Aktionariat

CASE STUDY

Alan Frei Company raised capital from 600+ shareholders through its own website.

How Alan Frei used Aktionariat solutions to turn content followers into co-owners - without a single traditional funding round.

600’000+	600+	14	842
Capital raised, CHF	New shareholders	First CHF 100k, days	Average ticket size, CHF

THE COMPANY

About Alan Frei

Alan Frei is an entrepreneur based in Zurich who started 51 projects before co-founding Amorana, a multi-million-dollar e-commerce business he sold to the UK-based Lovehoney Group in 2022. After that exit, he created the Alan Frei Company (AFC) - a next-generation D2C brand built on three pillars: content, community, and products for lifehackers and urban travelers.
AFC is structured so that all of Alan's future income flows into the company - events, speaking engagements, product sales, ad revenue, and content. The vision: build a global brand over 20 years and let the people who believe in it co-own the journey.

ALAN/FREI

OBJECTIONS

What he wanted to achieve

01

Decrease minimum ticket size

Enable Family & Friends investors to participate despite traditional minimum ticket size barriers.

02

Increase liquidity

Improve accessibility and liquidity for startup investments, which are typically difficult to buy and sell.

THE SOLUTION

How he did it

01

Tokenization & Legal Setup

AFC tokenized 5-10% of its 10.5 million shares under the Swiss DLT law framework Legal setup was handled by LEXR. Shares are represented as tokens on the Ethereum blockchain.

02

Issuer Portal

Alan Frei uses the Issuer Portal as the central dashboard for shareholder management - a real time share register that replaced spreadsheets, transaction oversight, and compliance reporting.

03

Direct Investment

AFC embedded the Direct Investment tool on alanfrei.com/investor , creating a branded interface where anyone can buy shares directly. Alan made ownership accessible down to a single share because the cost structure on a decentralized blockchain allows it.

THE RESULTS

What changed

CAPITAL

Total raised	CHF 645’000+
Investors	600+
Avg. ticket	CHF 842
First CHF 100k	14 days

SHAREHOLDERS

Before	0
Now	600+
Via Direct Investment	600+
Smallest ticket	CHF 1

Impact

Since launching with Aktionariat in March 2023, AFC has grown from zero to over 600 shareholders - with no traditional funding rounds, no VC negotiations, and no minimum investment requirements. 116 investors joined in the first year alone. By 2025, the number crossed 500 and continues to climb.

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For me, it is a community-building tool. I already have a large community. Instead of just watching my content or buying products, people can now participate as shareholders. That is powerful. In the future, people will not just be consumers. They will be co-owners, and they can become one with just a few clicks.

Alan Frei

WHAT’S NEXT

Looking ahead

“I sold already many shares. Recently, I had to mint more shares and it was so easy. A couple of clicks and I can sell more shares. That is so cool. We are launching our first flagship product this autumn. The urban business travel backpack. We are very much looking forward to having our first physical product for our community” - Alan Frei