



ETF Architect

December 2021

White Label ETF Platform

Confidential: Please do not distribute

WHAT WE BELIEVE

We believe in high-quality, affordable service

We are disrupting ETF white label with best-in-class operations, fintech, and Marine Corps values

In the Marines, the team was all that mattered. Be humble. Be efficient. Be relentless in the pursuit of excellence. We apply this ethos to ETF operations.

We partner with fund managers (hedge, mutual, SMA) as well as registered investment advisors (RIAs) who want more than a white label back office.

We are your teammate from first draft to launch. When you need more than an ETF platform, send in the Marines.



OUR PURPOSE

We help ETF sponsors win

01 We deliver affordability

We combine the Marine Corps ethos of 'doing more with less' with a strong focus on technology to make ETFs the natural choice for cost-conscious clients.

02 We offer a one-stop solution

We deliver an end-to-end ETF solution. Trading, compliance, billing, and back office admin are all done internally and streamlined. Complete accountability and ownership from A to Z.

03 We operate with transparency

We help clients understand the costs and benefits of our ETF white labelling service. This transparency sets the tone for the long-term relationships we want to build.

OUR SERVICES

Bring your ETF to life with a high caliber team

Pre-Launch ●

Launch ●

Management ●



We cater to **all investment styles**

We are trading and execution experts. We are thought leaders and ETF innovators. We can handle any investment style or strategy with the right partner



We seek **qualified, long-term partners**

The clients we partner with need at least \$500k in working capital and a minimum of \$5m in initial seed capital to ensure the feasibility and sustainability of the proposed ETF.

FULL-SUITE SOLUTION

We are a one-stop solution

Pre-Launch

Build a solid foundation for the successful launch of your ETF

- Index creation / strategy prep
- Registration / prospectus drafting
- Iteration with regulatory agencies
- Data controls
- Vendor management
- Board approval, Trustee engagement
- Bespoke distribution options

Launch

Take your ETF to market with maximum impact

- Basket creation
- Exchange listing completion
- Marketing coordination
- Capital markets management
- Seed capital deployment
- Index coordination (as required)

Management

Provide ongoing support for an efficient ETF

- Portfolio mgmt. & trading
- Vendor mgmt.
- Printing / filing
- Regulatory disclosures
- Liquidity assessments
- Ongoing marketing
- Invoicing/vendor payments
- Fully dedicated compliance team

OUR ADVANTAGE

Why ETF Architect? Affordable & high quality



Integrity comes standard

Veteran-owned and operated, with military values guiding our every action



Vertically integrated

All ETF operations are run in-house for greater efficiency and operational coherence



Skin in the game

Our own ETFs sit alongside yours on the platform to align our interests



Powered by tech

A passion for nimble tech limits infrastructure needs and lowers cost

VETERAN-OWNED

Your executive team

Patrick Cleary

CEO



Alpha Architect (2014-Present)
Algeco Scotsman (2014)
The Boston Consulting Group (2010-2014)
US Marine Corps Captain (2004-2008)



M.B.A Harvard University, first year honors
B.S. The Wharton School of the University of Pennsylvania, cum laude
M.S. Cybersecurity, Webster University
Series 65 license
CFA Level III Candidate

Brandon Koepke

CTO / Senior PM



Alpha Architect (2017-Present)
Strawhouse Labs (2017)
Amazon (2015-2016)
Disney (2014-2015)



B.S. Computer Science, University of Calgary
B.C. Finance, University of Calgary
CFA Charterholder
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Jess Leighty

CCO



Alpha Architect (2021-Present)
Snow Capital Management (2005-2021)



M.S. Business Ethics & Compliance, New England College of Business
B.S. Business Management, University of Minnesota
Series 65 license

Jack Vogel

Strategic Advisor



Alpha Architect (2011-Present)
Mathematics Instructor (2008-2009)



Ph.D. Finance, LeBow College of Business, Drexel University
M.S. Mathematics, Drexel University
B.S. Mathematics, University of Scranton, summa cum laude
Series 65 license and 3 licenses

Wes Gray

Strategic Advisor



Alpha Architect (2010-Present)
Drexel Finance Professor (2010-2014)
US Marine Corps Captain (2004-2008)



Ph.D./M.B.A. Finance, University of Chicago Booth School of Business
B.S. The Wharton School of the University of Pennsylvania, magna cum laude
Series 65 and 3 licenses

ETF ARCHITECT

Our platform today



Sparkline ETF
Ticker: ITAN



International Quantitative
Momentum ETF
Ticker: IMOM



International Quantitative
Value ETF
Ticker: IVAL



U.S. Quantitative
Momentum ETF
Ticker: QMOM



U.S. Quantitative Value
ETF
Ticker: QVAL



Global Value Momentum
Trend ETF
Ticker: VMOT



Freedom Day Dividend
ETF
Ticker: MBOX



Freedom 100 Emerging
Market ETF
Ticker: FRDM



Gadsden Dynamic
Multi-Asset ETF
Ticker: GDMA



Compound Kings
Ticker: KNGS



Merlyn.AI Best-of-Breed
Core Momentum ETF
Ticker: BOB



Merlyn.AI SectorSurfer
Momentum ETF
Ticker: DUDE



Merlyn.AI Tactical Growth
and Income ETF
Ticker: SNUG





Merlyn.AI Bull-Rider
Bear-Fighter ETF
Ticker: WIZ



Viridi Funds
Ticker: RIGZ

Our platform today (Continued)

 Guru Favorite Stocks ETF Ticker: GFGF	 Generation Z ETF Ticker: ZGEN			

ETF Architect

The logo graphic consists of three overlapping, rounded rectangular shapes in a light blue color, arranged in a slightly offset, stacked manner.

CONTACT US

Ready for action?

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