Juniper Square

One-click capital: What private markets GPs can learn from fintech and the public markets

How a seamless, digitized investor experience can give GPs an advantage with retail investors

Technology has transformed how individual consumers access financial products and services

Service	Analog way	Digital way
Banking	In branch, via ATM, or over the phone	Mobile apps, online account access
Payments	Credit cards, physical cash	Mobile apps, apps integrated into online banking services (Venmo, PayPal)
Buy now, pay later	Store layaway programs, scheduled payment plans	Online services like Affirm and Afterpay
Retail investing	Phone calls to stockbroker or financial advisor	Online brokerages (Schwab, eTrade) and mobile apps (Robinhood, public.com, Coinbase), robo-advisors

The retail revolution has already begun

Financial advisors and retail investors want access to the private markets now

92% of financial advisors currently incorporate alternative investments[1]

91% of financial advisors plan to increase their clients' allocation to alternatives over the next two years[2]

48% of US investors are now interested in alternatives, with **26%** actively considering allocating to them[3]

US retail investors' private markets AUM is estimated to grow from less than **$100B** in 2024 to **$2.4T** by 2030, a CAGR of **76%**[4]

Rewriting the rules for digital-native LPs

Retail investors expect an elevated investor experience

1 Frictionless UX

- A **single location** for all updates
- Digital **onboarding**
- Streamlined **AML/KYC checks**
- Integrated **data rooms**
- Intuitive **workflows**

2 Always-on interactions

- Continuous access to **investor portals** across investments
- Faster/more frequent **performance updates**
- **Self-service** account management

3 Proactive education

- Embedded **tutorials**
- Private markets **definitions**
- **Plain language** guides

1 By the numbers: Frictionless UX accelerates fundraising

Making it easy for retail investors to open accounts and invest

94% of consumers say easy navigation is the most important feature of digital platforms[5]

83% also consider an attractive, modern UX as essential[6]

~40% of prospects abandon digital onboarding if the application takes >10 minutes[7]

The global commercial and business banking market loses over **$3T** annually due to users quitting the onboarding process[8]

Bottom line: Users expect a seamless UX and reward good interactions, while punishing poor ones.

2 By the numbers: Always-on interaction is the new norm

Retail investors have come to expect control and immediacy

60% of clients want real-time updates on their portfolio performance[10]

71% of clients believe digital self-service options improve their engagement[11]

70% of investors prefer to resolve issues via chatbots or automated systems for quick answers[12]

69% of investors want easy access to investment information and education through digital channels[13]

Bottom line: GPs need to provide self-service capabilities and digital transparency.

3 By the numbers: Private markets education required

GPs need to empower retail clients with thoughtful educational content

74% of US retail investors would be more likely to invest more if they had greater opportunities to learn about investing[14]

Only **27%** of US retail investors feel "very confident" in their ability to understand financial markets and make good investment decisions[15]

40% of non-investors around the globe said they did not invest because they do not understand how to invest, or found it too confusing[16]

41% of US retail investors rely on education from financial institutions to make investing decisions[17]

44% of financial advisors reported that educating retail clients on alternatives was a barrier to broader adoption, with 41% stating that explaining illiquidity was the largest challenge[18]

Bottom line: Retail investors know they have a lot to learn—and want GPs to help close that knowledge gap.

Why a digital investor experience matters for private markets GPs

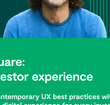
The time is now to plan for the coming wave of retail capital in private markets

For GPs looking to appeal to retail investors, they need to consider the **digital touchpoints** they use to interact with this new client base and make it as easy as possible to **invest without friction.**

They also need to work with a trusted fund operations partner that combines the **institutional know-how** of the private markets with a **digital-first investor experience.**

Bottom line: Retail investors expect a similar experience to their publicly traded investments, so GPs need to prepare now.

> Juniper Square was born from my frustration trying to make a private markets investment for the first time. I expected a simple, digital process: set up an account, link my bank, done. Instead, I got a two-inch stack of FedEx paperwork and a maze of manual steps like finding a notary. That's when I knew there had to be a better way.
>
> **Alex Robinson**
> CEO and Co-founder of Juniper Square



Juniper Square: Elevating the digital investor experience

Our modern, user-friendly platform blends contemporary UX best practices with private markets expertise to deliver a seamless digital experience for every investor

Investor portal: An **all-in-one hub for every investor interaction**—from fundraising and onboarding to communications, reporting, and tax documents.

Investor onboarding: Accelerate fundraising with a **tailored, digital subscriptions workflow**, including AML/KYC, that guides investors through the necessary steps without delays or confusion.

Investor reporting: Easily generate **investor-specific reports** that automatically populate investment and investor data.

The next step of reaching retail investors starts today

Learn how private markets GPs can leverage a connected digital platform to be ready for the now generation of retail investors

Book a demo

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[1] CAIS, New CAIS and Mercer Survey Reveals Widespread Adoption of Alternative Investments Among Financial Advisors, December 9, 2024.
[2] CalTer, The Rise of Alternatives: How Retail Investors Are Finally Getting In, June 19, 2025.
[3] Deloitte, Increasing retail client exposure to private capital investing, April 24, 2025.
[4] Bain & Co, Private Markets Are Ripe for Retail Investors, 2024.
[5] Juniperfy, Merchant onboarding: how to increase conversions with a digital-first approach, September 11, 2024.
[6] Medium, 5 ways that Robinhood is winning with great UX, January 22, 2025.
[7] Zipdo, Customer Experience in the Securities Industry Statistics, May 30, 2025.
[8] World Economic Forum, The Future of Capital Markets: Democratization of Retail Investing, August 1, 2022.
[9] Investment News, Overcoming the education gap on alternatives, November 15, 2023.