



For Immediate Release

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VIDARROW IMPLEMENTS AWARD-WINNING SOFTWARE TO QUANTIFY INVESTMENT RISK AND DRIVE CLIENT SUCCESS

Arlington Heights, Illinois – Vidarrow announced it has implemented Nitrogen, the world’s first risk alignment platform, which mathematically pinpoints how much risk investors want, how much risk they currently have in their portfolio, and how much risk they need to take to reach their goals.

Built on a Nobel Prize-winning framework, Nitrogen quantifies the semantics of the financial advice industry, replacing confusing and subjective terms like “moderately conservative” and “moderately aggressive” with the Risk Number®, a number between 1 and 99 that pinpoints a client’s exact comfort zone for downside risk and potential upside gain with a 95% Historical Range. Financial professionals then build an investment portfolio to match the client’s Risk Number and chart a clearly defined path to achieving the client’s goals.

Nitrogen was twice named one of the world’s ten most innovative companies in finance by Fast Company Magazine and has appeared twice on the Forbes FinTech50 list.

“We believe implementing this award-winning technology will be a game-changer for our organization and more importantly our clients. We worked tirelessly to research and implement this technology, which we were drawn to because of its innovative features and easy-to-understand outputs,” said Luke Sauter, President and CEO at Vidarrow.

“Successful long-term financial outcomes are built by investors making one good short-term decision at a time, and that only happens when great financial professionals equip them to do so,” said Aaron Klein, CEO at Nitrogen. “It’s so great to see Vidarrow using the Risk Number to help their clients understand and react to risk appropriately, because that’s ultimately how amazing financial professionals turn clients into fearless investors.”

About Vidarrow

Vidarrow Investment Advisors is an independent registered investment advisory firm committed to providing personalized financial advice and investment management services. With a focus on delivering exceptional service and building long-term relationships with clients, Vidarrow takes a comprehensive approach to wealth management, considering the unique financial goals and risk tolerance of each client.



About Nitrogen

Nitrogen is the company that invented the Risk Number[®], which powers the world's first Risk Alignment Platform and was built on top of a Nobel Prize-winning academic framework. Financial professionals, broker-dealers, RIAs and asset managers use the Nitrogen platform to create alignment between clients and portfolios, leverage sophisticated analytics to increase the quality of their advice, automate trading and client account management, and access world-class models and research in the Nitrogen Partner Store — all with the mission of empowering the world to invest fearlessly. To learn more, visit NitrogenWealth.com.

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