transactions for the client's account(s). Please refer to the "Brokerage Practices" section (Item 12) of this Form ADV Part 2 for additional information.

Advisory Fees in General: Clients should note that similar advisory services may (or may not) be available from other registered (or unregistered) investment advisers for similar or lower fees.

Limited Prepayment of Fees: Under no circumstances do we require or solicit payment of fees in excess of \$500 more than six months in advance of services rendered.

Additional Compensation: Neither JV Global Capital (JVGC), Inc. nor any of our supervised persons accepts any compensation for the sale of securities or other investment products, including asset-based sales charges or service fees from the sale

of mutual funds, ETFs or any other investment product. The fees you pay directly to us as described here are our unique source of compensation for JVGC or any of our supervised persons.

Item 6 – Performance-Based Fees and Side-by-Side Management

JV GLOBAL CAPITAL, INC does not charge performance-based fees.

Item 7 – Types of Clients

JV GLOBAL CAPITAL, INC provides advisory services to High Net Worth Individuals, Families, Institutions and Corporations.

For its services, a minimum of \$100,000.00 AUM per Household for domestic customers and \$250,000.00 for international customers is required for this service. This account size may be negotiable under certain circumstances

Item 8 - Methods of Analysis, Investment Strategies and Risk of Loss

GOALS-BASED INVESTMENT MANAGEMENT STRATEGIES

JV GLOBAL CAPITAL, INC's investment strategies are summarized below and detailed in the Customer Relationship Agreement delivered to each Client and in line with a detailed Investment Goals analysis to specifically tailor the investment strategy to the client's goals.

JV GLOBAL CAPITAL, INC seeks to advise its Clients by customizing investment portfolios to every goal dimension. Family, Business, Education, Real Estate, retirement, estate planning, wealth protection and structuring in partnership with trustees, referral partners and other stakeholders in key offshore and onshore markets.

JV Global Capital (JVGC), Inc. will, as guided by policy represent to significant persons, their independent advisors, internal specialists resources including appointed external counsel structure present alternatives and serve as liaison with external contacts to say legal counsel, tax experts, financial planners, single and multi-family offices, to support wealth strategies and solutions that our clients may require.

To build portfolios aligned to the diverse clients goals we may use an asset allocation according to each of those goals using but not limited to the following: securities including equities, bonds, fixed income instruments, ETFs, mutual funds, and so on.

We provide non-discretionary asset management services as agreed to in writing with a client presenting a set of investment portfolio proposals aligned with a client's investment objectives, risk tolerance, and time horizons, among other considerations. For non-discretionary accounts, strategies and changes are discussed with the customer and approved prior to order entry.

RISK OF LOSS

Investment and Trading Risks: All investing in securities involves risk of loss and significant risk of capital loss that clients should be prepared to bear. No guarantee or representation is made that the Clients' trading programs will be successful or that the Clients will not incur losses.

Risks for all forms of analysis: All analysis methods rely on the assumption that the companies whose securities that are purchased or sold, the rating agencies that review these securities, and other publicly-available sources of information about these securities, are providing accurate and unbiased data. While we are alert to indications that data may be incorrect, there is always a risk that an analysis may be compromised by inaccurate or misleading information.

Investment Judgment; Market Risk: The profitability of a significant portion of the Adviser's investment program depends to a great extent upon correctly assessing the future course of the price movements of securities and other investments. There can be no assurance that the Adviser will be able to predict accurately these price movements.

Inflation: There has been an unusually low rate of inflation in the United States and most other developed economies for some time. At the same time, the central governments have been injecting unprecedented amounts of financial stimulus into these economies — historically a recurring cause of serious inflation. Were significant inflation to occur, the effect on the Adviser’s strategy could be materially adverse — while unpredictable, stocks have traditionally been considered a form of “hedge” against inflation, but that is not always the case (particularly in the case of any individual stock).

Availability of Suitable Investments: While the Adviser believes that there are currently available many attractive investments of the type in which the Clients currently invest, there can be no assurance that such investments will continue to be available for the Clients’ investment activities, or that available investments will meet the Clients’ investment criteria.

Custody Risk: The Clients, prime brokers and their affiliates, and other primary custodians may, subject to the restrictions imposed by the Advisers Act, appoint sub-custodians in certain non-U.S. jurisdictions to hold the assets of the Client. The Clients’ primary custodians may not be responsible for cash or assets held by sub-custodians in certain non-U.S. jurisdictions, or for any losses suffered by the Client as a result of the misconduct, bankruptcy or insolvency of any such sub-custodian.

Margin Risk: Clients who chose to borrow funds from the Broker-Dealer will receive the Margin Risk Disclosure Statement at the time they open their margin account. A Margin account involves higher risk due to the risk of leveraging. Some risks include, but are not limited to the following:

- You can lose more funds than You deposit into your Margin Account
- You are fully liable for the funds that You have borrowed
- The Broker-Dealer can force the sale of Securities and Other Property in Your Account without contacting you
- The Broker-Dealer can increase “house” maintenance margin requirements at any time without advance written notice
- You are not entitled to an extension of time to meet a margin maintenance call
- Short sales can result in unlimited liability
- Interest rates on margin debit balance may vary

THE FOREGOING LIST OF RISK FACTORS DOES NOT PURPORT TO BE A COMPLETE ENUMERATION OR EXPLANATION OF THE RISKS INVOLVED IN ADVISER’S METHODS OF ANALYSIS AND INVESTMENT STRATEGIES USED IN FORMULATING INVESTMENT ADVICE OR MANAGING ASSETS. PROSPECTIVE CLIENTS SHOULD CAREFULLY REVIEW THE RISKS DESCRIBED IN THE APPLICABLE GOVERNING DOCUMENTS.

Item 9 – Disciplinary Information

We are required to disclose 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.

Our firm and our management personnel have no reportable disciplinary events to disclose.

Item 10 – Other Financial Industry Activities and Affiliations

JV Global Capital (JVGC), Inc. is indirectly affiliated with Banca AFIRME, SA (AFIRME) a financial institution in Mexico. AFIRME may refer clientele to JV Global Capital, Inc. and its Adviser Representatives for a fee that is absorbed as a cost by JVGC., which is not increased or passed along to a client in any way. Therefore, the advisory fees paid to the firm by these referred clients will not be increased as a result of the fee paid to AFIRME.

Consistent with SEC Rule 206(4)-1, clients that AFIRME refers to JVGC will receive a written disclosure informing the client, among other things, that AFIRME and JVGC are affiliated, that AFIRME will receive compensation from JVGC for the referral, that this incentivizes AFIRME to refer clients to JVGC, and that the client is free to choose investment advisory services from either JVGC or any other firm that is not affiliated with AFIRME.

LIMITATIONS: Individuals of JV GLOBAL CAPITAL (JVGC), INC may be registered as representatives of a broker-dealer and/or as insurance agents/brokers of various insurance companies; neither JVGC nor their Adviser representatives **are** permitted to receive any compensation or commissions on sales of products or services to our customers. We believe that any potential conflicts of interest on the part of these representatives will be mitigated because they will not have a personal financial incentive to sell particular products or services to you.

FIRM REGISTRATIONS: Roberto C Apud Abud, Insight Securities, Inc. Representative

Item 11 - Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Our firm has adopted a Code of Ethics which sets forth high ethical standards of business conduct that we require of our employees, including compliance with applicable federal securities laws.

JV GLOBAL CAPITAL, INC and our personnel owe a duty of loyalty, fairness and good faith towards our clients, and have an obligation to adhere not only to the specific provisions of the Code of Ethics but to the general principles that guide the Code.

Our Code of Ethics includes policies and procedures for the review of quarterly securities transactions reports as well as initial and annual securities holdings reports that must be submitted by the firm's access persons. Among other things, our Code of Ethics also requires the prior approval of any acquisition of securities in a limited offering (e.g., private placement) or an initial public offering. Our code also provides for oversight, enforcement and recordkeeping provisions.

JV GLOBAL CAPITAL, INC's Code of Ethics further includes the firm's policy prohibiting the use of material non-public information. While we do not believe that we have any particular access to non-public information, all employees are reminded that such information may not be used in a personal or professional capacity.

A copy of our Code of Ethics is available to our advisory clients and prospective clients. You may request a copy by email sent to compliance@jvglobalcap.com or by calling us at 480-738-6770.

JV GLOBAL CAPITAL, INC and individuals associated with our firm are prohibited from engaging in principal transactions.

JV GLOBAL CAPITAL, INC and individuals associated with our firm are prohibited from engaging in agency cross transactions.

As disclosed in the preceding section of this Brochure (Item 10), related persons of our firm are separately registered as securities representatives of a broker-dealer. Please refer to Item 10 for a detailed explanation of these relationships and important conflict of interest disclosures.

Item 12 – Brokerage Practices

JV GLOBAL CAPITAL, INC does not have any soft-dollar arrangements and does not receive any soft-dollar benefits.

As a matter of policy and practice, JV GLOBAL CAPITAL, INC does not generally block client trades and, therefore, we implement client transactions separately for each account. Consequently, certain client trades may be executed before others, at a different price and/or commission rate. Additionally, our clients may not receive volume discounts available to advisers who block client trades.

JV GLOBAL CAPITAL, INC's policy is to direct brokerage transactions to one or more third party banks and/or broker dealer custodians. JVGC currently has custodian agreements with Interactive Brokers, LLC and Charles Schwab. Clients can choose to have their accounts open with either or both custodians at their convenience.

Item 13 – Review of Accounts

REVIEWS:

While the underlying securities within Individual Portfolio Management Services accounts are continually monitored, these accounts are reviewed on a trade date basis by reviewing applicable order tickets and again on a quarterly basis by reviewing customer account statements. Accounts are reviewed in the context of each client's stated investment goals, objectives and guidelines. More frequent reviews may be triggered by material changes in variables such as the client's individual circumstances, or the market, political or economic environment.

All accounts are reviewed with the client at least once every year by the Investment Adviser Representative and this process is subsequently reviewed by our compliance department to ensure that the account review satisfies regulatory requirements supervised by compliance with the IAR afterwards.

REPORTS:

Monthly statements and confirmations of transactions are sent from the account's broker-dealer.

Item 14 – Client Referrals and Other Compensation

It is JV GLOBAL CAPITAL (JVGC), INC's policy not to accept or allow our related persons to accept any form of compensation, including cash, sales awards or other prizes, from a non-client in conjunction with the advisory services we provide to our clients.

JVGC may be paying referral fees to affiliates such as Banca AFIRME, SA (AFIRME) a financial institution in Mexico. AFIRME may refer clientele to JV Global Capital, Inc. and its Adviser Representatives for a fee that is absorbed as a cost by JVGC, which is not increased or passed along to a client in any way. Therefore, the advisory fees paid to the firm by clients will not be increased as a result of any such referral fees paid by the firm.

Item 15 – Custody

We previously disclosed in the "Fees and Compensation" section (Item 5) of this Brochure that our firm directly debits advisory fees from client accounts.

As part of this billing process, the client's custodian is advised of the amount of the fee to be deducted from that client's account. On at least a quarterly basis, the custodian is required to send to the client a statement showing all transactions within the account during the reporting period.

Because the custodian does not calculate the amount of the fee to be deducted, it is important for clients to carefully review their custodial statements to verify the accuracy of the calculation, among other things. Clients should contact us directly if they believe that there may be an error in their statement.

Our firm is deemed to have custody of client assets because it has the ability to have fees and other expenses deducted directly from a client's account, thus it must meet the requirements listed under Rule 206(4)-2 of the Investment Advisers Act. However, because our qualified custodian sends quarterly statements directly to clients, the firm is exempt from the surprise examination requirements of the Rule.

Item 16 – Investment Discretion

We manage all advisory accounts on a non-discretionary basis. Investment advice is guided by and approved according to the client's stated goals and investment objectives. To that end, we perform suitability and risk analysis to understand the risk tolerance and appetite, liquidity requirements and time horizon to provide an selection of securities suitable and allocated in line with the risk tolerance, appetite and financial goals of every client and household,;all investment proposals are reviewed with the client and approved before investing, and all investment conversations with clients are documented and supported accordingly.

Item 17 – Voting Client Securities

JV GLOBAL CAPITAL, INC shall have no obligation or authority to take any action or render any advice with respect to the voting of proxies solicited by or with respect to issuers of securities held in the Accounts.

Client expressly retains the authority and responsibility for, and Adviser is expressly precluded from rendering any advice or taking any action with respect to, the voting of any such proxies.

Please contact your Financial Advisor if you have any questions on this regard or please email us at compliance@jvglobalcap.com

Item 18 – Financial Information

JV GLOBAL CAPITAL, INC has no additional financial circumstances to report.

Under no circumstances do we require or solicit payment of fees in excess of \$500 per client more than six months in advance of services rendered. Therefore, we are not required to include a financial statement.

JV GLOBAL CAPITAL, INC has not been the subject of a bankruptcy petition as it has been recently incorporated in August 2021.

Item 19 –Requirements for State Registered Advisors

A. Principal Officers of/for JV Global Capital Inc.

- a. Roberto C. Apud Abud President & CEO. Mr. Apud received a Master in Business Administration degree with a concentration in Finance from Monterrey Tech in Monterrey, Mexico and has more than 28 years of experience in management and operations in the financial services industry, including banking and investment advisory services. Additional Background on Mr. Apud is available on his Form ADV 2B that is available at the initial engagement with customers.
- b. Sergio Donis COO. Mr. Donis received a Master of Business Administration degree with a concentration in Banking and Financial Institutions from Sam Houston State University in Huntsville, Texas and has more than 22 years of experience in the compliance function in the financial services industry.

Our outside legal counsel is T. Alan Harris of Harris Law Firm PC. Mr. Harris obtained his J.D. degree from Vanderbilt University and has over 30 year of experience in corporate law, regulation of financial institutions, and the legal aspects of cross-border transactions. (Licensed to practice law in Texas. Not certified by the Texas Board of Legal Specialization).

B. JV Global Capital, Inc. Does not engage in any other activity and is fully engaged in Investment Advisory Services to its clients