

How Conscious Investors Think

A self-directed investor's guide to protecting capital
and building wealth with discipline

Process, not prediction.

About Teaminvest

Teaminvest is an investor education and membership organisation built by investors, for investors. For 19 years we have been supporting self-directed investors across Australia and New Zealand to think more clearly, invest more carefully, and stop making the kind of mistakes that quietly undo years of progress.

19 Years Educating self-directed investors	AFSL 334339 Licensed investment education	Conscious Investor® Proprietary methodology
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01

Why Most Investors Underperform

Even when markets rise

Most investors don't fail because they lack intelligence or effort. They fail because the investment industry encourages behaviour that quietly works against long-term wealth.

Markets reward excitement. Headlines reward urgency. Short-term performance is celebrated, while mistakes are quietly forgotten.

In that environment, investors are pushed toward prediction, reaction and activity — precisely the behaviours that make calm, consistent compounding difficult to sustain.

*Most self-directed investors manage their own portfolios entirely alone.
The cost of that isolation is rarely visible until it's already done its damage.*

At Teaminvest, we take a different view.

We believe successful investing is not about predicting markets or chasing the next fashionable idea. It is about applying the same thinking that successful business owners use every day: protecting capital first, making decisions based on evidence, and allowing time to do the heavy lifting.

Instead of starting with "What might go up?" we begin with a more important question:

What could permanently destroy capital?

By inverting the process — focusing first on risk, quality, and discipline — we aim to remove the most common causes of long-term underperformance: emotional decisions, structural business weakness, and overpaying for growth.

Before wealth can compound, capital must survive.

02

The Teaminvest Investment Framework

A simple, repeatable 3-step process

Teaminvest follows a disciplined, three-step framework designed to protect capital first and compound wealth over the long term. It is grounded in research, strengthened by collective insight, and anchored in valuation discipline — not prediction.

STEP 1

Avoid Capital Killers®

Screen out businesses most likely to destroy capital.

STEP 2

Identify Wealth Winners®

Analyse quality businesses as an owner would -- with disciplined peers.

STEP 3

Invest with Valuation Discipline

Only act when price and value align. Have patience to wait.

This framework is not about timing markets. It is about avoiding mistakes, owning great businesses, and holding them long enough for compounding to do its work.

This framework is particularly relevant if you:

- Prefer investing to speculation or trading
- Want a disciplined decision structure
- Have experienced permanent losses and want to avoid repeating them
- Want to think independently, informed by people who challenge your assumptions

03

Avoid Capital Killers®

Protecting capital is the foundation of long-term wealth

Most investors focus on finding the next big winner. Experienced investors focus first on what could quietly destroy their wealth.

At Teaminvest, we believe the most important decision in investing is not what you buy — it is what you avoid.

Before we ever consider whether a company is worth owning, we ask a simpler and more important question:

Is this business likely to destroy capital?

We call these businesses **Capital Killers®**. They are companies that, for structural, financial, managerial, or behavioural reasons, have a high probability of eroding shareholder wealth over time. They may look attractive in the short term, but they fail the deeper tests required for durable compounding.

The asymmetry of losses

The mathematics of investing makes this distinction critical. A permanent loss of capital requires far greater returns just to recover — leaving less capital available to compound in the future.

Permanent mistakes don't just reduce wealth. They reduce future opportunity, flexibility, and confidence.

How we screen for Capital Killers®

Using proprietary research tools, including the **Conscious Investor®** methodology, we filter the market to eliminate companies that fail the quantitative factors academic research shows reduce financial strength, quality, and resilience.

The goal is not certainty — it is probability. By removing the businesses most likely to destroy capital, we materially improve the odds that compounding can work over time.

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Identify Wealth Winners®

Quality businesses are the engines of compounding

Once Capital Killers® have been removed, the question changes. Instead of asking what to avoid, we ask:

Which businesses have the characteristics required to compound wealth over the long term?

At Teaminvest, we refer to these businesses as **Wealth Winners®**. They are companies with durable economics — capable of generating consistent returns, sustaining competitive advantages, and reinvesting capital effectively over many years.

The community advantage — why we don't invest alone

Identifying Wealth Winners® requires more than numbers alone. The initial screening process removes the lower-quality businesses, leaving a smaller, higher-quality universe. From there, the work becomes qualitative.

Investing alone narrows perspective. A disciplined community widens it — surfacing risks, challenging assumptions, and reducing blind spots that individuals rarely see on their own.

“Have I done well with Teaminvest so far in the seven plus years? Absolutely. But the other aspect about this organisation is that there's a lot of fellowship, a lot of formal and informal discussions and meetings.”

Raj Sundaraj

Teaminvest member since 2018

“What I like about Teaminvest is it's a combination of the quantitative processes that come out of Conscious Investor and the more qualitative discussion points that take place during meetings.”

Brad Johnson

Teaminvest member since 2020

“There are many people that know a lot about different companies, so you can gain valuable insights and recommendations. You listen to their input but you make up your own mind.”

Jeff Cavanaugh

Teaminvest member since 2016

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Invest with Valuation Discipline

Even great businesses can be poor investments at the wrong price

Identifying quality is only part of the decision. What matters just as much is **the price you pay**.

Paying too high a price reduces future returns and increases risk — regardless of business quality. A margin of safety provides a buffer against uncertainty, error, and the surprises that inevitably occur over time.

What valuation discipline gives you

- **Permission to wait:** You don't need to act when prices are wrong.
- **Reduced emotional pressure:** The process answers "should I buy now?" so you don't have to.
- **Confidence to do nothing:** In a market that rewards activity, patience is a competitive advantage.
- **Protection on the downside:** A margin of safety doesn't eliminate risk — it reduces the cost of being wrong.

06

Process Beats Prediction

Markets are unpredictable. A disciplined process is not.

The future cannot be forecast with precision. Markets are shaped by countless variables — economic conditions, technology shifts, human behaviour, and events no one can anticipate.

Yet investors are constantly encouraged to believe that better predictions lead to better results. At Teaminvest, we reject that idea.

A sound process does not eliminate uncertainty — it reduces anxiety. It replaces constant decision-making with a small number of repeatable rules. Compounding is powerful, but fragile. It requires time, consistency, and the avoidance of major mistakes.

“Before I became a member, my approach to investing was very haphazard. Obviously, there were a number of mistakes. By following the Teaminvest method, I think there’ll be far less.”

Malcolm Young

Teaminvest member since 2019

“Teaminvest has made me a better investor by the sheer fact that I am now much calmer when it comes to fluctuations in the share market and the share price of the companies that I invest in.”

Blaize Irving-Holliday

Teaminvest member since 2019

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Your First 30 Days

Building habits, not chasing outcomes

The framework is not designed to be mastered quickly. It is designed to be applied over time. The first few weeks are about building habits — not chasing outcomes.

Week 1	Understand the 3-step framework. Read this guide again. Ask: which step am I currently missing in my own process?
Week 2	Look at two or three businesses you already hold or are watching. Apply the Capital Killers® lens first. Would they pass the screen?
Week 3	Practise the qualitative review. For one business: how does it make money? What are the risks? What would have to be true for it to fail?
Week 4	Apply valuation discipline. For a business you like: at what price would I be comfortable owning this? What is my margin of safety?
Month 2+	Review your behaviour, not just your portfolio. Are you reacting to news? Making decisions under pressure? The framework is working when decisions get quieter.

The objective is progress, not perfection. Improved behaviour compounds just as surely as capital does.

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What Happens Next

From understanding to application

This guide has introduced the principles behind the Teaminvest approach — a disciplined, business-owner framework designed to protect capital and compound wealth over the long term.

For some investors, the framework itself is immediately valuable. For others, it surfaces a more important question:

How do I apply this consistently — when markets test conviction, emotions intrude, and decisions matter most?

Investors who invest alone carry a structural disadvantage that has nothing to do with how smart they are.

The discipline, accountability, and collective insight that come from a structured community are not a luxury — they are the mechanism by which the framework actually works.

Two pathways forward

Teaminvest offers two ways to apply this framework with the support of a structured community:

Pathway 1: Membership

A private investor education and membership community. Research tools, structured discussions, peer analysis, and accountability — designed for self-directed investors who want to invest well, together.

Best for: investors who want to remain self-directed but benefit from structure, research tools, and collective insight.

Pathway 2: Conscious Investor Fund

A managed fund that applies the same Capital Killers® / Wealth Winners® methodology — for investors who want exposure to the discipline without managing individual positions.

Best for: investors who align with the philosophy but prefer a managed approach to implementation.

Start with a 20-minute conversation

Not a sales call. A two-way conversation designed to explore whether this framework — supported by education, research, and community — would add value for you.

- We will ask you a few questions about where you are in your investing journey.
- You ask us anything you want about how Teaminvest works.
- We will both know by the end whether it is worth going further.

teaminvest.com.au/start

There is no obligation. No pressure to proceed. Just clarity.

In investing, clarity comes before commitment — and avoiding mistakes matters far more than chasing brilliance.

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About Teaminvest

19 years. Built by investors, for investors.

*“Investing well is not about being right more often than others.
It is about making fewer costly mistakes — and giving time and discipline the
chance to do their work.”*

Teaminvest is an investor education and investment organisation built by investors, for investors. It was created in response to a simple frustration: too much of the investment industry is driven by noise, incentives, and short-term thinking.

At its core is a clear philosophy:

- Think like an owner
- Protect capital before seeking growth
- Apply process and patience over prediction
- Let compounding work over time
- Stop investing alone

This philosophy is supported by proprietary research tools including the **Conscious Investor**[®] methodology, structured education, and a community of disciplined investors who challenge assumptions and share insight.

Teaminvest has been educating and supporting self-directed investors for 19 years. AFSL 334339.

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Important Information

Please read

This guide contains general information only. It does not take into account your personal objectives, financial situation, or individual needs and should not be relied upon as personal financial advice.

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