

November 15, 2021

## Green Alpha Advisors, LLC

Registered as an Investment Adviser with the U.S. Securities and Exchange Commission.

Brokerage and investment advisory services and fees differ and it is important for the retail investor (“you”) to understand the differences. Free and simple tools are available to research firms and financial professionals at [Investor.gov/CRS](https://www.investor.gov/CRS), which also provides educational materials about broker-dealers, investment advisers, and investing.

### What investment services and advice can you provide me?

- Green Alpha Advisors (“Green Alpha”) offers investment advisory services to retail investors, among other types of clients. Green Alpha is an asset management firm, selecting equity securities to build portfolios for our clients. We do not provide financial planning services, nor do we advise clients in the selection of investments that are not managed by Green Alpha.
- We offer investment advisory services to our clients in the form of separately managed accounts, and we are the sub-advisor to all or a portion of two mutual funds. We monitor our retail investors’ separately managed accounts no less than quarterly as part of our standard services. For more information regarding monitoring of accounts, please see Item 13 of our current [Form ADV Part 2A](#) brochure.
- Our portfolios are equity strategies that invest primarily in exchange-listed securities, securities traded over-the-counter, and foreign issuers whose securities trade in the U.S. in the form of American Depository Receipts.
- Green Alpha offers the ability to tailor our investment advisory services to fulfill specific client requests. On a client-by-client basis, we may allow clients to impose restrictions on investing in certain securities or types of securities. In addition, some clients request that we manage their account in a custom strategy that gives them a set of custom portfolio characteristics not otherwise available in the portfolio strategies described here: <https://greenalphaadvisors.com/investment-portfolios/>.
- Green Alpha has not and does not currently participate in any wrap fee programs. We manage assets on both a discretionary and non-discretionary basis. In a discretionary account, we buy and sell securities that we determine are in your best interest in an amount and in the timeframe that we determine is appropriate. In a non-discretionary account, you make the ultimate decision to buy or sell following our recommendations.
- We have minimum account sizes for retail investors to invest in our separately managed account strategies. For more information regarding minimum account sizes, please see our current [Form ADV Part 2A](#) brochure.

#### Conversation Starters:

- *Given my financial situation, should I choose an investment advisory service? Why or why not?*
- *How will you choose investments to recommend to me?*
- *What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?*

### What fees will I pay?

- Green Alpha charges an investment management fee based on a percentage of assets under management in your account, including cash balances. All management fees are negotiated on a client-by-client basis, depending on such details as, but not limited to, type of client/account, account size, custodian or platform selected by the client, and service or reporting requirements. Our standard management fees range from 1.50% to 0.30% annually.
- Investment advisory fees are charged quarterly in arrears pursuant to the annual basis point fee schedule agreed upon with each client in the Investment Management or Sub-Advisory Agreement. The quarterly fee for

each account is equal to  $\frac{1}{4}$  of the annual fee rate calculated pursuant to each account's or each client's investment management agreement.

- In addition to investment advisory fees, clients will incur, where applicable, asset-based, and/or transactional costs related to the buying and selling of securities in their accounts.
- Since our management fees are asset-based, there is a potential conflict of interest. The more assets there are in your advisory account, the more you will pay in fees, and therefore we have an incentive to encourage you to increase the assets in your account. For more details regarding our standard management fee schedules, please see our current [Form ADV Part 2A](#) brochure.
- You will pay costs and pay fees whether you make or lose money on your investments. Costs and fees will reduce any amount of money you make on your investments over time. Please make sure you understand what fees you are paying.

*Conversation Starter: Help me understand how these fees and costs might affect my investments. If I give you \$10,000 to invest, how much will go to fees and costs, and how much will remain invested for me?*

### **What are your legal obligations to me when acting as my investment adviser? How else does your firm make money and what conflicts of interest do you have?**

**When we act as your investment adviser**, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the investment advice we provide you. Here is an example to help you understand what this means: Since we are committed to our investment strategies, we invest in the same securities that we buy and sell for our client accounts. This represents a conflict of interest. For more information regarding conflicts of interest and how we mitigate them, please see our current [Form ADV Part 2A](#) brochure.

*Conversation Starter: How might your conflicts of interest affect me, and how will you address them?*

### **How do your financial professionals make money?**

Our financial professionals are owners of Green Alpha. They earn a salary and have the potential to earn bonus payments, and a payout from profits of the business, where applicable. One of our financial professionals is also compensated via asset-based commissions from bringing in new business. Our employees are not compensated based on the types of products sold, nor directly tied to product performance. There is a potential for a conflict of interest as our ability to receive compensation is dependent upon the long-term retention of client accounts.

### **Do you or your financial professionals have legal or disciplinary history?**

No. Please visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research Green Alpha Advisors and our financial professionals.

*Conversation Starter: As a financial professional, do you have any disciplinary history? For what type of conduct?*

### **For more information about Green Alpha Advisors and for up-to-date information about our investment advisory services, or to request a copy of this relationship summary:**

Website	<a href="http://www.greenalphaadvisors.com">www.greenalphaadvisors.com</a>
Form ADV Part 2A Brochure	<a href="https://greenalphaadvisors.com/about-us/legal-disclaimers/">https://greenalphaadvisors.com/about-us/legal-disclaimers/</a>
Contact Us	303.993.7856 or <a href="mailto:info@greenalphaadvisors.com">info@greenalphaadvisors.com</a>

*Conversation Starter: Who is my primary contact person? Is he or she a representative of an investment adviser or a broker-dealer? Who can I talk to if I have concerns about how this person is treating me?*