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IT Innovations

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• FINTECH

Digital Investment & Onboarding Platform for a Pre-IPO Investment Platform

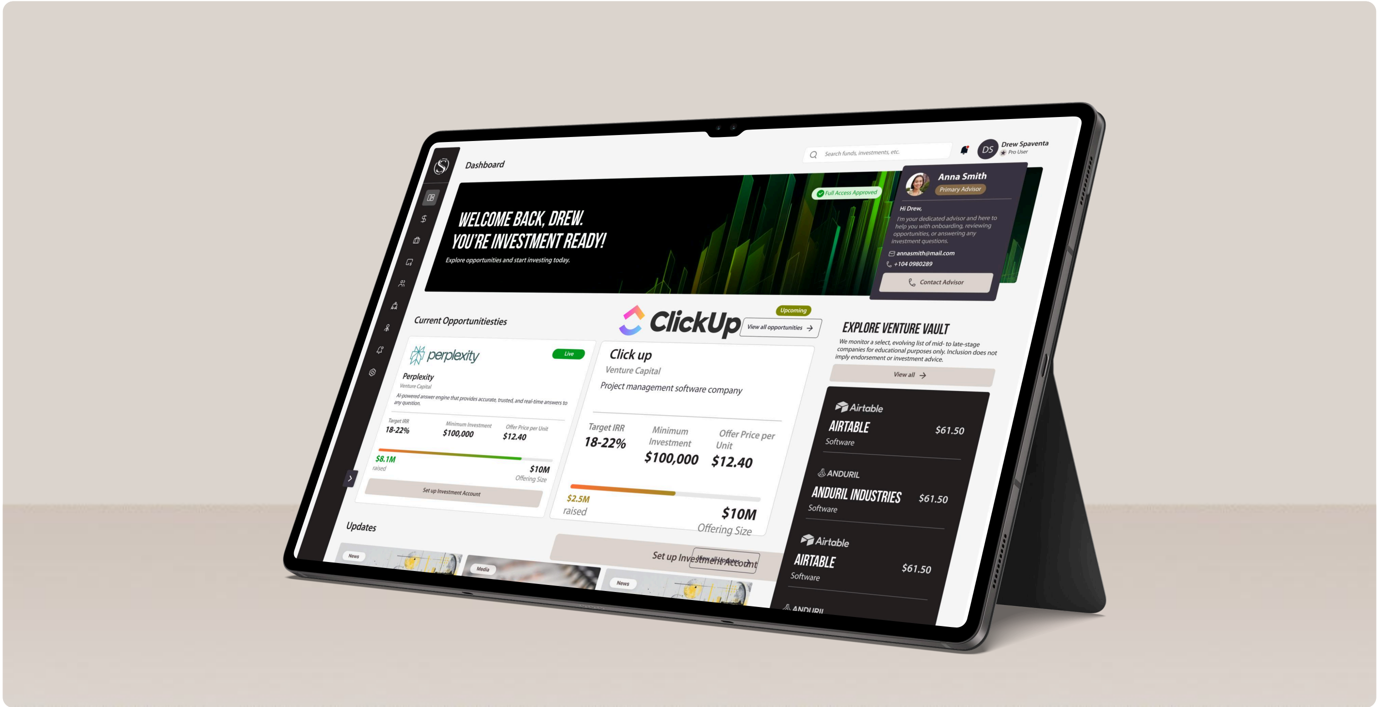
Seamless Onboarding. Secure Transactions.
Scalable Investment Experience.

Overview

The company is a U.S.-based private investment firm operating in a regulated fintech environment. The objective of this project was to design and build a secure, compliant digital investment platform that manages the complete investor lifecycle — from onboarding and verification to fund participation, content distribution, document execution, and allocation.

The platform brings together Investors, Advisors, Broker Dealers (BD), Registered Investment Advisors (RIA), Fund Managers, and Administrators within a single system. Each role operates with clearly defined permissions, ensuring transparency, regulatory compliance, and operational efficiency.

This engagement focused on delivering a production-ready MVP that balances usability with the strict requirements of financial compliance, while laying out a scalable foundation for future growth.



The Challenges

The company required a solution that could simplify complex financial and regulatory workflows without compromising accuracy, security, or auditability. Prior to the platform, key processes relied on manual steps and disconnected tools, which increased operational risk and limited visibility.

Operational Challenges

- Manual investor onboarding and document handling
- Fragmented approval, signing, content publishing, and fund collection processes
- Limited visibility into investor status, document completion, content access, and account readiness

Regulatory & Experience Challenges

- Multiple investor types with different onboarding paths
- KYC, accreditation, suitability, and tax requirements
- Executing legally binding investment documents digitally
- Distributing regulated fund content in a controlled and auditable manner
- Maintaining a clean user experience despite regulatory complexity

The core challenge was to create a system that feels simple to users while enforcing strict compliance controls behind the scenes.

Our Solution

We designed a role-based digital investment platform built around workflow clarity and compliance-first principles. The system guides users step-by-step while embedding regulatory checkpoints directly into the investment lifecycle.

Rather than treating compliance as a separate or manual process, approvals, validations, content publishing, electronic signatures, and payment confirmations are enforced within the platform itself. Each user interacts with a tailored experience aligned to their responsibilities and access level.

Key Platform Capabilities

Investor & Account Management

- Guided onboarding for Lite, Plus, and Pro investors
- Support for Individual, Joint, Retirement, and Entity accounts
- Progressive data collection and validation

Investment Workflow

- Indication of interest and subscription flows
- Document review, approval, and e-signature via SignNow
- Secure payment collection using Stripe
- Payment confirmation and fund allocation tracking

Content & Communication Management

CMS-driven management of fund pages, FAQs, announcements, and disclosures
Media Hub for hosting and distributing offering documents, videos, and updates
Role-based visibility and approval for published content

Governance & Access Control

Role-based permissions across all modules
Dedicated dashboards for Admins, Fund Managers, BD/RIA, Advisors, and Investors
Complete audit logging for onboarding, approvals, signatures, content updates, and payments

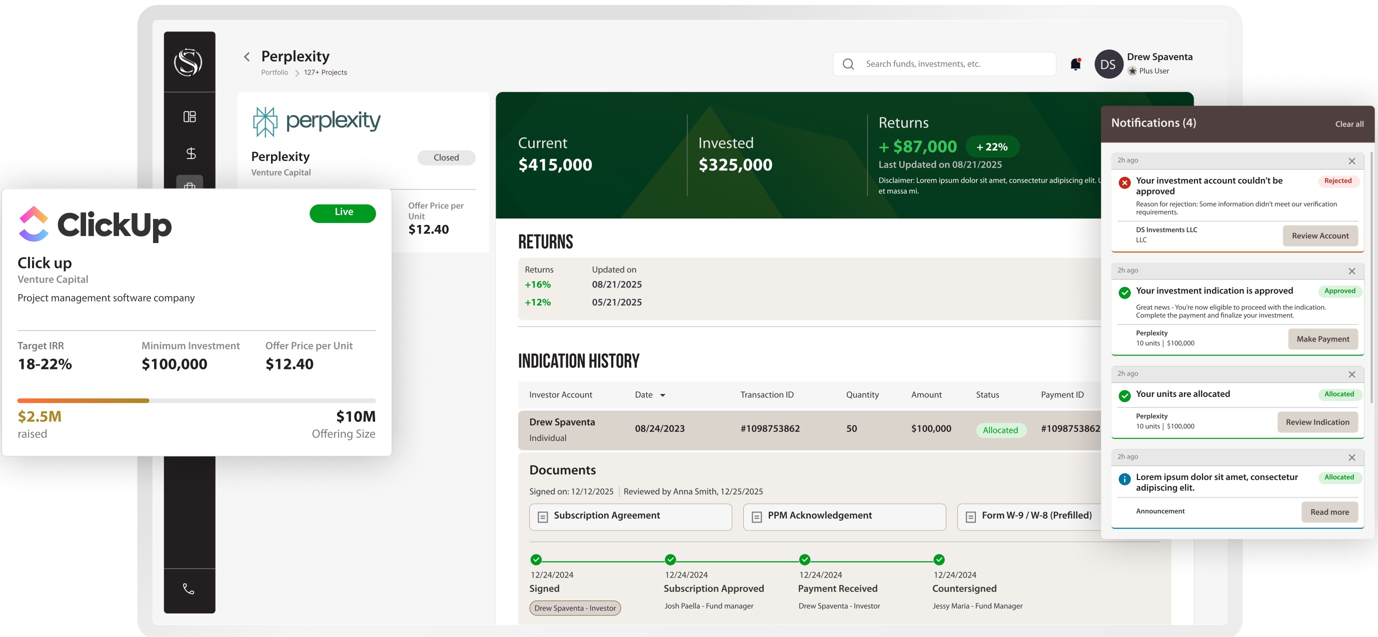
The platform was designed with scalability in mind, ensuring future offerings, regulatory changes, and integrations can be supported without rework.

Outcomes & Impact

The Pre-IPO Investment Platform significantly improved operational efficiency by standardizing workflows and digitizing onboarding, content distribution, approvals, signatures, and payments. Subscription cycles became faster and more transparent, while compliance readiness improved through consistent logging and traceability.

Administrators and advisors gained real-time visibility into investor progress, content access, document execution status, and funding readiness. Investors benefited from a guided, end-to-end digital experience that reduced friction while maintaining trust and regulatory integrity.

Result:
A secure, compliant, and scalable digital investment platform that successfully balances regulatory requirements with usability, content governance, and operational efficiency.



What The Client Says About Us

“Partnering with Fortunesoft transformed the way we manage decentralized clinical trials. We now have a reliable, compliant, and future-ready solution that accelerates trial execution without compromising on quality.”

Kevin Klein

Communications Assistant Manager,
Live Language – Glasgow, Scotland.

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Our Global Presence

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