



Raise funds from private wealth into institutional-grade private funds

HNW investors want access to private investments



HNWs are the fastest growing source of capital for asset managers.



Asset managers can increase fees by offering private funds compared to retail products.



Diversifying funding away from solely Institutional provides investment flexibility.

Legacy technology and infrastructure limit distribution



Existing investment structures are geared towards institutions.



A lack of operational and technology capability prohibits giving HNW investors access to private assets efficiently, at scale.

Goji provides a fully digital investment journey



Goji's low-cost digital solution works with existing counterparties (fund admins, placement agents etc.) and open and closed-ended structures.

