

InVestra

Executive Liquidity Intelligence System

A repeatable growth platform for serving executives before, during, and after major liquidity events

Internal Strategy Blueprint | Prepared for James Brown and InVestra leadership | June 12, 2026

Important: This package is designed to help InVestra scale a repeatable executive-liquidity advisory model. It is not a recommendation to buy, sell, or hold any security. Any client-facing language should be reviewed by compliance, legal, tax, and investment-policy professionals before distribution.

Executive Summary

- InVestra should convert the SpaceX success into a repeatable executive-liquidity platform rather than a one-off campaign.
- The core opportunity is to reach executives before liquidity is obvious, while grant inventory, tax sequencing, estate architecture, diversification rules, and family governance can still be shaped proactively.
- The model should combine company-specific intelligence reports, personalized planning workstreams, advisor enablement, and compliance-approved outreach.
- Anthropic and OpenAI are the immediate lighthouse accounts because public-market readiness, large private valuations, and intense AI infrastructure requirements create urgent planning conversations.
- SpaceX should be used as a proof-of-process narrative: white-glove, virtual-first planning for highly technical executives with concentrated private-company wealth. Individual client details should remain confidential.

Strategic thesis: InVestra becomes the firm executives hear from before the liquidity event, not after. The deliverable is not simply a report; it is a managed advisory workflow that turns concentrated private-company equity into durable, diversified, tax-aware family capital.

What To Replicate From SpaceX

SpaceX playbook element	What worked	How to scale it
White-glove virtual delivery	Technical executives were comfortable with remote, concise, data-room style planning.	Build a standardized intake portal, document checklist, meeting memo, and decision log.
Concentrated-equity framing	The issue was not only upside; it was household balance-sheet fragility.	Lead with concentration risk, tax sequencing, liquidity budget, and staged diversification policy.
Multi-discipline coordination	High-stakes liquidity required CPA, estate counsel, insurance, banking, and portfolio alignment.	Create an advisor-led case quarterback model with external-professional coordination templates.
Behavioral governance	Executives needed rules before headlines, lockups, and volatility arrived.	Create written sell/hold/gift rules before market windows open.
Credibility through specificity	Generic wealth-management language was less persuasive than company-aware planning.	Produce targeted briefs for each company and sector; personalize only after document collection.

Core System Architecture

1. **Company Intelligence:** maintain a ranked queue of companies with potential liquidity catalysts, public-market readiness, tender activity, secondary-market interest, valuation step-ups, or employee-wealth concentration.
2. **Executive Segmentation:** map C-suite, V-suite, senior technical, product, research, infrastructure, legal, finance, and early employee personas to specific wealth-planning needs.
3. **Report Factory:** produce client-facing reports, executive playbooks, advisor briefs, and one-page checklists using a consistent InVestra template and compliance language.
4. **Personal Planning Layer:** turn company-level research into client-specific deliverables only after collecting grant statements, tax returns, estate documents, balance-sheet data, and family objectives.
5. **Advisor Enablement:** give advisors discovery scripts, objection handling, follow-up letters, meeting agendas, and cross-professional coordination templates.
6. **Compliance Governance:** tag every asset as internal, advisor-ready, compliance-review required, or client-distribution approved.

Recommended Deliverable Stack

Deliverable	Audience	Purpose	Frequency
Company Liquidity Report	Client + advisor	Explain company liquidity context, public-market catalysts, and executive planning issues.	Update on major news and quarterly
Executive Wealth Playbook	Client + advisor	Translate liquidity context into personal planning steps.	Company launch + refresh as needed
Advisor Due-Diligence Brief	Internal	Equip advisors with questions, risks, objections, and positioning.	Before campaign launch
1-Page Executive Checklist	Prospect/client	Create a low-friction first engagement asset.	Every campaign
Personal Equity Inventory	Client-specific	Capture grants, exercise prices, vesting, restrictions, and basis.	Every client
Tax Map and Liquidity Budget	Client-specific	Coordinate option exercise, AMT, ordinary income, capital gains, state domicile, and cash reserves.	Every client
Diversification Policy Statement	Client-specific	Document sell/hold/gift/reinvest rules before volatility arrives.	Every client
Post-Liquidity IPS	Client-specific	Move from single-company exposure to institutional portfolio governance.	Every client

90-Day Build Priorities

Period	Build priority	Owner	Success measure
Days 1-15	Finalize brand language, compliance disclosure blocks, asset labels, and document naming conventions.	Leadership + compliance	Template library approved for internal use.
Days 16-30	Launch top 10 company intelligence queue and first two sector reports beyond Anthropic/OpenAI.	Research + advisory	Two additional company briefs completed.
Days 31-45	Create advisor scripts, discovery checklist, client intake packet, and follow-up templates.	Advisor enablement	Advisors can run first meeting with standardized materials.
Days 46-60	Begin first executive outreach waves through warm referrals and centers of influence.	Growth + advisors	Briefings booked and documented.
Days 61-90	Convert meetings into personalized planning engagements and case studies.	Advisors + ops	Personal equity inventories and tax maps underway.

Source Notes and Use Controls

- InVestra internal SpaceX liquidity-event planning materials, May-June 2026.

- InVestra AI Liquidity Report Package for Anthropic and OpenAI, June 12, 2026.
- Axios, Reuters, The Guardian, Business Insider, and other public-market coverage of Anthropic and OpenAI confidential IPO filings and 2026 funding activity, reviewed June 12, 2026.
- SEC Rule 144 and Form 144 guidance; IRS and tax-practitioner materials regarding incentive stock options, alternative minimum tax, and qualified small business stock; all planning should be confirmed by qualified counsel and tax professionals.

Use control: SpaceX references should remain anonymized and strategic. Do not disclose individual client outcomes, client identities, securities holdings, or portfolio details without written approval and compliance review.