

InVestra

Executive Outreach Kit

Messaging, scripts, and conversion assets for senior leaders approaching liquidity events

Advisor and Growth Team Toolkit | 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.

Positioning Statement

Client-facing narrative: A major liquidity event can create extraordinary opportunity, but it can also compress years of tax, estate, investment, privacy, and family decisions into a short window. InVestra helps executives prepare before the window opens.

Recommended First-Touch Email

Subject: Pre-liquidity planning for concentrated private-company equity

I wanted to share a private planning note for senior executives who may be approaching a meaningful liquidity window. The core issue is not simply when a company may go public or whether private shares are valuable. The bigger question is how to convert concentrated, illiquid company wealth into a durable, tax-aware, diversified family balance sheet.

InVestra has recently helped technical and executive clients think through these questions in the context of major private-company wealth events. The planning framework includes equity inventory, tax sequencing, estate and philanthropic strategy, diversification policy, cybersecurity/privacy review, and post-liquidity investment governance.

Would it be useful to schedule a confidential 30-minute planning conversation? The goal would be to identify what can be decided now, what should wait for final company terms, and what documents should be gathered before liquidity becomes urgent.

Referral Partner Email

Subject: Private-company equity planning resource for executives

We are building a dedicated InVestra planning track for executives with concentrated private-company equity exposure. Many of these clients need coordinated advice before an IPO, tender offer, or secondary window - especially around option exercise timing, AMT, QSBS review, state domicile, estate-transfer windows, charitable planning, and post-liquidity portfolio design.

If any clients or contacts are asking questions about AI, space, defense technology, fintech, or other high-growth private-company equity, we would welcome a confidential introduction. We can begin with an educational briefing and avoid any recommendation until the client-specific facts are collected and reviewed with appropriate professionals.

Discovery Script

Discovery area	Questions	Planning output
Equity inventory	What instruments do you hold? What are strike prices, vesting dates, exercise deadlines, transfer limits, and tender eligibility?	Verified grant-by-grant equity ledger
Tax exposure	What ordinary income, AMT, capital gains, state-tax, QSBS, and charitable-gifting variables should be modeled?	Multi-year tax scenario map coordinated with CPA
Liquidity budget	What cash must be reserved for taxes, lifestyle, family commitments, debt, philanthropy, and opportunity capital?	Two-year liquidity reserve and cash ladder
Concentration policy	What percentage of household net worth can remain tied to one company after different liquidity scenarios?	Target concentration bands and staged diversification rules
Estate and privacy	What trust, titling, insurance, cybersecurity, liability, and family governance controls should be installed now?	Estate counsel checklist and risk-control memo

Post-liquidity portfolio	What portfolio will support purchasing power, tax sensitivity, risk tolerance, and multi-generational goals?	Draft investment policy statement
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Objection Handling

Client concern	Recommended response
I do not know when liquidity will happen.	That is exactly why the planning should begin now. Some decisions can be prepared before timing is final, and others can be parked until terms are known.
My company is still private.	Private status can be an advantage for planning. Grant inventory, tax modeling, estate structures, and liquidity rules often have more flexibility before a public event.
I think the stock will keep going up.	A great company can still be a fragile personal wealth plan if too much family net worth depends on one asset. We can preserve upside while defining disciplined risk limits.
I already have a CPA or attorney.	That is positive. InVestra can coordinate with those professionals so tax, estate, investment, and liquidity decisions operate from one plan.
I am too busy.	The first step is efficient: a document checklist, a 30-minute planning call, and a short memo identifying what matters now versus later.

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.