

We believe in the revolutionary power of blockchain, unleashing a hyper-connected, decentralized world where the individual is empowered as never before.

IMAGINE

Imagine driving your classic, handcrafted sports car up the San Bernardino; light flickering through the trees, surrounded by the mountainous Swiss countryside – pure driving pleasure.

Imagine enjoying a glass of fine wine, while watching the sun setting over the rolling hills of the exquisite French vineyard you have invested in.

Imagine enjoying the exuberance of hosting an exclusive New York evening, centered around your co-owned American pop art masterpiece.

Imagine expressing your personal style by wearing a different iconic Swiss collectable watch each season. We have created a new investment world that makes this possible. Its name is TEND.

TODAY'S PROBLEM

For most people in the world there is no choice other than to invest into the same old, impersonal financial products of today's providers, which bring neither emotional satisfaction nor excitement. Often these are no more than a technical means of holding cash. We conservatively estimate that 1 trillion USD (out of the world-wide total of ca. 70 trillion USD) is lying idle in these "uninspiring" financial products preventing forward-thinking, like-minded people from investing their money more purposefully. TEND is changing this. You've earned your wealth. You deserve to enjoy it.

tendswiss   
www.tendswiss.com

Our vision is to create a positive impact on society by giving people access to a new investment world that is driven by passion, purpose and meaning.

TEND gives its clients access to unique investment opportunities which are currently beyond their reach but reflect their aspirations; investments that fulfill a passion or pursuit of a personally important interest, investments that are driven by purpose and emotion. TEND achieves this by enabling co-ownership of these special objects of passion & purpose, lowering the entry barriers that exist today. Despite being in shared ownership, all TEND investments come with a beautifully orchestrated "real-life-experience", enabling its clients to see and enjoy their investment first-hand – and to share that experience with family and friends. Importantly, TEND provides a fully serviced platform and offering, including taking care of those associated but time-consuming responsibilities of the co-owners, such as maintenance, insurance and security. For full access to the platform, TEND charges a single, transparent, yearly access fee.

TEND's unique proposition, combining ownership and the potential rewards of unique investments with the satisfaction of real-life experiences, turns those investments into a positive and meaningful part of the clients' lifestyle (rather than locked away in a bank account). The sourcing of those special opportunities based on the shared interests of the clients themselves, meaning they are co-created by those clients, will drive loyalty and growth within the TEND community.

Our team, having developed an alpha version of the product, is testing it rigorously with the first 20 pilot customers and has successfully completed the technical proof of concept. TEND uses the Ethereum blockchain to run its application and to tokenize (i.e. convert and certify) the client assets. The Ethereum technology establishes absolute confidence in the traceability of the co-investments and ownership is recorded on the decentralized, tamper-free ledger.

Be part of our vision to reach 100 million people and offer them what they seek and deserve: to truly experience and enjoy their investments. Together with your backing we can make it a reality.