

A large, bold, black letter 'M' logo, centered horizontally and vertically in the upper half of the page. The background of the entire page is a close-up, black and white photograph of a laptop keyboard and trackpad, angled diagonally from the top right towards the bottom left.

MATT MURPHY

**CLIENT:** Empala Network  
**PROJECT:** Brand development  
**OBJECTIVE:** Audit the marketing materials and preliminary value proposition of a new, cloud-based global investment network  
**SUMMARY:** Deliverable comprised a full update of Empala's launch materials, including website and white paper, as well as creation of its go-to-market positioning statement

## A DEEPER LOOK AT THE EMPALA PLATFORM

Empala is leading the charge to modernize the digital investment landscape by empowering the individual investor. For years, we have recognized that the structure of the financial industry is broken. We are tired of wasteful, inefficient processes that lead to unnecessary stress and out of pocket costs for investors, who are not even in control of their own investments.

This is why we have developed a revolutionary, end-to-end digital platform – Empala – that will shift the negotiating power back to the individual investors. Our members will finally realize the full benefits of a technologically-enabled and disintermediated sharing economy.

Empala's sole purpose is empowering the individual investor. Innovative fund structures, crowd collaboration, maximum transparency, right-sized and member-aligned fees, distributed ledger technology and revolutionary predictive tools will bring back the negotiating power to the investor. Our digital payment token, Emara, is at the core of our global ecosystem.

## YOUR BEST INTERESTS ARE AT STAKE

The current structure of the financial industry is antiquated, inefficient, and wasteful.

### MARKET REALITY

Dysfunctional processes continue to drive the financial ecosystem.



### IMPACT TO YOU

Investing is not only frustrating, it is damaged by excessive transaction costs.

Investment power lies behind the curtain.



Investors are subject to the whims of investment managers and have little to no access to key industry information.

Transparency in the investment industry is unacceptably low.



It is difficult to trust a system in which fee structures are frequently opaque.

These are structural challenges that weaken your ability to understand the market, stay informed for sound decision making, and operate efficiently and economically.

## EMPALA PUTS YOU IN CONTROL

We are confronting these challenges head-on in ways that provide unprecedented access and value to you, the investor.

### EMPALA SOLUTION

Empala's global investor platform will collaborate with its wholly owned, affiliated, and regulated investment companies.



You will now be able to collaborate directly, pooling your and your fellow investors' knowledge to create a collective "wisdom-of-the-crowd."

Processes will be specifically designed to facilitate customer effectiveness at achieving their objectives.



You will be able to spend more time and effort on other priorities as existing complexities and nuisances are eliminated.

We will minimize fees in an unconventional, user-friendly way by passing through all investment activity and inventory revenues.



You will pay less than a quarter – after all fees and revenues – of what Empala competitors are charging.

Members who propose deals will have upside participation, which has been largely limited to professional fund and private equity managers.



You will be financially compensated for ideas that turn out to be successful, encouraging continual content contribution.

Standardized and automated deal origination will create brand-new methods for putting together investment deals.



You will now be able to easily access quality investment opportunities that compliment your investment objectives and portfolio.

Innovative fund structures and ownership will allow for more visibility, efficiency and control.



You will now benefit from the ease and control of exchanging value, globally transacting across markets and achieving greater savings through avoiding complex legacy transaction and remittances networks.

As an Empala member, you will have full control of your assets, greatly enhancing your ability to buy and sell investments as you see fit as an informed investor.