



Help your clients raise capital from HNW investors into private funds

The fastest growing revenue source for asset managers



Managers' revenue from private assets grew 44% to £111bn in the last year. Private assets now make up ~33% of managers' global revenue.



Between 2015 and 2020, cumulative flows from institutions have decreased by 19%, whereas individual investor flows have increased by 119%.

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's infrastructure digitises the investment journey



Goji offers a low-cost digital solution that is focused on the needs of wealth managers and HNW investors.

