



Digital Advice | Oakville, ON | Founded: 2014 | Employees: 10 | <https://invisor.ca/>

PHONE: + 1-866-611-5431

CRUNCHBASE: <https://www.crunchbase.com/organization/invisor-financial-section-overview>

LINKEDIN: <https://www.linkedin.com/company/invisor-investment-management-inc/>

COMPANY OVERVIEW

Invisor is a Canadian-based online platform that focuses on simplifying investing and offering affordable investment management services. Through their goal-based approach, Invisor tailors each client's asset mix and financial planning to their specific needs and risk profile. The company augments its online services with over the phone financial advice from professionals. Invisor differentiates itself from other "robo-advisors" by offering life and health insurance in addition to its portfolios.

SENIOR MANAGEMENT

Pramod Udiaver: Co-Founder and CEO (2014-Present). Previously: Vice President & Director, Investment Management, TD Asset Manager (2006-2014); Vice President, Risk Management, TD Asset Management (2003-2006); Assistant Manager, Risk Management, ANZ Grindlays Bank (1998-2000); Senior Auditor, KPMG (1996-1998). Education: MBA, Queen's University (2006); BComm, Accounting, Bangalore University (1991)

Dan Poole: Co-Founder and Senior Vice President (2014-Present). Previously: Vice President, Senior Reinsurance Operations, Munich Re (2011-2014); President, Kime Solutions Inc. (2007-2010); Vice President, Strategic Planning Implementation, Desjardins Financial Security (2000-2007); Regional Employee Benefit Manager, Great-West Life (1997-1999). Education: BComm, University of Manitoba (1992); MBA, Queen's University (2005).

HISTORY

Invisor was founded in 2014 by Pramod Udiaver and Dan Poole. The two met in 2005 at the Queen's University accelerated MBA.¹ After keeping in touch, the two realized they shared the same frustrations over what was motivating financial advice.² Specifically, this was the tendency for financial advisors and wealth managers to recommend products that were more financially beneficial to the adviser or firm than the client. After leaving their corporate jobs, the founders spent a year of building the core technology and having discussions with regulators before launching. Invisor officially opened in May 2015 after raising seed capital.³

FUNDING

Invisor was self-funded by its founders in its first year of operation. In May 2015, the company raised an undisclosed amount seed capital to finance its technology development and product offering.⁴

KEY CORPORATE DEVELOPMENTS

Press Releases: <https://invisor.ca/media/>

May 21st, 2015: [Invisor Launches Canadian Robo-Advising Service](#)

November 22nd, 2016: [Invisor Launches Smart Goal Planning Solution InvisorGPS](#)

March 24th, 2017: [Invisor Launches Partnership with BlackRock and Vanguard](#)

May 11th, 2017: [Invisor Launches Invisor Term Life Partnering with Teachers Life Insurance](#)

¹ <https://www.theglobeandmail.com/globe-investor/funds-and-etfs/etfs/invisor-fights-for-market-share-in-growing-robo-field/article32398109/>

² <https://www.theglobeandmail.com/globe-investor/funds-and-etfs/etfs/invisor-fights-for-market-share-in-growing-robo-field/article32398109/>

³ <https://www.theglobeandmail.com/globe-investor/funds-and-etfs/etfs/invisor-fights-for-market-share-in-growing-robo-field/article32398109/>

⁴ <https://www.theglobeandmail.com/globe-investor/funds-and-etfs/etfs/invisor-fights-for-market-share-in-growing-robo-field/article32398109/>

May 16th, 2017: [Invisor Launches Digital Wealth Management Platform for Financial Advisors](#)

BUSINESS HIGHLIGHTS

STRATEGY

- **Goal Focused** – Rather than push specific high margin products or services to drive revenue, Invisor seeks to customize client's portfolios according to their financial needs and goals. This determines a client's asset mix and the riskiness of their investments. This strategy is demonstrated through their tool "InvisorGPS," Invisor's own financial goal and tracking tool.
- **Customer Experience** – While Invisor makes itself known as an online "robo-advisor," real professional advisors remain a large part of the customer experience. In fact, because their digital tools allow the status of investments to be much more transparent, clients are given more reason to reach out to advisers for discussion.

PRODUCTS / PRICING

- **Portfolios:** Users are given the option to invest in three different portfolios; the Invisor Portfolio; the BlackRock Portfolio; and the Vanguard Portfolio. All of these portfolios are all divided into six sub-options based on risk: Conservative Income, Balanced Income, Balanced, Balanced Growth, Growth, and All Equity.⁵
- **Accounts:** Tax Free Savings Account, Registered Retirement Savings Plan, Spousal Registered Retirement Savings Plan, Locked in Retirement Account (LIRA), Registered Education Savings Plan (RESP), Non-Registered Account.⁶
- **Pricing:** Invisor charges a flat 0.5% management fee for clients with less than \$250K AUM. For clients between \$250K-\$500K AUM that fee drops to 0.4%. Clients who have invested over \$500K are charged 0.3%. In addition, there is the cost of the ETFs within those portfolios, which is on average 0.2%.⁷

TECHNOLOGY

Robo-advisors use technology primarily for the daily maintenance of accounts known as automatic rebalancing. When market conditions change, user's portfolios are adjusted to reflect their risk profile. These services are all delivered on Invisor's online platform. The platform uses Viewport Meta, is iPhone and mobile compatible, and uses Google Analytics.⁸

DISTRIBUTION / LOGISTICS

Invisor has significant partnerships with BlackRock and Vanguard. These partnerships allow Invisor to offer the portfolios of these reputable companies to their clients strengthening their product offering.⁹

MARKETING

Invisor receives exposure through social media channels such as [Facebook](#), [Twitter](#), and [LinkedIn](#). The company effectively uses Medium to position itself as a thought leader and educator in the industry. These articles are shared across Invisor's socials.

COMPETITORS

Invisor competes with other Canadian-based robo-advisor platforms such as [Wealthsimple](#), [Nest Wealth](#), [Portfolio IQ](#), [WealthBar](#), [JustWealth Financial](#), and [Modern Advisor](#). Additionally, Invisor competes with similar offerings by large banks such as BMO's [SmartFolio](#) and RBC's [InvestEase](#).

⁵ <https://invisor.ca/our-portfolios/>

⁶ <https://youngandthrifty.ca/invisor-robo-advisor-review/>

⁷ <https://youngandthrifty.ca/invisor-robo-advisor-review/>

⁸ <https://www.crunchbase.com/organization/invisor-financial - section-website-tech-stack-by-builtwith>

⁹ <https://www.investmentexecutive.com/news/products/invisor-strikes-partnerships-with-blackrock-and-vanguard/>