

# NAVIGATING CROSS-BORDER TRANSACTIONS

Louis D. Spagnuolo shares his strategy and resources for conducting business in a world of digital assets.

A question I often ask myself is “Whether my business is sufficiently prepared for the next generation?” As a serial entrepreneur, the importance of due diligence and thoroughly screening contractual parties and their interests in various digital transactions has expanded my view of the world we transact in.

From this, I took it upon myself to become an “Investigator” of sorts. Not just any “Street” investigator, but rather a licensed private investigator, with access to proprietary databases from all over the world. Was this an extreme measure to take? Most certainly. But when you are dealing in millions, tens of millions and even hundreds of millions of dollars, it is not only a justifiable but extremely prudent measure.

As Chairman of my trust company with 37 industry verticals, I have managed more than \$884 million in deal participations. The biggest myth is that giant steps take you to your financial dream. It actually takes a lot of little steps to ensure a fruitful deal. In the business of monetization across several industries, the little steps when managing digital assets through digital banking has become of extreme interest to the world from a security and business scaling perspective.

It is a common misconception that all digital transactions involve automatic screening, a pile of KYC (Know Your Customer) documents and an ACH wire transfer. I would like to emphasize that today's world and the migration to digital assets imposes a duty to engage trustworthy, expert fiduciaries with the requisite knowledge to balance the risks associated with closing international agreements and enforcing performance on those agreements. Let's be honest, at the end of the day, if you can't enforce performance on your agreements, then you're just collecting paper with an illusion.

I recently sold one of my companies for a large dollar figure, one of the best business deals to have taken place within my industry. It involved 9 participants, four countries and countless advisors, lawyers and people who generally are there just to "mess things up".

To help guide me through this process, I quickly realized I needed the foremost experts to help guide me through something with so many moving parts, different laws and regulations and corresponding standards.

After a rigorous due diligence process, where I utilized my private intelligence license, I decided to engage TMW Advisory based in Miami through Dr. Sarah Hadid and her team of international lawyers, certified accountants and investment advisors.



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TMW Advisory, certainly not the largest firm but a boutique albeit well-connected "Seal Team Six" type private wealth advisory, seemed to check all the boxes for me. Beyond Dr. Hadid's impressive background, she and her team provide paymaster and escrow services that go beyond legally and lawfully disbursing funds to worldwide transactional parties. The service also includes: a) high level due diligence screening; b) forensic banking analytics to trace the origin of funds; c) well-crafted guarantee letters and compliance reports to assure the transparency and security of all parties; and d) assistance with tax strategies prior to receiving disbursements to mitigate other collateral liabilities.

Serving on multiple boards, and managing numerous holding companies, comes with the obligation to monitor and prepare for all kinds of transactions strategically. The most important consideration has become understanding the nature of digital transactions and how they apply to 2024 and beyond. Dr. Hadid proved to be an invaluable resource to my businesses and has guided my understanding of the numerous types of real-time banking transactions that may expose many business owners to reputational, tax, data and cash flow liability.

Her ability to negotiate and transact in six languages, hold four law degrees and two finance degrees as well as dedicate a whole personnel team solely for my transaction, helped eliminate a lot of the pesky “gremlins” who try to “poison the stew” when it comes to multi-figure transactions. Believe me, you want an expert who can detect discrepancies in contracts, and spreadsheets disclosed to you that are pushed to questionable limits. This is why determining your data requirements (and verifying them) before agreeing to a deal will help you prioritize your best alternatives and adjust your price flow.

One specific example was when I became introduced to SWIFT GPI. The Society for Worldwide Interbank Financial Transactions (SWIFT) is the bank mechanism we all use when one does a wire transfer. You know that archaic process where you have to go to the bank, fill out a dozen pieces of paper, get 3 people from the bank to sign off and then hope and pray it actually works! SWIFT GPI takes that same system and basically brings it into the 21st Century. The SWIFT Global Payment Initiative (GPI) is based on a multilateral Service Level Agreement across banks to implement common processing standards that improve speed, transparency and tracking. Essentially it’s the “Bitcoin” of wire transfers. Each transaction is assigned a Unique End To End Transaction Reference that basically allows for instantaneous transfers and eliminates the “here is the wire number, do you have the funds yet?” dilemma we have all seem to have been through.



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Yes, many mergers and acquisitions are straightforward and your basic business attorney can handle providing you with the proper guidance. But when high level complexities are involved, the rule of thumb should always be, put your ego to the side and seek out the subject-matter experts that are both smarter and more seasoned than you are so that you give yourself a competitive advantage with both negotiating and closing the deal.

Surrounding yourself with the right team can help you gain or lose millions of dollars. Why risk it to save a few bucks?

Proper risk management was something that I learned through my involvement with Tiger21.com and to this day has always stuck with me. Learn to manage 360 degrees of risk and you’ll be thankful that you did!

To Your Future Success!



## About Louis D. Spagnuolo

Featured in two number #1 best selling business books and over 300 major media publications, including Forbes, The Wall Street Journal and Fox Business, Mr. Louis D. Spagnuolo is a serial entrepreneur and currently enjoys being a full time investor helping mentor the next generation of business leaders.

During his career Louis Spagnuolo has worked with Professional Athletes, Entertainers, National Business Leaders, Heads of State and countless genuinely fantastic people, while sharing in the financial dreams of all his clients to the tune of over \$2 Billion Dollars in deal participations.

Mr. Spagnuolo is a nationally sought after expert in Internet Monetization, with an emphasis on asset acquisitions that can be leveraged and scaled to generate liquidity events.

Louis Spagnuolo is a graduate of the University of Miami, where he earned a degree in Finance and previously held a recognized tenure at both the Royal Bank of Canada as well as two Venture Capital Companies before becoming an Internet Entrepreneur.