

MODERN CAPITAL CONCEPTS, INC.

WORK FOR US

1-05102458 2-15-24



 **WealthEquity**

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 moderate income, 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.
- Document work-flows and client engagement best practices.
- 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 and/or communicate key take-aways to clients and prospective clients, and/or community stakeholders.
- Diverse and re-entry candidates encouraged to apply.

INTERN AND FINANCIAL PLANNER REQUIREMENTS

	EDUCATION AND CERTIFICATIONS	EXPERIENCE	VALUES	SKILLS
Must Have	<p>Minimum 3.5 GPA</p> <p>High achievement in academic career and commitment to ongoing learning</p> <p>Excellent writing and math skills</p>	<p>2 years client service, social work, sales or a position where they had to present ideas and be persuasive.</p> <p>Intern applicants can provide examples of leadership.</p>	<p>Female/LGBTQ+/BIP</p> <p>OC empowerment</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>Non-profit volunteer</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>Global Financial Planner certification</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, social worker, educator, communications</p>	<p>Treat everyone like a VIP</p>	<p>Ability to put others needs ahead of their own but set boundaries</p>

INTERNSHIP, ENTRY & RE-ENTRY

These are example job descriptions and compensation models. Actual position description and compensation model will depend on new hire's talent, interests, and potential.

FINANCIAL PLANNING INTERN

OBJECTIVE	Increase market share of primary segments: Young Professionals through research support, financial counseling, and delivering services to marginalized populations
ACTIVITIES	<ul style="list-style-type: none"> Client service: gathering psychographic data on target segments, coaching young professional prospects and clients. Identifying sales opportunities with existing clients Marketing and selling activities: building awareness of MCC brand and offering Organizing and delivering seminars to young professionals and marginalized populations
TOOLS	<ul style="list-style-type: none"> Financial planning: eMoney Firm's Social media: Facebook, LinkedIn Twitter
TRAINING	<ul style="list-style-type: none"> Financial planner apprenticeship Sales training: prospecting and managing a pipeline Public speaking Entrepreneurship
EVALUATED ON	<ul style="list-style-type: none"> Client feedback and social impact Personal development goals: blocking out time each day or week to reflect and record what has worked and what needs to change Obtaining continuing education goals
STIPEND	\$2,000 - \$3,000 per month depending on experience. Assumes 4 days a week for 4 weeks

CERTIFIED FINANCIAL PLANNER™

OBJECTIVE	Increase market share of primary segments: Young Professionals through financial counseling
ACTIVITIES	<ul style="list-style-type: none"> Client service: gathering psychographic data on target segments, coaching young professional clients to achieve their life goals through specific advice when they need it in the format that is most effective. Identifying sales opportunities with existing clients Marketing and selling activities: building awareness of MCC brand and offering, uncovering needs, developing relationships with prospective clients and partners, demonstrating expertise, closing and on-boarding Personal brand: Connecting with target segments requires a personal style in communication and appearance that makes them comfortable and more likely to trust
TOOLS	<ul style="list-style-type: none"> Financial planning: eMoney Morningstar Advisor, Bloomberg, Excel, PowerPoint Firm's Social media: Facebook and LinkedIn
TRAINING	<ul style="list-style-type: none"> Financial planner apprenticeship Sales training: prospecting and managing a pipeline Entrepreneurship
EVALUATED ON	<ul style="list-style-type: none"> Client feedback and social impact Revenue goals, number of clients, sales pipeline Personal development goals: blocking out time each day or week to reflect and record what has worked and what needs to change Achieving continuing education goals
INCOME POTENTIAL	\$60K entry level base, salary growth contingent on business revenue and individual KPIs achieved. 9

ENTRY, RE-ENTRY & EXPERIENCED

These are example job descriptions and compensation models. Actual position description and compensation model will depend on new hire's talent, interests, and potential.

CERTIFIED FINANCIAL PLANNER™ / SERVICING FINANCIAL ADVISOR

OBJECTIVE	Increase market share of primary segments: Female Professionals and Young Professionals through financial counseling and investment advice
ACCOMPLISHED THROUGH	<ul style="list-style-type: none"> Client service: coaching clients to achieve their life goals through specific advice when they need it in the format that is most effective. Investment management: portfolio implementation and order entry Identifying sales opportunities with existing clients Self-monitoring: blocking out time each day or week to reflect and record what has worked and what needs to change Personal brand: Connecting with target segments requires a personal style in communication and appearance that makes them comfortable and more likely to trust.
TOOLS	<ul style="list-style-type: none"> Trading and Investment Management: Bloomberg, LPL ClientWorks, Morningstar Advisor Financial planning: WealthVision Social media: Facebook, LinkedIn CRM: RedTail
TRAINING	<ul style="list-style-type: none"> Investment advisory training Financial planner apprenticeship
INCOME POTENTIAL	\$60K entry level base, salary growth contingent on certifications attained and business revenue goals achieved

INVESTMENT RESEARCH

OBJECTIVE	Perform primary research on companies and ESG themes. Design asset allocation strategies that exceed benchmark returns.
ACCOMPLISHED THROUGH	<ul style="list-style-type: none"> 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 Creating practical portfolio strategies with mutual funds, ETFs, individual stocks and/or bonds, alternatives and other publicly traded instruments
TOOLS	<ul style="list-style-type: none"> Research: Bloomberg, CFA, CFP and CIMA conferences, industry specific conferences and study groups Tech: Excel, PowerPoint, Morningstar Advisor, LPL ClientWorks
TRAINING	Trading and portfolio management, ESG training
INCOME POTENTIAL	\$90K base, salary growth contingent on business revenue goals achieved
BACKGROUND	At least 2 years experience in investment research. CFA Level III, MBA from top school or PhD in social science or business

NON-LICENSED PROFESSIONALS

This is an example job description and compensation model. Actual position description and compensation model will depend on new hire's talent, interests, and potential.

EXECUTIVE ASSISTANT (FULL or PART-TIME)

OBJECTIVE	Provide operational support in a timely and confidential manner to the business owner and team to reach business goals	BACKGROUND	<ul style="list-style-type: none"> • Bachelor's degree from a nationally recognized university in any major, liberal arts preferred • 2-10+ years working in an administrative/executive support role • Expertise with Microsoft Word, Excel, PowerPoint and Outlook • Excellent math, verbal and written communication skills • Willingness to adapt to change. Multitasking abilities. Ability to work in a fast-paced environment • Ability to maintain confidentiality • Attention to detail. Ability to prioritize. Strong organizational skills • Ability to work independently, proactively identifying opportunity for improvement • Must like people
ACCOMPLISHED THROUGH	<ul style="list-style-type: none"> • Manages account opening and transfer process and troubleshoots technical issues. • Collaborates with appropriate individuals and external resources to manage administrative and logistical aspects of on-site and off-site client meetings and events. • Updates and maintains contact databases. • Lead projects such as documenting workflows or training materials. • Proof-reads and edits white papers and client-facing documents • Proactively manages calendars by anticipating needs, adjusting for conflicts, and ensuring all logistics (including materials, location, timing, etc.). • Participates in business planning process 		
TOOLS	<ul style="list-style-type: none"> • LPL ClientWorks • CRM: RedTail, Constant Contact • Microsoft Word, Excel, PowerPoint and Outlook • Adobe Creative Suite 		
TRAINING	Entrepreneurship, possible apprenticeship in financial advisory or financial planning	INCOME POTENTIAL	\$60K entry level base (full-time), salary growth contingent on skills attained and business revenue goals achieved.

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.

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Consolidated Headcount



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...

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
 - LGBTQIA+
- 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

BENEFITS

Benefits can change annually or change due to exogenous events.

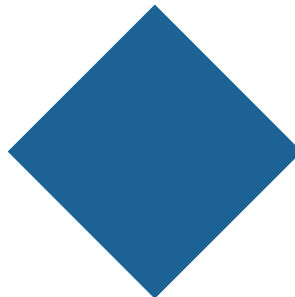
FULL-TIME COMPENSATION	<p>\$60,000 base salary for experienced administrative assistants, recent graduates and re-entry hires who have passed the CERTIFIED FINANCIAL PLANNER™ exam. Enrolled CFP® students and Economics, Finance or Business Administration graduates may also be eligible. Candidate other majors with encouraged to apply.</p> <p>\$80,000 base salary for experienced CERTIFIED FINANCIAL PLANNERS™</p> <p>\$90,000 base salary for investment researchers with a CFA Level III, MBA or PhD in social science or business.</p> <p>Performance based bonus based on company profits and individual KPI achievement.</p>
HEALTH INSURANCE	Medical and dental paid for by company
401(K)	Discretionary match up to 100%
EDUCATION STIPEND	\$1,000 annually
PAID TIME OFF	Four weeks total vacation, sick and personal days (hours accumulate monthly)
REMOTE WORK	Four-day work week. In office in Chicago two days a week + remote work two days a week.
OTHER	Transportation reimbursement and membership at the East Bank Club

HOW TO APPLY

- Submit resume with CERTIFIED FINANCIAL PLANNER™ exam results and transcript showing GPA 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 in Q3 2023 according to Fidelity Investments was \$107,700.¹ According to AARP, in most metro areas, \$800,000 to \$1 million is needed to retire.²
 - 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)
3. What is this shape?
 - a. Triangle
 - b. Rhombus
 - c. Square
 - d. Wrigley Field



¹ <https://newsroom.fidelity.com/pressreleases/fidelity-q3-2023-retirement-analysis-workers-commit-to-the-long-term-while-navigating-uncertain-ma/s/d5824701-cdfa-4cd2-8796-602b7b1dc541>

² <https://www.aarp.org/retirement/planning-for-retirement/info-2023/million-dollar-nest-egg-myth-debunked.html>

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