THE MISSION

We're devoted to cultivating conditions for a resilient, flourishing future for humanity.

For families, family offices and large-scale investors who think in generations, this is a chance to expand what your resources and relationships can make possible — together.

WE ARE BUILDING ONE SYSTEM WITH THREE PARTS

1 · Expand vision and capacity

Work out what your family is actually for, and build the capacity to act on it.

2 · A shared focus

Find where your contribution would count, and who is already doing credible work there.

3 · A grounded platform for action

Assess the options, coordinate with other families, and follow through on what was agreed.

WHERE THIS STANDS TODAY

$800m	Combined family assets on the wider partner platform. Reported on calls, not audited by us.
$2bn+	Anticipated on that platform by the end of Q1 2027. An expectation, not a commitment.
3–4	Families per relationship lead. A planning assumption we intend to test, not a promise.
0	Families served end to end so far. That is the gap the next six months close.

None of the above is Third Attractor assets under management, a committed pool, or evidence that families have adopted our service.

Bring us one thing you want to move. We will tell you whether we can help, and we will say so plainly when we cannot.

WHAT YOU CAN EXPECT

One person who knows your family, and a process you can follow.

Five steps. Each produces a document you can hold. You keep your own advisers throughout.

01 MISSION
What your family is for, and what it holds

02 FOCUS
The one or two places worth your attention

03 OPTIONS
Credible work, assessed honestly

04 DECISION
Yours. Written down, with a named owner

05 FOLLOW-THROUGH
What happened, and what we learned

YOUR RELATIONSHIP LEAD

One named person carries your family. They learn what you own, who you know and what you care about, run the research team on your behalf, bring you a small number of options, and chase what was agreed. You never have to touch the software.

Planning assumption: three to four families per lead. We will measure the real workload on the first cases and publish what we find.

WHAT STAYS WITH YOU

Your advisers.

Lawyers, tax, family office, managers. We do not replace them and we do not want to.

Your decisions.

We have no way to overrule you and no fee that rises if you act.

Your privacy.

Nothing about your family reaches another unless you say so, each time.

Your right to stop.

At any point, including after the work is done.

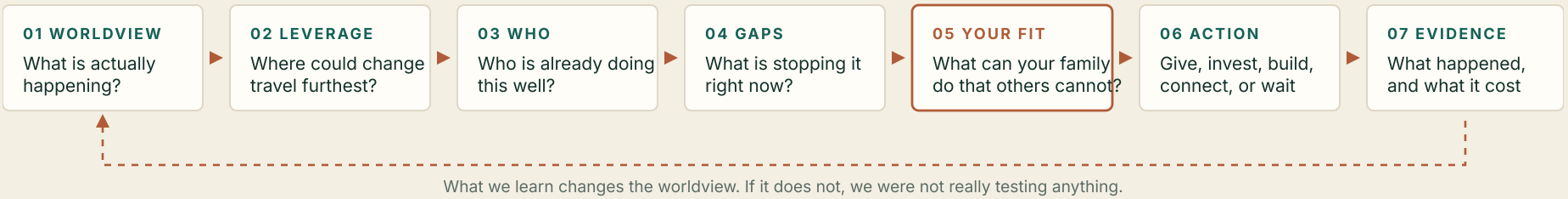
THE SEQUENCE

Seven questions. If one cannot be answered, we stop there.

Every area runs the same sequence. What we learn at the end changes what we believe at the start.

THE SEQUENCE

LEARNING RETURNS TO THE START



What we learn changes the worldview. If it does not, we were not really testing anything.

Wait is a real answer

Nobody whose fee depends on movement will tell you to wait. Ours does not.

Narrow beats broad

A good answer is usually one or two places, not eight. We would rather hand you less.

We write down what would change our minds

Before you act, not after. That is what makes step seven worth running.

ILLUSTRATIVE · THIS HAS NOT HAPPENED

What you receive at each step.

We have not completed a family case yet, so there is no case study here.
This is the shape of the work and what each step hands you.

STARTING POINT	A family says: *"We care about one thing, and we do not know where we would make a difference."* That is enough to begin. The priority can come from anywhere — we do not arrive with a sector we want you in.
01 · FIELD VIEW	Ten to fifteen pages. What is happening in the area you named, what the evidence supports, where it is thin, and the people whose judgment we trust. Sources attached.
02 · LEVERAGE NOTE	Two pages. The handful of points where a small action could change a much larger trajectory, and our reasoning for each.
03 · CONTRIBUTION BRIEF	Where your family looks unusually well placed, written in your own words. Short enough to argue with. Specific enough to be wrong.
04 · ASSESSED OPTIONS	No more than three. For each: what it is, who runs it, what is actually blocking it, what it needs, the risks we found, and the questions we could not answer.
05 · ACTION MEMO	One page. The decision, the named owner, the resource that fits, the first milestone, and the evidence test that would tell us to continue, change course or stop.
06 · REVIEW	What happened against what we expected. What it cost. What we got wrong, and what that changes about the field view.

No named family, no deployment figure, no testimonial and no impact claim appears anywhere in this brief, because none of those exists yet. The first completed case will be published with the family's permission, including if the answer turned out to be stop.

THE TEAM BEHIND THE LEAD

A small core, a shared research team, and specialists when depth is needed.

Your relationship lead

Named, and the same person each time. Knows your family, carries the work, and follows through on what was agreed.

The shared team

Research, sensemaking and coordination, paid for once by the group instead of four times by four families.

Specialists

Deeper family work, diligence, technical and regional depth. Scoped and priced separately, and chosen by you.

THE WORKSPACE HOLDS FIVE THINGS. YOU CAN READ ANY OF THEM; YOU NEVER HAVE TO OPERATE IT.

1	**Shared understanding**	What we believe about a field, what the evidence says, and where we disagree with each other.
2	**Open investigations**	The questions currently being worked on, by whom, and what would close them.
3	**People and opportunities**	Who is doing credible work, what they need, and our honest assessment of readiness.
4	**Your family's contribution**	What you have committed, what is still open, and what is owed to you. Visible only to you.
5	**What happened**	Decisions, outcomes, costs and the record of what we got wrong.

Our own workspace is where we intend to end up. Today we would start on a partner's tools where they fit. We have seen a public demonstration; member workflows, permissions, export and support are not yet tested by us, and we will not describe them as working until they are.

DEMONSTRATED TO US · IN BUILD · PROPOSED

WORKING NUMBERS, OPENLY MARKED AS UNTESTED

Two ways in. Both priced in public.

START HERE

90-day pilot · $25k–$40k

One priority, end to end. Field view, leverage note, contribution brief, up to three assessed options and an action memo — or the written reason to stop. Half at the start, half on delivery.

IF IT WAS USEFUL

Annual membership · $100k–$150k

Shared research, regular reviews, first screening of opportunities, coordination with the other families, and a written decision record. Specialist work is scoped and priced separately.

Both numbers are tests, not a tariff. We have not served a family end to end, so we do not yet know the real cost to serve. Nobody is asked to commit before the number is settled and the basis for it is written down.

HOW WE STAY ABLE TO TELL YOU THE TRUTH

Our fee does not rise if you act.

If the right answer this year is to do nothing, saying so costs us nothing.

We hold no position in anything we recommend.

Third Attractor is not a fund and does not manage money.

The founder also runs an investment business.

A real conflict. Written down, and we recommend nothing that group owns.

A share of membership would go to the technology partner.

Continuing and material. Better known before you join.

> If that is too early for your family, it probably is. Better to wait and watch than to join and regret it.

ASKED IN THE FIRST HOUR, ALMOST EVERY TIME

The six questions, answered straight.

“We already have advisers.”	Keep them. They handle what they handle. We work on the question that sits above all of it: what is this family trying to do, and where could it matter? That is not your lawyer’s job.
“Do we have to use software?”	No. Your lead uses it. You get documents and conversations. If you want direct access you can have it, and if you never log in the work is unaffected.
“What actually exists today?”	A method, a small team, a research capability and a technology partnership with terms still being finalised. No completed family case. We say so on every page rather than hope you miss it.
“What if we say no, or stop?”	Then you stop. That is a normal outcome and it costs you nothing beyond work already delivered. We would rather lose a piece of work than talk a family into something it did not believe.
“What happens in the next six months?”	One field researched properly, the first paid pilots run, the real cost to serve measured, and a gathering in the spring if the work is ready to carry it. We publish what happened either way.
“How do we begin?”	Tell us the one thing you want to move. A short conversation tells both of us whether there is anything here. Sometimes there is not, or not yet, and we will say so in that conversation.

Bring one thing you want to move. We will work out together whether there is anything useful here.

TO BEGIN

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