



Individual Disclosure Brochure Form ADV, Part 2B

August 16, 2023

for

James Casselberry - CRD 2905387
Valerie Red-Horse Mohl - CRD 3160944

Investment Adviser Representatives

This brochure supplement provides information about Known Wealth LLC's ("**Known Wealth**") investment adviser representatives and supplements Known Wealth's disclosure brochure (ADV Part 2A). You should have received a copy of that brochure. Please contact us at compliance@knownfin.com if you have any questions about the contents of this supplement.

Additional information about our registered investment adviser representatives can be found on the SEC's website at www.adviserinfo.sec.gov.

Known Wealth LLC
31 Hudson Yards
11th Floor
New York, NY 10001
646-586-9424
info@scalewithknown.com
www.scalewithknown.com



Item 2: Educational Background and Business Experience
Name: James Casselberry **Born:** 1959

Educational Background and Professional Designations

Education:

MBA Business Administration, University of Chicago, Chicago, IL - 2001
BS Economics, University of Illinois, Chicago, IL - 1986
Studied Economics, University of Central Florida, Orlando, FL - 1982-1984
Accounting and Business Administration, Texas Christian University, Fort Worth, TX - 1977-1979

Business Background:

03/2021 - Present	Co-Founder and Chief Executive Officer, Known Holdings, LLC
09/2017 - 09/2022	Chief Investment Officer, 4S Bay Partners, LLC/Sarowitz Family, LLC
09/2017 -05/2019	Senior Adviser, NexTier Companies, LLC
09/2012 - 09/2017	Senior Managing Director, NexTier Companies, LLC
06/2012 - 08/2017	Adjunct Professor, Valparaiso University
04/2016 - 04/2017	Senior Adviser, Campbell Newman Asset Management, Inc.
04/2011 - 09/2012	Senior Consulting Principal, NexGen Capital Partners, LLC
2006 - 2011	Managing Partner and Founder, Dearborn Park Group
2004 - 2006	Principal, Ennis Knupp & Associates
1996 - 2004	CEO and Founder, Trias Capital Management
1995 - 1996	Chief Operating Officer, Wedgewood Capital Management, Inc.
1991 - 1995	Partner and Director, The MacArthur Foundation
1986 - 1991	Portfolio Manager, First National Bank of Chicago
1983 - 1986	Consultant, Arthur D. Little Valuation, Inc.

Biography:

James "Jim" Casselberry has more than 35 years of entrepreneurial and business experience and has been in the investment management and investment consulting industry for over 25 years. Jim has designed, managed, consulted, and implemented scores of investment policies, programs, and strategies. He also founded and managed many different investment management platforms. In his roles as CEO, CIO, portfolio manager, fund manager, principal consultant, and advisor, Jim has individually or in concert with colleagues:

- Raised over \$4 billion from institutional investors for traditional and alternative investment management strategies
- Invested more than \$50 billion in aggregate transactions, both private and public, in debt, equity, and alternative investment securities
- Structured over \$20 billion in asset-backed investment securities.
- Co-managed the continuing asset allocation structure and strategic plan for a large foundation
- Authored research papers on the role of private equity funds for institutional investors
- Developed internal investment committees to review investment policy and performance for multiple large public agencies
- Established and revised investment policies for several large public and private agencies

- Responsible for setting all investment strategies and allocation for an investment capital management firm managing more than \$2 billion in assets
- Provided consulting advice and coaching to many business owners and c-suite level executives.

In addition to working in large institutional and non-profit settings, Jim has worked in a consulting role with a significant institutional consulting firm regarding credit and fixed-income issues for the federal government.

Jim's skills are primarily focused on all aspects of the institutional investment management process across all asset classes, both alternative and traditional strategies, as well as the formation of a firm from a startup.

Item 3: Disciplinary Information

There are no legal or disciplinary events to report related to this Item 3.

Item 4: Other Business Activities

In addition to his role at Known Wealth, Jim also serves as the:

- Board Member at Impact Engine. Impact Engine is an asset manager in the financial space, and may be a potential future client of Known Wealth. This is a compensated position;
- Director of Aeris Insights, Inc. and provides board oversight of ratings for CDFIs. Aeris Insights is an expert in the financial and impact performance of CDFIs and other private impact loans. Aeris Insights is in the financial space and may be a potential future client;
- Chairman of the Board at Los Angeles Cleantech Incubator (LACI). LACI is in the financial space as an incubator for startups, and may be a potential future client of Known Wealth
- Trustee for Morehouse College and serves on their finance, investment, and development committees. Morehouse College may be a potential future client;
- Trustee for National Urban League and provides board oversight and monitoring of the financial health of the league. National Urban League may be a potential future client;
- Director of Arc Chicago, LLC, the appointed board of Benefit Chicago, a collaboration between The Chicago Community Trust, the MacArthur Foundation, and Calvert Foundation. Arc Chicago is in the financial space and may be a potential future client. This is a compensated position; ;
- Advisory Board for Ativo Capital Management, LLC. Ativo Capital Management is in the finance space and may be a potential future client. This is a compensated position;
- Board Member and Director on the Julian Grace Foundation investment committee and provides board oversight. The nature of the business is finance related and may be a potential future client; and
- Member of the Racial Equity Working Group, a group convened by The Investment Integration Project (TIIP) Insights and Surdna Foundation to guide investor action around strategies that promote racial justice. This is finance related.

Item 5: Additional Compensation

Jim Casselberry receives Board fees from Impact Engine, Arc Chicago, LLC and Ativo Capital

Management, LLC, but does not receive any economic benefit from any other person, company, or organization other than Known Wealth in exchange for providing clients advisory services through Known Wealth.

Item 6: Supervision

As a representative of Known Wealth, Jim Casselberry is supervised by Valerie Red-Horse Mohl. Valerie is responsible for ensuring that Jim adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Valerie is 818-389-4714.

Item 2: Educational Background and Business Experience
Name: Valerie Red-Horse Mohl **Born:** 1959

Educational Background and Professional Designations

Education:

BA, University of California, Los Angeles, CA - 1981, Cum Laude

Business Background:

11/2021 - Present	Co-Founder, Known Holdings, LLC
08/2020 - Present	Chief Financial Officer, East Bay Community Foundation
01/2019 - Present	Lecturer, Stanford University
11/2004 - Present	President and Chief Executive Officer, Red-Horse Financial Group, Inc.
11/1996 - Present	President and Chief Executive Officer, Red-Horse Native Productions, Inc.
06/2018 - 07/2020	Executive Director, Social Venture Circle
11/1997-11/2004	Chair and CEO, Native Nations Securities and Red-Horse Securities
12/1978-02/1985	Manager, Drexel Burnham Lambert

Biography:

Valerie ("Val") Red-Horse Mohl of Cherokee ancestry is an experienced financial professional with more than 30 years of in-depth experience in the financial services and investment banking industry with unique expertise in the Native American tribal government sector. Red-Horse Mohl is credited with founding the first Native American owned investment bank, has raised, structured, and managed over \$3 billion in capital and currently holds seven FINRA registrations: (Series 7), (Series 63), (Series 24), (Series 55), (Series 53), (Series 65) and is a licensed life insurance agent. She launched her investment bank in 1997 and during her tenure as Chairman and CEO her work included corporate workouts, Sarbanes-Oxley reporting and compliance, debt restructuring, capital raising, investment advisory, asset allocation and portfolio management.

As the CFO for the non-profit East Bay Community Foundation, whose mission is to eliminate structural barriers, advance racial equity, and transform political, social, and economic outcomes in the community, Val oversees approximately \$700 million in assets and leads initiatives focused on 100% mission alignment of portfolio investments, impact investing, racial equity, social justice, ESG and diverse manager selections.

Val is the Advisory Board Chair of Stanford University's Center for the Comparative Studies in Race and Ethnicity and teaches two undergraduate courses on Entrepreneurship for Social Impact and Racial Equity at Stanford. She earned a B.A. with Cum Laude honors from UCLA and has founded several nonprofit ministries on tribal reservations nationwide. Val was inducted into the NAWBO (National Association of Women Business Owners) Hall of Fame in 2008, was named one of the top 100 CFOs in 2021 and one of the Bay Area's Most Influential Women in 2022.

She also serves as Board Chair for the National Boys and Girls Clubs Native Services.

Item 3: Disciplinary Information

There are no legal or disciplinary events to report related to this Item 3.

Item 4: Other Business Activities

In addition to her role at Known Wealth, LLC, Valerie also serves as:

- Inaugural Member of the U.S. Treasury Advisory Committee on Racial Equity that is comprised of experts from academia, advocacy, financial services, and local government to advance racial equity in the economy;
- Advisory Board Chair of the Center for the Comparative Studies in Race and Ethnicity, for Stanford University. Valerie teaches two courses on Entrepreneurship for Social Impact and Racial Equity. This is a compensated position;
- Chief Financial Officer for East Bay Community Foundation, a 501c3 nonprofit charity. Valerie helps with accounting, audit prep, accounts payable and grantmaking into the community. East Bay Community Foundation is in the finance space and may be a potential future client. This is a compensated position.
- Chief Executive Officer, Founder, Shareholder and Filmmaker at Red-Horse Native Productions, Inc. where she formerly produced documentary films. This is compensated only when a film is being produced;
- Director and Shareholder at Executive Specialties, Inc., which provides advertising services as a distributor for gifts and awards.
- Chief Executive Officer, Founder, and Shareholder of Red-Horse Financial Group, Inc., providing financial advisory services. The nature of this business is finance related and there may be conflict of interest as Red-Horse Financial Group is an investment bank. This is a compensated position.

Item 5: Additional Compensation

Valerie Red-Horse Mohl receives ongoing compensation for her work at Stanford University, East Bay Community Foundation, and Red-Horse Financial Group, and varied compensation from Red-Horse Native Productions (only when film is being produced) but does not receive any economic benefit from any person, company, or organization other than Known Holdings in exchange for providing clients advisory services through Known Wealth.

Item 6: Supervision

As a representative of Known Wealth, Val is subject to the firm's compliance policies and procedures and Code of Ethics. Hope Newsome, the firm's Chief Compliance Officer, periodically monitors Val to ensure that Val adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Hope Newsome is 407-985-8763.