

# Alternative assets for private investors

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## Samenvatting

**Datum:** 1 November 2021

**URL:** <https://venturecapital.nl/alternative-assets-for-private-investors/>

## Contact & Site

## Extra beschrijving

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### **Company description:**

This startup offers a mobile marketplace for investments in top-tier private assets and crypto portfolios. Therefore they open up the world of alternative assets to private investors and grant them access to private equity funds and DeFi crypto portfolios to help them round up and diversify their own stock portfolios.

Nowadays retail investors don't have access to alternative assets such as venture capital, private equity or certain crypto assets (DeFi). Therefore this startup offers them a marketplace, where retail investors can invest into various alternative assets.

The startup wants to give everyone access to premium investment products with the potential to outperform public indices. This kind of product should no longer be accessible to wealthy people or tech-nerds only. Their mission: creating the leading European marketplace for alternative assets.

Recently, the startup brought out a waiting list online for people who would like to use their services. Accordingly, 16,000 users have signed up for the waiting list.

**Business Model:**

There are three revenue streams:

1. An annual service fee, based on the capital invested;
2. A carried interest for its fund products;
3. A trading fee once the secondary market is up and running and customers trade their fund shares.

**Customer type / profile:**

B2C

**Preferable investor type:**

Angel investor; Venture Capitalist

**USP's:**

UI/UX, founder team, connection to private equity funds that will be offered through their platform.

**Capital amount needed:**

€500.000,-

**Investment need (Ex VAT):**

- €161.000,- product development & legal

- €150.000,- marketing

- €119.000,- operating costs

**Sector:**

Fintech; Crypto

**Phase:**

Pre-seed

**Number of founders:**

2

**Current number of employees:**

1 - 5

**Experience:**

Both of the founders have experience in entrepreneurship, regulatory advisory, financial advisory, blockchain and decentralized finance.

**Monthly turnover (current):**

€0,-

**Turnover (forecast) next 12 months:**

€10.000,-

**Turnover (forecast) months 13 - 24:**

€500.000,-

**Current monthly expenses:**

€0,-

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