



Perception

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On a news article, the author quoted a famous line from the movie “Jaws” – Officer Brody was commenting that he hates the water. Hooper’s reaction is that it doesn’t make much sense for a guy who hates water to live on an island. Brody retorts, “It’s only an island if you look at it from the water.”

It all comes down to perception or point of view. Depending on media coverage and personal research, our perception changes. Earlier this year, the major news was about the rebounding of the economy. If one believes what was being put out there, the US economic “recovery” would be well underway by now and many believe it is still in the offing. Based on their research, some analysts are predicting double digit declines in returns while others are waiting for indicators to spike up any day. Perception is changing markets and moving money, much of it into the alternative investment space. At Nirvana Solutions, we could not be more delighted.

Nirvana Solutions is in the throes of a marketing effort for Nirvana Touch. It’s an innovative, tremendously useful and economically appealing web-based application. Viewing your portfolio’s data and analytics at any time from your iPad? Sounds great. Now what’s the perception from our clients? Feedback from clients has been incorporated into the Nirvana Touch. However, the feedbacks have come from three different perspectives: the Manager, the Marketer and the Investor. We would love to discuss perception with clients and prospects who want to look into how and why we think Touch will change the way hedge funds are doing business. The iPad is not just for home use anymore, depending of course, on your perception.