

Choke Points

How to Identify, Obtain, & Defend Strategic Positions to Attract Capital, Deal Flow & Clients



By Richard C. Wilson

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Family Office Club

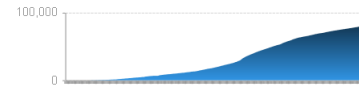
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Today's Webinar

- Choke Points
- Understanding Why Choke Points Matter
- How to Identify Choke Points in Your Business
- Choke Points & Capital Raising
- Choke Points & Business Development
- Choke Points & Deal Flow

Triple ROI



Attracting Clients to You



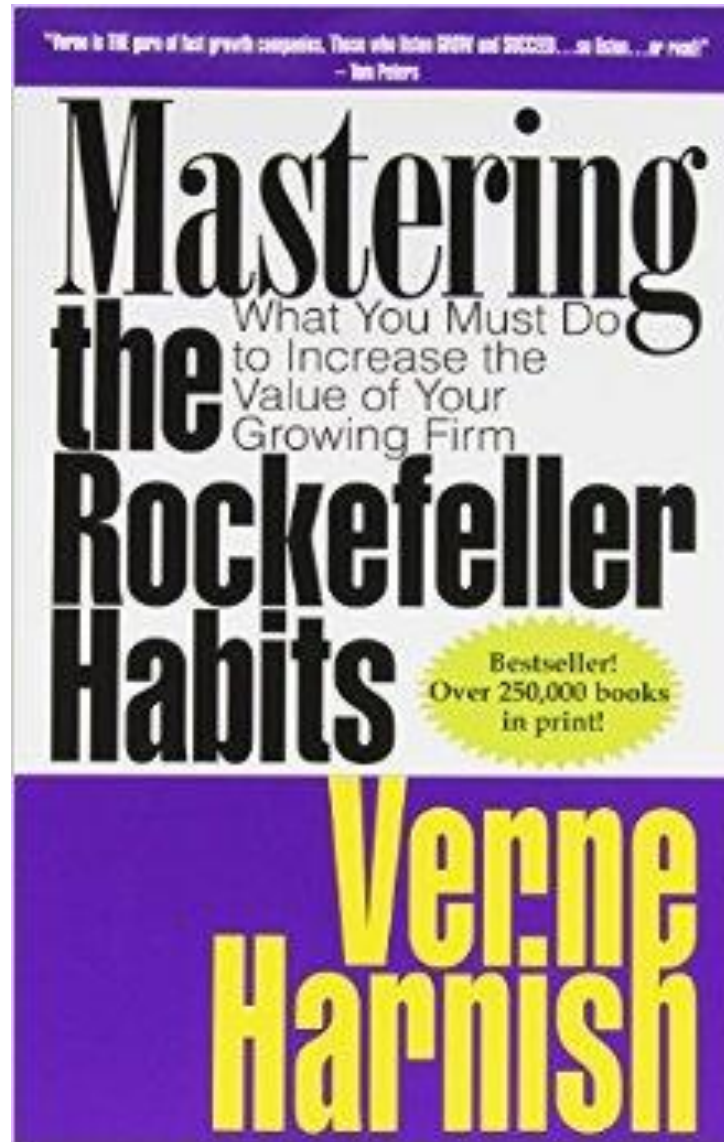
What is a Choke Point?

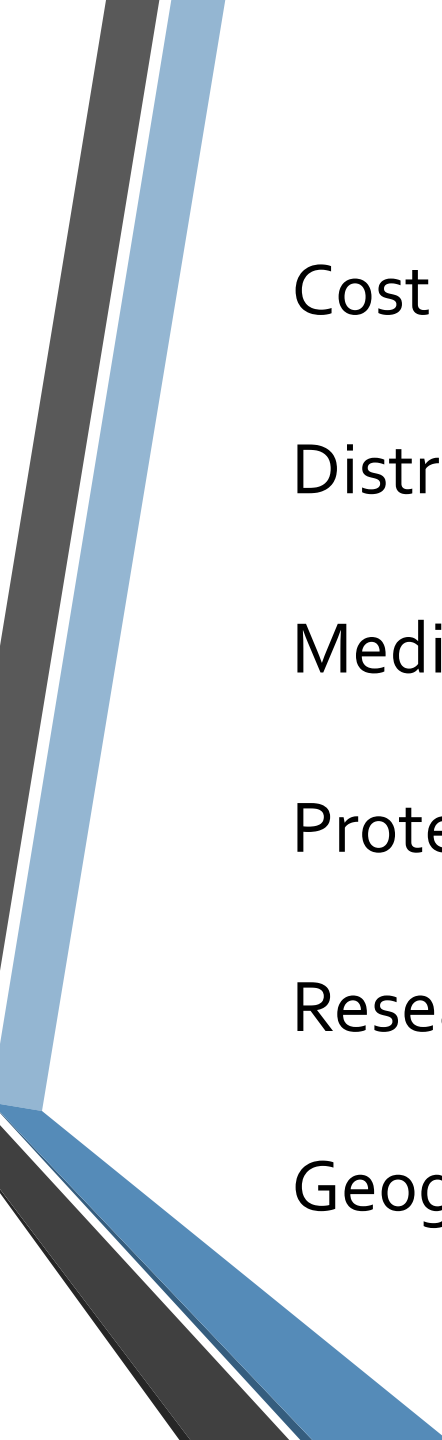
A Choke Point originated as a military term for a geographical point such as a valley or a bridge where a unit has to traverse in order to reach its objective. Because only a limited number can pass through the narrow point, it gives the defender an advantage in having to only battle a small number at a time passing through the choke point. An example of a choke point is the narrow, winding Strait of Hormuz (pictured right).



For our purposes, a choke point is a particular point in the supply chain or in an industry that gives the person controlling the choke point a distinct advantage. Similar to the military strategy above, by controlling the choke point, competitors or clients will need to pass through the choke point in order to achieve their objective.

The Rockefeller Habits





Flavors of Checkpoints

Cost Centers

Distribution Access

Media Properties

Protectable IP

Research/Timing/Knowledge Edge

Geographical Landscape Approach

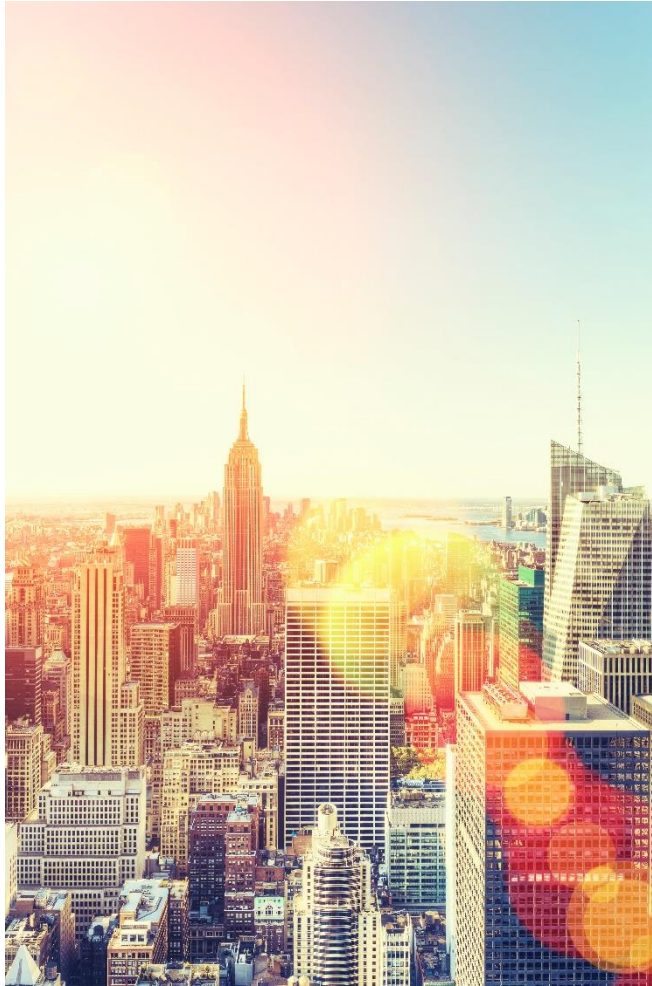
Billionaire Choke Point - Case Study



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Billionaire Choke Point - Case Study #2



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The Miami Family Office

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Richard has met with over 1,000 family offices in 23 countries and shared his ... At the **Miami Family Office** and Billionaire Family Office, Theodore originates ...

[Fastest-Growing Family Office Rides Rise in Ultra-Rich - Bloomberg](#)

[www.bloomberg.com/.../fastest-growing-family-office-rides-rise-in-ul... ▾](http://www.bloomberg.com/.../fastest-growing-family-office-rides-rise-in-ul...) Bloomberg L.P. ▾

Nov 5, 2014 - Elliot Dornbusch runs a **family office** in **Miami** for a select group of clients -- and he wants to keep it small.

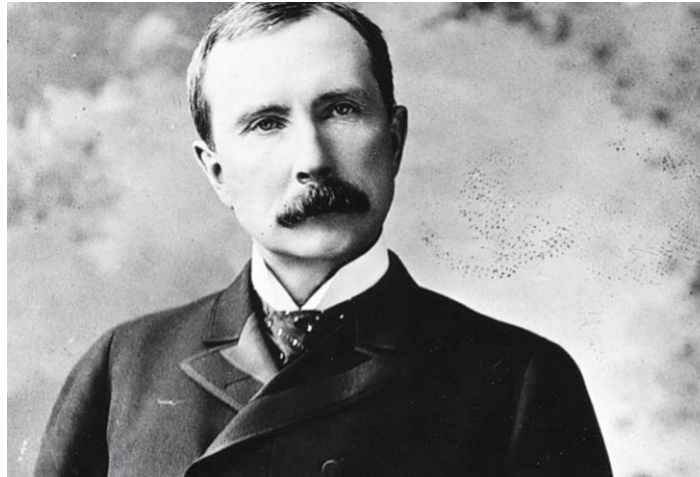
CPA Firm or Service Provider Choke Points



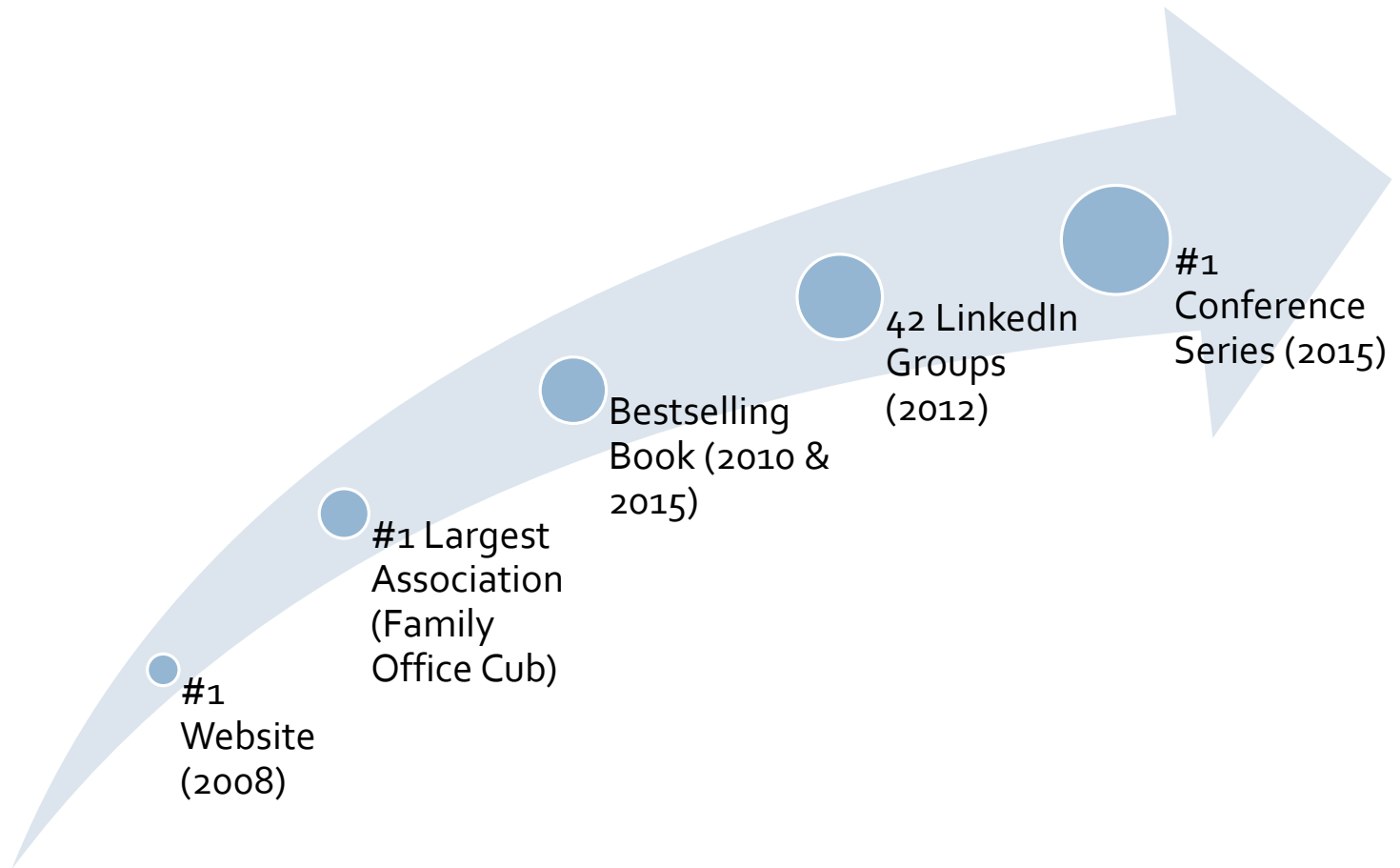
Mineral Rights Case Study



How Choke Points Can Change Your Business

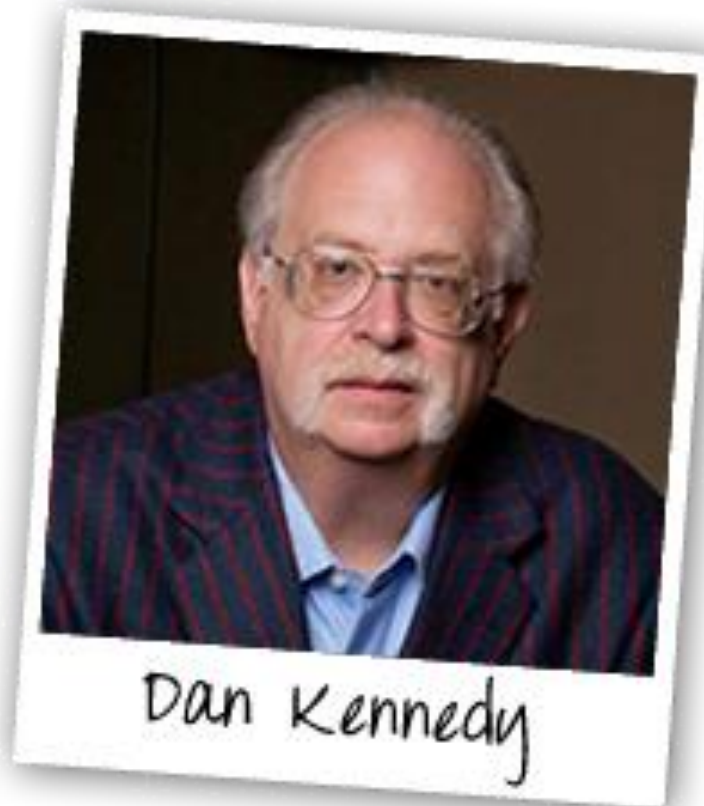


Choke Points Changed My Business



Most importantly this resulted in equity stakes, 7 figure business, 8 figure counting equity holdings, and growing team.

Most Dangerous Number is 1



Examples...



In retail, owning the property of the most popular retail locations in a city. In order to open a shop, a business will need to apply for a lease from you so you can lease out space only to businesses that do not compete with your own.

Examples...



In real estate, a developer also operating a brokerage firm so that real estate sales are executed using the brokerage firm and thus giving the developer a competitive advantage in terms of market intelligence, transaction prices, insights into other developer's activities, and a Rolodex of buyers and sellers.

Examples...



In investment banking, setting up an agreement with the #1 corporate law firm in the region so that you get first word on a new merger, bankruptcy, sale, or other transaction that you could be involved in.

Peter Thiel – Anticipating the Future and Controlling the Choke Points that *Will* Matter



PETER THIEL

Technology Entrepreneur, Investor, Philanthropist

Connect Directly



Richard C. Wilson

CEO/Founder

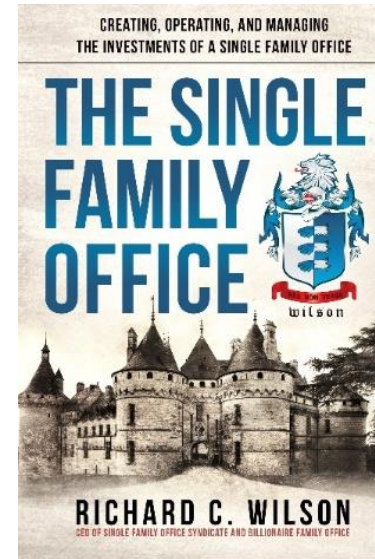
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