


— Centerprising Journey —

Live Guided Experiences Online

A woman and a robot head are shown in profile, facing each other. The woman is on the left, and the robot head is on the right. The background is dark with vertical columns of blue binary code (0s and 1s) falling like rain. The robot head has a glowing blue circular sensor on its side.

Profiting from Disruption:
Capturing Game-Changing Opportunities



— JOURNEY DESCRIPTION —

Profiting from Disruption: Capturing Game-Changing Opportunities

Many RisingGen from business families feel the imperative to invest in disruptive technologies and emerging sector in order to capture the highest growth wealth creation opportunities.

These sectors are understandably risky with volatile performance. SeniorGen are often reluctant to invest.

This journey helps families design a capital allocation strategy that helps align interests across generations. It also suggests systematic investment approaches that helps RisingGen build performance track records.

6 or 12-week expert-guided journey online

US\$ 3,800 per participant for 6-week journey with weekly dialogue
US\$ 4,800 for 12-week journey with dialogue every other week

Who is this journey for?

- Family Wealth Creators who want the core family organization to be more supportive of their innovation projects.
- SeniorGen who see the need to deploy more family talent to take advantage of disruption and avoid being destroyed by it.
- SeniorGen who want to support their RisingGen but want the latter to be mentored by experts to increase chance of success.
- Trusted Advisors of the Family who want to help families invest in disruptions.



What is the journey experience?

Our philosophy is to provide bite size, guided, practical learning in a directed way that leads to developing concrete, implementable action plans.

Initial articulation of goals. At launch, we hold a 1-on-1 session with you to help you articulate your challenges and turn them into a list of solvable, prioritized problems. You select one problem to address. Then focus on developing an action plan for that problem thru the journey.

Insights into Profiting from Disruption. We send you weekly learning materials. They provide frameworks and case samples to direct your data gathering, analysis, and action plan design. We hold weekly 1-hour dialogues in small groups to review learning highlights, discuss your reflections, guide your action planning, and for the group to share experiences.*

Customized creation of personal action plans. At the end of the journey, we hold a 1-on-1 session with you to polish your action plan and ensure that it can help you achieve concrete goals.

* We would answer any questions on learning materials and provide feedback on self-reflections + action plans in between dialogues

Curriculum for Journey

Profiting from Disruption: Capturing Game-Changing Opportunities

1 WEEK 01

Nature of investing in disruption

- a. Examine the high risk and high reward nature of investing in disruption
- b. Explore mindset change needed from investing in steady businesses that many SeniorGen know well
- c. Discuss the typical path of new tech dev and how to profit along its dev roadmap

2 WEEK 02

Low probability + high payoff investments

- a. How to profit from investing in disruptive sectors that are directionally correct
- b. How to convince SeniorGen to allocate capital to it

3 WEEK 03

Expertise and ecosystems are key

- a. Explore how young wealth creators gain expertise and build ecosystem needed to succeed
- b. Discuss how to use BrainTrusts to achieve these goals

4 WEEK 04

Major sectors of disruption and how to select areas of focus

- a. Survey major disruptive sectors or tech
- b. Assess factors in deciding sectors of focus—including personal interest, hedging family's existing assets, or unique access to resources

5 WEEK 05

Assess Black Swan and other tipping points

- a. Understand how hard to predict events can tip the balance towards mass adoption and fundamental market transformations

6 WEEK 06

Your action plan to profit from disruption

- a. Polish your action plan by putting together action steps formulated from each week into an integrated plan

Profiting from Disruption Journey will be adapted to the needs of journey participants

- ❖ Business Families adopt wide ranging approaches to engaging with disruption that meet their family's needs and reflect each family's unique internal dynamics
- ❖ SeniorGen + broader family often act reactively to disruption, driven by declines in the performance of existing operating businesses
- ❖ Family innovators face common challenges in trying to convince their family to invest in disruption
- ❖ Herein is the benefit of peer dialogues around this topic

The Journey will focus on facilitating dialogue among small group of trusted peers around shared challenges + successes

Sample Case for Profiting from Disruption: Capturing Game-Changing Opportunities Journey

AT THE CROSSROADS

- ❖ Twin brothers who sold their family's multi-generational pharma business to a large, global pharma company
- ❖ Now the question is how to invest this liquid capital to achieve significant new wealth creation?

FOCUS ON WHAT YOU KNOW, WHILE BUILDING NEW EXPERTISE

- ❖ Brothers decided to focus on biotech, which is rooted in what they know yet focus on the more risky and disruptive part of the value chain
- ❖ Because biotech is high risk + high reward, the brothers need to acquire new expertise to succeed

EXPERIMENT OFTEN AND FAIL FAST

- ❖ They built an organization that enabled them to gain expertise while investing in a variety of projects

How did the twin brothers set up their Investment organization to achieve significant new wealth creation?

How to join:

- ❖ If you are interested in registering for this journey, please visit our website at
www.centerprising.io
- ❖ Journeys start monthly
- ❖ Journey Fees Per Participant:
 - US\$ 3,800 for 6-week journey with weekly dialogue
 - US\$ 4,800 for 12-week journey with dialogue every other week
- ❖ For inquiry, please click on the button below or send us an email:

[INFO REQUEST](#)

ProgramDirector@Centerprising.io

