

Tvede's Start-Up Gets Dry Powder

Stockholm (HedgeNordic) - Forecasting start-up Supertrends, which is generating insights for themes-based macro-focused hedge fund **Atlas Global Macro**, announced the closing of its Series A financing round of 1.5 million Swiss francs, or about €1.4 million, at a pre-money valuation of €6 million. Inspired by his two books on Supertrends, Danish entrepreneur and Atlas Global Macro founder Lars Tvede founded Supertrends in 2019 to “predict what goes on in the world.”

Zug-based Supertrends uses big data analytics, crowdsourcing, text-mining, advanced data visualization and digital gamification to spot, track and interpret innovations and technology-driven market trends. In collaboration with Supertrends, Atlas Global Macro has recently launched its own app that provides investor access to analyses, news and reports on the fund. The Luxembourg-domiciled hedge fund launched in late May relies on insights collected by Supertrends to form top-down views on economic and political trends and themes.

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“We are filling a large gap in the market, which I have suffered under for decades as an investor and entrepreneur,” comments Supertrends founder and board member Lars Tvede. “While followers of the financial markets have access to excellent information services such as Bloomberg, where all information about the financial markets is consolidated in one place – and updated in real-time – it is almost impossible to follow the world’s exponentially accelerating innovation,” continues the Dane living out of Switzerland. “Supertrends solves that problem.”

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Supertrends attracted a small group of international investors living in Switzerland for its series A round. The financing round comes amid a period of rapid expansion for the company, with the fresh capital set to be used to bring Supertrends to the next growth stage. The start-up recently opened a sales office in Copenhagen, revealed new strategic partnerships, delivered their first white-label software to Atlas Global Macro, and appointed experienced banker and entrepreneur Alfred W. Moeckli as the chairman of the board. The new capital will primarily be used to accelerate sales, support the company’s expansion to new markets starting with the United Kingdom and the United States, and fund the continued development of its products.

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“Here, at the beginning of our commercial breakthrough, I am delighted that the original shareholders and I have got several very experienced “wingmen” with significant entrepreneurial and financial experience into the circle of owners, who can help us internationalize the company and open doors,” says Tvede. “My experience from previous projects is that such co-investors can mean the difference between success and failure.”