

MODERN CAPITAL CONCEPTS, INC.
WORK FOR US



WHAT WE DO AND
HOW WE ARE
DIFFERENT

MANIFESTO

A benefit corporation is a mission-driven for-profit corporation that seeks to make a long-term positive impact on society. Our annual benefit report can be downloaded from www.moderncapitalconcepts.com.

Modern Capital Concepts, Inc. is one of the first financial services firms in Illinois operating as a benefit corporation. In addition to maximizing profits for shareholders we seek to fulfill our mission for the benefit of the communities in which we operate.

Our mission is to empower working families, professionals, retirees and small business owners to establish positive financial behaviors, grow their wealth and achieve their life goals through an interdisciplinary approach combining financial education and personalized counseling.

We are committed to our community by sponsoring financial clinics to low-income residents and donating a portion of profits to community organizations.

VISION

Our vision is to create a profitable and replicable service model of delivering high quality financial planning to middle class households.

Traditionally, financial services are product driven. Products designed to maximize profits are pushed to consumers. However, what middle class households need are solutions to life problems. In order to be impactful, these solutions should encompass personalized advice when people need it, straight-talk communication in a jargon-free manner, ongoing investment education and long-term goal setting delivered through online and face-to-face channels.

In order to engage more middle-class households through hourly and asset-based fee-based models, lower price points need to be available. Profitability can be preserved through lowering overhead costs, leveraging technology and minimizing travel.

BUSINESS VALUES

ENVIRONMENT

Everyone can contribute towards protecting natural resources by reducing waste, energy consumption and vehicle emissions. Treating resources as scarce is the foundation for good financial habits.

EMPOWERMENT

Middle-class households need career strategies and negotiation skills to grow their earnings so they can save and achieve goals such as buying a house or financial independence in retirement. Empowered individuals believe they have control over financial outcomes and are more likely to save.

EDUCATION

In order for financial education to be effective, it needs to be specific and relevant to that person's goals and that person needs to be held accountable.

CERTIFIED FINANCIAL PLANNER™

APPRENTICE: JOB DESCRIPTION

- Assist in the creation of comprehensive financial plans for emerging wealthy, mass affluent and high net worth clients.
- Provide research assistance on investment portfolios and financial planning topics.
 - Must be interested in becoming a subject matter expert in retirement planning, sustainable ESG investing, behavioral aspects of financial planning or tax planning.
- Conduct seminars on a variety of financial planning topics in diverse communities in a live or webinar format and assist in writing original material.
- Provide event support when needed.
- This is not a sales position. No cold calling or high-pressure sales tactics are used by this firm.
- Diverse and re-entry candidates encouraged to apply.

INVESTMENT RESEARCH: INTERNSHIP DESCRIPTION

- Perform primary research on companies and ESG themes: environmental, social, governance and gender lens through internet searches, research reports, online events and other sources.
- Perform research on mutual funds, ETFs, individual stocks and/or bonds, alternatives and other publicly traded instruments
- Assist in developing an investment thesis informed by global macroeconomic, political, market structure, and cyclical trends and how they impact various sectors, companies and investor preferences for risk.
- Present findings in PowerPoint.
- Diverse and re-entry candidates encouraged to apply.

EXAMPLE PROJECT **MARKETING**

- Problem: 50% of Americans do not have any retirement savings. What are **new** ways we can deliver high quality, objective financial planning and or advisory services to underserved groups? For example:
 - Women
 - Young professionals
 - Minorities
- Project: Financial planning intern will engage in a research study lasting 4 weeks. Activities include
 - Assessing market size and opportunity
 - Conducting needs analyses of target segments and microsegments
 - Working with business owner to define product, price and delivery method
 - Running experiments with prospective clients under business owner supervision.

EXAMPLE PROJECT PORTFOLIO

- Create an investment thesis based on an ESG (Environmental, Social, Governance) theme. Document your process. Examples of themes:
 - Gender lens
 - Climate change
 - Labor practices
- Allocation
 - What allocation across asset classes is suitable for a growth objective?
 - If equity only - What allocation across sectors is suitable for a growth objective?
 - If fixed income – What are your screening criteria?
- How would you test your thesis?

EXAMPLE PROJECT PORTFOLIO

- Learn everything you can about one stock on the stock list
 - Fundamentals – what are the key metrics for the sector and how is the stock performing relative to its peers?
 - Technicals – what is a good entry and exit price?
 - ESG stories
- What is a suitable allocation in a portfolio?
 - If pure risk stock, what percent is suitable for a low, moderate and high-risk investor and why?
 - When would you overweight?
- Summarize analyst recommendations

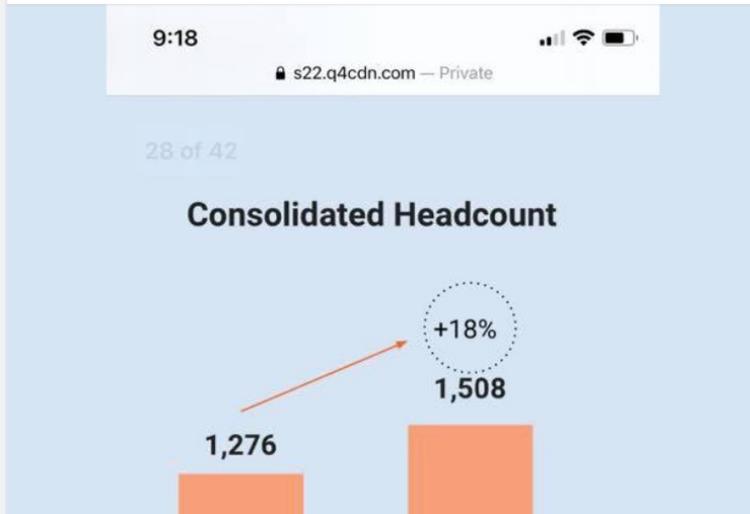
EXAMPLE PROJECT ESG STORY-TELLING

Write a less than 100-word story about how a company is doing ESG. What are two or three things that are extraordinary about these actions? Note your sources.

Modern Capital Concepts
Published by Khloe Karova · May 5 ·

Check out this revenue per employee. It looks like Google or a biotech but it's not. It's Etsy. But the thing I admire most about them is they keep metrics on diversity in advertisements and strive for more representation of POC.

This is not an investment recommendation. Investing involves risk including loss of principal.



Modern Capital Concepts
Published by Khloe Karova · May 12, 2020 ·

What are some examples of companies doing good in the age of Coronavirus?

1. McDonald's partnered with Aldi to find jobs for its' laid-off workers according to its recent earnings call. Ninety-percent of orders are drive-thru so sales decline wasn't too bad in the US.
2. Google and Amazon are using their technological know-how to speed up the processing of unemployment claims according to today's Wall Street Journal. We hope they won't be collecting data on filers. Let's see if this altruistic behavior persists past pandemic.
3. Etsy tweaked its search algo so when one types "mask" a Halloween costume is not the first result. According to its recent earnings call, Etsy reached out to their sellers and said, "Who can sew masks?" and sellers responded en masse. That is leadership.

This is not a recommendation and should not be considered investment advice. This post is for education only.

<https://www.wsj.com/.../amazon-google-help-states-as...>

Modern Capital Concepts
Published by Khloe Karova · September 21, 2020 ·

Wall Street prefers hygge over hype. Etsy beats Tesla to join the S&P 500! The success of Etsy is driven by the success of the thousands of small businesses on its platform. This is a true Made in America success story.

PS - This is not a stock recommendation for Etsy or Tesla. Investing involves risk including the potential loss of principal.

<https://media.thinknum.com/.../etsy-stock-s&p-500.../>

MEDIA.THINKNUM.COM

Etsy joins the S&P 500 after being called a "semi-disappointment"
Etsy (\$ETSY) is the latest company to benefit from the ecommerce boom. The online mark...

INTERN AND FINANCIAL PLANNER REQUIREMENTS

	EDUCATION AND CERTIFICATIONS	EXPERIENCE	VALUES	SKILLS
Must Have	<p>Minimum 3.25 GPA</p> <p>High achievement in academic career and commitment to ongoing learning</p>	<p>2 years client service, social work, sales or a position where they had to present ideas and be persuasive. Intern applicants can provide examples of leadership.</p>	<p>Achievement</p> <p>Social justice</p>	<p>Intelligence</p> <p>Self-motivated</p> <p>Conscientiousness</p> <p>Planner</p> <p>Financial modeling, Excel</p> <p>Selling discipline</p> <p>Plain spoken</p> <p>Able to give examples of overcoming adversity</p>
Good to Have	<p>Passed the Certified Financial Planner exam, Chartered Financial Analyst</p>	<p>Ability to train other staff</p> <p>Lead teams</p>	<p>Continuous learning</p>	<p>Writing</p> <p>Public speaking</p>
Nice to Have	<p>Certified Divorce Financial Analyst (CDFA), Certified Investment Management Analyst (CIMA), Chartered Public Accountant (CPA)</p>	<p>Nationally recognized company in the financial services sector</p>	<p>Setting and achieving stretch goals</p>	<p>Active listening: Good at 'reading' people</p>
Life experience	<p>What social circles are they able to influence?</p>	<p>What have they learned from their life experiences?</p>	<p>Curiosity about the world</p>	<p>Empathy and self-reflection</p>
Work style	<p>Dedication to client service and high level of organization</p>	<p>Call center, sales, hospitality, communications</p>	<p>Treat everyone like a rock star</p>	<p>Desire for people to like them.</p>

HOW TO APPLY

- Submit resume with Certified Financial Planner™ exam results or transcript to khloe@moderncapitalconcepts.com
- Describe in 500 words or less a personal financial planning problem that you solved for a client or obstacle you or your family overcame.
- Be ready to describe your goals and plan to get there.

SECOND ROUND QUESTIONS

1. The average 401(k) retirement balance for people between the ages of 50 and 59, according to Fidelity Investments, is \$160,000.* According to the AARP website, a 50-year-old woman making \$100,000 a year needs at least \$1 million to retire at age 67.
 - Write an example of what to say to someone in their 20s to encourage them to save for retirement? Use data and storytelling in your answer. (500 words max)
2. Is bitcoin an asset class? (500 words max)

* <https://communications.fidelity.com/wi/savings-stack-up/>

Securities offered through LPL Financial, member FINRA/SIPC.

Financial planning offered through Modern Capital Concepts, a Registered Investment Advisor and separate entity. Investing involves risk including loss of principal.