CORE BUSINESSES IN THE FINANCIAL SERVICES INDUSTRY

Real World	Financing Services			Financing Operations = Creation of Financing Structures							
	Build (or Buy) Real Assets	Advise & Inform on financial advisor financial information services rating agency Venture Capital	Manage financing process	Design financing structure & instruments financial consultant	Build instruments investment (Wall Street) law firm		Capitalize (Fund) financing investment bank Private Capital Venture Capital	Sell Instruments mortgage/ loan broker	Support Market instruments = (securities) The Fed	Administer instruments trustee bank	Make Market securities = (instruments) specialist broker Trade securities wholesale broker
		journalism									
eal World		Investing Service	es			Investing Oper	ations = Cre	eation of Invest	ing Vehicles		
	Accumulate	Advise &					Capitalize		Pool	Keep	
	<u>Liquidity</u> (save money)	Inform on investing & portfolio	Manage investing process	<u>Design</u> Investing strategies	<u>Build</u> portfolios	Promote portfolio participation	(Seed) portfolios	<u>Sell</u> portfolio participation	<u>Funds</u> into portfolios	Custody securities in portfolios	Manage portfolios of securities
		management & wealth/risk		& portfoli o s		financial		mutual fur	nd	custodian	investment
		management personal		investment advisors/	law firm	communication firm	<u></u>	hedge fur	ıd	(bank or broker)	management firm
		financial advisor		consultant	însurance company			insurance broker	insurance company		
		investment information services		actuarial consultant				deposit broker	commercial bank		commercial bank
		investment journalism						retail broker	Private Equity		
		rating									