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Asset management fees are high enough without eroding value through distribution fees. So the potential for the New York-based HedgeConnection.com to become a major distribution channel for hedge funds looks promising. It is not a passive fund supermarket but it operates more like a dating agency between investors and hedge fund managers. It already has 450 investors in 27 countries, 45% of them funds of funds.

HedgeConnection.com will provide hedge funds with efficient access to capital, cutting out the middle man: some may be able to scale down their marketing teams quite substantially.

Exchange controls remain an obstacle for locals trying to use the website, but that does not stop you from applying for the virtual tour and the 30-day free trial.