

# Individual Disclosure Brochure Form ADV, Part 2B

**April 30, 2025**

for

James Casselberry - CRD 2905387  
Ushir Shah - CRD 5994957

This brochure supplement provides information about Known Wealth LLC's ("**Known**" or "**Advisor**") investment adviser representatives and supplements Known Wealth's disclosure brochure (ADV Part 2A). You should have received a copy of that brochure. Please contact us at [compliance@knownfin.com](mailto:compliance@knownfin.com) if you have any questions about the contents of this supplement.

Additional information about our registered investment adviser representatives can be found on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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## Item 2: Educational Background and Business Experience

**Name:** James Casselberry **Born:** 1959

**Title:** Co-Founder & Chief Executive Officer at Known

### Educational Background and Professional Designations

#### Education:

MBA Business Administration, University of Chicago, Chicago, IL - 2001

BS Economics, University of Illinois, Chicago, IL - 1986

Studied Economics, University of Central Florida, Orlando, FL - 1982-1984

Accounting and Business Administration, Texas Christian University, Fort Worth, TX - 1977-1979

#### Business Background:

03/2021 - Present	Co-Founder & Chief Executive Officer, Known
09/2017 - 09/2022	Chief Investment Officer, 4S Bay Partners, LLC/Sarowitz Family, LLC
09/2017 -05/2019	Senior Adviser, NexTier Companies, LLC
09/2012 - 09/2017	Senior Managing Director, NexTier Companies, LLC
06/2012 - 08/2017	Adjunct Professor, Valparaiso University
04/2016 - 04/2017	Senior Adviser, Campbell Newman Asset Management, Inc.
04/2011 - 09/2012	Senior Consulting Principal, NexGen Capital Partners, LLC
2006 - 2011	Managing Partner & Founder, Dearborn Park Group
2004 - 2006	Principal, Ennis Knupp & Associates
1996 - 2004	CEO & Founder, Trias Capital Management
1995 - 1996	Chief Operating Officer, Wedgewood Capital Management, Inc.
1991 - 1995	Partner & Director, The MacArthur Foundation
1986 - 1991	Portfolio Manager, First National Bank of Chicago
1983 - 1986	Consultant, Arthur D. Little Valuation, Inc.

### Biography

James "Jim" Casselberry has more than 35 years of entrepreneurial and business experience and has been in the investment management and investment consulting industry for over 25 years. Jim has designed, managed, consulted, and implemented scores of investment policies, programs, and strategies. He also founded and managed many different investment management platforms. In his roles as CEO, CIO, portfolio manager, fund manager, principal consultant, and advisor, Jim has individually or in concert with colleagues:

- Raised over \$4 billion from institutional investors for traditional and alternative investment management strategies
- Invested more than \$50 billion in aggregate transactions, both private and public, in debt, equity, and alternative investment securities
- Structured over \$20 billion in asset-backed investment securities.
- Co-managed the continuing asset allocation structure and strategic plan for a large foundation
- Authored research papers on the role of private equity funds for institutional investors
- Developed internal investment committees to review investment policy and performance for multiple large public agencies

- Established and revised investment policies for several large public and private agencies
- Responsible for setting all investment strategies and allocation for an investment capital management firm managing more than \$2 billion in assets
- Provided consulting advice and coaching to many business owners and c-suite level executives.

In addition to working in large institutional and non-profit settings, Jim has worked in a consulting role with a significant institutional consulting firm regarding credit and fixed-income issues for the federal government.

Jim's skills are primarily focused on all aspects of the institutional investment management process across all asset classes, both alternative and traditional strategies, as well as the formation of a firm from a startup.

### Item 3: Disciplinary Information

There are no legal or disciplinary events to report related to this Item 3.

### Item 4: Other Business Activities

In addition to his role at Known, Jim also serves as the:

- Board Member at Impact Engine. Impact Engine is an asset manager in the financial space, and may be a potential future client of Known Wealth. This is a compensated position;
- Director of Aeris Insights, Inc. and provides board oversight of ratings for CDFIs. Aeris Insights is an expert in the financial and impact performance of CDFIs and other private impact loans. Aeris Insights is in the financial space and may be a potential future client;
- Chairman of the Board at Los Angeles Cleantech Incubator (LACI). LACI is in the financial space as an incubator for startups, and may be a potential future client of Known Wealth
- Trustee for Morehouse College and serves on their finance, investment, and development committees. Morehouse College may be a potential future client;
- Trustee for National Urban League and provides board oversight and monitoring of the financial health of the league. National Urban League may be a potential future client;
- Director of Arc Chicago, LLC, the appointed board of Benefit Chicago, a collaboration between The Chicago Community Trust, the MacArthur Foundation, and Calvert Foundation. Arc Chicago is in the financial space and may be a potential future client. This is a compensated position;
- Board Member and Director on the Julian Grace Foundation investment committee and provides board oversight. The nature of the business is finance related and may be a potential future client; and
- Member of the Racial Equity Working Group, a group convened by The Investment Integration Project (TIIP) Insights and Surdna Foundation to guide investor action around strategies that promote racial justice. This is finance related.

## Item 5: Additional Compensation

Jim Casselberry receives Board fees from Impact Engine and Arc Chicago, LLC, but does not receive any economic benefit from any other person, company, or organization other than Known Wealth in exchange for providing clients advisory services through Known.

## Item 6: Supervision

As a representative of Known, Jim is subject to the firm's compliance policies and procedures and Code of Ethics. Hope Newsome, the firm's Chief Compliance Officer, periodically monitors Jim to ensure that Jim adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Hope Newsome is 407-985-8763.

## Item 2: Educational Background and Business Experience

**Name:** Ushir Shah **Born:** 1976

**Title:** Co-Founder, CFO & CTO at Known

**Registration:** Investment Advisor Representative at Known

### Education Background and Professional Designations

#### Education:

MBA, Cornell Johnson Graduate School of Management, 2010-2012

BS Computer Systems Engineering, Boston University, Cum Laude, 1994-1998

#### Business Background:

04/2021 - Present Co-Founder & CFO/CTO, Known

05/2005 - Present Managing Member, Evarexus - acting as a consultant, advisor and investor

11/2018 - Present Founder & CEO, Namu

05/2018 - 04/2021 Chief Technology Strategist, Aurigin

02/2017 - 04/2018 Chief Executive Officer, Softdel

10/2011 - 12/2016 Partner, Chief Operating & Compliance Officer, Round Table Wealth Management

04/2002 - 03/2011 VP of Technology, Director of Technology, Manager of Technology, Rockefeller & Co & Rockit Solutions

05/1999 - 01/2002 Executive Director of Information Technology, Manager of Technology, Jenzabar

#### Biography:

Ushir has over 20 years of start-up and high growth experience in FinTech, wealth management, EdTech, blockchain, and IoT. He has a deep background in technology systems design and security, finance and accounting, SEC compliance, and team building with strategic leadership. Most recently, he was Founder and Chief Executive Officer of Namu, a financial platform that provides accounting, tax, and retirement functionality for freelancers.

Previously, he was the contract Chief Technology Officer for Aurigin, an investment banking and blockchain start-up for mid-market M&A deals; and Chief Executive Officer of Softdel, an IoT software engineering company with nearly 175 employees worldwide. Prior to that, Ushir spent 5 years as a Partner/Chief Operating Officer/Chief Compliance Officer for Round Table Wealth Management, an Investment & Financial Advisory firm with \$1B in AUM, working with high-net-worth clients and overseeing five investment funds for investor relations, audit, tax, and accounting.

From 2002-2011, Ushir was Vice President of Technology for Rockefeller & Co. (the Rockefeller Family Office and wealth management company, now called Rockefeller Capital Management), and was part of the founding team for the fintech spin-off that commercialized the in-house developed portfolio accounting system RockIT for family offices. In 1999, he was part of the early founding team as Executive Director of Technology at Jenzabar (an EdTech dot-com startup) that over the following 3 years acquired nine companies and grew to over

400 employees nationwide and is an ongoing success today. Ushir holds a BS in Computer System Engineering from Boston University and an MBA from Cornell University.

### **Item 3: Disciplinary Information**

There are no legal or disciplinary events to report related to this Item 3.

### **Item 4: Other Business Activities**

In addition to his role at Known, Ushir also serves as:

- Managing Member, Evarexus: A consultant to small and medium businesses across various industries providing financial, technical, and business management consulting services. Advisor to startup founders at various stages of growth. Investing in real estate, equity and debt funds, startups, and operating businesses through Evarexus holdco.
- Founder & CEO of Namu: Provide technology consulting and MSP services to businesses nationally. Also develops and operates a fintech SaaS software product called Namu 1099 which provides accounting and tax services to freelancers.

### **Item 5: Additional Compensation**

Ushir receives compensation through his activities in Evarexus and Namu in both cash and equity.

### **Item 6: Supervision**

As a representative of Known, Ushir is subject to the firm's compliance policies and procedures and Code of Ethics. Hope Newsome, the firm's Chief Compliance Officer, periodically monitors Ushir to ensure that Ushir adheres to all required regulations regarding the activities of an Investment Adviser Representative, as well as all policies and procedures outlined in the firm's Code of Ethics and compliance manual. The phone number for Hope Newsome is 407-985-8763.