
LEADERSHIP TEAM MODEL

EXECUTIVE LEADERSHIP & REGULATORY GOVERNANCE

The Pure Holding Company Enterprise (PHCE) platform operates a compliant, bifurcated FinTech ecosystem. Internal leadership manages enterprise origination and structures tokenized securities, while delegating regulated execution, capital clearing, and legal processing to FINRA-registered Broker-Dealer partners.

The platform blends emerging digital asset architectures with traditional corporate finance frameworks to serve corporate issuers requiring working capital.

KEY OPERATIONAL FEATURES INCLUDE:

EXECUTIVE LEADERSHIP & GOVERNANCE:

- **Certified Board Oversight:** The executive board holds critical FINRA licenses—including Series 7, 24, 27, 65, and 66—ensuring institutional oversight and asset underwriting [regulation].
- **Multidisciplinary Team:** The organizational framework incorporates contractual management consultants, blockchain engineers, and financial strategists. [[FINRA Regs.](#)]

OPERATING MODEL

- **Corporate Origination:** The PHCE business development team focuses entirely on identifying corporate issuers and facilitating their Tokenized Securities as On-Demand Orders, General Orders, and VIP Orders.
- **Bifurcated Structure:** To maintain compliance, the platform outsources regulated transaction execution, legal processing, and capital clearing to fully licensed, FINRA-registered Broker-Dealer partners.
- **In addition,** we require the registration of principals indirectly corresponding within the functions as well as licensed professionals

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carrying them out. However, these individuals do not necessarily need to be directly employed by the firm to carry out their functions.

OUTSOURCING ALSO MITIGATES RISK

- Outsourcing is a powerful tool to extend firms' capabilities with additional resources. With compliance, for example, this could be a FINRA-registered Chief Compliance Officer to set strategy and oversee compliance operations, or a full team handling day-to-day compliance operations.
- Digital broker dealers experience the benefits of outsourcing compliance on both a cost and complexity axis. As an end-to-end, full-stack compliance solution provider, InnReg takes care of the full range of compliance of activity more simply and more cost-effectively than a full in-house team with salaries, benefits, and bonuses.

THE PURE HOLDING COMPANY ENTERPRISE (PHCE) PLATFORM INTEGRATES TRADITIONAL CORPORATE FINANCE WITH DIGITAL ASSET ARCHITECTURES, UTILIZING A BIFURCATED BROKER-DEALER PARTNERSHIP MODEL TO COMPLY WITH SEC AND FINRA REGULATIONS.

EXECUTIVE LEADERSHIP, BACKED BY FINRA CERTIFICATIONS, MANAGES CORPORATE ORIGINATION AND TOKENIZED SECURITIES, WHILE LICENSED PARTNERS HANDLE REGULATED TRANSACTION EXECUTION AND CAPITAL CLEARING. FOR MORE DETAILS,

VISIT [PHCE PLATFORM](#).
