

private banking innovation

Michael Sonnenfeldt Talks About TIGER21 - a peer learning group of HNWI's

TIGER21 is neither a bank nor a fund or investment manager. It is an organization that creates a space for High Net Worth Individuals (HNWIs) to meet in confidential peer groups of 12 persons where they can debate investment and personal issues and achieve more effective wealth management. The 145 TIGER members now collectively manage approximately \$10 billion in assets.

In the podcast Michael explains that members meet 12 times a year in regional groups for a full day. The day is split into four sections:

- A first section called the world update where members report what most influenced their investment horizon since the last meeting.
- A second section where members bring forward particular issues or opportunities that are discussed by the group.
- A the third section in which one of the members performs a so-called portfolio defence of his investments, which is then questioned and critiqued by his peers.
- A last section, in which one or two external speakers talk either about a finance topic (funds, investment opportunities, etc.) or an other intellectual field that relates to investments (biotech, emerging markets, etc.)

The full podcast gives some particularly interesting insights into this innovative business model:

<http://www.privatebankinginnovation.com/en/wp-content/uploads/2007/09/Interview-Michael-Sonnenfeldt-TIGER21.mp3>