THE CIRCLE

THERE WAS FAMILY OFFICE. NOW THERE IS GLOBAL DIGITAL FAMILY OFFICE.

The Digital transformation designed for Family Offices and (U)HNWIs

EXCLUSIVE BILLIONAIRE CHRONICLE FEATURE
Is it possible to store data securely for continuity and enabling the experience, strategies, and goals of Family Offices and UHNWIs? And furthermore, it is possible to hand this safely over to the future generations?

Now, more than ever before, UHNWIs and family offices are anticipating and preparing for future disruption of all economies and markets. Blockchain infrastructure-based communication channels between enterprises are becoming favourable and convenient.

While both support of start-ups and growth value for investors are crucial in today’s marketplace, strict ethical standards and codes must also be considered to support a global economy with further sustainability, education, health, human rights, and minority groups humanity.

In June, during the 9th Global Family Office Summit in Monaco, which is the most prestigious global family office gathering, the Lorente Family Office introduced the world’s first revolutionary new system of asset symbolization combining security, I

The Circle, led by IT environment expert, business development and multi-entrepreneur Chief Executive Officer, Marc Duthoit, sets the new standard for asset management for UHNWIs and Family Offices worldwide with INTERCONNECTABLE Blockchain based Trust.

Marc Duthoit quoted ‘The Circle focuses on tangible asset management and not wealth management. In other words, our platform offers new intuitive and secure ways to support and improve the management of the physical assets owned by our clients (Aircraft, Yachts, Cars and Fine Art, etc) along with their associated ‘lifestyle’, not their financial investments.’

Marc, why the digital system is better for FOs? What are the advantages?

Our thorough detailed market research shows that very few (if any!) Family Offices take advantage of Blockchain, AI and Smart Contracts to manage their high-worth assets, but instead still rely on very labour-intensive and unsecured systems such as physical paper, databases or simple spreadsheets etc.


and disintermediation of transactions that meets the Blockchain’s first ambition, which is to enable the exchange of value and data securely through digital systems that can be isolated and heterogeneous with less or no intermediaries.

Taking, for example, the Family Offices already on board with us, they were attempting to manage their physical assets and control the input from various people, various companies and various users, all into various unsecured and unconnected systems!
As you can imagine, they welcomed The Circle solution of everything being done on one secure blockchain encrypted platform, with smart contracts controlling every aspect of ownership from purchase, day-to-day management all the way through to the final sale or lease. To summarize in few words: The Circle is faster, cheaper, more secure and more efficient offering reliable and traceable actions whilst maintaining privacy and confidentiality."

What is your experience since the Family Offices started their collaboration with The Circle? "I think what the FOs enjoy is the ability to take advantage of a modern secure system whilst keeping a very high standard in privacy, confidentiality and security. Our exclusive By Invitation Only 'Private Club' is the world's first secure management platform for high-value tangible assets, where UHNWIs and Family Offices members can buy, sell and exchange or gain services for their assets without the specific need for intermediaries. This answers the FOs needs ideally but not to mention they save time and money."

The Circle enables blockchain encrypted transactions of both goods and services through a secure environment, including the digitization of physical goods and the use of The Circle unforgeable ‘Smart Contracts’. The combines with the platforms revolutionary Artificial Intelligent Personal Assistant (with its deep learning capabilities) which supports and assists all areas of managing the asset.

For me, this is the answer for the management of every physical assets. The first example of our benefits is already visible in the private jet and yachting. Soon we will extend the service to other assets like fine art or real estate.

Gael Remy Neris Leveque is the Executive VP of PR and Communication of The Circle;

Gael. In your own words, please explain what prompted to establish this platform

Most Family Offices can already deal with financial assets and real estate; however, it is very unusual for an office to have the internal expertise required for other high-value assets such as aircrafts, yachts, arts, and precious stones. Therefore, they cannot personally manage their entire portfolio of assets accurately, because they do not have the specific knowledge in all the sectors required.

Due to the above, it was clearly visible that a digital platform was required to solve all the problems Families Offices currently experience.
The Circle has been produced by utilizing all the available new technologies such as blockchain, big data and AI, which then in essence digitizes high-worth assets giving each its own unique ‘Digital Passport’, which then allows for the fast, secure and convenient processing of all future transactions.

The Circle Platform enables for the complete management of just one single high-worth asset such as a private jet, to a whole portfolio of complicated diverse assets - all within the same intuitive place fully supported by the AI Personal Assistant.

How long have you been working on the process and what steps have been taken so far?

We have been working hard on The Circle for over 2 years. We started when the Principal of a Family Office requested a AI based solution for private jet management. It soon became very apparent that the system we built for jets also offered the same numerous benefits for owners of all high-value assets.

We therefore organized a Worldwide road show, from the U.S to Europa through to Asia and Middle East gaining feedback from several Family Offices and UHNWIs on exactly what they require from a new asset management system.

Behind the scenes we have been working tirelessly on the blockchain platform and the ‘smart contracts’ that are used to securely control all transactions and making what is very complex technology completely ‘user friendly’ and intuitive for our clients.

Taking all the feedback received into consideration, we are now excited to launch a system delivering exactly what the market requires and needs.

How do FOs realize your vision? What potential and in what time frame can this benefit to FOs?
The enthusiasm we received for The Circle from Family Offices was immediate! Very quickly they could see that our platform delivers all the requirements they have to manage their physical assets, and at the same time saves them considerable time and money.

With our yearly membership fee of $50,000, and only 0.4% commission rate on the value of the Smart Contracts, Family Offices can see that ROI in The Circle is possible in just one single transaction. Perhaps what we were not initially expecting was the enthusiasm also shown by the suppliers to Family Offices and HNWIs, as they too see the need for automation and reliable management for those high-worth assets that they supply or care for. For instance, Jet Financing companies are exited at how quickly they can securely gain the information they require direct from the Platform, negating the need to ask their clients to complete a mountain of paperwork every year!

What is your personal responsibility and what are the steps taken to grow the network?

As the EVP Communication and Public relations of The Circle; I am responsible for leading and managing the marketing, branding, and communications functions within the firm. The objective is to raise The Circle-GDOF’s brand and profile with architectural/engineering industry leaders, public and private clients, alliance partners, professional associations and government agencies.

We will keep the way we meet each other and share our disruptive eco-system for the all next year: small and private bespoke on various topics for a very few guests. We limit the access to our “private club” for the 1st year to make sure we know each member personally. Now that the develop of the platform increase day after day, we also need to improve it with the inputs of our first members.

Among them, we work alongside with Navis Venture who became our co-investor. Like we said always: “built by a family for family offices and HNWIs”. At last, we will dedicate a service for young retired sportsmen very lonely when they stop their carrier ...

For our service’s partners, as our networks are in different fields, we will attend some events which deals with aircraft, yachting, arts, vintage cars, ... – like we have already done this past months. The next Rendez-Vous will be Monaco during the Yacht Show, Abu Dhabi during the Dubaï air show and Miami during Art Basel.
Substantial Cost-Saving
The Circle removes the requirement for intermediaries and supplies which increase contractual security and assurances for a fraction of the customarily charged commission rates.

Valuable Time savings
The Circle enables full asset management in just a few clicks from any device from anywhere you may be. Our system collates and aggregates all information in one totally secure environment.

Accountability and Security
Traceability, Security, and Efficiency of all transactions with smart contracts and digital passports.

Tangible Asset Protection
The Circle is able to act as a trustee if the Family Office decided, to help with transmission for e.g.

Total Privacy
All clients have 100% control of what, if anything, is visible to others.

Complete Stability and Peace of Mind
The Circle token is non speculative and is only used to value goods or services on the platform, whilst the corresponding FIAT amount remains securely stored in the members account.

Artificial Intelligence Personal Assistant
Real AI-based system which takes all mundane human intervention out of the day-to-day management of both financial and physical assets.

Finance & Free Port Service
Monetization of an assets by using them as a financial guarantee. Also enables members to enjoy their art collections at home with the same benefits of a free port.

24/7 Concierge Service
Both AI and personal Concierge service to serve all our clients at all times, wherever they may be.

Private Secured Mobile Phone Network and Unmatched Security
Exclusive access to The Circle worldwide secure cellphone network with all encrypted connections. Unmatched security. All users of the system are 100% identifiable due to our unique MFA-12 ID verification system (multi factor authentication), with all platform information and transactions encrypted in military grade Blockchain.

Introductions to Trusted Partners
The Circle has partnered with several key partners who can assist with all requirements of caring for your asset.
The Circle's initial launch targets the prestigious and private aviation market and the owners of high-value private jets. David Ricklin, EVP of Aircraft Activities at The Circle, said, "The world of business aviation is linked to high technologies for its safety, its fuel consumption, and all avionics equipment. However, if this fast-paced world is experiencing a huge meteoric evolution, its fad administrative system that has become aged now multiplying from eight to twelve times the number of controls and operations additionally on the operator’s side (CAMO), and management of the planes, to the maintenance centers (MRO). The exchange of further emails between multiple partners has become a standard because, until today, no one has addressed the issue of how to lighten the enormous tasks of each person involved. Nowadays, the treatment of maintenance of six or eight years on one plane of average size, requires not far from 30 folders against 3 to 5, 15 years ago.

The lack of consideration of this central mode has repercussions on the same individual aslo who, unfortunately, is under pressure both at the level of Management and at times which are intended to be shorter and shorter. The Circle brings the only and Unique solution to all these problems via a smart program, which with a single click triggers the request for service, rental, sale, purchase, charter, maintenance, and FBO."
The Circle offers an MFA 12 (multi-factor authentication with 12 points of control entirely automated). This service works with a bespoke app for smartphones and is providing The Family Offices a 100% assurance of the identity of a person before they sign a document, sign-in online or take part in any online action.

Considering the sensitivity of the platform which manages high-value assets, it is crucial to know, the exact identity of the person who places a request or an order.

Security is considered one of the most significant challenges for Family Offices and UHNWIs for every single online activity. Therefore, the patent of the Circle pending solution is unmatched and includes facial, voice, print recognition, but also geolocation, user’s habits, dedicated computer or tablet, real ID document authentication and several encrypted information directly placed into the phone device.

As for all the other information, every positive or rejected connections are further stored in the blockchain for traceability, ready to be analysed by and AI protocol to anticipate any threat.
Mr. Duhoit is an expert in the IT Environment, also Business development and Marc is multi entrepreneur. Marc started his career at Cap Gemini. He was the found of SWAN which became public ($1.2B market capitalization) in 1999, (Nasdaq Europe, CEO of the year 2000). Marc holds an MBA from ESC France and a BS from CDI College. The Circle counts on Marc’s expertise is in both the engineering of the digital World but also successful business management, which delivers a rare combination for success.
DAVID RICKLIN

**EVP Aircraft Activities**

Mr. Ricklin is a professional of the aerospace industry. David has built 23 years of experience in management communication and international development. He served as a GM at Ruag Aviation Services and VP/GM for Jet Aviation in Geneva. David is responsible for the entire Aircraft Activities at The Circle to implement an interoperable Blockchain based platform to deliver to best possible service to the owners of the private jets.

GAËL REMY-NERIS LEVEQUE

**EVP Communication & PR**

Gael is an expert and skilled in Public Relations and Communication which have been her daily business for the last 20 years; She specialises in innovation, branding, and she carries a vast experience in the world of fine art; Gael is the asset of The Circle for organizing the right events and Communication toward our trusted clients and members of The Circle platform. Gael is a graduate of EDS Paris (European business school).