

CONSULTANCY TODAY

Consultancy is today, as with risk management, static and standardized. Excessive amounts of power point slides will be involved. The probability of the project being evaluated a year or so after implementation (and anyone being held accountable) cannot be said to be high.

Consultancy services, in any shape rest upon trust and relationship building. One of your main risks when choosing a consultancy firm is to choose the wrong firm and team to co-operate with, a team whose responsibilities end when the check arrives or the project is handed over.

Our experience comes from a diverse set of industries and projects. There is no problem one cannot solve, if you put enough innovative minds behind it.

RISK MANAGEMENT TODAY

Though the laws differ, firms offering financial services and products all fall under legislative requirements surrounding risk management. Thus, risk management has drifted away from actually managing risks, to simply implementing procedures required by law.

Typically, financial risk management has been separated into different fields, with differing individuals or departments involved in the process of handling each:

- I. Credit risk
- II. Counterparty risk
- III. Market risk
- IV. Liquidity risk
- V. Operative risk
- VI. Business risk
- VII. Organizational risk

With due respect to the standardized processes already established, such processes will make sure (hopefully) that you follow the law. It does not in any way mitigate the risks involved in your business.

White Raven and its concepts were founded by Amira Roula, with an MSc in Finance from Stockholm School of Economics (SSE), a BSc in Industrial Engineering / programming design from the Royal Institute of Technology (KTH), an MSc in international management from CEMS/HEC Paris and a BSc in accounting and finance from SSE. With a fascination for alternative investments and risk management, Roula focuses on creating order out of chaos.

Old fashioned risk analysis is done by simply following policies and regulations, and does not result in truly managing risks. Managing the *white ravens* you unexpectedly find at your window. *Mitigating* them.

WHITE RAVEN

We wish to go beyond the ICO standards, the good old traditional models; the methods that got us and keeps getting us in situations of crisis and chaos. Models that are created to handle predictable uncertainties. White Raven believes in preparing their clients for the true uncertainties, the white ravens, those you never anticipate.

The unknown is uncertain, and not prone to be predicted; that would make it neither uncertain or unknown.

The risk management and consultancy services we offer are tailor-made to your needs, after talks with your employees and your management team. We offer the whole package, not just the parts.

We will implement the structure, processes and models necessary for your in-house team to anticipate risks and actually deal with them when they stop being risks and actually happen.

We will introduce quantitative tools that do not make sweeping and non-realistic assumptions (ex. normality in the distributions of asset returns), and qualitative tools built on mitigating risk, not predicting it.

No project can be implemented without looking to its main weaknesses.

Because reality is chaotic and dynamic, not static and normal. Risk management needs a paradigm shift, and we are here to help bring it about.

We do not need to think outside of the box. We are outside the box.