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## Private Equity – The modernization of an established asset class

— **PE-FINTECH MOONFARE: IMPRESSING CUSTOMERS WITH A NEW WAY OF THINKING** — The investment universe is huge, but the efforts of the financial sector to address the digital transformation in this area are equally comprehensive. Robo Advisors are a perfect example. In recent years, the digital transformation of investment products has produced no greater prominence than the concept of "Online Asset Management". This, however, is not the only example. The future is also taking hold in the "Champions League" of asset management, Private Equity (PE). While "Robo" protagonists like Scalable Capital have received a lot of media spotlight, PE-Fintechs like Moonfare are not yet on everyone's radar. And not for a lack of success. As PLATOW has learned, the Berlin startup cracked the 250 million Euro AuM mark in January. Only two years after the operational start - in fact tripling the assets under management within a year. With a simple business idea, the young entrepreneurs strive to make the elite PE market a viable investment option for private

individuals: Starting at EUR 100,000, far less than the usual millions of euros as a minimum for PE investments, private clients have the option of investing in PE funds of leading firms such as KKR, Carlyle or Permira. The money is collected via a digital platform and invested en bloc. This idea of "democratisation" has already attracted 500 customers and around 5,000 registered users to the digital Moonfare platform. Moonfare claims to have limited direct competition. In the Funds of Funds segment, Astorius or Liquid, for example, offer PE investments. Here, however, investors would have no option when it comes to funds and investment strategy selection. Moonfare founders Steffen Pauls and Alexander Argyros (both formerly at KKR) are proud of the unique selling point of their start-up. Moonfare is still the only startup that enables investments directly in leading US technology funds (venture capital) and also offers a "secondary" market for acquired fund shares, thereby turning illiquid PE into a liquid asset class.