

# Gen II

## Investor Onboarding Case Study: Supporting Retail Investors

### At a glance

Gen II enhanced operations by implementing strategic automation and process improvements. This resulted in faster onboarding, ensured regulatory compliance, improved stakeholder engagement, and expanded retail investor access.

### Client Key Metrics



**30,000+**  
INVESTORS ONBOARDED



**12hr**  
ONBOARDING,  
REDUCED FROM 72 HOURS



MEETS CAYMAN AND  
US REGULATORY  
OBLIGATIONS

**“Our advanced digital transformation and workflow automation has been a game-changer, significantly reducing onboarding times and enhancing regulatory compliance.”**

**- Gen II Client Service Principal**

### Challenges

A large FoF firm faced challenges in opening private markets to retail investors, primarily the high administrative load and opaque investment processes, which deterred General Partners from raising capital. A complex investment process coupled with KYC and AML requirements for onboarding added to these difficulties, limiting retail investors' access and complicating fund sponsors' administrative tasks.

### Solutions

Gen II introduced end-to-end automation to manage high-volume transactions associated with the funds, utilizing APIs and fully integrated workflows. This innovation streamlined the investor onboarding process, enabling “just-in-time” capital event processing to match returns for underlying funds to create a scalable retail-grade operating model.

**Workflow  
Automation**

**Streamlined  
Onboarding**

**Enhanced Data  
Tracking**

### Benefits

**1**

#### **Expanded Fund Sponsor Opportunities**

Fund sponsors now access retail investor capital more easily, significantly expanding their distribution channels and capital sources without the extra administrative burden.

**2**

#### **Enhanced Limited Partner Access**

Limited Partners have gained enhanced access to private equity investments, offering them potential liquidity, and diversifying their investment options.

**3**

#### **Market Accessibility for Retail Investors**

The market has seen broader access for retail investors to private markets, enabling clients to delve into private market investments without the administrative complexities previously encountered.