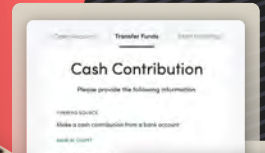
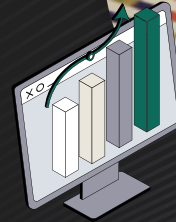



Why issuers should rethink conventional fundraising methods



Why alternatives issuers should raise capital from the \$12.6 trillion in Individual Retirement Accounts (IRAs)

Fund raising in the private markets has always been a challenge, but issuers have faced even more hurdles and hindrances in recent months. It makes sense, then, that issuers of alternative assets are awakening to the untapped potential of American household retirement savings.

Individuals in the U.S. hold a collective **\$12.6 trillion of retirement savings** in IRAs. That's capital private entities can access in order to raise, deploy, and grow their funds and other investment vehicles — benefiting issuers and the investors of their retirement savings alike.



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When issuers offer alternative assets like private equity, private credit, or real assets to everyday investors, they can tap into this massive pool of capital. But that's just the beginning.

We sat down with [Kacie Connors](#), Director of Issuer Relations at AltoIRA, to explore the various ways issuers of alternative assets can benefit by fundraising from individual investors and their IRAs.

Huge pools of largely untapped capital lay beyond conventional institutional fundraising

“Seventy percent of investable household assets are held in general equities through their retirement accounts,” says Kacie. “If you, as an issuer, utilize IRAs as a funding method, you can tap into the trillions of investable assets sitting in retirement accounts.”

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Kacie Connors,
Director of Issuer Relations at AltoIRA

Kacie's team helps issuers find the right avenue for connecting with investors, whether that's on Alto Marketplace, through an API partnership, or by opening an issuer account on Alto's investment portal.

acretrader
AcreTrader is a real estate investing platform that makes it easy to buy shares of farmland and earn passive income.

AngelList
AngelList's mission is to increase the number of successful startups in the world and has built the leading platform for early-stage venture investing.

CALTIER
The CalTier Fund opens institutional grade markets to the retail investor.

Capital Engine
Capital Engine's® marketplace is the leading platform in funding private investments.

Constitution Lending

Alto
Investors | Advisors | Raise Capital | Why Alternatives? | Resources | Help

Integrated Partners
As a trusted IRA provider, fundraising platforms offering a... have integrated with Alto to enable seamless investing... For more information, [click here](#).

Alto
Access
Tap into a larger pool of investable assets by accepting IRA capital.

Alto
Efficiency
Create your offering and kick off your raise in just 10 minutes with our platform.

Alto
Trust

Create Issuer Account
It's fast, easy, and hassle-free

work email
FIRST NAME
LAST NAME
PHONE
ONLINE PASSWORD
By creating this account, you agree to our [Privacy Policy](#) and [Terms of Service](#).

AngelList
AngelList's mission is to increase the number of successful startups in the world and has built the leading platform for early-stage venture investing.

For example, Alto Marketplace enables issuers to raise publicly, allowing Alto to take a proactive role in marketing specific investment offerings in addition to providing broader education on alternative investing. This two-sided familiarity fosters deeper, more committed partnerships between investors and issuers alike.

Upon confirming which Alto fundraising method meets the needs of their motivation to raise IRA capital, “issuers can provide investors more ways to participate in their offerings, either as a newcomer or a repeat investor,” says Kacie.

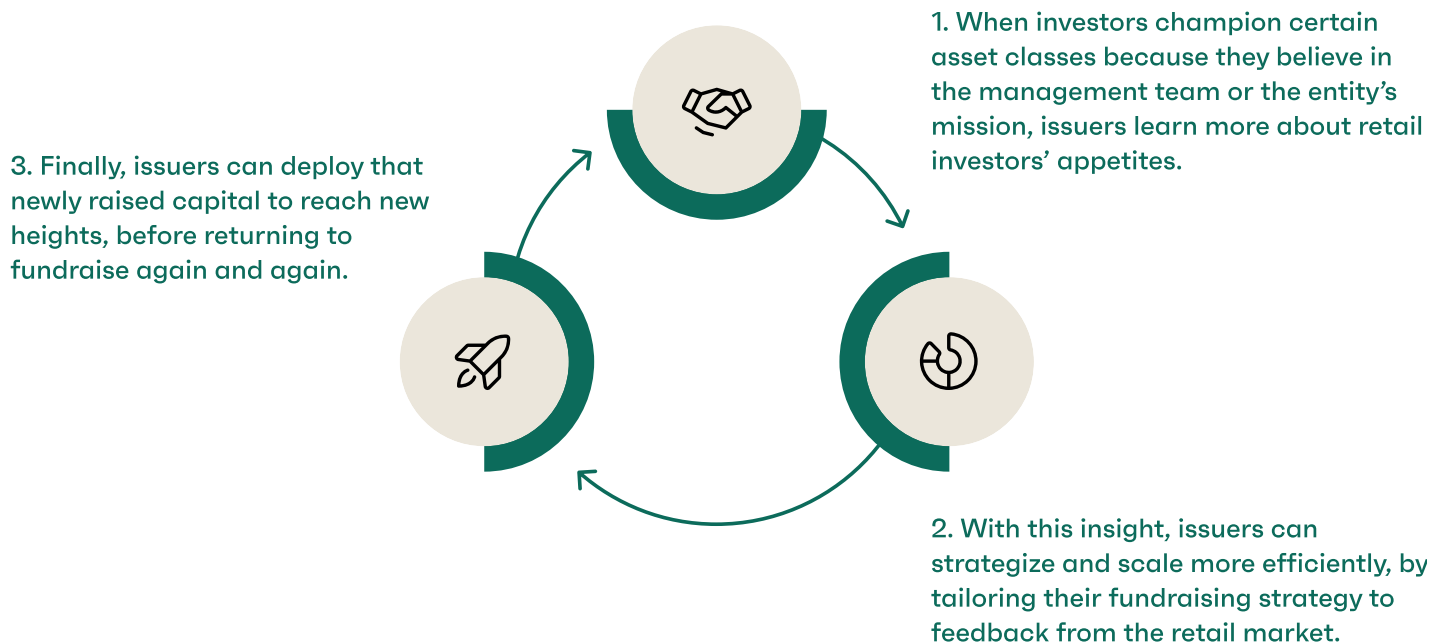
“One of the barriers to investing is education. Everyday investors don’t all understand what venture capital or real estate is, and how those assets produce returns. We provide the education to investors to know what alternative assets are, how they operate, and how to assess which specific opportunities may meet their needs.”



Kacie Connors,
Director of Issuer Relations at AltoIRA

Capital commitments from retail investors can jumpstart a flywheel for issuers

Over time, these channels can nurture a progressive flywheel:



This is a grow-raise-grow cycle that institutional investors have enjoyed for decades. Now, issuers and their increasingly active retail investor counterparts can experience it for themselves.

“At the time, I didn't have the disposable income to participate in alternatives. I did, however, have a meaningful 401(k) sitting at Morgan Stanley. Had I known about Alto, I would've rolled over my 401(k) and invested in a few of the WIN Lab companies through my IRA.”



Kacie Connors,
Director of Issuer Relations at AltoIRA

Today, Alto gives individuals like Kacie the opportunity to invest in alternative assets with the funds sitting in their retirement accounts.

By connecting with these investors, issuers of alternative assets can experience:



An investor group that's shown their eagerness for alternatives



Streamlined processes for issuers, fund managers, and investors alike



An issuer/investor relationship that encourages trust and repeat investments

Alto

Interested in learning more? Head to Alto to invest in alts today.

Get started