

# Titan secures \$58M to democratize active strategies for young retail investors

Article

**The News:** The US-based retail investing platform has closed a \$58 million Series B at a valuation of \$450 million, led by Andreessen Horowitz and a host of celebrities, like Will Smith,

[per](#) Business Wire. It will use the funding to broaden its suite of investment products.

**Here's how it works:** The investment fintech aims to democratize retail investors' access to actively managed investment [strategies](#).

**Titan's** core market is Millennials, and it gives these investors direct access to its range of stock options, including large US companies, small and medium businesses, and international companies. The minimum investment stands at \$100. Clients pay 1% in management fees and no performance-related fees.

In the three years since its launch, Titan has amassed around [\\$500 million](#) assets under management (AUM) and has recorded [500%](#) growth in the last year.

**What's its growth outlook?** Despite operating in a [saturated market](#), Titan's well-differentiated offering and younger-age-bracket-tailored solutions will help its rapid growth continue—it has [forecast](#) that it will reach its ambitious milestone of \$1 billion AUM by year-end

- **Titan's actively managed portfolios distinguish its value proposition from fintech competitors.** US digital trading platforms (such as [Robinhood](#)) and [robo-advisors](#) (like [Wealthfront](#)) both have grown rapidly in the past year, fueled by interest from younger consumers. While these firms' success creates a competitive market, Titan's offering stands out because it offers active strategies, which aren't usually [available](#) to retail investors. This sets it apart from both the “do-it-yourself” offerings of trading platforms and the passive investment products of robo-advisors.
- **Titan's offering is well-aligned with the demands of younger generations.** Younger investors have shown that they prefer a [hybrid advisory approach](#) with a host of digital tools to augment their interactions with investment firms. To meet these needs, Titan' mobile-first offering blends [video updates](#) explaining investment decisions with a dedicated investor relations team. Titan has also opened a waitlist for its new crypto portfolio. This will likely win over more clients within its targeted demographic, given the [younger generations'](#) fascination with crypto trading—as demonstrated by the success of [Robinhood's](#) crypto trading offering, for just one example.

# THE US WEALTH MANAGEMENT ECOSYSTEM

Incumbent wealth managers	Vanguard	TD Ameritrade	Morgan Stanley	Goldman Sachs	citi	Bank of America
	Charles Schwab	Fidelity	CREDIT SUISSE	BARCLAYS	BNP PARIBAS FORTIS PRIVATE BANKING	Citizens Bank
	UBS	WELLS FARGO	DBS	HSBC Private Bank	FRONTIER	BBVA
	J.P.Morgan	GW&K	RIVER ROAD ASSET MANAGEMENT	YACKTMAN ASSET MANAGEMENT	TIMES SQUARE CAPITAL MANAGEMENT LLC	Santander
Startup wealth managers	wealthfront	personal CAPITAL	bloom	ELLEVEST	M1 Finance	SIGFIG
	Betterment	Wealthsimple	SoFi	acorns	wealthify	AXOS INVEST
	Interactive Advisors	MoneyLion	STASH	AssetBuilder	Elm	TWINE
	Wahed	OpenInvest	HEDGEABLE	TITAN	Zacks Advantage	SUSTAIN FOLIO
Vendors	Bloomberg	TEMENOS	Coforge	salesforce	SmartSearch///	iADVICENT
	MOODY'S	avaloq	REFINITIV	APIAX	FINANTIX	FIS
	investcloud	OBJECTWAY	EBIZCASH FINANCIAL TECHNOLOGIES	FNZ	Microsoft Azure	aws
	Forward Lane	MORNINGSTAR	Broadridge	NUCORO	Adviscent Investment Advisory	Appway

Note: This graphic is illustrative, not exhaustive.

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