

Edgar Filing: VALUERICH INC - Form SC 13G

VALUERICH INC  
Form SC 13G  
September 20, 2007

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

ValueRich, Inc.

-----  
(Name of Issuer)

Common Stock, par value \$0.01 per share

-----  
(Title of Class of Securities)

92046V104

-----  
(CUSIP Number)

June 25, 2007

-----  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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CUSIP No. 92046V104

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1 NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Vision Opportunity Master Fund, Ltd.  
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2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a) [ ] (b) [ ]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Cayman Islands

5 SOLE VOTING POWER 0
6 SHARED VOTING POWER 851,341
7 SOLE DISPOSITIVE POWER 0
8 SHARED DISPOSITIVE POWER 851,341

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

851,341

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES \* [ ]

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

9.99%

12 TYPE OF REPORTING PERSON \*

CO

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1 NAME OF REPORTING PERSON
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Vision Capital Advisors, LLC (formerly known as
Vision Opportunity Capital Management, LLC)

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a) [ ] (b) [ ]

3 SEC USE ONLY

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4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

NUMBER OF SHARES 5 SOLE VOTING POWER

BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH 0

6 SHARED VOTING POWER

851,341

7 SOLE DISPOSITIVE POWER

0

8 SHARED DISPOSITIVE POWER

851,341

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

851,341

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES \* [ ]

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

9.99%

12 TYPE OF REPORTING PERSON \*

IA

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1 NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Adam Benowitz

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a) [ ]

(b) [ ]

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

US Citizen

NUMBER OF SHARES 5 SOLE VOTING POWER

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BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

0

-----

6 SHARED VOTING POWER

851,341

-----

7 SOLE DISPOSITIVE POWER

0

-----

8 SHARED DISPOSITIVE POWER

851,341

-----

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

851,341

-----

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES \* [ ]

-----

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

9.99%

-----

12 TYPE OF REPORTING PERSON \*

IN

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Item 1(a). Name of Issuer:

ValueRich, Inc.

Item 1(b). Address of Issuer's Principal Executive Offices:

1804 N. Dixie Highway  
Suite A  
West Palm Beach, FL 33407

Item 2(a). Name of Person Filing.

Vision Opportunity Master Fund, Ltd.  
Vision Capital Advisors, LLC  
Adam Benowitz

Item 2(b). Address of Principal Business Office or, if None, Residence.

Vision Opportunity Master Fund, Ltd.:

c/o Citi Hedge Fund Services (Cayman) Limited  
P.O. Box 1748  
Cayman Corporate Centre  
27 Hospital Road, 5th Floor  
Grand Cayman KY1-1109

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Cayman Islands

Vision Capital Advisors, LLC  
Adam Benowitz:

20 W. 55th Street, 5th Floor  
New York, New York 10019  
USA

Item 2(c). Citizenship.

Vision Opportunity Master Fund, Ltd. - Cayman Islands  
Vision Capital Advisors, LLC - Delaware  
Adam Benowitz - US Citizen

Item 2(d). Title of Class of Securities:

Common Stock, par value \$0.01 per share

Item 2(e). CUSIP Number:

92046V104

Item 3. If this statement is filed pursuant to ss.ss.240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

Not Applicable

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Item 4. Ownership.

The following is information regarding the aggregate number and percentage of the class of securities of the Issuer identified in Item 1 as of September 19, 2007:

(a) Vision Opportunity Master Fund, Ltd. - 851,341  
Vision Capital Advisors, LLC - 851,341  
Adam Benowitz - 851,341

(b) Percent of class:  
  
Vision Opportunity Master Fund, Ltd. - 9.99%\*  
Vision Capital Advisors, LLC - 9.99%\*  
Adam Benowitz - 9.99%\*

(c) Number of shares as to which the person has:

Vision Opportunity Master Fund, Ltd.  
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- (i) Sole power to vote or to direct the vote: 0
- (ii) Shared power to vote or to direct the vote: 851,341
- (iii) Sole power to dispose or to direct the disposition of: 0
- (iv) Shared power to dispose or to direct the disposition of: 851,341

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Vision Capital Advisors, LLC  
-----

- (i) Sole power to vote or to direct the vote: 0
- (ii) Shared power to vote or to direct the vote: 851,341
- (iii) Sole power to dispose or to direct the disposition of: 0
- (iv) Shared power to dispose or to direct the disposition of: 851,341

Adam Benowitz  
-----

- (i) Sole power to vote or to direct the vote: 0
- (ii) Shared power to vote or to direct the vote: 851,341
- (iii) Sole power to dispose or to direct the disposition of: 0
- (iv) Shared power to dispose or to direct the disposition of: 851,341

\* Percent of class based on 8,134,875 shares of Common Stock outstanding as of August 13, 2007 as reported on the Issuer's quarterly report on Form 10-QSB filed on August 14, 2007.

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Item 5. Ownership of Five Percent or Less of a Class.

Not Applicable

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Not Applicable

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.

Not Applicable

Item 8. Identification and Classification of Members of the Group.

Not Applicable

Item 9. Notice of Dissolution of Group.

Not Applicable

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Item 10. Certification.

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Certification pursuant to ss.240.13d-1(c):

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

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SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: September 19, 2007

VISION OPPORTUNITY MASTER FUND, LTD.\*\*

By: /s/ ADAM BENOWITZ

-----  
Name: Adam Benowitz  
Title: Portfolio Manager

VISION CAPITAL ADVISORS, LLC\*\*

By: /s/ ADAM BENOWITZ

-----  
Name: Adam Benowitz  
Title: Managing Member

/s/ ADAM BENOWITZ

-----  
ADAM BENOWITZ\*\*

\*\* Vision Capital Advisors, LLC (the "Investment Manager") serves as investment manager to Vision Opportunity Master Fund, Ltd. (the "Master Fund"), the record owner of the subject securities. Adam Benowitz is the managing member of the Investment Manager and the Master Fund's portfolio manager. Each Reporting Person disclaims beneficial ownership of all securities other than those owned of record by such Reporting Person.

EXHIBIT INDEX

Exhibit No. Document  
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1 Joint Filing Agreement

Exhibit 1

JOINT FILING AGREEMENT

In accordance with Rule 13d-1(k) under the Securities Exchange Act of 1934, as amended, the persons named below agree to the joint filing on behalf of each of them of a statement on Schedule 13G (including amendments thereto) with respect to the Common Stock, par value \$0.01 per share, of ValueRich, Inc. and further agree that this Joint Filing Agreement be included as an Exhibit to such joint filing.

Dated: September 19, 2007

VISION OPPORTUNITY MASTER FUND, LTD.

By: /s/ ADAM BENOWITZ

-----  
Name: Adam Benowitz  
Title: Portfolio Manager

VISION CAPITAL ADVISORS, LLC

By: /s/ ADAM BENOWITZ

-----  
Name: Adam Benowitz  
Title: Managing Member

/s/ ADAM BENOWITZ

-----  
ADAM BENOWITZ