

## Item 1: Cover Page

### Authentic Capital LLC

1756 N. Wood St.  
Chicago, Illinois 60622  
(312) 847-1223

### **Form ADV Part 2A – Firm Brochure**

Dated April 27, 2022

This Brochure provides information about the qualifications and business practices of Authentic Capital LLC. If you have any questions about the contents of this Brochure, please contact us at (312) 847-1223. The information in this Brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Authentic Capital LLC is registered as an Investment Adviser with the State of Illinois. Registration of an Investment Adviser does not imply any level of skill or training.

Additional information about Authentic Capital LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov), which can be found using the firm's identification number, 316268.

## Item 2: Material Changes

The most recent filing of the Form ADV Part 2A for Authentic Capital LLC was in January 2022. The update reflects the launch of Fearless Financial's website, Facebook, and LinkedIn profiles. No other material changes have been made. In the future, material changes made during the year will be reported here

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## Item 4: Advisory Business

### Description of Advisory Firm

Authentic Capital LLC (hereinafter referred to as “Fearless Financial Planning”, “FFP”, “we”, “firm”, and “us”) became registered as an Investment Adviser with the State of Illinois in 2021. Amy Rosenow is the principal owner of Fearless Financial Planning.

### Types of Advisory Services

#### Financial Planning Services

Financial planning involves an evaluation of a Client's current and future financial state by using currently known variables to predict future cash flows, asset values, and withdrawal plans. The key defining aspect of financial planning is that through the financial planning process, questions, information, and analysis will be considered as they affect and are affected by the entire financial and life situation of the Client. Clients purchasing this service will receive a written or an electronic report, providing the Client with a detailed financial plan designed to achieve his or her stated financial goals and objectives.

In general, financial plans may address some or all of the following areas of concern. The Client and Fearless Financial Planning will work together to select specific areas to cover. These areas may include, but are not limited to, the following:

- **Business Planning:** We provide consulting services for Clients who currently operate their own business, are considering starting a business, or are planning for an exit from their current business. Under this type of engagement, we work with you to assess your current situation, identify your objectives, and develop a plan aimed at achieving your goals.
- **Cash Flow and Debt Management:** We will conduct a review of your income and expenses to determine your current surplus or deficit along with advice on prioritizing how any surplus should be used or how to reduce expenses if they exceed your income. Advice may also be provided on which debts to pay off first based on factors such as the interest rate of the debt and any income tax ramifications. We may also recommend what we believe to be an appropriate cash reserve that should be considered for emergencies and other financial goals, along with a review of accounts (such as money market funds) for such reserves, plus strategies to save desired amounts.
- **College Savings:** Includes projecting the amount that will be needed to achieve college or other post-secondary education funding goals, along with advice on ways for you to save the desired amount. Recommendations as to savings strategies are included, and, if needed, we will review your financial picture as it relates to eligibility for financial aid or the best way to contribute to grandchildren (if appropriate).
- **Employee Benefits Optimization:** We will provide review and analysis as to whether you, as an employee, are taking the maximum advantage possible of your employee benefits. If you are a business owner, we will consider and/or recommend the various benefit programs that can be structured to meet both business and personal retirement goals.
- **Equity Compensation Analysis/Planning:** A thorough breakdown and analysis of all company stock-based compensation schemes the Client owns. Deliverables and reports may include a detailed stock grant breakdown, description of type(s) of equity award(s) granted, vesting schedules; summary of exercising strategies; tax considerations, and other corporate actions to consider that can optimize a client's equity award.

- **Estate Planning:** This usually includes an analysis of your exposure to estate taxes and your current estate plan, which may include whether you have a will, powers of attorney, trusts, and other related documents. Our advice also typically includes ways for you to minimize or avoid future estate taxes by implementing appropriate estate planning strategies such as the use of applicable trusts. We always recommend that you consult with a qualified attorney when you initiate, update, or complete estate planning activities. We may provide you with contact information for attorneys who specialize in estate planning when you wish to hire an attorney for such purposes. From time-to-time, we will participate in meetings or phone calls between you and your attorney with your approval or request.
- **Financial Goals:** We will help Clients identify financial goals and develop a plan to reach them. We will identify what you plan to accomplish, what resources you will need to make it happen, how much time you will need to reach the goal, and how much you should budget for your goal.
- **Insurance:** Review of existing policies to ensure proper coverage for life, health, disability, long-term care, liability, home, and automobile.
- **Investment Analysis:** This may involve developing an asset allocation strategy to meet Clients' financial goals and risk tolerance, providing information on investment vehicles and strategies, reviewing employee stock options, as well as assisting you in establishing your own investment account at a selected broker/dealer or custodian. The strategies and types of investments we may recommend are further discussed in Item 8 of this brochure.
- **Retirement Planning:** Our retirement planning services typically include projections of your likelihood of achieving your financial goals, typically focusing on financial independence as the primary objective. For situations where projections show less than the desired results, we may make recommendations, including those that may impact the original projections by adjusting certain variables (e.g., working longer, saving more, spending less, taking more risk with investments).

If you are near retirement or already retired, advice may be given on appropriate distribution strategies to minimize the likelihood of running out of money or having to adversely alter spending during your retirement years.

- **Risk Management:** A risk management review includes an analysis of your exposure to major risks that could have a significant adverse impact on your financial picture, such as premature death, disability, property and casualty losses, or the need for long-term care planning. Advice may be provided on ways to minimize such risks and about weighing the costs of purchasing insurance versus the benefits of doing so and, likewise, the potential cost of not purchasing insurance (“self-insuring”).
- **Tax Planning Strategies:** Advice may include ways to minimize current and future income taxes as a part of your overall financial planning picture. For example, we may make recommendations on which type of account(s) or specific investments should be owned based in part on their “tax efficiency,” with the consideration that there is always a possibility of future changes to federal, state or local tax laws and rates that may impact your situation.

We recommend that you consult with a qualified tax professional before initiating any tax planning strategy, and we may provide you with contact information for accountants or attorneys who specialize in this area if you wish to hire someone for such purposes. We will participate in meetings or phone calls between you and your tax professional with your approval.

Financial Planning Services are offered via comprehensive planning packages, ongoing planning and á la carte services.

### **Client Tailored Services and Client Imposed Restrictions**

We tailor the delivery of our services to meet the individual needs of our Clients. We consult with Clients initially and on an ongoing basis, through the duration of their engagement with us, to determine risk tolerance, time horizon and other factors that may impact the Clients' investment and/or planning needs.

Clients are able to specify, within reason, any restrictions they would like to place as it pertains to individual securities and/or sectors that will be used in creating recommended portfolios and asset allocation. All such requests must be provided to Fearless Financial Planning in writing. Fearless Financial Planning will notify Clients if they are unable to accommodate any requests.

### **Wrap Fee Programs**

We do not participate in wrap fee programs.

### **Assets under Management**

Because Fearless Financial Planning is a new entity, it currently reports no discretionary or non-discretionary assets under management ("AUM"). AUM were calculated as of February 2022.

## **Item 5: Fees and Compensation**

Please note, unless a Client has received this brochure at least 48 hours prior to signing a Financial Planning Agreement (collectively, "Client Contract"), the Client Contract may be terminated by the Client within five (5) business days of signing the Client Contract without incurring any fees. How we are paid depends on the type of services we perform. Below is a brief description of our fees, however, you should review your executed Client Contract for more detailed information regarding the exact fees you will be paying.

### Comprehensive Planning Packages

#### **The Fearless Financial Plan**

FFP will work with Clients to create a Fearless Financial Plan over the course of six months. Fees for this service are based on complexity and will range from \$4,500 - \$10,000. The fee may be negotiable in certain cases at the discretion of FFP.

#### **The Focused Financial Plan**

FFP will work with Clients to create a Focused Financial Plan over the course of three months. Fees for this service are based on complexity and will range from \$2,700 - \$7,500. The fee may be negotiable in certain cases at the discretion of FFP.

### **Billing Policy and Refund Policy**

Clients may terminate at any time and receive a refund for unused portions of the package or unused hours at the rate of \$250/hour. All comprehensive plans are billed as a \$1,000 upfront charge and then the balance of the fee prorated and charged monthly in arrears. Fees may be paid by check, electronic funds transfer or debit/credit card. The upfront portion of comprehensive financial planning fees is for client onboarding, data gathering, and setting the basis for the financial plan. This work will commence promptly upon the receipt of requested information from the Client and will be completed within 30 days once information is received.

### **Ongoing Planning**

After completing the initial planning process, Clients are eligible for our ongoing relationship management program at a cost of \$100 per month for individuals and \$150 per month for couples. This entitled Clients to unlimited email/phone access, as well as one 60-minute coaching session every six months where we review goal progress, investments, retirement allocations and answer any financial questions. Ongoing planning clients are entitled to a 25% discount on future comprehensive plans. Fees may be negotiable at the discretion of Fearless Financial Planning and will be paid by check, electronic funds transfer or debit/credit card

### **À La Carte**

FFP offers à la carte financial planning services for \$250/hour, 10 hours for \$2,250. (Hours not used may be refunded at the client's request at any time. Hours used shall be deducted from refund at the standard rate of \$250/hour.) Fees may be negotiable at the discretion of Fearless Financial Planning and will be paid by check, electronic funds transfer or debit/credit card.

### **Other Services**

White glove data entry is available at a rate of \$100/hour (we typically see this in the case of an inheritance or similar when we are given a box of statements and other paperwork to make sense of).

### **Other Types of Fees and Expenses**

When implementing an investment recommendation, the Client may incur additional fees such as brokerage commissions, transaction fees, and other related costs and expenses. Clients may incur certain charges imposed by broker-dealers, and other third parties such as custodial fees, deferred sales charges, odd-lot differentials, transfer taxes, wire transfer, and electronic fund fees, and other fees and taxes on brokerage accounts and securities transactions. Mutual fund and exchange-traded funds also charge internal management fees, which are disclosed in a fund's prospectus. Such charges, fees, and commissions are exclusive of and in addition to our fee, and we shall not receive any portion of these commissions, fees, and costs.

Item 12 further describes the factors that we consider in selecting or recommending broker-dealers for Client's transactions and determining the reasonableness of their compensation (e.g., commissions).

We do not accept compensation for the sale of securities or other investment products including asset-based sales charges or service fees from the sale of mutual funds.

## **Item 6: Performance-Based Fees and Side-By-Side Management**

We do not offer performance-based fees and do not engage in side-by-side management.

## **Item 7: Types of Clients**

We provide financial planning services to individuals and high net-worth individuals. We do not have a minimum account size requirement.

## **Item 8: Methods of Analysis, Investment Strategies and Risk of Loss**

When Clients have us complete an Investment Analysis (described in Item 4 of this brochure) as part of their financial plan, we primarily focus on passive investment advice and employ the principles of fundamental analysis as needed to support a Client's specific circumstances.

**Passive Investment Advice** We primarily offer passive investment advice. Passive investing involves building portfolios that are composed of various distinct asset classes. The asset classes are weighted in a manner to achieve the desired relationship between correlation, risk, and return. Funds that passively capture the returns of the desired asset classes are placed in the portfolio. The funds that are used to build passive portfolios are typically index mutual funds or exchange-traded funds.

Passive investment advice is characterized by low portfolio expenses (i.e. the funds inside the portfolio have low internal costs), minimal trading costs (due to infrequent trading activity), and relative tax efficiency (because the funds inside the portfolio are tax efficient and turnover inside the portfolio is minimal).

In contrast, active management involves a single manager or managers who employ some method, strategy or technique to construct a portfolio that is intended to generate returns that are greater than the broader market or a designated benchmark.

**Fundamental Analysis** Fundamental analysis on individual companies will typically be performed only in cases of analyzing Clients' existing holdings - especially concentrated positions and equity compensation - for the purpose of determining strategies and parameters for diversification and risk reduction. Fundamental analysis involves analyzing individual companies and their industry groups, such as a company's financial statements, details regarding the company's product line, the experience, and expertise of the company's management, and the outlook for the company's industry. The resulting data is used to measure the true value of the company's stock compared to the current market value. The risk of fundamental analysis is that the information obtained may be incorrect and the analysis may not provide an accurate estimate of earnings, which may be the basis for a stock's value. If securities prices adjust rapidly to new information, utilizing fundamental analysis may not result in favorable performance.

### **Material Risks Involved**

Fearless Financial Planning does not provide investment management, however investment recommendations may be made as part of the financial planning services. **All investing strategies we offer involve risk and may result in a loss of your original investment which you should be prepared to bear.** Many of these risks apply equally to stocks, bonds, commodities, and any other investment or security. Material risks associated with our investment strategies are listed below.

**Market Risk:** Market risk involves the possibility that an investment's current market value will fall because of a general market decline, reducing the value of the investment regardless of the operational success of the issuer's operations or its financial condition.

**Strategy Risk:** The Adviser's investment strategies and/or investment techniques may not work as intended.

**Small and Medium Cap Company Risk:** Securities of companies with small and medium market capitalizations are often more volatile and less liquid than investments in larger companies. Small and medium cap companies may face a greater risk of business failure, which could increase the volatility of the Client's portfolio.

**Turnover Risk:** At times, the strategy may have a portfolio turnover rate that is higher than other strategies. A high portfolio turnover would result in correspondingly greater brokerage commission expenses and may result in the distribution of additional capital gains for tax purposes. These factors may negatively affect the account's performance.

**Limited markets:** Certain securities may be less liquid (harder to sell or buy) and their prices may at times be more volatile than at other times. Under certain market conditions, we may be unable to sell or liquidate investments at prices we consider reasonable or favorable or find buyers at any price.

**Concentration Risk:** Certain investment strategies focus on particular asset-classes, industries, sectors or types of investment. From time to time these strategies may be subject to greater risks of adverse developments in such areas of focus than a strategy that is more broadly diversified across a wider variety of investments.

**Interest Rate Risk:** Bond (fixed income) prices generally fall when interest rates rise, and the value may fall below par value or the principal investment. The opposite is also generally true: bond prices generally rise when interest rates fall. In general, fixed income securities with longer maturities are more sensitive to these price changes. Most other investments are also sensitive to the level and direction of interest rates.

**Legal or Legislative Risk:** Legislative changes or Court rulings may impact the value of investments, or the securities' claim on the issuer's assets and finances.

**Inflation:** Inflation may erode the buying power of your investment portfolio, even if the dollar value of your investments remains the same.

### **Risks Associated with Securities**

Apart from the general risks outlined above which apply to all types of investments, specific securities may have other risks.

**Commercial Paper** is, in most cases, an unsecured promissory note that is issued with a maturity of 270 days or less. Being unsecured the risk to the investor is that the issuer may default.

**Common stocks** may go up and down in price quite dramatically, and in the event of an issuer's bankruptcy or restructuring could lose all value. A slower-growth or recessionary economic environment could have an adverse effect on the price of all stocks.

**Corporate Bonds** are debt securities to borrow money. Generally, issuers pay investors periodic interest and repay the amount borrowed either periodically during the life of the security and/or at maturity. Alternatively, investors can purchase other debt securities, such as zero-coupon bonds, which do not pay current interest, but rather are priced at a discount from their face values and their values accrete over time to face value at maturity. The market prices of debt securities fluctuate depending on factors such as interest rates, credit quality, and maturity. In general, market prices of debt securities decline when interest rates rise and increase when interest rates fall. The longer the time to a bond's maturity, the greater its interest rate risk.

**Bank Obligations** including bonds and certificates of deposit may be vulnerable to setbacks or panics in the banking industry. Banks and other financial institutions are greatly affected by interest rates and may be adversely affected by downturns in the U.S. and foreign economies or changes in banking regulations.

**Municipal Bonds** are debt obligations generally issued to obtain funds for various public purposes, including the construction of public facilities. Municipal bonds pay a lower rate of return than most other types of bonds. However, because of a municipal bond's tax-favored status, investors should compare the relative after-tax return to the after-tax return of other bonds, depending on the investor's tax bracket. Investing in municipal bonds carries the same general risks as investing in bonds in general. Those risks include interest rate risk, reinvestment risk, inflation risk, market risk, call or redemption risk, credit risk, and liquidity and valuation risk.

**Options and other derivatives** carry many unique risks, including time-sensitivity, and can result in the complete loss of principal. While covered call writing does provide a partial hedge to the stock against which the call is written, the hedge is limited to the amount of cash flow received when writing the option. When selling covered calls, there is a risk the underlying position may be called away at a price lower than the current market price.

**Exchange Traded Funds** prices may vary significantly from the Net Asset Value due to market conditions. Certain Exchange Traded Funds may not track underlying benchmarks as expected. ETFs are also subject to the following risks: (i) an ETF's shares may trade at a market price that is above or below their net asset value; (ii) trading of an ETF's shares may be halted if the listing exchange's officials deem such action appropriate, the shares are delisted from the exchange, or the activation of market-wide "circuit breakers" (which are tied to large decreases in stock prices) halts stock trading generally. The Adviser has no control over the risks taken by the underlying funds in which the Clients invest.

**Mutual Funds** When a Client invests in open-end mutual funds or ETFs, the Client indirectly bears its proportionate share of any fees and expenses payable directly by those funds. Therefore, the Client will incur higher expenses, many of which may be duplicative. In addition, the Client's overall portfolio may be affected by losses of an underlying fund and the level of risk arising from the investment practices of an underlying fund (such as the use of derivatives).

## Item 9: Disciplinary Information

### **Criminal or Civil Actions**

Fearless Financial Planning and its management persons have not been involved in any criminal or civil action.

### **Administrative Enforcement Proceedings**

Fearless Financial Planning and its management persons have not been involved in administrative enforcement proceedings.

### **Self-Regulatory Organization Enforcement Proceedings**

Fearless Financial Planning and its management persons have not been involved in legal or disciplinary events that are material to a Client's or prospective Client's evaluation of Fearless Financial Planning or the integrity of its management.

## Item 10: Other Financial Industry Activities and Affiliations

Neither Fearless Financial Planning or its management persons is registered, or have an application pending to register, as a broker-dealer or a registered representative of a broker-dealer.

Neither Fearless Financial Planning or its management persons is registered, or have an application pending to register, as a futures commission merchant, commodity pool operator or a commodity trading advisor.

Neither Fearless Financial Planning or its management persons have any relationship or arrangement with any related parties.

Fearless Financial Planning only receives compensation directly from Clients. Fearless Financial Planning does not receive compensation from any outside source.

### **Recommendations or Selections of Other Investment Advisers**

Fearless Financial Planning does not recommend or select other investment advisers for Clients.

## Item 11: Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

As a fiduciary, our firm has a duty of utmost good faith to act solely in the best interests of each Client. Our Clients entrust us with their funds and personal information, which in turn places a high standard on our conduct and integrity. Our fiduciary duty is a core aspect of our Code of Ethics and represents the expected basis of all of our dealings. The firm also adheres to the Code of Ethics and Professional Responsibility adopted by the CFP® Board of Standards Inc., and accepts the obligation not only to comply with the mandates and requirements of all applicable laws and regulations but also to take responsibility to act in an ethical and professionally responsible manner in all professional services and activities. Additionally, Fearless Financial Planning requires adherence to its Insider Trading Policy, and the CFA Institute's Asset Manager Code of Professional Conduct and Code of Ethics and Standards of Professional Conduct.

### **Code of Ethics Description**

This Code of Ethics does not attempt to identify all possible conflicts of interest, and compliance with each of its specific provisions will not shield our firm or its access persons from liability for misconduct that violates a fiduciary duty to our Clients. A summary of the Code of Ethics' Principles is outlined below.

- Integrity - Access persons shall offer and provide professional services with integrity.
- Objectivity - Access persons shall be objective in providing professional services to Clients.
- Competence - Access persons shall provide services to Clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which they are engaged.
- Fairness - Access persons shall perform professional services in a manner that is fair and reasonable to Clients, principals, partners, and employers, and shall disclose conflict(s) of interest in providing such services.
- Confidentiality - Access persons shall not disclose confidential Client information without the specific consent of the Client unless in response to proper legal process, or as required by law.
- Professionalism - Access persons conduct in all matters shall reflect the credit of the profession.
- Diligence - Access persons shall act diligently in providing professional services.

We periodically review and amend our Code of Ethics to ensure that it remains current, and we require all firm access persons to attest to their understanding of and adherence to the Code of Ethics at least annually. Our firm will provide a copy of its Code of Ethics to any Client or prospective Client upon request.

### **Investment Recommendations Involving a Material Financial Interest and Conflicts of Interest**

Neither our firm, its access persons, or any related person is authorized to recommend to a Client or effect a transaction for a Client, involving any security in which our firm or a related person has a material financial interest, such as in the capacity as an underwriter, adviser to the issuer, principal transaction, among others.

### **Advisory Firm Purchase of Same Securities Recommended to Clients and Conflicts of Interest**

Our firm and its related persons do not invest in the same securities, or related securities, e.g., warrants, options or futures, which we recommend to Clients.

### **Trading Securities At/Around the Same Time as Client's Securities**

We are a fee-only financial planner and do not manage Client accounts. As part of the financial planning process, we may advise Clients on the same securities, or related securities, that our firm and its related persons hold. As a fiduciary, we have a duty of utmost good faith to act solely in the best interests of each Client and will not trade securities in a manner to disadvantage Clients.

## Item 12: Brokerage Practices

### **Factors Used to Select Custodians and/or Broker-Dealers**

As a fee-only financial planner who does not offer Investment Management Services, we do not have a concern over which broker-dealers a Client may choose

### **Research and Other Soft-Dollar Benefits**

We currently do not receive soft dollar benefits.

### **Brokerage for Client Referrals**

We receive no referrals from a broker-dealer or third party in exchange for using that broker-dealer or third party.

### **Clients Directing Which Broker/Dealer/Custodian to Use**

As a fee-only financial planner who does not offer Investment Management Services, we do not have a concern over which broker-dealers a Client may choose.

### **Aggregating (Block) Trading for Multiple Client Accounts**

Some Registered Investment Advisers execute Client accounts on an aggregated basis as a way to lower expenses. As a fee-only financial planner who does not offer Investment Management Services, we do not execute trades on behalf of Clients. As a result, it is up to the Client to negotiate their own trading costs with their broker-dealer.

## Item 13: Review of Accounts

Amy Rosenow, President and CCO of Fearless Financial Planning, will work with Clients to obtain current information regarding their assets and investment holdings and will review this information as part of our financial planning services. Fearless Financial Planning does not provide specific reports to Clients, other than financial plans.

## Item 14: Client Referrals and Other Compensation

We do not receive any economic benefit, directly or indirectly, from any third party for advice rendered to our Clients. Nor do we, directly or indirectly, compensate any person who is not advisory personnel for Client referrals.

## Item 15: Custody

Fearless Financial Planning does not accept custody of Client funds.

## Item 16: Investment Discretion

We do not provide Investment Management Services, and therefore do not exercise discretion.

## Item 17: Voting Client Securities

Fearless Financial Planning does not provide Investment Management Services, and therefore does not exercise discretion or vote client proxies.

## Item 18: Financial Information

We have no financial commitment that impairs our ability to meet contractual and fiduciary commitments to our Clients, nor have we been the subject of any bankruptcy proceeding. We do not have custody of Client funds or securities, except as disclosed in Item 15 above, or require or solicit prepayment of more than \$500 in fees six months in advance.

## Item 19: Requirements for State-Registered Advisers

### **Principal Officers**

Amy Rosenow serves as Fearless Financial Planning's sole principal. Information about Amy Rosenow's education, business background, and outside business activities can be found on her ADV Part 2B, Brochure Supplement attached to this Brochure.

### **Outside Business**

All outside business information, if applicable, of Fearless Financial Planning is disclosed in Item 10 of this Brochure.

### **Performance-Based Fees**

Neither Fearless Financial Planning nor Amy Rosenow is compensated by performance-based fees.

### **Material Disciplinary Disclosures**

No management person at Fearless Financial Planning has ever been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

### **Material Relationships That Management Persons Have With Issuers of Securities**

Neither Fearless Financial Planning nor Amy Rosenow have any relationship or arrangement with issuers of public securities.

### **Business Continuity Plan**

Fearless Financial Planning maintains a written Business Continuity Plan that identifies procedures related to an emergency or significant business disruptions, including the death of the investment adviser or any of its representatives.

## Authentic Capital LLC

1756 N. Wood St.  
Chicago, Illinois 60622  
(312) 847-1223

### **Form ADV Part 2B – Brochure Supplement**

Dated April 27, 2022

*For*

**Amy Rosenow**

President and Chief Compliance Officer

This brochure supplement provides information about Amy Rosenow that supplements the Authentic Capital LLC (“Fearless Financial Planning”) brochure. A copy of that brochure precedes this supplement. Please contact Amy Rosenow if the Fearless Financial Planning brochure is not included with this supplement or if you have any questions about the contents of this supplement.

Additional information about Amy Rosenow is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) which can be found using the identification number 2693477.

## Item 2: Educational Background and Business Experience

### **Amy Rosenow**

Born: 1973

#### **Educational Background**

- 1995– Economics, Cornell University

#### **Business Experience**

- July 2020 - Present, Authentic Capital LLC, President and CCO
- January 2017- July 2020, Jugl LLC, Chief Executive Officer & Founder (software startup)
- September 2019 - December 2019, PEAK6 Investments, Strategic Advisor (proprietary trading and investing firm)
- October 2005 - June 2016, Sheffield Asset Management, L.L.C., Partner, Chief Operating Officer, Chief Compliance Officer (alternative investment management firm)
- October 2003 - October 2005, Morgan Stanley, Vice President (prime brokerage)
- June 2001 - June 2002, Bear, Stearns and Co., Associate Director (equity derivatives marketing)
- November 1995 - May 2001, JP Morgan, Vice President, (derivatives marketing)

#### **Professional Designations**

**CFP (Certified Financial Planner)®:** The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with Clients. Currently, more than 71,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination includes case studies and Client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real-world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board’s *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board’s enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

**Chartered Financial Analyst (CFA):** The CFA Program is a graduate-level self-study program that combines a broad-based curriculum of investment principles with professional conduct requirements. It is designed to prepare charter holders for a wide range of investment specialties that apply in every market all over the world. To earn a CFA charter, applicants study for three exams (Levels I, II, III) using an assigned curriculum. Upon passing all three exams and meeting the professional and ethical requirements, they are awarded a charter.

### Item 3: Disciplinary Information

Amy Rosenow has never been involved in an arbitration claim of any kind or been found liable in a civil, self-regulatory organization, or administrative proceeding.

### Item 4: Other Business Activities

Amy Rosenow is involved with various family and community commitments, some of which involve investment advice. We do not think they present any material conflict of interest, but wish to be as transparent as possible:

- 1) Manager of RUOK Management, LLC (family investment partnership; uncompensated)
- 2) President of Kaplan Rosenow Family Foundation (private family foundation; uncompensated)
- 3) Investment Committee at Temple Shalom of Chicago (uncompensated)
- 4) Co-Founder, Josephine Collective LLC (angel investing collective; no investment discretion other than for herself, 1.5% profits interest on any future exits)

In addition, Ms. Rosenow has been providing strategic advisory and outsourced Chief Operating Officer services to growing start-ups and small businesses. While she is no longer accepting new clients, she is completing work with a small number of existing clients. On average, Ms. Rosenow devotes fewer than ten hours per month to the activities listed above.

### Item 5: Additional Compensation

Amy Rosenow does not receive any economic benefit from any person, company, or organization, in exchange for providing Clients advisory services through Fearless Financial Planning.

### Item 6: Supervision

Amy Rosenow, as Chief Compliance Officer of Fearless Financial Planning, is the sole investment adviser representative. Should there be additional representatives in the future, Amy Rosenow would be responsible for their supervision. Amy Rosenow is bound by Fearless Financial Planning’s Code of Ethics. Clients may contact Amy Rosenow at the phone number on this brochure supplement.

## Item 7: Requirements for State Registered Advisers

Amy Rosenow has NOT been involved in an arbitration, civil proceeding, self-regulatory proceeding, administrative proceeding, or a bankruptcy petition.