

GeoMacro Explained

Macro-*economics* is a necessary but insufficient theoretical foundation with which to generate *alpha* and reveal *beta* in today's market environment. Investors must add macro-*geopolitics* – **GeoMacro** – to their toolbox to navigate contemporary markets.

GeoMacro is based on the framework developed by Chief Strategist Marko Papic in his book [Geopolitical Alpha](#) (Best Books of 2020, *Bloomberg*) and BCA's 75-year tradition of macroeconomic foresight. Marko has successfully used the framework to navigate global markets on behalf of some of the world's largest institutional investors in his career on both the buy and sell side.

SELECTED TESTIMONIALS:

- *I met Marko Papic during his early days at BCA. His analytical skills, his instincts, and his talent to present his findings in politics and geopolitics and what they mean for investors became very obvious to me at that time. Marko has expanded his expertise far beyond geopolitics and he has become a great investment mind of tremendous value to every global investor. I would not want to miss any of his published ideas!*
- **Felix W. Zulauf, Founder, Zulauf Consulting**
- *Geopolitical Alpha is quite literally a bookend for a new paradigm in global markets. Geopolitics is now as relevant to investors as macroeconomics and central banking were in the last paradigm.*
- **Alan Howard, Founder, Brevan Howard**
- *GeoMacro may do for macro-investing what Benjamin Graham's classic, *Security Analysis*, did for stock picking.*
- **Scott Bessent, CIO Key Square Group**

GeoMacro Deliverables: research on two distinct time horizons

- **GeoMacro Alpha Report (Tactical & Cyclical) Volume I of the monthly report** – A monthly macro and geopolitical overview on the alpha opportunities in the markets. It focuses on the global discretionary alpha opportunities while maintaining a running narrative of the most investment-relevant developments.
- **GeoMacro Beta Report (Secular) Volume II of the monthly report** – Monthly in-depth thematic research of major investment themes, focusing on countries, regions, geopolitical risks, socio-economic paradigms, and technological changes that will impact strategic asset allocation over a 2–10-year horizon.
- **Here, There, Everywhere Report** – Monthly flagship chartpack that makes sense of the global macro environment in a way that every investor – whether large or small, public or private, tactical or secular – can understand and translate into asset allocation decisions.
- **Special Reports** – Ad-hoc research reports dependent on what's going on and clients' most frequently asked questions. They will often be about things happening right here and now but may also be about upcoming things just around the curve.
- **Direct access to Strategist Marko Papic** – Marko's matter-of-fact, straight shooting approach to markets is highly sought after across the globe.

LISTEN TO MARKO IN ACTION:



Top Traders Unplugged: Episode 59 - April 24, 2024
[The Geopolitical Tug-of-War: Russia, China & the West](#)



Capital Decanted: Episode 7 - February 6, 2024
[A New Global Order: Integrating Geopolitics](#)




Odd Lots Bloomberg: September 29, 2022
[What Markets Got Wrong about Russia's Invasion of Ukraine](#)

MARKO PAPIC: Chief Strategist

Marko is the BCA Research Chief Strategist in charge of BCA Access, the firm's macro concierge product, and GeoMacro Strategy. In his decade-long career at BCA, Marko founded the firm's Geopolitical Strategy service and introduced the constraint-based framework that has become the standard for incorporating geopolitics into the asset management industry. He was most recently a Partner and Chief Strategist at Clocktower Group, an alternative asset management firm where he put the GeoMacro framework to the test of the markets, helping seed discretionary macro hedge funds and providing some of the world's largest pools of capital and macro hedge funds with market insights.

Marko has lectured at Stanford University, The Walsh School of Foreign Service at Georgetown, School of Advanced International Studies at Johns Hopkins, Rotman School of Management at University of Toronto, McGill University, and the University of British Columbia (UBC). He holds graduate degrees from the University of Texas at Austin and UBC.



“Investing in today's markets without properly incorporating geopolitics is like trying to land a plane without modern instrumentation. It can be done, but why risk it?”