GenTwo

Media Release

GenTwo co-founders release new book exploring the 78 trillion-dollar investment opportunity of Assetization

Zurich/Davos January 18, 2024 – Patrick Loepfe and Philippe A. Naegeli, co-founders of Swiss Fintech GenTwo, have just released a new book. Called "Assetization", the book explores the 78 trillion-dollar investment opportunity to be had by making non-bankable assets bankable and opening up investment opportunities to all.

"Assetization" is being published in an exclusive, limited edition first run, and is set to be released on January 18 at the Steigenberger Hotel in Davos during WEF week.

Said Patrick Loepfe, Chairman of GenTwo: "Assetization is both a process and a vision. As a process, it is about democratizing the creation of financial products. As a vision, it is about allowing people to invest in their beliefs and convictions whatever they may be."

The term Assetization is a portmanteau of "asset" and "democratization" and is the result of a new approach, pioneered by GenTwo to what is known in financial services as securitization.

Assetization makes it possible for asset managers, banks and all other financial intermediaries to turn almost any thing or idea into an investible asset. This can make the vast universe of currently non-bankable assets bankable and accessible to all investors. Accenture has estimated that the universe of non-bankable asset is worth up to 78 trillion US dollars.

Said Philippe A. Naegeli, CEO of GenTwo: "For investors, Assetization means the freedom to invest in their convictions and beliefs, including access to previously gated private market opportunities like hedge funds, private equity or high-end art. For asset managers, banks and other financial intermediaries it means having a simple tool with which they can expand their product shelves and win more business."

Readers of Assetization will find it to be a comprehensive overview, covering the genesis of the process, the universe of untapped assets waiting to be awakened, how Assetization works, why Assetization can be seen as part of the larger mega-trend of the democratization of finance, and how it may profoundly change not just investing, but the world as well.

With the addition of interviews, scenarios and case studies, quotes from prominent members of the investment world, as well as creative elements like imaginative illustrations and even an Assetization short story, the authors have put together something much more than a simple business book.

Rather it is a creative and engaging deep dive into one of the most important emerging trends in the investment world.

Interested readers can sign up for a copy of the book at gentwo.com/assetization-book.

More on Assetization available here: gentwo.com/assetization/

About GenTwo

Founded in 2018, GenTwo is a Swiss-based B2B fintech company that operates globally with the mission to expand the investment universe by making all assets investable. GenTwo has built a financial engineering network based on two pillars. Its proprietary platform solution GenTwo PRO empowers investment professionals to create unlimited, white-labeled investment solutions. Its AssetRush event series, which has established itself on the Swiss financial services industry calendar, provides a unique forum for showcasing the investment revolution that its next generation securitization platform is helping to catalyze. GenTwo currently has over three billion US dollars in Assets under Service (AuS).
GenTwo Digital is a subsidiary of GenTwo, bridging the gap between traditional and digital assets.

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