

Zurich-based Swiss Fund & Finance Platform launches SWIC-Gateway

Using brand new blockchain technology, Zurich-based Swiss Fund & Finance Platform aims at building bridges between the crypto world and traditional finance. Following through on its goals, the company is now developing the SWIC-Gateway in close collaboration with specialists from the blockchain industry, bankers and experts.

By Elsbeth Bruderer



Stefan Bucher, Managing Partner at Swiss Fund & Finance Platform, Founder Swiss Fund Platform LTD and Owner CORUM Holding LTD

The SWIC-Gateway, developed and operated by the Swiss Fund & Finance Platform (SF&FP) team, enables investors to trade a wide range of assets – all the way from bankables to non-bankables.

Allowing for trades in crypto currencies such as Ethereum or Bitcoin, investors will also be able to acquire assets using Fiat money. To make this possible, the platform intends to integrate so-called “crypto exchange offices”. These third-party providers exchange Fiat currencies for crypto currencies, so that these can later be invested into financial products available on the SWIC-Gateway. “On our platform, users can safely carry out digital transactions for these products and services, worldwide and cost-effectively. We achieve this through disintermediation of banks or any other third parties,” explains Stefan Bucher, Managing Partner at Swiss Fund & Finance Platform.

By removing certain intermediaries from its processes, SF&FP plans to create an integrative, blockchain-based ecosystem that will allow for direct trade between financial products and crypto currencies – “an open platform for the future of finance”, as is stated in SF&FP’s business plan.

The undertaking relies on the vision of “changing the world of traditional financial markets by creating a new crypto-economic environment that enables financial trading transactions through a blockchain-based platform”, and Bucher believes that “blockchain is sustainable and its technology will continue to attract steady investments”.

“Our vision is to change the world of traditional financial markets by creating a new crypto-economic environment that enables financial trading transactions through a blockchain-based platform.”

Stefan Bucher, Managing Partner SF&FP

In 2018, the global volume traded in crypto currencies reached an estimated USD 7.3 trillion and generated over USD 2.2 billion in trading fees. A survey conducted by the World Economic Forum found that by 2027, 10 percent of the global GDP will be stored on blockchain. Blockchain technology is designed to ensure the fast, transparent, and secure sale and purchase of digitized assets. “We are here to make this happen,” Bucher argues.

Albeit, bridging the gap between crypto and traditional financial worlds remains a

challenging endeavor: “Few people have both the in-depth understanding of new technology and the financial expertise required for the task. The regulatory environment is yet to be defined, and established companies such as banks are obviously resisting disruptive change,” Bucher says, referring to the financial industry’s rather sluggish endorsement of the technology. SF&FP, on the other hand, well intends to drive the disruption forward, and not end up as the disrupted, which basically means being Uber to avoid getting “uberized”.

With its proficient SWIC-Gateway team made up of financial experts with extensive experience, the company also largely benefits from its access to a strong global network. “We are uniquely positioned to create value and to share our findings with other industry players, as well as form alliances to further develop blockchain solutions and industry standards. Needless to say, we will stay committed to maintaining our role in – and our focus on – the integration of traditional and crypto products.”

For many, the SWIC-Gateway will provide access to a broader range of products and services. As opposed to a traditional stock exchange which is more likely to appeal to B2B customers, the SWIC-Gateway is designed as a B2C platform and caters to both private and professional investors can trade. “The SWIC-Gateway is a completely new distribution channel for the financial products industry,” concludes Bucher.

Interested participants are welcome to reach out to SF&FP at www.swissfundplatform.ch