

IDEAS

*Gravity Investing*TM

Would you invest in Gravity?

Gravity causes objects to react in highly predictable ways

What if you could wager that a brick dropped from a second story window would fall down, not up, or that the moon would rise and set every 24 hours, or that water would run downhill?

Gravity is a force that affects things in proportionally the same way based on the masses and distances between the objects. Using this relationship, scientists can predict the likely outcome of one object's interaction with another.

Thus in the simple examples above, we can forecast with near certainty that the brick would hit the ground, the moon would orbit the earth and the river would spill over the falls, provided that outside forces did not disrupt the relationship.

Introduction to Gravity Investing™

Gravity Investing seeks investment themes with highly predictable, long-term outcomes

Occam's razor is a principle of parsimony often attributed to 14th century Franciscan William of Ockham. It states:

“of two equivalent explanations, all else equal, the simplest explanation is to be preferred”, or loosely translated, “the most logical outcome is also the most likely to occur.”

Gravity investing observes and seeks to exploit trends in the global economic and social landscapes which may be leading to seemingly unavoidable and highly predictable outcomes.

Our Firm

Our firm has developed a unique, systematic research approach, which overlays macroeconomic and what we define as “***gravitational***” themes on fundamental, “bottom-up” security selection.

We believe significant investment opportunities emanate from such *gravitational* trends as water shortages, climate change, peak “cheap” oil, smart grid, global infrastructure, urbanization, healthcare innovation, web 2.0, and the emerging global middle class.